

Communications

Annual Report 2020

Kris Glowczynski-Committee Chair
Dan Rogan-Council Liaison
Team: Susan Mead, Bryan Rauworth

Website: Our Website has been a pivotal resource of information to our church community in 2020. All communications, including a link to our weekly services, yellow pages, worship bulletin and Preparing the Soil has been updated weekly since March. This resource helps our members to stay close to our worship service when gathering has not been possible. It is a prime source of information for our members and visitors alike.

Social Media: *Facebook* has been a prime source of gathering for our church services in 2020. A recorded service is posted every Saturday by 5PM and a link can always be found on our website (a Facebook account is not necessary to view our services). In addition, weekly watch parties take place every Sunday at 10:30am, and this provides us with a sense of community during these trying times and allows us to gather safely from our homes or from anywhere in the world.

In late 2020 a *YouTube* account was created and made public for Shepherd of the Hill and we are just beginning to archive our videos. We have already found this source of communications to be useful when posting links on our website when we feel that a posting on other Social Media outlets is not necessary. Our first project using the YouTube account was posting our Advent Prayer stations, we found this to very successful for people to prepare for the coming of our Lord quietly and safely from their homes.

In 2020 an *Instagram* account was created to increase awareness to our younger generation who typically do not utilize Facebook as a Social Media resource. We have a few followers and hope to be able to use this communications source more in the future.

Newsletter: In the beginning of 2020 a new design to the Good Tidings Newsletter was rolled out, this included only the necessary monthly communications which included a Message from our Pastor, Council Meeting Minutes, the Financial Report, Monthly Calendars, Volunteer information, Birthdays and Anniversaries. Once the Pandemic hit this source of communication was set aside to focus on Daily and Weekly communications. After much consideration we have decided to retire the Good Tidings Newsletter. We are working on moving all monthly communications to our website and should be seen by the end of first quarter of 2021. If you still require a printout copy of anything shared, please contact the church office and a copy will be made available for you.

PR: Our Weekly Email continues to be an essential source of communication; sign-up can be done online or by contacting the church office. A recap of the upcoming sermon, any church related business and any upcoming events can be found on this email.

Communications Annual Report 2020 (continued)

Special Project Team: 9th Street Signage

Kris Glowczynski

Dave Helfert

Ken Franz

Kim Bell

In 2019 our communications team started looking at our options to replace the monument sign on 9th Street. We asked to add this expense to the capital improvement project and we were approved to move forward to explore and price. This project was just getting started when the Pandemic hit and was put on a temporary hold. In September Pastor called a special project team together that included, Kris Glowczynski, Dave Helfert, Ken Franz and Kim Bell. At the start of this project, it was decided to turn off the sign and cover it with temporary boards, it was no longer functioning properly and could not be fixed due to its age. Estimates have been put together for a new sign, removal of the old sign and electrical changes to move the sign to the top of the hill (where the Preschool sign is currently located and will be removed). This will create better exposure to traffic traveling both East and West on 9th Street. We have also incorporated the Preschool name on the new sign to comply with the City of Lockport which only permits one sign structure on a main road. The final design and cost will be presented at the January 2021 Congregational Meeting. Once approved we will move forward with installation to be completed as soon as the weather permits.

Please Join Us

Due to safety, our Communication meetings were placed on hold in 2020 and hope to start back up again soon. We welcome anyone who would like to join us, we are always looking for new and fresh ideas. We are looking forward to a very busy and successful 2021.

Submitted by: Kris Glowczynski