

OPC Communications Inventory

Draft - December 2017

A snapshot of our current communication channels, their audience and reach, as well as who supports them.

Current communications channels

Website – <http://www.oxfordpresbychurch.org/> (updated site published November 16, 2017)

The site is designed to be the hub of all communications with a facebook feed on the home page to encourage interaction. It also houses the Newsletter and Bulletin archives. The WordPress based site is hosted by a Don Kidd (don@d-kidd.com)

Managed by:

- Content – Staff and Session, Bridgite does most of the updating.
- Web development – Kim Logsdon
- Google Analytics questions – Kim Logsdon
- Hosting guru, including eMail forwarding – Don Kidd (don@d-kidd.com)

Constant Contact Managed eMail

Constant contact is an online managed email service that integrates with the ACS system. It is used to communicate with current members.

Managed by:

- Content – Staff and Session
 - Information distributed via constant contact are usually activities that are planned at OPC as reminders of church calendar events. It's also used to inform of death notices (when requested), office closings, newsletter and other church happenings.
- The Pastor usually gives guidance of constant contact distribution if there is a community request to inform our congregation or if the content of and email submitted for an activity is questionable.
- Composition – Bridgite for most email, Nancy Moeckel for Newsletter (After newsletter is compiled Nancy contacts Bridgite for the constant contact distribution).
- Technical Support and training – Kim Logsdon

Audience

- The total ACS members list currently contains 208 emails
- The Newsletter list contains 73 emails

Newsletter – Nancy Moeckel editor

- Nancy Moeckel is responsible for preparing the newsletter. She submits it to the church office for printing and created the eMail version on Constant Contact.
 - Bridgite prints and mails the newsletter to 200 OPC members that have requested a mailed copy.
 - Volunteers fold, label and seal newsletters on a day and time that fits their schedule. Newsletters are taken to the post office by Bridgite.
 - Bridgite sends the online edition via constant contact to 73 members. This is done by specific request of members.
 - She also archives the newsletter and links it to our website.

- The newsletter usually gets mailed out before the first of each month. The June and July editions are printed together. The first page or two, of the newsletter is always reserved for the Pastor.
- The deadline for all article submissions are due by the 20th of the previous month.

Bulletin

The Sunday bulletin is posted on the website by Bridgite.

- Viewers are able to read the flow of the worship service and OPC announcements
- The final version of the bulletin is posted to the website on Friday.

Worship Service Videos

The Sunday service is recorded and burned onto a DVD by Robert Simpson. Kim Logsdon converts the DVD video into an Mp4 file and uploads it to the OPC YouTube account. The video on YouTube is added to a “playlist” created for each year. Each year’s playlist is linked to the recorded services page of our website.

Facebook

Facebook is our primary communications outreach channel. In addition to traditional posts, it enables us to meet targeted demographics at a nominal fee with boosted posts.

Facebook administrators

- Carol Klumb
- Jennifer Bailer
- Kim Logsdon

Facebook editors

- Lawrence Bartel
- Mitch Hardy – Youth content
- Jennifer Walter
- Bridgite Dickerson
- Nancy Moeckel
- Nancy Moeckel
- Deanna Maxwell

Other Printed Material

- Welcome pew cards
- OPC Brochure
- Posters and Flyers as needed

These materials are created at the request of staff, or session leadership. Typically those with the key content work with Kim Logsdon to develop the art and obtain the final printed piece.

External Channels

- **Oxford Community Calendar** If an event is open to the public, we can have it posted to the [Oxford Visitors Bureau calendar](http://OxfordVisitorsBureau.com) by sending all of the information to info@enjoyoxford.com. The student welcome picnic has been submitted to this calendar. Miami’s director of campus outreach and communications links this calendar to their website.

- Oxford has recently lost the support of the long time local newspaper, The Oxford Press, due to changes at the parent company. At the time of this writing *The Register-Herald*, based in Eaton Ohio has begun to fill this gap providing both a **print and online news outlet** for Oxford. It's service range is Preble County and Northern Butler County. <http://registerherald.com/>

Communications resources posted to our communications resource web page oxfordpresbychurch.org/communications/

- Social Media Guidelines
- Communications Inventory
- Event planning guidelines
- Graphic identity standards
- Wordpress formatting tutorial
- Promoting facebook posts explained
- Sizing images for the web or social media
- Best practices in social media from Miami University. Note – Best practices start with “Have a plan” <http://miamioh.edu/ucm/social-media/guidelines-procedures/best-practices>

Background synopsis to put our current communications into context

2009 - Our mission statement, Seeking God, Serving Others a Sharing Christ's Love with All was developed by Session in meetings in the spring of 2009. The Holy Conversations Planning Team (HCPT) was commissioned in May of 2009. As part of the HCPT work, Kim Logsdon was asked to create a church logo using the mission statement.

2010 - The Communications Go Team under the leadership of Pat Gifford was one of several ad hoc teams formed as a result of needs identified in the Holy Conversation Report (2010). The Communications charge was to develop a strategy for effective internal and external communication...addressing internal systems and equipment issues which were hampering productivity and causing friction and creating greater awareness of OPC mission in the community. Over two years the team:

- Facilitated upgrading ACS church management system
 - Moved data to off-site hosting
- Upgraded computers for pastors, administrative secretary and financial secretary
- Constant Contact managed email subscription purchased and used in most church email communication
 - Upgraded church newsletter with Constant Contact
- Created, and maintained Facebook page
- Created, a revised website that can be maintained by staff
- Developed a welcome brochure and template for other brochures to be used by committees

- Held a "Seek, Share, and Serve it Up" picnic and open house for the congregation and community
- Created a handbook for committees to use for organizing and publicizing events...getting word out to the community

Communications Go Team members

- Communications Go Team Convener, Pat Gifford
- Website: Kim Logsdon, Carol Klumb
- Newsletter Editor/Constant Contact: Nancy Moeckel
- Facebook: Jenny Bailer
- Print Media: Kim Logsdon
- Technical Assistance: Joe Simpson
- Artistic Assistance: Mary Jo McFadden
- Communications Intern: Lindsey Gooch, PRVisions

2011-12 PRVisions, a "consulting group" of Miami's chapter of Public Relations Student Society of America (PRSSA), assisted the Go Team with external communication. They received college communication credit and we received their help in organizing, setting goals, developing timelines, and taking on projects. They planned, and with the GoTeam, executed the fall picnic event and researched and developed the PR Planning Guide. The Account Executive for the team was a communications intern for OPC during the summer of 2012.

2017 – Website Redesign

Under the leadership of Kim Logsdon a website usability study was conducted to identify user needs and wants for the OPC website. This information was used to develop a new website that is dynamic, mobile friendly, and can be easily updated by staff or other trained volunteers.

Session members provided updated content. Many members of the congregation provided feedback and photos to use on the enhanced site. Kim developed the site using the WordPress helium theme which provides structure, flexibility and ease of updating to facilitate sustainability.

The site is hosted by Donn Kidd, a local webmaster who is available via email for support if necessary.