

Notes from Communications Advocacy meeting 2-17-10

- I.) The first goal of this meeting was to set specific action steps to accomplish work set forth at previous meetings
 - A.) The group took time to discuss the development of specific communications channels to get articles on the importance of communications out to United Methodist Communicators and The United Methodist Church
 - 1.) One channel is the UMAC website and the email list of UMAC Members- when strong articles on the importance of Communications are published they should be posted to the UMAC website and the link should be sent out to members of UMAC
 - 2.) Another channel is The Connection News (UMCom's email list). Once an article is posted to the UMAC website the link could also be sent through The Connection News- Alternatively, the entire article could be sent through The Connection News.
 - 3.) The group is developing a Facebook fan page for UMAC. This will become an excellent way to get information out to those who support Communications.
 - B.) The group looked at the last Communications survey that was sent and decided that it was crucial to gather updated information
 - 1.) A new survey will be sent to Communicators (CC to bishops and DCM's)
 - 2.) The survey will not be anonymous, rather it will be used to identify Conferences and individuals that can be targeted for a variety of purposes/roles including:
 - i.) Mentor Communicators
 - ii.) Bishops/Conferences that strongly support Communications
 - iii.) Conferences in need of guidance around Communications
 - iv.) And more
 - 3.) The cover letter will be written by Steve and Sandy
 - 4.) Bishop Sally Dyck and Larry Hollon will also be asked to sign the letter
- II.) The second goal of this meeting was to set a timeline to accomplish work set forth at previous meetings
 - A.) Steve will take ask about the use of the UMAC website as a means of delivering pro communications content to communicators at the next UMAC exec board meeting
 - B.) Royya will work to finish the UMAC fan page and everyone will take responsibility to promote it
 - C.) The Advocacy committee should begin generating content now (Larry Hollon has already written several articles/blogs that can be shared)
 - D.) Members of the Advocacy committee will get their thoughts about the survey to Royya by March 3.

- 1.) Royya will work on getting the new survey together
 - 2.) Steve and Sandy will work on the letter and getting Bishop Dyck and Larry Hollon to sign on
- E.) Once the responses are compiled and explored doors will be open for a great deal more work which may include items such as:
- 1.) Asking communications friendly bishops to work to create pro communications pieces and even take concerns over communications to the Council of Bishops
 - 2.) The creations of best practices and case studies
 - 3.) A new day in life of a communicator (maybe multiple communicators) video
 - 4.) Identifying conference to be held up for how they do communications
 - 5.) And a variety of other projects

*Note— The UMAC fan page has launched.