

Communications Committee Annual Report 2023-2024

Committee Chair and Members: Chair: Ericka Kelly/Bekah Parker (Chairs), Gene Gardener, Anna Tulou, Ashley Dugan, George Lally, Arthur Snoke, Rachel Craine, Rev. Pam Philips – ex-officio

Purpose of the Committee: Oversee all communications, both internal and external to UUC, including the website, email, newsletter, Facebook, Instagram, etc..

Achievements During the Last Year: We were able to organize walkers for the Holiday Parade, George drove his car, and we were able to hand out candy. We received ideas for t-shirt designs and investigated the options for making a t-shirt order. We had 3 sticker designs printed and will offer those for sale the day of the Annual Meeting. Members of the committee also audited the website to look for deal links and planned for improving the effectiveness of the website with the goal of information being available on the web, not just in announcements. Not directly as a result of ComCom, but the Roanoke Times had two articles about UUC:

[CASEY: Blacksburg Unitarian church to hold convocation on 'Defending Democracy'](#)

[CASEY: A big turnout in Blacksburg for 'Defending Democracy'](#)

Lessons Learned in the Last Year: Flexibility is key when carrying out projects with the Congregation and community stakeholders.

Committee Expenses for the Year: We have spent about \$230 on sample t-shirts, stickers, and candy and other resources for the Holiday Parade.

How the Committee Supports the Mission and Vision of UUC: The committee aims to help create compassionate community by sharing the work of the UUC and helping congregants easily access information on how to be involved and access resources for inspiration and spiritual growth.

Goals of the Committee for Next Year: This coming year we want to expand our reach in the community (Blacksburg and NRV), by coming up with more ways to show up in the community and put faces with the UUC to spread information about our mission. We are working to make communication with congregants as efficient as possible, including sharing events, classes, and other opportunities. We also hope to encourage congregational leadership within this committee.