

Communications Team Mandate

Rationale: The office staff, through its weekly meeting, attends to the day to day demands of communication. Beyond this regular meeting, however, we have no structure to address our communication plan.

- Communication becomes increasingly important as frequency of in-person attendance declines (snowbirds, cottages, sports, vacation, family events). We need to help the congregation remain connected even if they are not present as often for services.
- Our current communications are for everyone. Most communications strategies identify the target of each communication media. We need to ask who needs to be reached, and by what medium.
- Communication is not primarily about information but about tone. How can we use our communication media to convey vision and hope?
- Communication is changing rapidly. Even existing platforms need constant revisioning (print, website). New media needs to be investigated as to who is using them, and how to best communicate through them. And people need to be found to manage each media (our Facebook account is currently not maintained). And new media may require updated technology and appropriate funding.
- Communication is a form of inclusion – or exclusion. Our media needs to be examined from the perspective of whether someone seeing/reading them would feel addressed or ignored.

Mandate: The Communication team exists to

1. Ensure the flow of information to support the ministry of GCRC
2. Discuss challenges and opportunities for communication at GCRC
3. Develop an annual (yes, annual communication technology changes fast) communication strategy to meet challenges and opportunities, and requests fund to accomplish this strategy
4. Regularly evaluate existing communication for audience and message effectiveness, especially regarding outreach (if a non-attender were to receive a communication, would they feel invited or excluded?)

Composition:

- A CORE, comprised of the office staff (pastor, office admin, and Children and Youth Discipleship Director) meet weekly to monitor and ensure the flow of information to members, ministry participants, and the community. (Mandate point 1).
- A broader team, comprised of the office staff plus tech and communications leaders and a council member (website manager, Crossroads' editor, computer consultant, projection team leader, sound team leader, audio visual team leader) meet 3 times per year (or as required) to pursue the Mandate, points 2-4.

Reporting: Report to Council through meeting minutes.

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