

UUAA Communications Committee Annual Report 2020-2021

Compiled by: Karishma Gottfried (Communications Ministry Specialist) and Kimberly Ellerthorpe (Communications Committee Chair) with input from the Communications Committee

The Communications Committee was established in 2020 to develop and support communications that keep our congregation informed, engaged and connected, as well as communications that promote our congregation to the wider community. The committee reports to the Communications Ministry Specialist.

Active members of the Communications Committee: Kimberly Ellerthorpe, Karishma Gottfried (CMS), Sandy Simon, Laura Bollettino, Susie Thompson

As COVID-19 has shifted our congregation to focus on virtual connections, Communications at UUAA have been more important than ever. Here are some highlights:

- *Virtual gatherings:* 387 Zoom room meetings reserved through UUAA
- *Deep connections:* Our UUAA Community, our closed Facebook group, was started, and has nearly 350 members.
- *A new platform:* In March 2020, UUAA created an Instagram account (@uu_annarbor) which now has over 250 followers.
- *International reach:* While the majority of our followers are from the Ann Arbor/Ypsilanti area, we also reached people in India, the United Kingdom, Romania, South Africa, and beyond!

Connections to UUAA core values:

Communications make it possible for congregants to learn about activities related to each of our core values. For example, Communications support Spiritual Life by informing congregants about classes being offered and about times and topics of worship services. We support Social Justice and Environmental Action by informing congregants about opportunities to take action. We support Stewardship and Culture by informing congregants about events and policies related to those core values.

Most of all, Communications support Community by informing congregants of opportunities to connect with each other, for example, Chalice Circles, Friday Fun Nights, and identity groups. Without Communications, those activities wouldn't be possible because no one would know about them.

Future ideas, plans, and goals to support the Vision 20/50 process:

- Resources for lay leaders in communications strategy
- Streamlined process for publicizing events through publications and social media
- Updated website to better communicate throughout the congregation and promote ourselves to the wider world
- Creation and maintenance of policies that aid in UUAA operations and governance