

Communications Task Force (CTF) Minutes
March 9, 2013 11:52 a.m. to 1:00 p.m.
Unitarian Universalist Church in Eugene (UUCE) Room 7

The minutes follow the agenda, with decisions and plans made **printed in red**.

- 1. Welcome and opening words.** (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.

Those present and groups they represent:

Jackson, Jeff (Social Justice committee SJUUCE, and transition team);

Loescher, Dick (CTF chair, Coordinating Council meeting facilitator, editor weekly e-Bulletin);

Osgood, Martha (web team, listserv, editor Weekly News e-Bulletin, membership committee and directory matters);

Sawyer, Judy (newsletter editor, rental coordinator, Building Transition Task Force);

Scheuerell, Vicki (Religious Education committee)

Verner, Susan (Board)

4. Review of agenda and additions.

5. Review of minutes of CTF meeting 2/9/13. No corrections or additions were suggested.

6. Template for components of evaluation of any communication method. Reviewed 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. Noted but not discussed.

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).
- Other.

8. UUCE Communication methods to evaluate.

-Weekly News e-Bulletin

On Feb. 13, 2013 Martha Osgood and Dick Loescher met with Deste Campbell and clarified some roles and responsibilities regarding the Weekly News e-Bulletin. Deadline for submission of articles is Wednesday noon. The draft of the e-Bulletin is prepared by Deste Campbell and sent on Thursday to the editors (Dick Loescher, Martha Osgood, Maren Peterson- DeGroff, Ken Ross), with their comments due by Friday morning at 8:30 a.m. The final draft is reviewed by noon on Friday, and then sent by Deste on Friday.

-What is working well?

-What could be improved? Update guidelines on web site. **Jeff Jackson indicated that a revision that was made by the editors of an article he wrote for the most recent Weekly News e-Bulletin had what he considered to be a substantive change that he would not have made. He requested that, if possible, he would like to review edits made to articles submitted to the Weekly News e-Bulletin before they are published (other than minor punctuation or grammatical edits). He realizes that sometimes there is not enough time to allow this to happen.**

-Who will work on the changes?

-When discuss again?

-Does the interfaith prayer service on the 11th of each month at First Christian Church meet our criteria for listing in the e-Bulletin? **All 6 people present were of the opinion that it was not necessary to continue listing this event on the web calendar or in the Weekly News e-Bulletin.**

-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 said she would consider this.**

-What is working well? **Appreciation was expressed for the newsletter content and its appearance.**

Judy Sawyer is responsible for the content, and Nisco Junkins works on the layout. Judy mentioned that the deadline for submitting articles to the newsletter is the 15th of each month.

-What could be improved?

-Who will work on changes?

-When discuss again?

-The CTF expressed support to having the newsletter continue each month, including during the summer. Judy indicated she will need help from someone to do the newsletter when she is away for a month this summer.

-Susan Verner mentioned that there is a long-term goal of having the newsletter created through the church office, as has been done at times in the past.

-The newsletter is currently sent by e-mail to all who have e-mail connection with UUCE. Judy Sawyer said 23 paper copies are printed to be mailed, and some are printed to have in the church for attendees to review. We are not able to determine how many people read the newsletter.

-People suggested possible content for future newsletters might include excerpts from the UUCE history book, and Personal Reflections (with the permission of the author).

-Web site.

-What is working well?

-What could be improved?

Revise the web page editing manual. Since the web site may be upgraded to a newer version of Joomla soon, revision of the web page editing manual will be postponed until the upgrade has been made.

Dick Loescher recommended that each web page entry Show date and author of any revisions of a web page entry. Some others present did not agree with that recommendation, and thought it was not necessary. Martha Osgood said she would inquire if it is possible to find out when a web page was revised by looking deeper into the web page structure.

We discussed How to get people to update the web pages to be current? Martha Osgood indicated she is willing to contact people about out of date web pages and assist them in getting the web pages updated to be current. Martha requested that anyone let her know if there are out of date web pages.

-Who will work on changes?

-When discuss again?

-Other

-Web calendar.

-Martha Osgood and Dick Loescher and Deste Campbell discussed roles and responsibilities for posting on the web calendar at their meeting on Feb. 13, 2013. Deste is responsible for the web calendar. Judy Sawyer can make entries and edit them regarding church rentals. Deste is developing a form for making requests for use of tables after the church service. The information on the web site regarding how to make requests for room reservations on the web calendar is being revised.

-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. What about attention to the different categories of events, which have different colors? To discuss with Deste 3/13/13.

Judy Sawyer mentioned that a few rental entries on the web calendar recently inadvertently disappeared.

-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.

-The Executive Committee decided on 2/28/13 that the current sale of produce after church can continue until the guidelines are established for what type of sales can be done, hopefully by this summer. Then the person doing those sales will need to apply formally for permission to do the sales, which may or may not be granted. The person doing the sales has been told this information. The executive committee did decide not to allow any new commercial sales at church, pending development of the guidelines.

-The listing of tables in the social hall and chapel after the Sunday service is now being done with all separate tables in one entry on the web calendar and the weekly calendar "Information & Sale Tables, Chapel & Social Hall".

-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?

Someone suggested having a sign in the social hall indicating that there are tables in the chapel with information. No vote was made on this suggestion.

-Who will work on changes? Executive Committee and Communications Task Force.

-When discuss again?

-Pamphlet racks. Reviewed briefly.

-At the CTF meeting on Feb. 9, 2013, that group endorsed the proposal of Katy Siepert to have the two pamphlet racks on the wall of the hallway near the kitchen be designated and labeled for use by the Religious Education program.

-On March 1, 2013 at the Aesthetics Committee meeting Dick Loescher (chair CTF), Bill Rodgers (Earth Action Committee), Jen-Lin Hodgden (Director of Religious Education assistant), and Sue Craig (Social Justice committee-SJUUCE) discussed the need for additional pamphlet rack space to accommodate social justice and earth action and community resource materials. The Aesthetics Committee approved the idea of additional pamphlet rack space and will assess logistics of how to accomplish that, perhaps using a movable pamphlet rack to allow for flexibility in where it is located. The Aesthetics committee also approved that the Religious Education staff can make the labels for the RE pamphlet rack.

-What is working well?

-What could be improved?

-Who will work on changes?

-When discuss again?

-Clocks in rooms

-With the approval of the Building Transition Task Force and the Aesthetics Committee and the minister, Dick Loescher has purchased: silent wall clocks with a white rim for meeting rooms 1-7 and the library; and silent wall clocks with a black rim for the kitchen, social hall (2 clocks), and office of the Music Director and Director of Religious Education with their agreement.

-Is there value in having a second clock in any of the meeting rooms 1-7 so all in a circle can see a clock without turning around? There was no support to have a second clock on the wall in the meeting rooms. If someone wants a second clock visible during a meeting that person can bring a clock.

-No decision has been made about the chapel and sanctuary. What are the pros and cons of having one or more clocks in the chapel and/or sanctuary? **There was no support at this time to have a clock in the sanctuary or chapel.**

-What material to archive and who and how to do that? This was not discussed. The Coordinating Council discussed this matter earlier today and referred it to the archives committee to develop a plan.

-What is done now to archive material? Criteria and method?

-Who does it?

-Who decides what to archive?

-What are future archive methods?

-Who work further on this?

-When discuss again?

-Other topics?

-Kitchen matters. Judy Sawyer mentioned that kitchen cabinets that were in the kitchen when UUCE bought the building are being refinished and painted and will be installed in the kitchen in the near future. She said that she, Wanda Kuenzli (chair of Building Transition Task Force and Aesthetics Committee), and people involved with maintenance and with use of the kitchen on Sunday and people involved with rentals will work together to make further plans for the kitchen.

-Personal reflections. It was noted that Jeff Wright, who was in charge of the personal reflections program for many years, is no longer involved with that program. The CTF expressed support to have that program continue. Someone from the CTF will talk with Jeff Wright about plans and possible other people who might continue the program.

-Volunteer tree for Religious Education (RE) program. Vicki Scheuerell mentioned that the RE program is considering developing some kind of tree like structure that would have papers on it with various projects or needs of the RE program for people to be involved with. The details and logistics are yet to be developed.

-Volunteer fair. Someone suggested that UUCE have a “volunteer fair” in the fall, with tables after the Sunday church service with people and information about the various committees and activities available through UUCE for attendees to learn about and consider participating with.

7. Topics for discussion at future CTF meetings.

-Use of the question box, both the physical one and the one on the web site.

-Other.

8. Future CTF meeting plans possibilities.

-Subgroup CTF (Dick Loescher, Martha Osgood, Deste Campbell) Wed., 3/13/13, 1-2 p.m. Library.

-Sat., April 13, 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.

9. Check-out/likes and wishes.

10. Closing words. Read by Dick Loescher.

Respectfully submitted,

Dick Loescher, chair Communications Task Force