

Committee/Team Name: Communications and Marketing Team

Purpose of Team: 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, a review of current status, audience research, processes, tools and tactics to guide a unified communications and marketing strategy.

Members: Karen Bilida, Louise Charach, Jon Littlechild, Karen Mills (chair), Lorne Pendleton

Major Actions of 2025/26

- Developed a UCE Brand Book
- Worked with the Tuesday Crew to paint the front doors and add “Welcome”
- Filmed welcome videos with Brandie Moller-Reid and Rev. Rosemary introducing UCE and inviting newcomers; both to be posted to uce.ca
- Created a social media calendar and drafted daily social media messages
 - We post to Facebook and Instagram. Messages are posted by Janet Polkovsky and Karen Bilida.
- Researched and assessed a number of website development companies, designers and templates
 - In the midst of the research, Rev. Rosemary and Janet shared with the team that a new church management system was also required, so the research shifted to companies who could support both systems
 - Held a team brainstorming session on Feb. 3 to draft the site map for the new website
 - Held a team brainstorming session on Apr. 1 to review content on current website and decide what to keep as is, what to revise and what to discontinue for the new website
 - As of April 20, we have identified a top candidate and are just awaiting reference contacts
- Designed posters with information on all UCE December services and posted them in public areas along 124th Street.
- Sent out a call for volunteer photographers and invited all UCE goers to “catch UCE in action” and share their pictures with Janet (chadmin@uce.ca)
- On Apr. 19, we hosted a “Create Your Own Elevator Speech” workshop; 16 people participated
- Designed and installed a display on Unitarian Universalism at City Hall for the month of May as part of the program offering education on various faiths that is coordinated by the Edmonton Interfaith Centre for Education & Action

Outcomes Achieved

- Identified UCE brand - voice and tone, colour palette and writing style - to provide consistency in communications
- Created a stronger, more consistent social media presence
- Made major steps toward implementing a new website

Planned Actions for 2026/27

- Launch new website
- Create matrix for when to boost posts

Recommendations for Board Consideration (if any)

- To consider communications and marketing as a priority and a foundation to the success of UCE.

Submitted by: Karen Mills