

Notes from CAPE

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Evaluating the work of our Covenanted Ministry in the Past Year:

- We have established 2 Communications Centers in churches in our Conference
- We have sent out 2 mailings to churches and leaders this year
- We had a very successful workshop at CAG

What challenges did your group face in this past year and what goals were you unable to accomplish as a result?

- We have had problems coming together around a common vision of how we are going to attempt our communications work
- We have had several delays in our goal to hire a tech person (Communications Consultant)
- We have encountered several people who are unable to comprehend “outside of the box” thinking or “web based thinking” rather than “hub and spoke” thinking. Trying to navigate this “mental shift” has been challenging

What is your group working on that aligns with Cultivating and Nurturing Authentic Covenantal Relationships?

- We are evaluating how we communicate with our congregations in ways that get them to buy in to our combined ministry and share their ministry stories
- We are working on developing a web of interconnected people at our congregations; a “network of champions”

What is your group working on that aligns with Strengthening Congregations?

- We are attempting to appeal to people’s heart for ministry, telling stories
- We are attempting to develop a communications infrastructure

What is your group working on that aligns with Supporting Authorized Ministers?

- We dream of developing a Social Media Wall, where Clergy can find Conference information quickly without the burden of a bottleneck at the Office
- We dream of developing a curriculum sharing platform
- We dream of hosting training workshops, including online options

What is your group working on that aligns with Improving Communications?

- Sending out print media to churches and leadership
- We would like to gather stories to share with each other

Is there anything your group is working on that does not align with these? NO

Goals:

What goals does your Covenanted Ministry have for your work in the next year (2017) and how do they align with our 5 mission imperatives?

- We have a goal to reach more of the people in the Conference, not relegate our sharing with just people who communicate via email. We will do this by sending out paper mailings quarterly. The two that were sent out previously were very well received.
- We will better utilize our digital resources, such as our website and social media accounts as well as evaluate the effectiveness of the e-Courier
- We will have a Communications Consultant on staff
- We will communicate with the Conference who we are as a Communications Covenanted Ministry
- We will establish new Communications Centers; at least two in 2017
- We will establish one central location for resources; a Social Media Wall
- We will implement a clear plan to disseminate information and develop an implementation process for that information
- We will develop a training forum, with a video series

Budget:

Do you plan to spend your remaining budget for 2016? NO

2016

2016 approved budget: \$9000

2016 year to date spent: \$813 (postage for Spring mailing and other incidentals)

2016 projected spending: \$2711 (postage for August & November mailings and equipment for Jackson, MO Communications Center)

Amount your Covenanted Ministry will not use in 2016: \$5476

2017

2017 Approved Budget: \$6000

2017 Budget needed to accomplish your goals: **\$9000**

2 new communications centers: $\$2500 \times 2 = \5000

4 Conference Mailings: $\$250 \times 4 = \1000

Video equipment and programs to update our infrastructure: \$1500

Expense & Materials for training seminars at venues across Conference: \$1500

Other notes:

Attendees included Rev. Laura Mignerone, Rev. Andi Mockridge, Rev. Debby Harness, Rev. Rick Oberle, Rev. Nia Chandler, Scott Alvestead, Rev. Laura Mignerone, Gabe Mignerone

Andi Mockridge pastors two churches and does not see much communications coming from our conference. The death of the Courier fractured her church's relationship with the Conference. Since the death of the Courier, her churches have not been connected to the Conference. We need to revive the Courier.

This was echoed by Scott Alvestead. He said that when we discontinued the Courier we shot ourselves in the foot. We lost conversation with our churches, we lost conversation with our elders and youth, and we lost our OCWM giving. We must come up with a print media solution. The Courier helped bridge the east/west divide.

Scott said we need to also take advantage of instagram and twitter, so we are communicating on all levels.

Ginny's Gems- we need to have this in a print style. Not everyone will listen to her, or is able to do so because of technology issues. The video messages are not reaching everyone; print would.

It was suggested that we send out a survey of what people want in the e-Courier; the content could be improved upon.

The Conference is not very transparent with its inner workings; the Courier could be a place for more transparency.

The millennial generation wants to know "what does it do for me" or "how does it impact me". How are we addressing these questions?

Andi Mockridge emphasized the importance of story. We are not telling stories about people and how they are impacted in God's world by our ministries, decisions. Nonprofit agencies "hook" you by telling stories about people. We don't do that. We are missing the boat by not telling stories.

Scott said we need to meet people where they are with our communications efforts. We can't expect them to come to us; we must draw them in. Print communications yield a 7% response rate; electronic communications maybe 1%.

The eCourier must be printable. If we can't print it out, we can't share it with people who don't communicate electronically. No "click here for more" stories.

Andi told us that when you receive a mailing from the Conference it is like receiving a gift. E-communications do not have this same psychological effect. Rick echoed this, recalling how he felt when he would receive the Courier in the mail.

Scott would like to see a "Resource Center" at CAG, with ongoing people in there to share information and help people with technical knowledge. He would also like to see us develop a "network of champions"- contact people at every church to disseminate information

We need to develop "elevator speeches" that our people can use to share news and information about who we are as a Conference

How can we share stories about great things like Festival of Sharing?

How can we work with the Conference Ambassadors to establish contacts in churches and share stories from around the Conference?

We should develop a MMS Yearbook, published annually with stories about what our churches did that year (like Humans of New York on Facebook

We should establish a social media wall