

Communications Committee Minutes

Feb. 20, 2023

Present: Amy Haskins, chair; Ann Nelson, Kay Simmons, members; Liz Deterding, board liaison; Rick Blum, Eric Holmer, staff liaisons

1. Amy called the meeting to order.
2. Kay offered devotions prepared by Amy.
3. Minutes of the January meeting were approved.
4. Reassignment of Eric's duties – Eric
 - a. Calendar management and maintenance will be done by Riley Fink, a new staff member working 36 hours a week.
 - b. Riley will be learning how to produce the Messenger and other communications.
5. Online worship – Eric
 - a. Eric explained that there are three types of online worshippers: temporary, permanently online, and people who used to come in person now attending online. Eric believes that the potential exists for creating relationships with online viewers. Two-thirds of online worshippers are viewing from a laptop or desktop, with access to a keyboard for interacting; 52% of Boxcast viewers watch in real time, also offering an opportunity for live interaction. What committees and who would be responsible for real-time interaction with online worshippers was discussed.
 - b. The church has the ability to segment the audiences and communicate specifically with the online audience. Amy pointed out that multiple platforms are confusing and split the audience. Currently, Facebook has the most discussion associated with worship; Boxcast and Church Online both have chat functions as well. Amy suggested that a subcommittee representing Hospitality, Worship and Music, and Communications could be formed to advance the relationship with online worshippers. Liz reported that Hospitality is in transition. Discussion was tabled until the March meeting. Eric will continue to work on online platforms.
6. Website and social media updates – Rick
 - a. Website usage is up. Facebook is somewhat down.
 - b. Website calendar will be management will be handled by Riley.
7. Board of Directors report – Liz
 - a. The Board of Directors will meet Feb. 20.
 - b. The next Strategic Planning Committee members representing specific pillars of the plan will meet March 16 and address communications issues.
8. Old business – Amy
 - a. Kay will complete copyediting the Strategic Plan by March 1.
 - b. Amy has created a one-page summary of the strategic plan. She will send it to Sara McCormack, who is a member of the Strategic Planning Committee.
 - c. Boxes for the Foundation brochure will be available at both buildings.
 - d. The directory was discussed. Rick explained that the directory will fall to the Hospitality Committee.

9. Future calendar

- a. A new video will be created for Team World Vision.
- b. The Conversation Sunday podcast on vocation vs. occupation will continue to be shared.
- c. The next committee meeting will be Friday, March 17, at noon. Amy will check with absent committee members about making noon on the third Friday of the month a regular meeting time. Ann will offer devotions.

10. Board approval requests or recommendations: None requested at this time.

11. Amy closed with the Lord's Prayer.

Minutes submitted by Ann Nelson.