

Communications Task Force (CTF) minutes  
May 11, 2013 11:45 a.m. to 1:15 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.**

Frank, Nikki (listserv, web team); Giordano, Susanne (membership committee-pamphlet racks, note taker today); 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); Peterson-DeGroff, Maren (web team, editor weekly e-Bulletin); Rodgers, Bill (Earth Action Committee); 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 4/13/13. Approved as written.**

**6. Weekly News e-Bulletin**

-What is working well?

Generally going well.

-What could be improved?

-All present agreed that if an announcement of an event is allowed to be present in the announcement section, then it also is appropriate to list it in the Weekly Calendar section.

-All present agreed that they were in favor of having the Order of Service included in the finalized version of the Weekly News e-Bulletin that is sent electronically on Friday afternoon, since that information is printed Friday afternoon for the paper copy that is handed out on Sunday morning. Dick Loescher will discuss this with Deste Campbell and Rev. Don.

**7. Monthly newsletter, UUCE Connections**

-What is working well?

People expressed appreciation for the layout, and the articles, including those that mention rental events that are open to the general public.

-What could be improved?

Judy Sawyer mentioned that the deadline for submitting articles is the 15<sup>th</sup> of each month, but that often articles are submitted later than that. She agreed with the following suggestions: include in the newsletter that the deadline for submission of articles is the 15<sup>th</sup> of each month, and a link to the web page that has guidelines for submission of an article to the newsletter; and to put the e-mail address for Hannah Williamson next to her name, and the e-mail address for Deste Campbell next to her name.

**8. Web site.**

-What is status of upgrade of Joomla?

The upgrade to a newer version of Joomla has been completed successfully recently.

What is working well?

What could be improved?

Some attachments still need to be added. The website now has the capability to have a “slide show” feature with pictures. Maren Peterson-DeGross has publicized a request for pictures of church activities and people.

**-Home page appearance and links. Not discussed.**

What is working well?

What could be improved?

**-Volunteer web page.**

What is working well?

What could be improved?

Maren Peterson-DeGross thinks the volunteer page is not being used very much, and wonders how useful or needed that page is. Dick Loescher strongly recommended to keep that web page, and to encourage its use and development, which may take some time for people to get used to using.

**-Web calendar.**

What is working well?

A problem with some missing entries on the web calendar after the recent upgrade of Joomla was corrected when a category of items that had been turned off was turned on.

What could be improved?

**-Possible survey about web site use and suggestions for improvement (goals, when might do, who would be surveyed, how-possibly survey monkey, other)?**

Maren Peterson-DeGross expressed that she was feeling uncertain about how useful the web site was to people, and whether the effort needed to maintain the web site was worthwhile. She wondered how to find out how and how often people use the web site, and what they like and what they would like changed to be more useful. Some suggestions for evaluation that were mentioned included: monitor the number of hits on the various web pages, which Martha Osgood said could be done; ask people directly; and a possible online survey. A number of the people present expressed appreciation for the web site, and said they used it both for current and historical information. They also thought the web site was important to some newcomers and to some people checking out the church, and to church leaders and to some current church participants. It was also acknowledged that some people do not make use of the web site and do not consider it important to them. No decision was made today regarding whether or not to develop an online survey, but that might be considered some time in the future if there is interest.

**-Possible revision of web editing manual. Who do? When?**

Martha Osgood and Maren Peterson-DeGross said they would work on a revision of the UUCE web page editing manual for use by those who edit web pages.

**-Podcast status?**

Nikki Frank works on the podcasts, but needs some additional technical knowledge or help to get the podcasts active on the web site. The person who helped with this process previously is not available now to help with this. Nikki will research options. Additional suggestions mentioned by those present were to make a short form to document approval from the speaker to make the recording of the

presentation into a podcast, and for sermons listed on the website that don't have a podcast to mention "podcast not available".

**9. Church directory matters.**

-Review of features and use.

Martha Osgood reviewed some aspects of the church PDF directory, including mention that clicking on an e-mail address will activate an e-mail form with the person's address already in the TO line, and clicking on the name of a committee in the list of committees will link to the web page of that committee.

-Updates.

**10. Other matters.**

**-Web team membership.**

It was noted that Todd Woodward has not been participating on the web team in recent months. Later in the day of this meeting he submitted his resignation from the web team by e-mail. Those present at the meeting today expressed appreciation for the work and contributions of Todd in the past, and were unanimous in recommending that Glen Treiber be the new chair of the web team. Some on the web team would like to have additional members and particular skills added.

**-Upcoming changes.**

In the coming months there will be new ministerial leadership, less construction noise, hopefully continuing improvement in the functioning of the web site, and possibly other changes depending to some extent on budget decisions.

**11. Topics for discussion at future CTF meetings.**

-Review of communications methods and how they are working.

-How to get more interaction and communication between the CTF and the office staff, and some expressed the wish that the office staff could attend the CTF meetings. It was noted that Dick Loescher and Martha Osgood could give feedback to the office staff from the CTF at the meetings with Deste Campbell, and feedback can be given via the minister.

-Various ideas on the frequency of the meetings of the CTF in the future were mentioned: just as needed; electronically as needed; monthly; or quarterly, with additional meetings as needed. There was general agreement that the CTF meetings serve a useful function, and that some frequency of meeting on a regular basis is desirable, with additional meetings as needed.

**12. Future CTF meeting plans.**

-Subgroup CTF (Dick Loescher, Martha Osgood, Deste Campbell) Wed., 5/15/13, 1-2 p.m. Library.

-Next CTF meeting date?

For the past 5 months the CTF has met just after the Coordinating Council meeting on the same day and in the same room. The Coordinating Council's next meeting will be in August or September 2013. The CTF likely will resume meeting when the Coordinating Council resumes meeting, but the CTF can meet formally or informally as needed, and can communicate as needed.

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

**14. Closing words.** Read by Dick Loescher.

Respectfully submitted by Dick Loescher