

Communications Task Force (CTF) Minutes
April 13, 2013 11:45 a.m. to 12:45 p.m.
Unitarian Universalist Church in Eugene (UUCE) Room 7

The minutes follow the agenda, which is printed in black. **Decisions and plans made are printed in red.**

1. Welcome and opening words. By Dick Loescher

2. UUCE Mission Statement and Covenant of Right Relationship. Referred to by Dick Loescher.

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

Frank, Nikki (listservs, web team); Kosanke, Matt (Custodian); Loescher, Dick (CTF chair, Coordinating Council meeting facilitator, editor weekly e-Bulletin); Osgood, Martha (web team, listservs, editor Weekly News e-Bulletin, membership committee and church directory matters); Sawyer, Judy (Newsletter editor, Rental coordinator, Building Transition Task Force); Verner, Susan (Board President).

4. Review of agenda and additions. Done.

5. Review of minutes of CTF meeting 3/9/13. Accepted as written.

6. Template for components of evaluation of any communication method. Mentioned briefly.

-Name of communication method.

-Type of communication. (paper, electronic via e-mail, web site/Internet)

-Target audience.

-Group or entity in charge: _____ Person(s) in charge: _____

-Guidelines for who can post/submit information.

-Guidelines for what type of information can be included.

-Guidelines for how the information is to be posted/submitted.

-What is working well?

-What could be improved?

-Who will work on changes?

-When discuss again?

-Other.

7. Current communications methods at UUCE. Mentioned briefly.

a. Weekly News e-Bulletin/Order of Service (electronic [e-mail and web site] and paper in the building).

b. Order of Service

c. Monthly newsletter, UUCE Connections (electronic [e-mail and web site] and paper in the building, and mailed.

d. Listservs (electronic e-mail).

e. E-mail from anyone to anyone (electronic).

f. Web Site (Internet) with multiple web pages.

g. Web calendar (Internet).

h. Social media-Facebook, Twitter, blogs, etc. (Internet).

i. Electronic communication with telephone, Internet (Skype, etc.).

j. Physical display methods in the building:

1. Bulletin boards. 7 (paper)

2. Pamphlet racks. 2 (paper)
3. Greeters table. (paper, people)
4. Table with social justice materials. (paper)
5. Tables in social hall and chapel and possibly other locations with information and goods and activities. (paper, goods, people)
6. Signs. (paper, possibly TV monitor)
7. Projection of images and words on wall or screens in sanctuary or other rooms.
8. Television monitors to show broadcast TV, Internet content from a computer or tablet device, or material from computer or tablet device or DVD or videotape players.
9. Other
- k. Mailboxes on the wall near the church office. (paper)
- l. Paper mailings. (paper, with e-mail as attachments to blind people with Internet access)
- m. Direct conversations: one on one, or in groups; in organized situations, or informally (“grapevine”); within UUCE or anywhere.
- n. Church directory. (paper, electronic possibly via attachment to e-mail, possibly web site/Internet)
- o. Publicity about UUCE to the outside community using radio, television, newspapers, posters, participation in community activities, other, etc. (paper, electronic via e-mail, other)
- p. Annual reports (paper and web site).
- q. Personal reflections (paper).
- r. Question box (physical in membership area, virtual on the web site). **Newly added to list.**
- Other.

8. UUCE Communication methods to evaluate.

-Weekly News e-Bulletin

- What is working well? Updated guidelines for what to include in an announcement were posted on the web site March 28, 2013. **Those present supported a policy of mentioning in the Weekly News e-bulletin rentals that would generate income for the church when a portion of ticket sales will go to the church.**
- What could be improved? The criteria for what activities and events can be included in the Weekly News e-Bulletin are being revised and prepared for placing on the web site.
- Who will work on the changes? **Dick Loescher, Martha Osgood, Maren Peterson-DeGroff, Ken Ross.**
- When discuss again?

-Monthly newsletter, UUCE Connections

- Guidelines for submission of articles are listed on the UUCE web site. Consider having a link to that web site in the newsletter. **Judy Sawyer will consider doing this.**
- What are the guidelines for what type of information can be included regarding rentals that are not church sponsored or related? **Those present supported the editorial decision that Judy Sawyer now makes to mention in the newsletter, if there is space available, rentals that are open to the general public, and rentals that have a portion of ticket sales going to UUCE (thus being a fundraiser for UUCE). Mentioning these events may benefit the church by possibly increasing attendance, which may encourage people and groups to rent the church.**
- What is working well? **Those present expressed appreciation for the layout and content of the newsletter.**
- What could be improved? In the April newsletter the e-mail address for the office administrator and the office assistant are not next to their names. Consider putting the e-mail address for Hannah Williamson next to her name, and the e-mail address for Deste Campbell next to her name. **Judy**

Sawyer agreed with this suggestion. She mentioned that she needs editorial backup support for times when she will be away.

- Who will work on changes?
- When discuss again?

-Web site.

- What is status of upgrade of Joomla? This is due to be activated in the very near future.
- What is working well?
- What could be improved? The new version of Joomla will permit forms on the website to be filled out online and sent to the appropriate destination.
- Who will work on changes?
- When discuss again?
- What about an online survey about web site use and suggestions for improvement?

-Web calendar. Mentioned briefly.

- The information on the web site regarding how to make requests for room reservations on the web calendar has been revised. Deste Campbell and Dick Loescher and Martha Osgood are working on an updated request form for room space use.
- What is working well?
- What could be improved? Sometimes an entry for an event shows up each subsequent Sunday throughout the rest of the year and into next year. This was discussed by Dick Loescher, Martha Osgood, and Deste Campbell 3/13/13. Deste will attempt to update information each week and remove mention of events and tables after the last day of that occurrence.
- What about attention to the different categories of events, which have different colors? Deste and Maren Peterson-DeGross are discussing options. Those present indicated that having different colors for different categories of events was currently not of importance to them.
- Who will work on changes?
- When discuss again?
- Other?

-Tables used in social hall and chapel and other locations after services, and possibly other times, for paper materials, promotion of activities, selling of goods.

- Deste is developing a form for making requests for use of tables after the church service. Noted.
- What is working well?
- What could be improved? Having the tables in the chapel to allow more room for visiting in the social hall is being tried as an experiment. How is this working?
- Who will work on changes? Executive Committee and Communications Task Force.
- When discuss again?

-Question box

- Currently the web team (Martha Osgood and others) is fielding questions submitted electronically. The paper questions are being picked up by Martha Osgood and Hannah Williamson, who is to give the paper questions to Martha. On March 13, 2013, Dick Loescher and Martha Osgood advised Deste Campbell that Deste and Hannah can refer questions that they do not know the answer to the web team (Martha Osgood and Nikki Frank and others) who will answer the questions if they know the answers, or refer the question to someone who would know the answer. Noted.

-Posting of events of the day near the entrances has been requested by one person. Is this needed in addition to the posting of the events of the week? What about a more prominent way to post the events (currently on bulletin board near the kitchen entry door)? **Those present support the idea of improved signage for many things, including the events of the day and their location. The Aesthetics committee will need to be involved with this matter. For paper signs practical logistics include who prints them, where are they located, and who changes them. An electronic display is another option. Support was expressed for a “wayside pulpit”.**

-Other topics?

-Lost and Found. Dick Loescher and Martha Osgood and Deste Campbell discussed the need for improvement in the lost and found system. Suggestions? **Currently valuable items are being kept in the church office, and other items are placed in a lost and found box near the north entrance by the kitchen. This box is close to a box for donations to charitable organizations. Those present at the CTF decided that for now a preferable location for the lost and found box would be in a closet across the hall from the sanctuary. Matt Kosanke, Custodian, will move the lost and found box to that closet and the office staff will be informed. The location of the lost and found box and procedures for lost and found items may be revised in the future.**

-Thefts. It was noted that some thefts have occurred of kitchen items, and someone is working on putting an identifying mark on church kitchen items in hopes of reducing their inadvertent removal. It was also noted that a recently purchased wall clock has disappeared and is presumably stolen.

-Kitchen committee. Judy Sawyer noted that there is a need for increased activity and involvement on the kitchen committee, and she will contact people who have expressed interest in doing that.

9. Topics for discussion at future CTF meetings.

10. Future CTF meeting plans.

-Subgroup CTF (Dick Loescher, Martha Osgood, Deste Campbell) Wed., 4/24/13, 1-2 p.m. Library.

-Sat., May 11, 2013, 11:45 a.m. – 12:45 p.m., UUCE the room 7, after the Coordinating Council, which meets that day from 9:30-11:30 a.m.

11. Check-out/likes and wishes.

12. Closing words. Read by Dick Loescher.

Respectfully submitted,

Dick Loescher