

Communications Task Force (CTF) Minutes
February 9, 2013 11:45 a.m. to 12:45 p.m.
Unitarian Universalist Church in Eugene (UUCE) Room 6

These minutes follow the agenda. Background information is printed in black. New material and questions that were on the agenda are **printed in red**. Decisions and plans made at the meeting are **printed in blue**.

1. Welcome and opening words. **Given by Dick Loescher**

2. UUCE Mission Statement and Covenant of Right Relationship. **Read by Dick Loescher**

3. Check-in. Names of those present and which groups they are representing.

Those present and groups they represent:

Frank, Nikki (listserv, web team, and interest in planned giving and memorial gifts);

Giordano, Susanne (membership committee-pamphlet racks, note taker for CTF);

Junkins, Nisco (monthly Newsletter, Interweave, and wants to be added to the CTF, representing Judy Sawyer in her absence)

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

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

Peterson-DeGross, Maren (web team, editor weekly e-Bulletin);

Rollins, Rev. Don (Minister);

Scott, Paul (pmscott53@yahoo.com, representing Earth Action Committee in absence of Bill Rodgers)

Scheuerell, Vicki (Religious Education Committee)

Siepert, Katy (Director of Religious Education);

Verner, Susan (Board President)

Not present: Jeff Jackson, Judy Sawyer, Martha Snyder.

4. Proposed purposes of the Communications Task Force. **Reviewed briefly.**

-To have as clear, as respectful, and effective communications methods as possible at UUCE.

-To review and understand the current communications methods, processes, and guidelines, including who is doing what; and to support what is working well.

-To recommend and collaboratively help facilitate implementation of improvements.

-To consider possible additional communications methods, processes, and guidelines.

5. Purposes (needs met, values served) of communications. **Reviewed briefly.**

To: share information; increase understanding; increase connection; request action; implement UUCE's mission; marketing, recruitment, and advertising; other.

6. Directions of flow communications. **Reviewed briefly.**

-Downward, from staff or board or other leaders to others.

-Upward, from individuals or groups to staff or board or other leaders.

-Sideways, among people and groups.

7. Target audiences. **Reviewed briefly.**

-UUCE staff.

- UUCE members and friends (including those who enter the building and those who do not enter the building due to distance or life circumstance).
- Subgroups within UUCE (Board, committees, task forces, interest groups, specific programs, etc.)
- Visitors who enter the building.
- Potential visitors who have not entered the building.
- Local community outside of UUCE with similar interests and values.
- Denomination: Pacific Northwest District (PNWD) of the Unitarian Universalist Association; Unitarian Universalist Association (UUA).
- The world.
- Those with Internet access and e-mail.
- Those without Internet access and e-mail.

8. 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.

9. Current communications methods at UUCE. [Reviewed briefly.](#)

- a. Weekly 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. 6 (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). New addition to list.
- q. Personal reflections (paper). New addition to the list.
- Other.

10. Guidelines to decide what activities not sponsored by UUCE can be included in UUCE communications, and which UUCE communication methods to use for that purpose. Not discussed.

- a. Who makes the guidelines? Unclear. Different groups may have different people making guidelines. The Communications Task Force (CTF) is an official group approved by the Board President and the Minister, and can review and make recommendations regarding guidelines and present those to the Board for review and approval or modification.
- b. How can the guidelines be changed? To be determined. Perhaps the Communications Task Force can recommend changes, subject to Board approval.
- c. Current guidelines. Unclear at present, and may be different for different communications methods, depending on space availability and target audience, etc.
- d. Possible future guidelines to consider. To be determined.
- e. Which UUCE communications methods can be used to mention activities not sponsored by UUCE?
 - The monthly newsletter: has more space and flexibility than the weekly e-Bulletin.
 - Weekly e-Bulletin.
 - Bulletin boards.
 - Possible place on UUCE web site for outside activities?
 - Pamphlet racks?
 - Other?

11. UUCE Communication methods to evaluate.

a. Weekly e-Bulletin

- Type of communication: electronic (e-mail and web site), and paper in the building.
- Target audience: UUCE staff and members and friends and visitors in the building (paper copy) and any with e-mail and Internet access.
- Group or entity in charge of weekly e-Bulletin: since late January 2013 Deste Campbell, Office Assistant, and ad hoc editorial board (Dick Loescher Martha Osgood, Maren Peterson-DeGroff, Ken Ross).
- Guidelines for who can post/submit information: any UUCE staff or member or friend.
- Guidelines for what type of information can be included: Policy adopted by ad hoc editorial board Sept. 28, 2012 stated: the following. To be listed: all open church events, including choir events and interfaith events. Do not list closed events, except for the executive committee meeting, which will be listed as “closed”. If an event would have been open but is full, it will be listed and indicated “full” (to give hope of an opening occurring or an exception being made to an especially desirous person). The

only rentals to be listed are those of church sponsored activities. It is understood that these are guidelines, so there will sometimes be ambiguous cases in which case some appropriate staff or church member should be consulted.

The following clarifications of the guidelines were agreed to on Jan. 12, 2013 by the CTF.

-For activities and events outside of UUCE that are not sponsored by UUCE, but are consistent with UUCE values, they can be listed, if there is space, if the activity or event is endorsed by a UUCE group (such as Social Justice UUCE/SJUUCE or the Earth Action Committee).

-It would help the editors of the weekly e-Bulletin to know if it was appropriate to include articles about activities and events outside of UUCE if those articles were submitted by or screened by the chair of SJUUCE (currently Jeff Jackson) or the Earth Action Committee (currently Bill Rodgers). Both people agreed to be contacted with questions, and indicated they would inform their committees of this request.

-Jeff Jackson sent the following information about current SJUUCE endorsed outside groups in an e-mail to Dick Loescher on 1/14/13.

“Current SJUUCE-sponsored activities and organizations include, but are not limited to, the following:

1. Occupy Interfaith Eugene, which currently has three priority areas:
 - a. Homelessness--including Opportunity Village, St. Vincent de Paul's Car Camping program (including the Conestoga Hut project), and Safe Legally Entitled Emergency Places to Sleep (SLEEPS).
 - b. We the People Eugene (corporate personhood issue)
 - c. Health Care for All Oregon (HCAO)
2. Oregon Faith Roundtable Against Hunger (OFRAH)--including the Sunday Breakfast Program
3. That's My Farmer
4. Crop Walk

In addition, we regularly sponsor one-time-only events and projects such as Friendship with Cambodia and Thembenathi. I can alert you when this happens, if you'd like.”

-Guidelines for how the information is to be posted/submitted: information is to be sent to publications@uueugene.org by noon on Wednesday each week.

PLEASE INCLUDE THE FOLLOWING INFORMATION IN YOUR SUBMISSION

1. Event title
2. Brief description/narrative in compact sentences (Consider the space limitations)
3. Event Start and End Time (NOT set up or reserved time)
4. Indicate location or room number (Clear this with the **Office** FIRST when you ask them to upload the info to the Calendar)
5. Contact info (your name, email, phone)
6. Web page reference (URL) for more details than space allows here
7. Day, Month and Date (verify that Tuesday really IS the 21st)

The web site does not mention if information can also be sent or taken to the office on paper.

Would it be helpful to have a statement about that option? To be discussed with Deste Campbell.

The office staff sends an e-mail draft of the e-Bulletin to the ad hoc editorial board for review and suggestions on Thursdays, with the final draft for review on Fridays and then the final form sent out and printed on Fridays. (The editorial board checks the information for grammar, for correlation with the web calendar, and for accuracy with other sources of information and people they are aware of, and for meeting the guidelines for inclusion.)

-What is working well?

-What could be improved? Check web calendar correlation with the events listed in the e-Bulletin, and spell check before sending the draft for review.

-Who will work on changes? Dick Loescher and Martha Osgood and Deste Campbell will meet Wed., Feb. 13, 2013 at 1:00 p.m.

-When discuss again?

-Other. How list tables after church in the weekly calendar? All on one line as tables with details in parentheses (Martha Osgood, Maren Peterson-DeGroff and Dick Loescher favor this choice), or one line for each table, or depends on space available? See questions in j. 5. Tables section.

Does the interfaith prayer service on the 11th of each month at First Christian Church meet our criteria for listing in the e-Bulletin? No decision made.

b. Order of Service (considered separately here because the process is different, although the OOS is printed and sent in the same document with the weekly e-Bulletin). Discussed briefly with Rev. Rollins.

Rev. Rollins is responsible for the content of the Order of Service. The editorial board of the weekly e-Bulletin is not involved with the Order of Service preparation or editing.

-Type of communication: electronic (e-mail and web site) and paper in the building.

-Target audience: UUCE staff and members and friends and visitors in the building (paper copy) and any with e-mail and Internet access.

-Group or entity in charge of OOS: Rev. Rollins and Deste Campbell, Office Assistant).

-Guidelines for who can or does post/submit the needed information: Minister (Rev. Don Rollins), Director of Religious Education (Katy Siepert), Worship Associates (? Who), Director of Music (Tom Sears), music committee?, others?

-Guidelines for what can or is to be included: ? order of events in the service; speaker (Currently the name of the speaker is not listed beside the sermon title, which is the current decision by the minister.); music and composer; musicians; hymns and number; participants in the service; greeters and ushers; professional staff whether or not they are participating in the service or only those participating in this service?; other staff (office staff, custodians, others)?; sound; other.

-Guidelines for how the information is to be posted/submitted. Is there a template for the information needed? When is the request for the information sent? When is the information due?

-What is working well?

-What could be improved?

-Who will work on changes?

-When discuss again?

-Other.

c. Monthly newsletter, UUCE Connections. Discussed briefly with Maren Peterson-DeGroff.

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- Type of communication: electronic (e-mail and web site) and paper in the building, and mailed to people on request.
- Target audience: UUCE staff and members and friends and visitors in the building (paper copy); UUCE members and friends who do not come to the building (due to distance or life circumstance) with either paper copy mailed to them or e-mail and internet access; UUCE staff and members and friends and potential visitors and the world with internet access.
- Group or entity in charge: newsletter editor (Judy Sawyer) and helpers (Nisco Junkins, and others)
- Guidelines for who can post/submit information: UUCE staff and members and friends. Other?
- Guidelines for what can or is to be included: being developed. Obituaries were approved by the CTF on Jan. 12, 2013.
- Guidelines for how the information is to be posted/submitted. Judy Sawyer sent an e-mail Nov. 3, 2012 with guidelines. **Consider posting the guidelines on the UUCE web site (this was subsequently done by Maren Peterson-DeGroff posting guidelines developed by Judy Sawyer) and have in the newsletter a link to those guidelines.**
- What is working well?
- What could be improved?
- Who will work on changes?
- When discuss again?

f. Web site. Not discussed.

- Type of communication: Internet.
- Target audience: UUCE staff, members, friends, potential visitors, the world with Internet access.
- Group or entity in charge: web team (Todd Woodward, chair; Glen Treiber, technical; Maren Peterson-DeGroff, editor; Ken Ross, church liaison; Martha Osgood, outreach).
- Guidelines for who can post/submit information: Web team, editors of each web page, other?
- Guidelines for what can be posted: ?
- Guidelines for how information is posted: How to edit your web pages manual. Other?
- What is working well?
- What could be improved? **Revise the web page editing manual. Show date and author of any revisions of a web page entry. How to get people to update the web pages to be current? Not discussed.**
- Who will work on changes?
- When discuss again?
- Other

g. Web calendar. Not discussed.

- Type of communication: Internet.
- Target audience: UUCE staff, members, friends, visitors, renters, potential renters, the world with Internet access.
- Group or entity in charge: Office Assistant (Deste Campbell, assistant@uueugene.org).
- Guidelines for who can post or submit information: UUCE staff, members, friends, other?
- Guidelines for what can be posted: UUCE sponsored events on site or off site; rentals; other?
- Guidelines for how information is posted: **to be reviewed with Deste Campbell, Office Assistant.**
- What is working well?
- What could be improved?
- Who will work on changes?

-When discuss again?

-Other?

j. 5. 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. Discussed briefly.

-Type of communication: paper, verbal.

-Target audience: UUCE staff, members, friends, visitors in the building.

-Group or entity in charge: Unclear.

-Person(s) in charge: Unclear.

-Guidelines for who can post/submit information and request use of a table: UUCE staff; UUCE official organized group. Others: any member?; any friend of UUCE?; any group aligned with UU values? other? Unclear.

Examples of current table use include: coffee store fundraiser; refreshments; promotion of or information about UUCE related activities; sales for private profit (eggs and other farm produce with percentage being donated to UUCE, which was started in 2006 without asking permission of anyone and with no objection from anyone to the seller); sales for benefit of UUCE (calligraphy of sayings); sales for nonprofits (e.g. Friendship with Cambodia and Thembenathi); information about outside groups (e.g. third Sunday collection beneficiary, SJUUCE sponsored group, etc.); possibly other uses.

-Guidelines for what type of information can be included or purpose of the use of the table (guidelines about selling items): Unclear.

Board policy from 1996 indicates that permission of the Executive Committee is needed for someone to use a table to sell items, but that policy is not currently being followed. (Susan Verner, Board President, indicated that the board wants to have this policy enforced. Once the executive committee make a decision about current sale activities occurring after the Sunday service, Susan will talk with those involved about the decision and further plans.)

Questions to answer: These questions will be discussed by the executive committee.

1. Who can request a table?

2. Who can sell items?

3. What kind of items can be sold? Anything? Handmade items? Any restrictions, e.g. only items consistent with UU values, and who decides? What about items some might consider to be hate related or pornographic or violent?

4. What percentage of the sales should go to UUCE? Would that be different for sales for the benefit of the seller compared with sales for the benefit of a nonprofit outside of UUCE?

5. What are the trade-offs of promoting or prohibiting having individuals sell items for their own profit with a percentage of sales going to the church as a fundraising activity?

6. What about individuals selling something with all of the sales going to UUCE?

7. Other?

-Guidelines for how a table can be requested: Schedule through the church office assistant, to be encouraged. **How strongly should this be encouraged?**

-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?

-Have tables positioned so they allow access to bulletin boards.

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

-When discuss again?

-Other. The CTF and board president agreed on Jan. 12, 2013 to allow current practices of table use to continue for now. Once we establish guidelines we will publicize those and ask people to follow the guidelines.

-Decisions regarding listing of tables after the service in the weekly e-bulletin/Order of Service (with the practical logistics of space available in that document): list all tables separately; list all tables on one line with details in parentheses; only list certain tables (what criteria to use?); just list that there are tables with not identifying any specific table; other. This will be discussed with Deste Campbell. Maren Peterson-DeGross, Martha Osgood, and Dick Loescher favor listing all tables on one line with details in parentheses.

o. Publicity about UUCE to the outside community using radio, television, newspapers, posters, participation in community activities, other, etc. Not Discussed.

-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.

Other communications methods

-Pamphlet racks (j. 2.).

Katy Siepert indicated that there are 2 pamphlet racks in the hallway across from the kitchen near the north entrance to the building that are for Religious Education (RE) pamphlets. Katy mentioned that the pamphlet racks are not labeled, and that there are some community resource and other types of pamphlets there. Katy said all of the space in those pamphlet racks is needed for RE materials and she would like the community resources and other types of pamphlets to be located somewhere else. **The Communications Task Force (CTF) gave unanimous approval: for Katy to label the pamphlet racks as Religious Education Pamphlet Racks; and for the CTF and the Aesthetics Committee and other interested parties (possibly RE, Social Justice committee [SJUUCE], Earth Action Committee [EAC], membership committee, and maybe others) to collaborate to find another location for the other types of pamphlets, perhaps an additional pamphlet rack. Dick Loescher is to communicate with Wanda Kuenzli, chair of the aesthetics committee, regarding who is on that committee, and how to implement these plans.**

-Web site use (f.).

Katy Siepert reported that the Coming of Age (COA) program, part of the Religious Education program, has a web page (maintained by Maren Peterson-DeGross) that is being used as a resource and clearinghouse of information for parents and mentors. This page can be accessed on the UUCE web site, and by a link to the page in an e-mail sent to the parents and mentors alerting them to look at that page.

-e-mail addresses (e.).

Martha Osgood indicated that improvement is needed in communication about new e-mail addresses. She wants to receive e-mail address when new people register their e-mail address on various forms that are then sent somewhere, probably the office. However, that is not happening reliably. Also, when she receives new e-mail address when people sign up to be on a listserv she wants to know who else needs those e-mail addresses. Martha Osgood will discuss these matters with the office staff and the membership committee.

-Signs (j. 6.).

Mention was made of the need for signs indicating names of the various rooms and signs indicating how to get to various locations.

11. Future CTF meeting plans possibilities

-Sat., March 9, 2013, 11:45 a.m. – 12:45 p.m. UUCE in the room used by the Coordinating Council, which meets that day from 9:30-11:30 a.m.

12. Check-out/likes and wishes.

13. Closing words. Read by Dick Loescher.

Respectfully submitted,
Dick Loescher, chair, Communications Task Force