

## **COMMUNICATIONS COMMITTEE**

### **Annual Report 2011**

This year the Communications Committee continued to focus on the launch of a new, redesigned FPCNY website. Our goal is to create a website that better serves our two target constituencies: (1) members looking to obtain information about Church services, activities and events, and (2) visitors looking to gain an understanding of who we are and what the Church has to offer. Our overarching objective is to create a website that effectively serves as the communications hub for Church members, and that has the flexibility to evolve with the ever-expanding needs of the Church community.

The web designer who was given a pilot project in late 2010 greatly impressed us with her understanding of our goals, her design capabilities and her cost-effectiveness, and we found her designs to be consistent with our philosophy for the “look and feel” of the new website. We retained her in early 2011 and she has been working closely with the Committee throughout the year. By mid-2011 the Committee had approved (1) a home page design, (2) secondary page designs and (3) the “drop-down” menus that would constitute the new site.

We are currently in the process of “mapping” the approximately 100 pages from the existing website to the new design, and anticipate a launch of the new website in early 2012. As we engage in the “mapping” process, we are focused on eliminating redundant and unused pages from the existing site, so that the new site is streamlined, accessible and easy-to-navigate. We are also in the process of engaging a professional photographer to provide us with a variety of options to make the site look professional and truly representative of the FPC community.

Respectfully submitted,

Craig Arcella, Chair

Members, Contributors and Friends of the Communications Committee: Craig Arcella, Will Elkins, Elissa Hunter, Brian McCarty, Ryan Tirre and Wendy Williams. Also Rev. Barbara Davis, Rev. Sarah McCaslin, Rev. Jon Walton, Bill Enriken and Carrie Beth Wood.