

Communications Commission 2017 Year End Report

Doreen P. Fagiano, Chair

Doreen continues as Chair of the Commission. Current members of the Commission include: Dana Wallach, Mary Peterman, Roy Smith, Mark Svare and Jeri Phillilps.

The focus of the work performed this past year continues the strategy of the previous year: increasing both internal and external communication and enabling easier access to information by leveraging our digital resources (the website and social media).

- Worked with Linda Wieland to develop and run the **Roundtable Meeting of May 2017**, whose purpose was *to identify things that the commissions, commission members and Vestry liaisons can do to achieve the goals of the parish.*
- Following Fr Jeff's departure: worked with Linda Wieland to manage the weekly email blasts sent out via Constant Contact and assumed responsibility for the slideshow at the Communications Center.
- Published an article and photo in Free Lance Star about the Prayer Wall.
- Established a relationship with Joyce Willis, Commercial & Events Administrator of Vakos Companies. She has committed to helping Christ Church in a variety of ways: placing a link on their website to our website; getting a contact at Ryan Homes' to do the same for their "new homes in Spotsy" website; securing a contact at Free Lance Star
- Working with the Lion's Club and Vakos, currently exploring the viability of a Community Garden to be located on Church property. This is a social opportunity for the community residents as well as a way to introduce them to Christ Church. An initial mailing has been sent out to Courthouse apartments' residents to ascertain interest.
- Created a multi-touchpoint digital marketing initiative for the Rt 208 Sale Trail
- Ran 'Announcements' in Free Lance Star/Faith Community Notes, on a regular basis, publicizing our religious services and community events.
- Revised and updated information on our website:
 - New/Revised Pages: Welcome from the Rector; Transition Information; Christian Education; Facilities; The Episcopal Church; Our History; Donation page; Vestry and Commissions listings
 - Updated the home page
 - Added "Podcasts" (to supplement the texts) of Fr Jeff's sermons
- Revised and updated information about Christ Church on the Dioceses' websites and Virginia Tourism websites
- Regular updates to our Facebook page (thanks to Mary Peterman).
- Put up Christmas lights in front of the Church to (hopefully) draw attention to us (thanks to Bob McGann for installing electric for this)!