

**Minutes for Communications Task Force (CTF) subgroup meeting
at UUCE Feb. 13, 2013 1:00 p.m.-2:00 p.m. in the library**

These minutes are based on the agenda. The **items in red** are questions and suggestions that Dick Loescher included in the agenda. The information in black is background information of existing guidelines, documents, and web pages. The information **in blue** indicates what decisions and plans we made at the meeting.

Participants: Deste Campbell, UUCE Office Assistant; Martha Osgood, Web Team and Weekly News e-Bulletin editor; and Dick Loescher, Communications Task Force chair and Weekly News e-Bulletin editor.

Topics: Clarify roles and responsibilities of Office Assistant and editors of Weekly News e-Bulletin; Web calendar.

Weekly News e-Bulletin

1. **What are the roles and responsibilities of the office assistant?**

Collects information sent to her for publication and prepares a draft of the announcements, and of the weekly calendar from the UUCE web calendar.

2. **What are the roles and responsibilities of the editors (currently Ken Ross, Martha Osgood, Maren Peterson-DeGroff, Dick Loescher)?**

Review the draft of the weekly calendar and announcements for accuracy and editing suggestions.

3. **What is working well?**

Familiarity with the process and guidelines and accuracy are improving.

4. **What could be improved?**

-Additional information is needed in the web page description of what is needed for the Weekly News eBulletin: start and end time of the event; reference to a web page (URL) or newsletter article for additional information, if appropriate. Under point #4 I would list name first. Does Deste have any additional suggestions?

Deste Campbell and Maren Peterson-DeGroff are to communicate directly to come to an agreement about what to list.

-The web page description does not mention if information can also be submitted to the office on paper. Can this be done if someone does not have Internet access? If so, would it be useful to add this information in the instructions?

Deste indicated she preferred to have information submitted to her electronically (e-mail), but she could receive written information on paper if a person cannot send it electronically. Deste and Maren are to decide how to mention this information.

-For consistent terminology what is the agreed upon way to refer to this document?

Weekly News eBulletin, or Weekly News e-Bulletin, or weekly e-bulletin, or E-Weekly Bulletin, or ?

Deste, Martha, and Dick all agreed to use the terminology Weekly News e-Bulletin, until some other decision is made.

-Currently Deste sends a draft of the Weekly News e-Bulletin to the editors in the afternoon or evening of Thursday, with comments due by early Friday morning. On Friday morning a final draft is sent for review. To the editors, and I would guess to Deste, this time frame feels tight and somewhat pressured for the editors to review the draft, contact various people and look up information to verify the accuracy of the draft and appropriateness of the articles for inclusion. If it were possible to receive the draft earlier in the day on Thursday, or even Wednesday evening, it would make editing easier. Might it be possible to eventually have that happen? What are the practical logistics? What ideas and suggestions does Deste have?

Deste said she has a goal of sending the draft of the Weekly News e-Bulletin for review earlier in the day on Thursday, or even possibly by Wednesday evening, when she has more experience and is more adjusted to the routine and is able to do this logistically.

-In the weekly calendar for listing of tables in the social hall and chapel after the church service the editors favor having one line that says tables and then in parentheses the names of the various tables, to reduce the number of lines and space on the page used. Deste, Martha, and Dick agreed to have an entry "Information and Sales Tables in Social Hall and Chapel" and then list in parentheses the various tables.

-Formatting ideas from Martha Osgood for the e-Bulletin appearance in the body of the e-mail that is sent out.

Martha gave to Deste a written page of formatting suggestions and steps for the appearance of the Weekly News e-Bulletin, which appears in the body of the e-mail that is sent each week with the attachments of the e-Bulletin.

-In the printed order of service is there value in the article (announcement) section to having the background of alternate articles darkened? I wonder if the extra use of ink is worth the contrast between the articles?

Deste said it saved her time to just copy the PDF version of the document (which has different colors in the background of the different announcements) and print that, which results in varying shades of gray in the background of the different articles. Martha said she thought having the different shades of gray in different articles helped distinguish them visually and made reading the announcements easier for her. Dick said he did not think having different shades of gray in background of the different articles was necessary, and he favored not doing that in order to save ink expense. This matter is under consideration and may evolve with time.

-Would bold be useful at the top or start of each article so people can see at a glance what the article is about?

Deste has a goal of using bold at the top of each article, but sometimes there are logistical challenges for doing that (extra space needed, how the article was submitted, etc.).

Any requests and suggestions from Deste?

Have editorial comments be as concise as possible. She said she did not necessarily need

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to know the reasons for an editorial recommendation, although at times giving the reason for a decision may preclude the need for a follow up question.

5. Current guidelines for the Weekly News e-Bulletin.

-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, Page 3 minutes CTF subgroup Deste Campbell, Martha Osgood, Dick Loescher 2/13/13 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."

Here is what shows currently (2/12/13) on the UUCE web page "HOW TO CALENDAR AND PUBLICIZE EVENTS" <http://www.uueugene.org/coordinating-council/317-how-to-submit-articles-to-a-uuce-publication>

Weekly News eBulletin (Announcements)

Deadline- Wednesday noon to the office:

publications@uueugene.org

1. Event title, Brief description/narrative
2. Location or room number (Clear this with the **Office** FIRST when you ask them to upload the info to the Calendar)
3. Date of event, and/or if it repeats: one time, once a week, once a month, third Tuesday of each month, 2nd & 4th weeks of the month, through _____ (final date)
4. Contact info-- phone, email, name

Web calendar

1. Roles and responsibilities of Office Assistant?

Deste is responsible for maintaining the web calendar. She said Judy Sawyer can make entries and edit them regarding church rentals. Deste does not know if anyone else can make entries and edits in the web calendar and would like to know that. Deste said she wants to know when changes have been made to the web calendar by someone else. Martha Osgood said she thought Maren Peterson-DeGroff may have the ability to make web calendar entries and edits, but did not know if that is being done.

2. Roles and responsibilities of editors.

3. What is working well?

4. What could be improved?

Deste wants to develop a form for requesting use of tables after the Sunday church service, and to have that form on the web site, and to be available to send the form by e-mail, and to have paper copies. She also wants to update a form for web calendar requests and to have that form on the web site, and to be able to send the form by e-mail, and to have paper copies. Once Deste and other interested people (Maren Peterson-DeGroff, Martha, Dick, maybe or maybe not Ken Ross, maybe or maybe not Hannah

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Williamson, others?) have agreed on the format and content of the forms, the forms will be put on the web site and publicized to all UUCE people with e-mail addresses, indicating that these forms have been agreed to and approved by the UUCE office staff and the Communications Task Force.

5. Does this web page information accurately describe what information is needed? Are any changes needed?

To be revised, per previous paragraph.

-Here is what currently shows on the page "HOW TO CALENDAR AND PUBLICIZE EVENTS" , <http://www.uueugene.org/coordinating-council/317-how-to-submit-articles-to-a-uuce-publication>

"WebCalendar

Deadline is to Deste at the office ASAP: assistant@uueugene.org

1. Event title, Event category (church activity; RE; Adult RE; Music; Fundraiser; business)
2. Brief description/narrative
3. Event Start and End Time (NOT set up or reserved time)
4. Location or room number (Clear this with the **Office** FIRST when you ask them to upload the info to the Calendar)
5. Day, Month and Date (verify that Tuesday really IS the 21st)
6. Describe how your event repeats: one time, once a week, once a month, third Tuesday of each month, 2nd & 4th weeks of the month, once a month through _____ (final date)
7. Event Prep and Cleanup Times, which reserves that space from other activities, and Special directions for set up, for our custodians.
8. Contact info

PLEASE REMEMBER

- a) The Planning Calendar in the office and the web calendar are the same thing.
- b) Not every announcement can be included in the e-weekly due to space restrictions. Brief announcements are a good thing.
- c) More information can be included on the webpage, so put that web address (URL) into your announcements to encourage people to visit the webpage.
- c) For repeated events, send your information again each week you want it included. Make interesting changes each time so people will read it again.
- c) To revise the event information sent incorrectly (or the previous week), clearly label it New Version and Old Version. Then send the complete re-write of the article."

6. Here is a form for information needed for calendar entries sent to me by Deste Campbell on Dec. 20, 2012.

Is this form still in use, or has it been modified? How does this compare with what is on the web site? Does Deste want this form on the web site? Can people reserve a room by telephone, e-mail, and paper mail? Would some mention of the choices of how the request can be made be useful to describe on the web site?

Deste said she has revised this form, and may want to do further revision. A decision is needed on wording on the web site and on the request forms of how people can make space requests (e-mail, paper, telephone?).

"UUCE (Church Related) Space Use Request Procedure

How to request space use at UUCE: (If it is a private rental event, your inquiry should be directed to Judy Sawyer at jsawyer712@comcast.net.) If it's sponsored by a committee (church related event) your calendar request should be sent to UUCE's Admin Assistant, Deste, at assistant@uueugene.org, providing the following information:

Event title:

Brief description of event (if desired):

Date and Day(s) of the week:

Start date & end date:

Start time & end time:

Requested rooms (subject to availability):

Set-up (qty of tables, chairs, extension cords, flip charts, etc):

Audio/Visual (TV/DVD, mica, projector, piano):

Event contact name, phone, email:

UUCE Committee Sponsor:

Tip: It may be helpful to visit our e-calendar if you'd like to check if the room(s) you'd like are available on the date(s) you'd like. <http://www.uueugene.org/calendar>

7. Here is an e-mail sent by Maren Peterson DeGroff to UU Biz on Feb. 11, 2013. Does this form meet the needs? Would it be useful to have this form on the web site?

Deste and Maren Peterson-DeGroff are to communicate to come to agreement on the format and content of the form

**This is the Web Calendar room request email --
Save this email in your inbox.**

**To reserve a room/time on the calendar, reply to
this email, add your information to each item
below, and send to this address:**

assistant@uueugene.org

Save this email as well, then when you want to request a room in the future, you can open and reply again. Thank you! Publications team.

1. Event title, and Event category (church activity; RE; Adult RE; Music; Fundraiser; business)
2. Brief description/narrative
3. Event Start and End Time (NOT set up or reserved time)
4. Location or room number you'd prefer?
5. Day, Month and Date (verify that Tuesday really IS the 21st)
6. Describe how your event repeats: one time, once a week, once a month, third Tuesday of each month, 2nd & 4th weeks of the month, once a month through _____ (final date)
7. Event Prep and Cleanup Times, which reserves that space from other activities, and Special directions for set up, for our custodians.

8. Here are some suggestions to consider that Maren Peterson-DeGroff sent to me on 2/9/13. There may be factors and other people involved with these decisions we are not aware of that might change some of these suggestions, but we wanted to offer these ideas for consideration.

We did not have time to discuss these ideas, and agreed to review them and consider them at our next meeting.

“Martha and Dick,

Here's another item to look at with Deste: The Calendar is becoming hard to read with so many entries.

It is mostly the Sunday events entries that are getting so long, and redundant. Perhaps some of these entries might be combined, for ease of reading the calendar? It shouldn't change the effectiveness of the planning, reserving of rooms, etc.

The ones that are duplicates or redundant are the repeated and regular events.

In Particular:

- The Coffee Sales, and any other tabling requests for a spot on the calendar, can be part of the one entry for all Tabling (just like the e-bulletin).
- 3 entries: Childcare, RE and COA. How about just one entry, "9:45-11:15 Children and Youth programs, rooms 1-7 and Minister's office". If there is no RE for a multi-generational service, it can have a special entry that says, RE Cancelled.
- One entry, instead of two: 11:30am COA SGM Meetings: Mentors room 1, and Parents room 7.
- Do we need to list the Community Offering as a separate entry? It isn't a special event needing a room or set up.

I also see listing the Social Hour as unnecessary, and I don't know who decided it to be listed on the Calendar, but it just started a couple months ago.

Maren Peterson-DeGroff, 2/9/13”

9. Additional ideas, questions, suggestions, and requests from Deste about the web calendar process.

Follow up plans.

1. These minutes will be sent to Deste Campbell, Martha Osgood, Maren Peterson-DeGroff, Dick Loescher, Ken Ross, and Hannah Williamson.
2. Deste Campbell, Martha Osgood, and Dick Loescher will meet again on Wednesday, March 6, 2013 at 1 p.m. in the library to further review these and related matters.

Dick Loescher took notes and prepared these minutes.

Thanks very much.

Dick Loescher