

Communication and Evangelism Committee Report to 2013 Convention

Katie Sherrod

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Our group's ministry is: (1) to assist the people of the diocese in spreading the Good News of God in Jesus Christ and (2) to develop and expand the communications capability of the diocese in an ever-changing landscape of communication opportunities and options.

We develop communication initiatives as well as respond to directives and requests from the bishop, to whom we report. Our group includes Adam Wood, the diocesan director of online development; Susan Kleinwechter, diocesan social media coordinator; and communicators from several congregations, people who work in the IT and communications fields, and volunteers interested in communications. We work as a team, building consensus for action through face-to-face meetings as well as through online discussions, not only among our members, but also with diocesan leaders.

We have responsibility for the diocesan website. Adam Wood designed, built, and maintains the new diocesan website. Read his blog [How the Diocese Eventually Got a New Website](#). We have been tweaking the website in response to feedback from people in the diocese for the past year. We also have developed a [Guide to Using the Diocesan Website](#).

We develop and monitor the diocesan presence on various social media platforms. Susan Kleinwechter guides this work as well as assisting with work on the website.

We assist the diocese in learning and maintaining best practices in communication; and encourage and assist congregations, schools, and other entities in the diocesan to create and maintain dynamic websites and social media presences.

Our committee did the work of branding for the diocese, creating not only a new website, but also business cards, letterheads, and banners. Graphic designer Nikky Wood donates her professional services in this work. We are grateful for her generosity with her time and talent.

Since we are called to be stewards of resources as well as stewards of amazing love, we do all this at little to no cost to the diocese by researching and utilizing free services such as Google Apps for Nonprofits, which gives us access to many tools and services that businesses pay a lot of money to use.

Ongoing goals for our committee include:

- Keeping our communication strategies current in the ever-changing digital landscape
- Increasing the number of people using [edfw.org](#) email addresses for diocesan business
- Creating a regular web presence for the bishop via blogs, videos, and social media
- Increasing the number of parishes with dynamic websites and energetic social media presence
- Produce a regular (six editions a year) printed diocesan newsletter to be mailed to people in the diocese

We keep the diocesan mission statement in mind as we do our work. We are a key element in helping the diocesan be transparent by making information widely and easily available, which also helps people find ways to participate. We also play an important part in keeping participants in diocesan leadership accountable by helping maintain time lines, calendars, and other tools for groups to use in tracking the progress of their work.

***Edfw.org* email addresses**

We are working to help everyone doing diocesan business - i.e.: doing business in the name of the diocese – to use ***edfw.org*** addresses for this work. These addresses are quick and easy to set up. It is professional and offers a legitimacy that use of personal email addresses does not.

Most importantly, this provides a layer of both technological and legal security which we were severely lacking prior to implementation. Individuals continuing to conduct diocesan business on personal email accounts are jeopardizing the integrity and the security of the diocese. Additionally, any electronic account in which the business of the diocese is conducted should be held in an *edfw.org* account, not a personal account. If you chair a committee, head up a diocesan ministry, or hold any other leadership office in the diocese, you should have an ***edfw.org*** email address. Contact Katie Sherrod at katie.sherrod@edfw.org to get your email address set up.

Committee/ministry information on diocesan website

It is the responsibility of all committee and ministry heads to send updated information about their committee/ministry description, membership, and contact information to the diocesan office as soon as possible after diocesan convention. Information about committee/ministry descriptions, membership, and how to contact those committees/ministries will be posted on the diocesan website as part of the diocese's commitment to be transparent, participatory, and accountable.. Without your help, this important information will be absent from the website.

You have a standing invitation

We invite all to subscribe to all updates from our website, to leadership news, or to major announcements at <http://bit.ly/INFOnow>; you'll receive updates by email.

We invite all to join our social spaces for news and interesting conversations, and participate in our digital ministry:

- on diocesan Facebook page <https://www.facebook.com/DioFW>
- on Bishop High's Facebook page <https://www.facebook.com/BishopRayfordHigh>
- on Twitter <https://twitter.com/diofw>
- on Pinterest <http://www.pinterest.com/diofw/> where we visually share our Christian, Episcopal, and Texas culture
- on Flickr <http://www.flickr.com/photos/diofw/sets/>, where we display photos
- and on YouTube <http://www.youtube.com/user/DioFortWorth>, where we share and enjoy videos.

Members of the Communication and Evangelism Committee

communication.committee@edfw.org

Katie Sherrod - director of communication - katie.sherrod@edfw.org

Adam Wood - director of online development

Susan Kleinwechter - social media coordinator

Demi Prentiss - ministry developer, stewardship officer

Elinor Normand

Gil Kleinwechter

Nikky Wood

Margaret Mieuli

Connie Marks

Kyle Davie

Cindy Ruiz