



Committee/Group Name: Communications

Purpose of Committee:

To raise the profile of the Unitarian Church of Edmonton (UCE) 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. 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, and ideals of Unitarian Universalism (UU) to the entire world.

Members:

Karen Bilida (chair), Louise Charach, Stephen Greenhalgh, Bill Lee, Alex Polkovsky, Romany Rzechowicz, Mike Keast, Gerard Hayduk
(ALL friends and members of UCE and all Unitarians &/or Universalists are important in educating and sharing with the entire world)

Major Actions of 2018-19 / Outcomes Achieved

- ✚ Expanded Twitter Account
 - Twitter posts have an international audience with an average of ~900 impressions / day!
 - 261 International followers

Region	%of audience	
Alberta	85%	
Ontario	5%	*>100% due to rounding in subcategories
British Columbia	3%	
England	3%	
USA	14%	

- ⌘ Created and are in the process of creating “square format” logo and “banner format” logo with Pride & Transgender flames, Social Justice logo and Chorealism logo
- ⌘ Revamped traditional committee meetings with the use of technology to allow email communication and flow of ideas instead of the traditional monthly meeting
- ⌘ Research and creation of pictures/ memes/ videos of UCE interests and events for use in:
 - Lobby display (“UCE TV”)
 - Facebook
 - YouTube
 - Twitter
 - UCE newsletter
 - Kijiji
 - Pinterest
 - Instagram
- ⌘ Published and promoted many events at UCE and associated with UCE
- ⌘ Increased Facebook viewership - Page (357 followers) and Group (332 Members)
 - Attracted new members and friends to UCE
 - Expanded the FB Group to encourage more cooperation with Westwood and less confusion over names
 - Expanded our international presence
- ⌘ Reviewed pamphlets with Membership Committee
- ⌘ Create letter of welcome to new members
- ⌘ Created Instagram account
- ⌘ Created Pinterest account
- ⌘ Encouraged groups and committees to contribute to the UCE newsletter – Social Justice and the UCE Board now have monthly updates in the newsletter
- ⌘ Updating of UCE billboards and information on membership desk and under plastic at membership desk at least once/month
- ⌘ Encouraged minister to have more social media presence, including posting 30 second videos promoting upcoming events and services
- ⌘ Promotional booth for Queer Prom in conjunction with the Dragging Youth (running the booth, creation of swag, and creation of video specific for prom)
- ⌘ Worked with and will continue to work with other not for profit organizations to cross promote
- ⌘ Some work has occurred to make front entranceway to UCE more welcoming and will continue into the next year
- ⌘ Updated UCE website – please see following report re website

Planned Actions for 2019-20

- ✚ Increase congregational support
 - Items to publish
 - Social Media participation – likes/ shares/ invites / views / comments
- ✚ Instagram/Twitter/Facebook/YouTube merger for more efficient posting
- ✚ Create policy(s) for UCE communication
- ✚ Create podcasts to be available on UCE website
- ✚ Create UCE swag (buttons, tshirts, etc)
- ✚ Increase the public's knowledge of UU and UCE
- ✚ Further updating of Website
 - Needs congregational /committee/ working groups support - specifically materials to publish
- ✚ Create UCE specific pamphlets
- ✚ Increase the welcome and visual presence of the UCE building inside and out
- ✚ Further increase social media presence
- ✚ Create more “wind resistant” UU principle card stands
- ✚ Standardize email signatures
- ✚ Standardize posters for UCE purposes
- ✚ Increase cooperation with other not for profits to cross promote
- ✚ Increase involvement with UCE youth group
- ✚ Information posters throughout all rooms of UCE on UU and UCE

Recommendations:

- ✚ We need full participation by all members, committees, and working groups of UCE to make communications effective. Send us what is newsworthy, topics to pursue, UCE/UU articles for newsletter, please keep us up to date with your actions, events, and thoughts.

Even if you not have signed up for the various social media platforms you can still have a look as to what is happening.

Hope you love it and share with your friends and family:

- ✚ [Facebook Group](https://www.facebook.com/groups/41659071349/) - <https://www.facebook.com/groups/41659071349/>
- ✚ [Facebook Page](https://www.facebook.com/UnitarianChurch/) - <https://www.facebook.com/UnitarianChurch/>
- ✚ [YouTube](https://www.youtube.com/user/EdmUnitarian) - <https://www.youtube.com/user/EdmUnitarian>
- ✚ [Twitter](https://twitter.com/UnitarianUCE) - <https://twitter.com/UnitarianUCE>
- ✚ [Instagram](https://www.instagram.com/unitarianuce/) - <https://www.instagram.com/unitarianuce/>
- ✚ [Pinterest](https://www.pinterest.ca/unitarianchurch/?eq=unita&etslf=7639) - <https://www.pinterest.ca/unitarianchurch/?eq=unita&etslf=7639>

Submitted by: Karen Bilida

Group Name: UCE website

Purpose of Committee: to communicate to the entire world who we are and what is happening at UCE

Members: This portion is from Alex Polkovsky

Major Actions of 2018-19

Going chronologically backwards.

Now, this is a story all about how our website got flipped-turned upside down. After significantly more than a year of asking and complaining to our former hosting service about why our server was running a disastrously old set of system tools, UCE.ca would no longer even allow home page updates.

Thanks to Mike Keast, we migrated the site to the hosting service at OCII OCII is also the provider of our church's Internet service and a business Mike recommends to customers of his. OCII carried over our content for free and got us started on a good footing, and I have spent about three weeks finding broken, abandoned content and bad links, squashing bugs, and re-establishing our calendar (which didn't transport.) The hasty move was done just in time to avoid paying a service renewal charge.

Because of deficiencies at the previous host (lets call them Voldemort,) 2018 frustrated many efforts at improving the website.

The Committee (with much effort specifically from Bill Lee) created a new logo for UCE suitable for implementations large and small, electronic and printed.

Outcomes Achieved

- Avoided costs associated with hosting renewal and site migration fees.
- Restored functionality that broke on us, for example, the auto-generated calendar listings on the home page.

Planned or Recommended Actions for 2019-20

- Action 1 – Planned – Institute Podcasting of sermons. The third party RSS service is already selected and will soon be paid for and loaded with this year's services, then other recordings. (Alex and Bill Lee)

- Action 2 – Planned – Do training for committee members and any other members who add content now or wish to. Some significant changes have happened and a review is always useful.
- Action 3 – Planned – Create and demonstrate a way for committees, staff, or members to take control of a portion of the website and/or contribute content.
- Action 4 – Recommended – Explore an automated promotions system to take over our newsletter.
 - Our current method is to write and compose in a word processor, print to paper and convert to PDF. The PDF files get posted to the website by hand, and some members get paper copies mailed to them.
 - An automated promotions system has to let people subscribe or unsubscribe online on their own. The content should be at least as easy to add content to and much easier to proliferate a monthly newsletter. Producing a PDF for printing needs to be available.

Recommendations for Board Consideration (if any)

- Recommendation 1 – We have flirted with cross promoting events with Westwood congregation. Put. A. Ring. On. It. Both churches have calendars capable of grouping events, and automated import/export of data. Without getting too technical, both churches create two calendars on their site. PromotedExport and PromotedImport. Our PromotedExport auto-populates their PromotedImport, and vice versa. Each church selects what they place for promotion.

Submitted by: Alex Polkovsky