

COMMUNICATIONS COMMITTEE

Annual Report 2010

This year the Communications Committee focused on transitioning from the 2009 launch of the new, redesigned FPCNY website to the difficult task of managing its evolution from an exciting new initiative to an everyday resource for the Church membership and interested visitors. While we were quite pleased by the strong interest in the website's design and functionality from the FPCNY community, we also discovered that maintaining the site will require a dedication of resources that were not previously available. To that end, we have been working with the Church communications office to understand the everyday issues that arise in keeping the site current and most useful. Special thanks to Mia Alvar and Ian Gibbs for their assistance in that regard. We also created dedicated pages for the Deacons and the Tartan Fair, and are in the process of creating a page dedicated to space rental opportunities. The new Deacons page can be found under the Mission and Outreach link and includes an explanation of what the deacons do as well as a link to the board's email address.

Most importantly, it became clear to the Committee during this process that, with the ambitious objective of creating a website that is the "primary" communications vehicle for a Church of our size, the site as initially launched, while a great start, can be significantly improved. With an understanding of some of the most important changes that should be made, and a desire to have a "readily available" expert to manage those changes, the Committee determined that it would be important to retain a professional designer to assist with significant re-design initiatives to meet the needs of the Church community. Approximately ten designers were considered and interviewed with a focus on experience, availability, cost and aesthetics. The Committee has engaged a web designer for a pilot project, and will evaluate her work to determine whether she will suit the Church's needs for the larger web projects that lie ahead.

Another major focus for the Committee has been the continued transition to electronic distribution of First Notes. With a significant increase in postage prices for First Notes in early 2010, we needed to urgently scale back "snail mail" distribution. We believe we have successfully transitioned to electronic distribution. The Committee has also begun evaluating other forms of Church communication, including pew materials and new member materials.

In 2011, we intend to continue to focus on making the website a central hub for the Church community, a resource for keeping Members current and visitors informed. Efforts under consideration include the ability for members to update contact information via the Web, enhancing the delivery of digital *First Notes*, enhancing stewardship outreach, and attempting to reduce the human resources to manage this process.

As a final note, the Committee sadly mourns the passing of Brian Macy, who was a dedicated and thoughtful contributor to the Committee, as well as a beloved member of the Church community.

Respectfully submitted,

Craig Arcella, Chair

Members, Contributors and Friends of the Communications Committee: Craig Arcella, Will Elkins, Brian McCarty, Wendy Williams, Sorrel Ann Alburger, Brian Macy. Also Rev. Barbara Davis, Rev. Sarah McCaslin, Rev. Jon Walton.