

## Unitarian Fellowship of Lawrence Charter of the Overall Communications Team

### 1. Purpose

To monitor and disseminate information about the UFL and its events both internally to the congregation (members, friends and visitors) or externally to the larger community, and to do so with regard to the mission and principles of the Fellowship.

### 2. Program Area

The Communications Team is in the area of *Social Justice and Communication*

### 3. Membership

**Composition:** The Communications Team consists of “sub-teams”, each consisting of one or more individuals concentrating on one of the following “sub-team areas:” Newsletter, Sunday Announcement Insert, Social Media, Website, and External Communications.

#### **2012-2013 Team members**

<i>Newsletter:</i>	<i>Emily Russell (Leader), Mary Beth Musick, and Barbara Schowen</i>
<i>Announcement insert:</i>	<i>Betty Baron (editor), Jennifer Donnelly (Office manager, compiler, printer), Earl Nehring, Masha Kipp, Barbara Johnston, Silke Johanning</i>
<i>Social Media:</i>	<i>Heather Coffman(Leader), Susan Rickman</i>
<i>Website:</i>	<i>Janet FitzGerald, Webmaster</i>
<i>External:</i>	<i>Ted Wilson (Leader), Graham Kreicker, Randy Masten</i>

*Note: each sub-team member is free to recruit others to join his/her team.*

*Background requirements* for the newsletter team members and Sunday announcement insert editor include an interest and ability in editing, formatting, and preparation of an accurate written document with wide dissemination. Background for the Social Media team members includes a knowledge of, and expertise in, one or more of the common social media platforms, especially Facebook, and the willingness and ability to monitor its activity. Background for the Webmaster is expertise in web design and maintenance. Requirements of other members of the various communications team areas are interest and willingness to serve.

*Size limit.* None, within reason. A maximum of 3-5 in each area seems reasonable.

### 4. Team Leaders

For this first year, the overall Team Leader and those of the sub-teams, are volunteers with past experience with one or more of the communications areas. Most are carry-overs from the previous year(s). At present there is no formal mechanism for developing continuity.

### 5. Activities, Duties and Responsibilities

**Overall**—The overarching *responsibility* of the Fellowship’s communications efforts is to serve its members, friends, visitors, and the community by disseminating timely and accurate information relating to the UFL and its activities, and doing so in accordance with its mission and principles. This year another *responsibility* of the overall communications team is to develop, along with the UFL Communications Task Force, a set of written communications policies and procedures.

**Newsletter**--The overall *responsibility* is to see that there is a newsletter each week distributed no later than Wednesday morning. Its further responsibilities are to evaluate submissions and content for relevance and consistency with the UFL mission and principles.

**Activities**-Team members gather weekly submissions contributed to the newsletter email box ([ufl\\_newsletter@yahoo.com](mailto:ufl_newsletter@yahoo.com)), place them into the Newsletter template, and edit and format a draft. This is sent to contributors and team members for review and proofreading. The final draft is sent to the office for printing (for those receiving hard copies) and to the Webmaster for placement on our website. The Office Manager then sends out a notice by email with the website link and a PDF file of the newsletter. Members of the team fold, stuff, and mail the hard copies.

**Sunday Announcement Insert**—The overall *responsibility* of the Sunday Announcement Insert Team is to see that this insert is prepared and inserted into each Sunday’s Order of Service or program (collectively referred to as OoS). Insert announcements are meant to be short and timely, as well as to remind members, friends and visitors of important continuing information, e.g., the Care Team contacts, minister contact, etc. It is formatted by the Office Manager and edited by the Team editor. The office manager prints the final copy. The remaining team members assist on designated Fridays to fold the Orders of Service (these are the responsibility of the Spiritual Celebration and Program teams) and insert the Bulletin. The OoS with Announcement Inserts inserted are then placed in the lobby for the Sunday morning greeters to distribute.

**Social Media**—The Social Media Team is *responsible* for monitoring the UFL Facebook page, keeping up with emerging UFL-related FB groups, keeping abreast of other forms of social media, and ensuring that groups and conversations are in keeping with the mission and principles of the UFL.

**Website**—The *responsibility* of the Website team is to see to the overall design, attractiveness, content, and currency of the Fellowship’s Website. The Website team consists of the Webmaster and, in effect, the Fellowship leadership and staff. The Webmaster works with the Office Administrator, Minister, Board, Program Council, and individual Team Leaders to ensure that content is current, accurate, complete, and consistent with the mission and principles of the UFL.

**External**—The *responsibility* of the external communications team is to see that the Fellowship and its events are appropriately communicated and represented to the

wider community, always consistent with the UFL mission and principles. This would include, for example, submissions to, and material appearing in, the Lawrence Journal World, local radio and TV programs, local advertising media, etc. A long-term goal is to raise the visibility of the Fellowship and its mission, principles, and activities.

## **6. Authority Delegated or Retained**

The Communications Team receives a small allocation through the annual budget. The Leader of the Newsletter Team and the Leader of External Communications have authority to sign vouchers for their respective areas. It is not anticipated that Social Media, Website, or Sunday announcement insert areas will have expenses; if the situation changes, the Program Council Coordinator for Communications will have the authority to sign those vouchers for this year.

## **7. Standard Team Procedures**

1. The Communications Team and Sub-teams meet at least once during the first quarter of the Fellowship year to approve a written plan to be communicated to the Program Council that is consistent with its charter and supports the mission, vision and goals of the Fellowship.
2. Each spring when the budget is being developed for the next fiscal year, the Communications Team and Sub-teams submit their requests through the Social Justice and Communications Coordinator of the Program Council. The Team retains the right to appeal budget decisions.
3. The Communications Team and Sub-teams prepare an annual report to the Congregation and submit their reports through the Program Council.
4. In connection with preparation of their annual reports, the Communications Team and Sub-teams assess their activities and charters and provide any recommendations to the Program Council.

### **Primary Author**

Barbara Schowen

Program Council Coordinator for Social Justice and Communication

**Date this charter was approved by the Communications Team:** October 15, 2012

**Date this charter was reviewed and approved by the Program Council:** November 1, 2012

**Date this charter was approved by the Executive Board:** November 5, 2012