

Report for Annual General Meeting-May 7, 2017

Committee Name

Communications Committee
aka Publicity and Communications Committee

Purpose of Committee

To raise the profile of the Unitarian Church of Edmonton through communications which reflect our values and promote our vision. To this end, the committee provides support, advice and oversight for UCE's internal and external communications. It proposes strategic priorities for communications and works to ensure communications are timely, consistent, well coordinated and responsive to the diverse needs of members, friends and audiences outside the congregation. Its specific objectives include ensuring that congregants and general public are well-informed of UCE activities, programs, and services, and helping to effectively communicate the values of liberal religion in the wider community.

Members

Karen Bilida (chair), Louise Charach, Lauren Kay, Silvia Krogh, Bill Lee, Alex Polkovsky

Major Actions of 2016-17

Re-established committee March 30, 2017

Outcomes Achieved

Restarted the committee.
Shared more UCE and UU information on Facebook and have had more interest from the "general public".

Planned Actions for 2017-18

As a new group we are just new into the planning stages. These plans will evolve over time.
Its specific objectives include ensuring that all stakeholders (UCE members, friends, staff, renters, potential new members and friends) are well-informed of UCE activities, programs and services, and helping to effectively communicate the values of liberal religion in the wider community.
Update website to have current information. All UCE events on calendar. Rental availability calendar available online. Investigation of new website template. Famous UU's section for webpage. Share UU quotes on social media with UCE logo attached. More engaged social media presence. Achieved by UCE and UU posts specific on Facebook, plus Facebook classes being offered online and in UCE. Continued use of memes and videos with Unitarian Church of Edmonton specific logo. "Tag" and "like" different people and associated groups on Facebook to widen social media presence. Encourage all UCE members and friends to "check in / like/ comment /share/ invite / tag / follow" on Facebook and watch and "like" on YouTube.
Kijiji ads for activities, programs, and services.

Investigate print media ads.

Work with all committee, members, and friends to promote all UCE events, activities, programs, and services. Continue to work and spread the UCE and UU “brand”.

Record UCE Chorealais Choir for use in videos.

Record UCE members and friends to share how you came to UCE and/or what you like about UCE.

UCE branded items such as t-shirts, golf shirts, scarves, bumper stickers to identify use when outside of the UCE building (e.g. Pride parade). Silk screen / tie dying parties.

Produce UCE and UU posters and postcard size signs with Principles, etc.

Recommendations for Board Consideration(if any)

To have more communication with UCE congregation and be more engaged on social media.

Karen Bilida
Chair Communications Committee