

# Communications - September 2019 - Kayla Schneider

## Updates:

- **Videos and Live stream:** A request we have had for awhile is to have videos of the sermon on the website and not just the audio. The quality of video we get from our live stream I did not feel was the quality we wanted on our website for a 1st time viewer (or anyone for that matter.) The system we use for Discipleship classes has been great so I began using that set-up in the worship center for the sermons. The quality of the video is much better so we have been able to share videos on the web. With this, there was a free software that I could download and a cam link hook up that is giving us the ability to live stream right to You Tube. This gives us the ability to have a free live stream option, a quality picture, and have it up for people to watch right after worship on Sundays if they didn't watch live stream!
- **Social Church Conference:** This was an incredible 2-day conference that talked about ways as a communicator we can better mentor those through our social media instead of flood them with just info. It talked about the importance of not leaving those online in the "balcony" but giving them a front row seat to everything you do. I will be working with John Erik, part of Church Marketing University on how to do this for our church following the 80/20 rule (80% what our congregation needs from us and 20% what we need from them instead of the other way around)
- Bulletin Revamp done.
- Connection and Community Leader books done and website pages built for easier access. The website will eventually list all of the different groups available.
- Children's Ministry leader web page built and also added to the app. This gives leaders the ability to see everything they need for a Sunday morning.
- Worked on specific graphics and/or communication for Conquer, Rock Art, Hiking, Women's Bible Study, From The Battlefield, Intentional Parenting, Volleyball tournament, FPU, Journey, Work Day, Children's Superhero Day, etc.
- Descriptions of events and sign-up links all added to the Google calendar

## September/October Goals:

- Working on finding a text option. Looked into twilio which was highly suggested, but after a conversation with them, this is a code building text option and not what we need at GNC.
- October - November communication plan. My goal would be to have at least 3 months of communication done with a few spaces for the things that may come up.
- Servant's Heart team on 2020 plans (Next meeting is September 15)
- Weekly tasks (children/regular bulletin, emails, etc.)
- Specific Communication: Fall Festival; Thanksgiving prep; Begin Christmas

## Personal/Professional Growth:

- Courageous Storytellers Group
- Social Church Conference (August 27-28)
- Growing Young Conference (Sept. 18-20)
- Growing Young (Consistory/Staff)
- Finishing up Ecclesiastes
- BSF (Begins September 9)

## Spiritual Conversations/Meetings:

- Karen Floyd
- Stacey Ross
- Anna Clayton
- Kayla Van Noort
- Servant's Heart Team
- Growing Young Meeting