

Communications Committee Annual Report March 2017

Though the last year Sharon Hulihan and Nikki Loscalzo have worked to improve communication efforts at Newtown Meeting. Since then, the new communications umbrella, which now includes the Newsletter Committee, Web Clerk, Press Relations, Announcers, Digital Media, and Display Media has made a number of changes in an attempt to improve communications at our meeting.

One simple change was to create a single email address for members of the meeting community to use any time they want an item announced, publicized, or otherwise shared. Now, whether members of the community want an item announced at the rise of meeting, posted on the meeting website or bulletin boards, shared through the digital MailChimp monthly update, or published in our monthly newsletter, they can send the information to the email address communications@newtownfriendsmeeting.org and the Communications Committee will make sure that the information gets everywhere it needs to be. This shift has allowed the Communications Committee to curate which information is shared through which medium as well as making all communications more efficient. For example, the “announcers” who deliver the official announcements at the rise of meeting no longer need to sift through a pile of papers to determine what events should be announced, instead they are delivered a digital document each Saturday with the planned announcements.

Another change the group made was to beautify the meeting bulletin boards and update them continually to ensure that they are a useful resource for Friends to learn about events at Newtown Meeting and in the larger Quaker community. This has allowed us to further streamline the announcements shared at the rise of meeting, while having a convenient place where friends can easily find the particulars of various events.

More recently, the monthly MailChimp email update, which had originated as a vehicle for communicating about the programs run by Children’s Religious Education, was expanded to include more items and to reach all local members of the meeting community who use email.

Throughout this time we have also slowly expanded our use of the private Facebook group “Newtown Monthly Meeting Updates and More” so that Friends who use Facebook can post everything from pictures from leaf raking day, to information about upcoming events, to petitions from Friends Council on National Legislation.

One final project the group is working on is partnering with each meeting committee to help them to create an informative and rich committee page on the Newtown Meeting website. By the conclusion of the project each committee will have their own key information and Frequently Asked Questions posted to the site. For example, the Library Committee page not only includes a list of

Frequently Asked Questions, but also links to a list of all of the Pendle Hill pamphlets available to borrow, and a link to Newtown Meeting's searchable online catalog of books.

Respectfully Submitted,

Nikki Loscalzo & Sharon Hulihan