

## **Committee/Team Name: Communications and Marketing Team**

**Purpose of Committee:** The purpose of this task team is to develop a comprehensive long term plan to guide UCE Communications and Marketing. This plan will be based on a big picture vision that includes roles and responsibilities, policy and procedures, clarity on who speaks for us, clarity on SMART goals, a review of current status, audience research, processes, tools and tactics to guide a unified strategic direction. The starting point will be based on a situational analysis (environmental scan), upon which next steps will be determined.

**Members:** Karen Mills, Jon Littlefield, John Pater, Karen Bilida, Lorne Pendleton, Louise Charach

### **Major Actions of 2024/25**

- Action 1
  - Conducted congregational survey in December, 2024 to obtain baseline of communication practices and suggestions
- Action 2
  - Identified two policy needs to date -roles, responsibilities, approval process and sharing of personal information
- Action 3
  - Recommended immediate website changes to improve message and met with Rev Rosemary and Lynne Turvey to review. Many are underway by Janet.
- Action 4
  - Deleted UCE x/twitter account to disassociate from Elon Musk world
- Action 5
  - Identified budget needs to move forward with new initiatives
- Action 6
  - Reviewed websites to capture most appealing and effective examples to follow

### **Outcomes Achieved**

- Brought forward communications and marketing issues and opportunities for UCE
- Provided snapshot of UCE communication needs and preferences

### **Planned Actions for 2025/26**

- Complete website changes with a more strategic focus-prime target is first time visitors
- Identify UCE persona-voice and tone of interactions to guide communications
- Conduct a test campaign on Facebook and evaluate response
- Continue to link with Membership Team to capitalize on opportunities

### **Recommendations for Board Consideration (if any)**

To consider communications and marketing as a priority and a foundation to success of UCE into the long term.

**Submitted by: Louise Charach**