

Communications Task Force (CTF) Minutes  
December 14, 2013 11:45 a.m. to 1:08 p.m.  
Dick Loescher's apartment, 2345 Patterson St., Apt. 34, Eugene, OR 97405

The minutes follow the agenda, **with significant discussion and decisions printed in red.**

**1. Welcome and opening words.** (Dick Loescher)

**2. UUCE Mission Statement and Covenant of Right Relationship.** (Dick Loescher)

**3. Check-in. Name, which groups you are representing.**

Those present: Sue Craig (Service in Action committee); Dick Loescher (CTF chair, Coordinating Council meeting facilitator, editor Weekly News e-Bulletin); Maren Peterson-DeGross (Calendar, Fundraising Committee, Web Team); Bill Rodgers (Earth Action committee); Ken Ross (editor Weekly News e-Bulletin, Web team); Vicki Scheuerell (Religious Education committee).

**4. Review of agenda and additions.**

**5. Review of minutes of CTF meeting 11/9/13. Not discussed.**

**6. Publications Task Force. Not discussed.**

Weekly News e-Bulletin/Order of Service editors (Dick Loescher, Martha Osgood, Ken Ross)

Calendar (Maren Peterson-DeGross)

Newsletter (Bonnie Koenig, Nisco Junkins)

**7. Weekly News e-Bulletin/Order of Service.**

What is working well?

What could be improved?

-Currently instructions for submitting articles are sent each week to UUCE Biz. People who submit articles who are not receiving Biz also need these instructions. Consider mention of link to these instructions in the Weekly News e-Bulletin (how often?). **Mentioned, but no decision made.**

-Web site archiving of Weekly News e-Bulletins. What was done in the past? **Some of the Weekly News e-Bulletins from the past previously were on the website, were recently removed, and some were replaced on the website in the past day or so. Current status and plans for the future? There was general support for the value of having these documents on the website as a valuable means of communication and advertising about what is happening at church. Who will do? To be decided. When? To be decided. Restore all previous editions? To be decided. Add new editions as they are published? To be decided. Some suggested that it would be helpful to save as a pdf document the final Order of Service document (which includes the Weekly Church Calendar and announcements) to attach to the e-mail version that is sent, and to attach the pdf document to the web site. Some people prefer to read the pdf document attached to the e-mail rather than the body of the e-mail, and some save the pdf to their desktop to refer to from time to time. This matter needs further discussion and decisions.**

**8. Monthly newsletter, UUCE Connections Not discussed.**

What is working well?

What could be improved?

Status of updates done to the hard copy mailing list?

Status of paper welcome form for visitors (per discussion in minutes 11/9/13)?

## 9. Web site.

**-Status of Joomla.** Brief discussion, but details not known by the people present.

What is working well?

What could be improved?

**-Web site stability.** Not discussed.

What is working well?

What could be improved?

**-Home page appearance and links.**

What is working well?

What could be improved? Increased clarity for connection to guidelines for requesting a room and table.

**-Volunteer web page.**

What is working well?

What could be improved?

Mention what volunteers currently needed.

Future plans? Who manages the page? Currently Martha Osgood. How to publicize it? Not discussed, except to acknowledge that publicity may be delayed by the recent temporary closure of the church building due to water damage.

-The following guidelines were sent on Dec. 8, 2013 in Happenings to UUCE Biz, along with the guidelines for submission of articles to Weekly News e-Bulletin/OOS, Newsletter, and calendaring guidelines.

“1. The WebTeam is developing the **Volunteer Page** in more depth. If you have jobs that would be rewarding for a volunteer to take on, you might want to look at the style of the announcements and develop your own.

Review here: <http://www.uueugene.org/index.php/volunteering>

Submit corrections (!) and your committee's job descriptions to the [webteam@uueugene.org](mailto:webteam@uueugene.org).

**The page is live, but won't actually be promoted until January. Get in on the ground floor with your job descriptions and opportunities.”**

Please give feedback about these instructions.

**-Web calendar.**

What is working well?

What could be improved?

**Proposal from Dick Loescher: Goal is to have the information on how to request a room or table easily and clearly accessible from the home page of the web site. This concept was approved.**

Possible strategies:

1. On the left side of the home page in the list of items under Our Church add the following item just underneath >Calendar

>Calendaring Instructions (or calendaring process, or calendaring information, or Request a room or table, or some other words “**How to request a room or table.**”), which when clicked will link to the current instructions on the web site for how to request a room and how to request a table.

2. Second choice, in my opinion, would be to have two bullet points that show up when Calendar is clicked:

-Web Calendar

-Calendar instructions (or one of the other choices of words).

3. Other ideas?

Please give feedback about this proposal. **There were differing opinions about what words to use and where to put them. This matter is to be further discussed by the Web Team.**

**Proposal from Maren Peterson-DeGroff and Dick Loescher to change the name of Information and Sale Tables to Information and Fundraising Tables.**

Because of the recently adopted Commercial Use of the Church Policy on All Sales, starting in January 2014 rename Information and Sale Tables to be **Information and Fundraising Tables**. And have words similar to the following in the detail of that entry on the web calendar and in the instructions for requesting a table for use after church: "After church services, there are no tables for sales for profit. For information about setting up a table for a UUCE Fundraising project or event, and for support of non-profit organizations, please see the Commercial Use of the Church Policy on All Sales: <http://www.uueugene.org/policies/482-commercial-use-of-the-church-policy>."

Please give feedback about this proposal. **All agreed with this change.**

Status of scheduling for Christmas Eve., Christmas day, and the day after Christmas (Dec. 24, 25, 26), and New Year's Eve., New Year's Day, and next day (Dec. 31, Jan. 1, Jan. 2)?

Have the groups on the web calendar confirmed that they will meet on those days? Do we need to e-mail and/or call them to confirm their plans? **Maren indicated that on Nov. 26, 2013 she did e-mail the contact persons for all listings for Dec. 24, 25, and Dec. 31, Jan. 1 to ask if the event was going to occur, or if it should be removed from the web calendar. She said she got many replies, and she made the requested changes.**

**We discussed strategies for designation of meeting locations of events that are on the web calendar while the church building is closed.** (The building was closed on Dec. 13, 2013 for restorative work needed to deal with flooding of part of the building due to a broken pipe on Dec. 12. The duration of the closure is unknown, possibly until January 1, 2014, more or less.) Maren indicated she will update changes on the web calendar as she receives them: "TBA (to be announced)"; "cancelled"; or "changed meeting location". The detailed information will indicate to contact the contact person for information about the event.

**We did not discuss who will deal with the church rentals.**

**-Possible revision of web editing manual. Who do? When? Not discussed.**

**-Podcast status? Not discussed.**

Sermons.

Other.

**-Other web matters**

Recently Glen Treiber updated the editing capabilities for Dick Loescher and others to include the ability to add and delete attachments. **Mentioned.**

**10. Facebook page.** (Martha Osgood, Maren Peterson-DeGroff) **Not discussed.**

What is working well?

What could be improved?

Article in Weekly News-eBulletin.

Possible newsletter article?

**11. Church directory matters.** (Martha Osgood) **Not discussed.**  
Status and plans. When get directory? When and how get photo?

**12. Other matters.**

**-Information and sales tables.** See discussion under web calendar.

**-Signs in church.** Not discussed.

**-Publicity about UUCE to outside community.** Not discussed.

**-What about an open invitation to all of UUCE to attend the next meeting of the CTF if someone is interested?** Discussion clarified that the concept might be to consider an open meeting, town hall style, sometime in the future to which all of the congregation would be invited to review and comment on current and possible future communication methods, strategies, and issues in the church. The purposes of the meeting would include sharing of information, a chance to ventilate, gain new insights and ideas, and possibly gain some additional people to help with our communications processes. This meeting would be at a different time from the usual Communications Task Force meeting. No specific decisions were made today, and this matter will be discussed again in the future.

**-Status of office assistant position?** Not discussed.

**-Communication about building security and safety issues.** (Guidelines to people who reserve a room? Additional security instruction classes? Other) Not discussed.

**-UUCE Building closure. Strategies for rescheduling and publicizing.** We supported the idea of placing a copy of the Weekly Meeting and Event Calendar on the inside of the glass facing out at each entrance to the church, so people who come to the building can see whom they might contact to find out the plans for the meeting that was to have occurred in the church at that time. Ken Ross will check with Susan Verner about this idea, and implement it if approved and if not already done. (This was subsequently done, with these words at the top: **CHURCH CLOSED UNTIL FURTHER NOTICE CONTACT INFORMATION BELOW (Listed events have either been moved or canceled).**)

Maren indicated she will check the web site to change references to Social Justice to be Service in Action.

Ruth Duemler called during the meeting to indicate that she is coordinating a phone tree to call people in the church directory to inform them of the church building closure and rescheduling of events.

**13. Topics for discussion at future CTF meetings.** Same as on this agenda, with attention to the most pressing issues needing attention.

**14. Future CTF meeting plans.**

-Next CTF meeting date: Sat., Jan. 11, 2014, 11:45 a.m. – 12:45 p.m., room 7.

**15. Check-out/likes and wishes.**

**16. Closing words.** (Dick Loescher)