

## COMMUNICATIONS

**OVER ARCHING GOAL - To enhance Communications at Siloam based on the Goals and Objectives developed by the Communications Visioning Team dated February 21, 2019, short term Technical Support needs outlined in the document Evaluation and Proposal to Improve Technical Support, and recent observations during worship.**

**Team Members:** Mike Ashton, Wib Dawson, Allyn Todd, Susan Graham, Malcolm Macgregor, and Kevin Webb.

### Short Term

#### 1. Sanctuary A/V Support

TASKS/ACTION PLAN:

- a) Purchase a second PC for the sanctuary for PowerPoint presentations and as a back up for the primary PC.
- b) Recruit additional volunteers to augment A/V support required for worship and special events to ensure consistency and availability.
- c) Recruit a new resource to manage A/V equipment and operator training and scheduling.

#### 2. Website and Email Hosting

The current website is at capacity requiring a new host to support our growing marketing and information distribution needs.

TASKS/ACTION PLAN:

- a) Identify a contracted resource to resolve the web site and email account issues. (currently underway)
- b) Centralize management of email accounts within the church office for ease of control.

#### 3. Computer Hardware, Software, Security, and Training

As the number of computers increases, the consistency and compatibility of security software, operating systems, application software, and password control requires more attention for security and to avoid costly interruptions for staff.

TASKS/ACTION PLAN:

Identify a resource to provide "on call" support for computing equipment and applications. (currently underway)

#### 4. Audio Podcasts

TASKS/ACTION PLAN:

Centralize editing of worship service audio and podcast posting to the website within the church office for consistency and continuity.

#### 5. Internet Access

Additional bandwidth will be required to support the growing needs of A/V support, social media and video production in the future.

TASKS/ACTION PLAN:

Identify a resource to investigate options, costing and timing to increase the bandwidth available to the church.

## Near Term

### 6. **Create an on-site production studio**

Benefits from in-house production of videos and marketing material.

- (i) production of promotional videos and graphics
- (ii) support for a new-comers ministry
- (iii) development of virtual church - for the other 167 hours of the week
- (iv) video podcasts and/or streaming
- (v) Siloam TV channel
- (vi) attract young people and others to participate through this resource

TASKS/ACTION PLAN: Establish an internal working group to develop an outline of the concept that takes into consideration

- a) physical space and human resources required
- b) inventory of space available
- c) list of equipment required
- d) a program structure that includes young people
- e) a program structure that could include other organizations to help recover costs
- f) evaluate internal resources
- g) evaluate external resources
- h) investigate funding sources  
(estimated initial set up cost \$7,500)

### 7. **Communications and Marketing Coordinator**

The position of Communications and Marketing Coordinator is needed to coordinate the preparation and distribution of our marketing message. The position will focus on website development (however, day to day posting maintenance should be centralized in the church office for continuity), social media (facebook, twitter, instagram), editorial calendar, project support, electronic sign management, and print material.

TASKS/ACTION PLAN:

Develop a position description, hours required, and costing for this position based on other churches and organizations. (estimated cost for a half time position \$25,000 per year)