

## Communications Committee Objectives 2011

<b>Objective</b>	<b>Standard</b> –if needed-are rules which are specific to this committee and are in addition to accepted legal requirements	<b>Strategies</b> -what actions will you take to achieve each objective	<b>Action Plan</b> -what steps will you take to implement the actions	<b>Desired Outcomes</b> -how will you measure that you have been successful	<b>Monetary costs</b>
<p><b>1)</b> To make First Met known in the wider Community</p>		<p>1.1 To promote First Met events in the print and electronic media and on posters around the community</p>	<ul style="list-style-type: none"> <li>-To ask Staff and other Committee members to inform us of their upcoming needs in a timely manner</li> <li>-To work with Brian in developing appropriate posters and flyers for selected events.</li> <li>-To contact print media with Public Service Announcements (PSAs) in a timely manner and in a 'press ready' style</li> <li>-To contact T.V., Cable, and radio stations with PSAs in a timely and 'press ready' style</li> <li>-To provide paid advertising in a selective manner for major events (Epiphany, Christmas etc)</li> <li>-To update our 'distribution tree' annually and use it to distribute</li> </ul>	<p>Events / Activities / concerns of First Met are seen in the print and electronic media</p> <p>-posters are distributed effectively</p>	

			posters, flyers etc.		
		1.2 To distribute Seasonal info on First Met Activities to adjacent postal code zones using Canada Post	-To create two sided flyers to distribute to the 3 postal zones from James bay to Cloverdale via Canada Post	All households receive an invitation to join in our varied Christmas season events	No budget line! \$4000+ (split between Church & Epiphany Exp)
		1.3 To participate in 1 or 2 Community Parades	-to invite Children & Youth & other interested individuals and Committees to participate in creating a float for the Santa Clause Parade in the fall	To have a First Met 'float' in either the Victoria Day or the Santa Clause parade	\$150
		1.4 To maintain the outside sign in a timely, informative and lively manner	-To ask staff and other Committee members to inform the C.C. of their upcoming needs  -To provide Cullen with sign messages in a timely manner	Message board is up to date  Occasionally ask visitors to an event if the sign was helpful	
		1.5 To develop positive ongoing relations with selected media personnel	-To contact selected media personnel, especially within the T/C Newspaper so we can assess their interests and needs and comply accordingly	We have had positive meeting with several persons in the media  -First Met events & Faith issues have received a higher profile in the media	

<p><b>2)</b> To inform the Congregation of activities and initiatives of the Church</p>		<p>2.1 To ensure that excellent signage is provided inside and outside the facility</p>	<p>-Seek advice from Staff, other Committee Members and Volunteers once a year on this strategy. -Implement as needed new or improved signage</p>		<p>600</p>
		<p>2.2 To oversee the Newsletter</p>	<p>Work with Sharon on the new streamlined format and assist her as needed with editing material  -Ensure Newsletter is distributed by e mail and is on the web <u>before</u> hard copy distribution.</p>	<p>-Newsletter is produced and distributed in a timely manner  -Editing has been done as needed</p>	
		<p>2.3 To assist with the Bulletin covers</p>	<p>-Provide ongoing samples of colour and black and white visuals using bulletin format to Sharon.</p>	<p>A variety of positive and welcoming bulletin styles have been used on a continuous basis</p>	
<p><b>3)</b> To inform the congregation and the community of the ongoing life of First Met using electronic means</p>		<p>3.1 To maintain and improve the Web site</p>	<p>-initiate on line registration for all First Met events. -implement a password protected discussion forum on line for Exec Council &amp; discussion forums -make improvements as needed</p>		<p>1600</p>
		<p>3.2 To maintain bulletin boards in the Worship and Fellowship hallway</p>	<p>- Committee members to check plastic wall file in Print room and update boards weekly</p>	<p>Boards updated weekly</p>	

		3.3 To maintain the TV monitor in the Fellowship Foyer	-To ensure that the monitor presents an attractive and timely update of activities and Events in the Life of the church	-TV monitor program functions smoothly and is looked at by congregants and visitors alike -Survey congregants to assess content of the monitor	
		3.5 To explore the usefulness of 'facebook', 'twitter' etc as a means of providing connection with congregants and the community	-To meet as a Committee to consider ideas and develop recommendations  -to meet with youth group and others to seek input	-A consensus developed with stakeholders (CC, Ministry staff, Young adults etc) regarding what is worth adopting. And how it might be administered  -Adopting recommendations	
		3.6 To update or add photos of persons or events in appropriate spaces	-to add photos of 'a day in the life' of the Church in the Fellowship Hall and other locations  -to update photos of persons as needed	Timely and lively representative visuals installed as appropriate in the facility.	1200
<b>4)</b> To create a new Logo for the Church		1.1 To activate a team that will oversee the process for creating a new logo for the Church	-conduct first meeting to identify purpose and criteria for the logo, and steps for developing it -present recommendations to C C. and then to Council	-Reach a strong consensus among team, C. C. and Council for the proposed logo.  -Logo adopted and used in printed materials, advertising, posters, signs etc.	\$650
<b>5)</b> To recommend		5.1 To ensure that our facility is	-Seek input from Newcomers regarding	-Make recommendations based on input.	

to the Property Committee improvements to the physical plant		physically welcoming to visitors	<p>what they like, don't like about how 'welcoming' and useful the facility appears</p> <p>-do same with 'emerging spirit' generation</p> <p>-recommend clear glass for outside chapel doors</p> <p>-recommend new attractive paint colours for Quadra St main doors</p> <p>-recommend same for Balmoral entrances</p>		
		5.2 To develop a proposal to place glass doors in the centre main door to the Sanctuary	<p>-obtain quote from Pino-Lite Doors (they did them for Christ Church Cathedral).</p> <p>-present results to Allan, then Council Exec for their consideration.</p>	-Timeline and financing for installing said doors in place	[[ \$4,000 ? ]] *Not included in total
		5.3 To develop a proposal to install large banners to the outside of the building in several locations	<p>-explore concept with folks who design &amp; install such banners</p> <p>-establish budget and design team</p>	<p>-present proposal to Allan and Council Exec for their info and consideration</p> <p>-funding and timelines adopted for installation of banners</p>	?
total					*4,800

