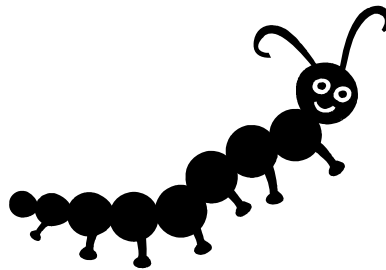


MARITIME CONFERENCE COMMUNICATIONS TASK GROUP

Steps for More Effective Communications



"So the centipede knows which leg to move next!"

April 2009

TABLE OF CONTENTS
Steps for More Effective Communications

Subject	Page
1. Introduction	3
1.1. Members of the Task Group	
1.2. Our Mandate	
1.3. A Brief History of Communicating	
1.4. Goals of Communication	
2. The Courts	6
2.1. Profile of the Courts	
2.2. Overview of the Pastoral Charge Contact Methods	
2.3. Overview of the Presbytery Contact Methods	
2.4. Overview of the Conference Committee Contact Methods	
3. Communication within/among the Courts	9
3.1. Communication Tools	
3.2. People	
3.3. Messages	
4. Our Work	12
4.1. Pastoral Charge Findings	
4.2. Presbytery Findings	
4.3. Conference Committee Findings	
4.4. Electronic Newsletter Summary & Conclusions	
4.5. Communication by Blogging Summary & Conclusions	
5. Summary Reflections	18
6. Recommended Short Term Strategies, Tools & Activities	21
7. Appendix A - Pastoral Charge Contact Methods	23

1. Introduction

1.1 Members of the Task Group

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1. 1 Our Mandate

As the Communications Task Group we were appointed by the Conference Executive with a mandate to *“to develop a comprehensive communication strategy.”* This was a grand hope.

We began with several assumptions:

- Communication involves creating a sense of connection. While at times it is simply relating information, often this is not enough. We also need to share faith stories.
- We recognize that it is as important to develop strategies to find those with stories to share as it is to find effective ways of delivering the story to listeners.
- We recognize that communication occurs within four circles:
 - among the courts of the church (Pastoral Charge, Presbytery and Conference and General Council);
 - to and among parishioners of the pastoral charge;
 - to the public forum.
- We recognize that effective communication is a two-way street, as noted in our Theological Statement (2006), communication means “building together.”
- We recognize one approach will not be sufficient. We need a multi-media approach. Various forms of media will be effective for different communication purposes. Some approaches will be more comfortable to those accustomed to a print culture; others will appeal to those who embrace different technologies.
- We recognize that we need to effect concrete strategies in 2009 and we need to address a broader communication plan to carry us into the future.

Communication does not lie at the periphery of any one Court; rather it's at the heart of each of them. Positive communications and public relationships evolve from an intentional and properly implemented communications plan.

It is up to each Presbytery and Pastoral Charge to plan their own form of internal/external communication. However, the Maritime Conference Communications Task Group is prepared to suggest which media can most effectively be a tool to share our stories.

Having a communication plan helps to ensure that initiatives and programs are shared not only within the church, but outside as well. Local media, web-based communications and effective internal/external communication strategies are all part of broad based communication plan.

We have worked hard, but to deliver a broad based communication plan as envisioned in the mandate would take many more months and likely, the investment of paid professional help.

We are pleased to offer the work of our hands over many months (well beyond our one year mandate) and a path and direction toward a longer term communication plan.

We recommend several short term strategies, tools and activities to help facilitate communications between Conference, Presbytery, Pastoral Charges and the communities we live in. They are first steps. The work of communications needs to be flexible and adaptive. Developing a longer term strategy is an evolving process.

1.3 A Brief History of Communicating

- According to a recent paper by Rev. Stephen R. Mills¹, "The United Churchman" was one of the first measures adopted by representatives within Maritime Conference after the union of the Churches, in June 1925. It was used as a method of communicating to the Maritime United Church faith community.
- This weekly newspaper was first published on November 4, 1925 and continued weekly until 1948. In 1949 the publication was distributed twice a month until 1969 when the publication changed to a magazine format in 1970. This continued monthly until the final issue on November 4, 1975.
- In 1975 another method of communicating was developed by way of a "Conference Staff Bulletin" which was published four to five times a year and in later years, to three times a year. The last issue was published in

¹ Mills, (Rev) Stephen R. (2008).The History of Maritime Conference of the United Church of Canada. Presented to the Maritime Conference Archives.

2001, as it was suggested it had become obsolete as some of the same information had been going into an 8 page insert called “The Charge” for the Observer magazine since 1982.

- This publication ended in 2000 with the intent of providing a synopsis twice a year on what has been happening in and outside of Maritime Conference. Finally in 2001, Maritime Conference created a newsmagazine entitled “Imprints” which continued until 2006.

The Church has faced many challenges when it comes to communications and while we continue to distribute information in many forms within the church and beyond the walls, we do need to be more intentional in our approach, while recognizing the lessons learned from previous and existing communication tools.

1.4 Goals of Communication for the Maritime Conference

An effective communications strategy will help us:

- Create awareness of current initiatives and key issues,
- Create a climate of openness and inclusiveness,
- Foster an understanding of the various courts of the church,
- Encourage individuals in their ministry and mission,
- Celebrate who we are,
- Tell others what we believe,
- Share the faith stories of those who came before us, those who are here now.

To be effective a communication strategy must:

- Provide access to accurate and timely information,
- Minimize confusion and duplication of effort,
- Use current communication tools,
- Minimize the impact on the environment,
- Communicate messages to and from the Courts,
- Use the most appropriate communication tools,
- Set standards and policies for Communications,
- Ensure that messages are presented consistently,
- Monitor and Evaluate to continually improve upon and enhance communication practices,
- Have the necessary resources,

2. The Courts

2.1 Profile of the Courts

The Maritime Conference consists of 13 Presbyteries: Chignecto, Halifax, Inverness-Guysborough, Miramichi, Pictou, Prince Edward Island, Saint John, St. Croix, South Shore, Sydney, Truro, Valley and Woolastook; and 1 Synod: Bermuda. Within these, there are 272 pastoral charges.

2.2 Overview Pastoral Charges Contact Methods

In reviewing the contact methods available at each Pastoral Charge, all have phone access, 117 have a fax; 246 have e-mail accounts; and 68 have a website.

Presbytery	Pastoral Charges	Have Phone	Have Fax	Have E-Mail	Have Website
Bermuda	4	4	3	3	1
Chignecto	30	30	12	26	7
Halifax	31	31	22	29	19
Inverness-Guysborough	11	11	5	10	0
Miramichi	18	18	8	16	1
Pictou	12	12	5	12	4
Prince Edward Island	24	24	11	24	6
Saint John	20	20	9	20	7
South Shore	17	17	4	14	2
St. Croix	7	7	5	6	1
Sydney	20	20	7	18	1
Truro	28	28	8	26	5
Valley	20	20	7	17	5
Woolastook	30	30	11	25	9
14	272	272	117	246	68

In addition to the above summary, the chart in **Appendix A** provides a complete list of the contact methods available at each pastoral charge.

2. 3 Overview Presbytery Contact Methods

In reviewing the contact methods available at each Presbytery, nearly all use email; there are two with a designated Presbytery email address; all provide telephone contact though the majority of Presbytery Secretaries offer a personal telephone number; 9 have a fax; and 6 Presbyteries maintain a website.

Presbytery	Phone	Fax	E-Mail	Website
Bermuda	Sec'y Home #	No	Yes	No
Chignecto	Sec'y Home #	No	Yes	No
Halifax	Presb Office #	Yes	Presb email	Yes
Inverness-Guysborough	Sec'y Home #	Yes	Yes	No
Miramichi	Sec'y Home #	No	Yes	No
Pictou	Sec'y Home #	No	Yes	No
Prince Edward Island	Sec'y Home #	Yes	Yes	Yes
Saint John	Sec'y Home #	No	Yes	Yes
South Shore	Sec'y Home #	Yes	Yes	No
St. Croix	Sec'y Home #	Yes	Yes	No
Sydney	Sec'y Home #	Yes	Yes	Yes
Truro	Sec'y Home #	Yes	No	Yes
Valley	Sec'y Home #	Yes	Presb email	No
Woolastook	Sec'y Home #	Yes	Yes	Yes
Total s 14	14	9	13	6

2.4 Overview Conference Committee Contact Methods

In reviewing the contact methods available for each Conference Committee/Unit all provide a telephone contact and an email address (the home or work number or email of the chair), two have a fax and 8 have web pages.

Committee	Phone	Have Fax	Have E-Mail	Have Webpage
Annual Meeting Planning	Chair Home/Work #	No	Yes	No
Christian Life & Growth	Chair Home/Work #	Yes	Yes	Yes
Church in Action	Chair Home/Work #	Yes	Yes	Yes
Nominations	Chair Home/Work #	No	Yes	No
Stewardship	Chair Home/Work #	No	Yes	Yes
Gospel, Ecumenism & Theology	Chair Home/Work #	No	Yes	Yes
Archives	Chair Home/Work #	No	Yes	Yes
Finance & Property	Chair Home/Work #	No	Yes	No
Financial Support	Chair Home/Work #	No	Yes	Yes
Ministry Personnel & Education	Chair Home/Work #	No	Yes	Yes
Staff Committee	Chair Home/Work #	No	Yes	Yes
Hospital Chaplaincy	Chair Home/Work #	No	Yes	No
United Church Men	President Home #	No	Yes	No
United Church Women	President Home #	No		Yes
Youth Forum	Yes	No		Yes
Intermediates at Conference	Register	No		No but have Facebook
16	16	2	12	8

3. Communication Within and Among the Courts

3.1 Communication Tools

There are an infinite number of communication tools to carry our message, some of which are listed below.

Annual Meetings	Annual Reports	Blogging
Book Marks	Brochures	Bulletin Boards
Bulletins	Buttons, pins, ribbons	Camps
CD's	Community Centres	Community Events
E-Mails	Email Announcements	Establishing Partnerships
Fax	Letters to newspapers	Libraries
Mailouts	Malls	Ministers
Minutes	News Conferences	News releases to media
Newsletters	Newspapers	One-on-One Meetings
Opinion Editorials	Parade	Pastoral Charges
Posters	Presbyteries	Public Service Announcements
Radio Stations	Radio Talk Shows	School Christian Groups
Seminars	Sermons	Signs – exterior & interior
Speaking Engagements	Sponsorship	T.V. (Local Cable, Major Networks)
Tapes	Telephone	Theological Schools
Universities/Colleges	Videos	Voice mail system
Website	Welcome Sundays	Word of Mouth

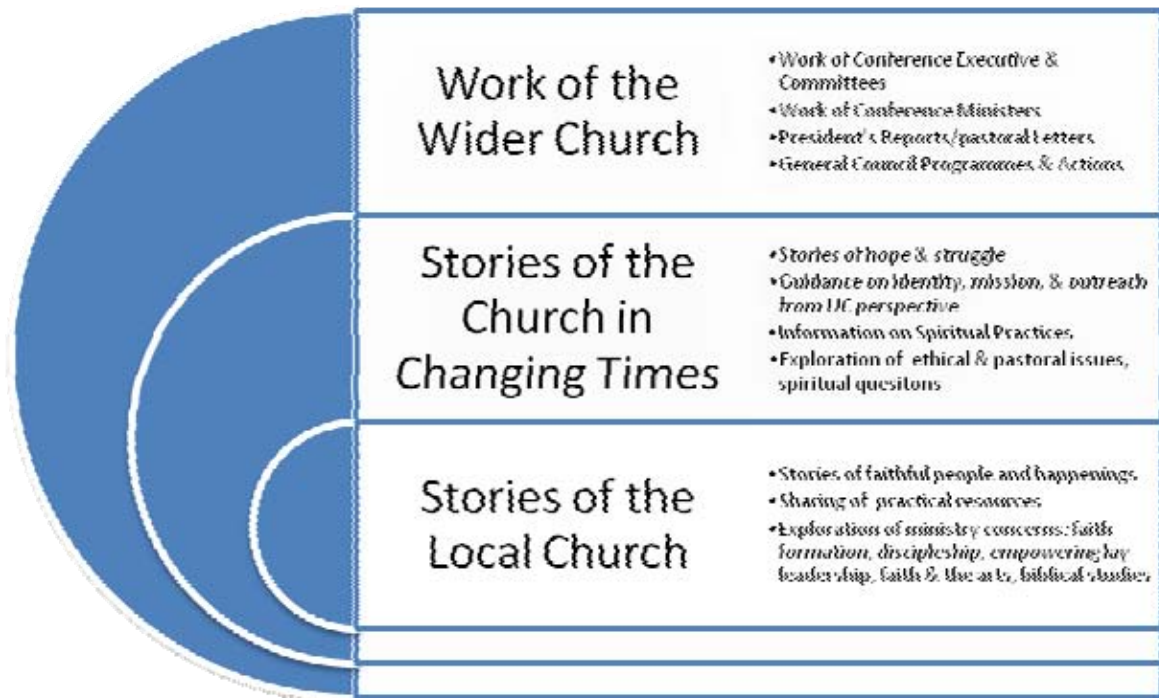
3.2 People

There are many people who both receive and send messages.

Active Ministry Personnel	Chaplains	Children
Committee Chairpersons	Conference Committees	Conference Officers
Conference Staff	Designated Lay Ministers	Diaconal Ministers
Ecumenical Audiences	Ethnic Groups	Executive Members
Families	Government	Lay Representatives from Pastoral Charges
Legal Community	Media	Members at Large
Ministry Personnel - Active/Retired	Non-Connected	Opinion Shapers/Influencers
Ordained Ministers	Outreach Ministries	Partner Organizations
Pastoral Charges	Presbyteries	Reporters
Retained Ministers	Retired Ministers	Seekers
Seniors	Single People	Students
Unchurched (Seekers/Christian "Alumni")	Young Adults	Youth

3.3 The Messages

We have many messages we want to communicate.



4. Our Work

This section summarizes the work completed by the Communications Task Group from October 2007 until the present.

The Task Group conducted several conversations with people who have expertise in the field of communications. Some members undertook extensive web research.

1. A Communication Tool Inventory was conducted under the direction of the Task Group.
2. Three editions of an Electronic Newsletter were published and a survey conducted to assess reader response and our ability to publish this tool.
3. A survey was conducted to assess opinion of and interest in Blogging Ministry.

We outline our findings below.

Communication Tool Inventory

An Inventory of Communication Tools was conducted by telephone with pastoral charges (237 out of 274 = 89%), Presbytery Secretaries (14 out of 14 = 100%), and Conference Committees/Units 12 out of 16 =75%). The findings are summarized below.

4.1 Pastoral Charges Findings

Access to Technology

- 71% of the pastoral charges use e-mail to receive information with 24% stating that the Minister is the one with the e-mail.
- 83% have access to a high-speed internet connection.
- 40% of the pastoral charges have a website.

Communicating

- 83% receive their information from Presbytery via e-mail and 42% hear presbytery reports.
- 86% receive their information from Conference by e-mail in addition to receiving information by mail (49%)
- 99% use their Sunday Bulletin to print announcements, verbally (95%), via e-mail (27%), on the website (24%) and projected on a screen (8%)

- 96% of the charges have a bulletin board and 64% use it for a little bit of everything while 22% have more than one board to use for different purposes.
- All charges with the exception of one print an annual report and 5% put this report online.
- 96% have a Church sign and use it to display their hours of worship (83%) or for either the Minister or other names (80%).
- 51% publish a newsletter and 49% do so 4-6 times a year. These newsletters are generally picked up at the Church (70%) or delivered by a visitor (57%). The main purpose of the newsletter is to publicize fund-raising events (89%), entertain such as jokes, puzzles & stories (63%), and share local information/events (61%).
- Only 26% used their telephone messaging service to communicate and did so for announcing events (53%), meeting reminders (47%) and 40% for service cancellations.
- 74% use newspaper ads to promote special services (69%), tell time of worship services (43%), and 39% to promote fund-raising events.
- 81% do use the free public service announcements for special services or events (83%) and fund-raising events (48%).
- Some of the ways they make themselves know to the public is by partnering with community groups (80%), offering free space to community groups in the building (88%), door to door visiting (49%).
- 65% of the Churches were either not aware if their Presbytery had a website or not.
- 73% of the pastoral charges do go on the conference website- 47% look for information “sometimes” and 26% go on the website “a lot.”
- 87% would be interested in receiving a one page informational insert from conference.
- 69% of the Churches receive the Maritime Conference Wednesday Announcements and for those who said no, 92% of them want to subscribe,

Other Tools Used for Communicating (Pastoral Charges)

- Putting up posters
- Using Flyers
- Sandwich Boards
- Mass Mail-outs
- Via E-mail using Weekly Reflections
- Supporting local community fund-raising events
- Farmers Market
- Pulpit exchange with different Churches
- Facebook
-

4.2 Presbytery Findings

Access to Technology

- 79% of the Presbyteries have e-mail access.
- 79% have access to a high-speed internet connection.
- 50% have their own website.

Communicating

- 86% of the information on their websites is used to post a directory of Presbytery representatives, information & links to Pastoral Charges, 71% for information about Conference/National Church and 57% to post minutes/notes.
- 86% promote their website through Presbytery minutes, agendas and announcements at meetings.
- Presbytery share their information to their Pastoral Charges by way of e-mail (93%), telephone (71%) and mail (64%).
- Presbytery makes themselves known to their Pastoral Charges as part of their pastoral relations process (100%), meetings (93%) and triennial visits (93%)
- Presbytery secretary looks at the information on the Conference website sometimes (43%) and others (30%) use the website a lot.
- 79% do not issue news releases but for those that do, they are used to promote special services or special committee events (100%).

- 57% who make use of free public service announcements use them for special services and events (100%).
- 93% are interested in receiving a regular one page informational/news sheet from Conference.

Other Tools for Communicating

- List Serv
- Voice-Mail
- Word of Mouth
- Face-to-Face Communication

4.3 Conference Committee Findings

Access to Technology

- 92% of the committee use e-mail to receive information and have access to a high-speed internet connection.
- 67% have a website/information page for their committee and 78% are linked to the Maritime Conference website. The primary use is for pictures, upcoming events, committee directory and reports. The intent of the website/information page is for anyone (50%) and United Church people within conference (37%). The unfortunate part is that 75% said it was not promoted.

Communicating

- 58% responded they use the conference announcements to get their information to presbyteries and 42% do so through regular newsletters or mailing at least once per year.
- 91% of the committee were interested in the participation of providing a regular one page information/news sheet on their work/projects to the Pastoral Charges or Presbytery

Other Tools for Communicating

- The evaluations committees receive at the end of each annual meeting is useful
- Facebook
- YouTube

4.4 Electronic Newsletter Summary & Conclusions

An e-newsletter was emailed to over 700 email addresses in the Directory (active ministry personnel, retired and retained ministry personnel and lay delegates to the Annual Meeting. Three editions with 8-10 articles were published. Several different types of articles were offered. The E-newsletter was designed for both dial up and high speed. While designed for online reading there was also an option to print individual articles or the entire e-newsletter.

All were invited by email survey to evaluate the E-newsletter. There were 137 responses.

The Fact and Figures

- 88.2% received the E-newsletter and read all or parts of it.
- 5.1% indicated that to their knowledge they did not receive it by email.
- 97.7% indicated that the download time was satisfactory.
- 64.6% of readers read all/some of the articles online and didn't use the print option.
- 9.2% printed the entire newsletter and read only print copy.
- 25.4% read it online and printed some of the articles.

The trial issues contained the nine types of articles:

- The following three subjects received the highest rating of Extremely Interested/Interested combined: *Congregational Stories* (90.8%), *Local Church News* (88.3%) and the *Reflections by Diverse Writers* (83.4%).
- All other subjects received an "Interested" rating. (President's Message, Conference Executive Highlights, Praying the News, Conference Committee Stories, Original Words and Photo Finish.)
- We asked Respondents to indicate what other topics they would like to see in future editions.
- 38% offered suggestions for one or more topics. A wide variety of topics were suggested. There were several responses wanted more information on being a "greener" church, more on congregational identity, mission and outreach and the future of the church, more on spiritual practices (discernment, personal devotion, arts and faith), more on Christian Education (specifically ministry with children) and more information from

the church courts. The emphasis was clearly on support to local congregations.

- 90.1% recommended publishing an Electronic Newsletter in the future.
- Most affirmed the vehicle as an effective way to communicate stories in an inexpensive and “green” fashion.

4.5 Communication By Blogging Summary & Conclusions

The Survey was emailed to all Active Ministry Personnel in Woolastook and Chignecto Presbyteries, to 50 lay people and 25 retired or retained ministers who were randomly selected from the Directory. There were 42 responses.

- We asked respondents to indicate the first thing that comes to mind when they hear the word “blog.” Most responses indicated that an understanding of blogs as personal opinion, open diary or uninformed comment.
- 51.2% read a blog once or twice in their life while 22.0% read a few blogs a week.
- 90.5% had rarely or never written a comment on a blog.

We listed 15 subjects for blogs and asked Respondents to rate their interest:

- The Respondents were not “Extremely Interested” in any of the topics.
- A blog on “*The Church in Action – Current Issues*” would gather the most “interest.” (54.8%)
- “*Ecumenism – Learning from/about partners*” was second in “interest” (50.0%)
- Blogs on “*Leadership in Changing Times*”, “*Fund-Raising Ideas that are Faith-Raising*” and “*Modern Spiritual/Ethical Questions*” all rated 47.6% interest.
- Respondents would also be “interested” in reading blogs on “*The Changing Church*” (42.9%) and “*Women Doing Theology*” (40.5%) and “*Stories of Mission & Ministry*” (40.5%), and “*Worship/Lectinary Reflections*” (40.5%) and on “*Greening Our Faith*” (38.1%)

- Respondents indicated they “might take a look at” a Blog on “*Devotional/Inspirational Reading*”, “*Children and Youth Ministry*”, “*Films & Movie – Reviews & Reflections*” and “*Progressive Christianity*”.
- Respondents indicated they were “probably not interested” in a blog on “*Book Reviews/Online Book Club*.”

Seventeen Respondents offered one or more suggestions for other subjects of interest:

- Some suggestions were on very specific topics: parish nursing, poetry, confirmation, preservation of records, personal memoirs of church folk, ministry experiences.
- Some suggestions were more general: Faith Formation, Ministry with Seniors, Evangelism & Discipleship, Spiritual Formation, Empowering Lay Participation, Prayer (interactive prayer list), Ministry in the Small, Rural Church, Worship & the Arts, Old & New Testament Studies.
- Some expressed a desire for resources: Study Group Materials, Spiritual Retreats, Sermon Suggestions, and Bible Studies.

Several smaller projects were engaged: the Christian Life & Growth Committee published a two page full colour newsletter that is mailed to Presbytery Christian Life & Growth Chairs for distribution among members and to members of the various Conferences (**See example at <http://marconf.ca/pdf/clg-AGMnewsletter-2009.pdf>**)

The Outdoor Recreational Ministry Unit is experimenting this year with meeting by Skype.

5. Summary Reflections

“So the centipede knows which leg to move next!”

Introduction

Bulletin boards are a common, natural sight in churches throughout Maritime Conference. The cork rectangles filled with nuggets of information are an important communication tool in our church community.

So much information is there. So much waiting for us to read, know and be excited about. Individually, each posting is an effective way to inform our church members of news. But collectively, bulletin board postings easily get lost.

“No one really pays attention to them,” said one member of our Maritime Conference. “(Bulletin boards) are not placed well and nobody notices them.”

Or, as another member put it, notices on overburdened bulletin boards struggle for our attention and church members look for alternatives.

“Unfortunately, bulletin boards are really ignored, so we post notices on the doors.”

During our term, it became clear to us that within Maritime Conference that we need more than one vehicle to effectively communicate. It is tempting to believe there is a new tool or activity that will both simplify and be effective in communicating among the courts of the church, to and among pastoral charges, within pastoral charges, and to and with the general public. Our inventory suggests we have many tools at our disposal; some of those could be managed more efficiently and emerging technology offers other possibilities.

The Challenge of Communications

We recognize many of you are proactively seeking information from Maritime Conference and make regular visits to the Maritime Conference website for news. You also seek information from your presbyteries, from within your church and out to your communities. Clearly, there is a desire to communicate between the courts of the church.

But communications is hard.

There are simple steps like bulletin boards and announcements from the pulpit to pass along information, and more high tech ways like websites and Web 2.0 applications – and everything in between.

Then when you begin to consider the message you want delivered, who you want to hear the message, what information should be shared... communications can quickly become overwhelming.

Findings

In a recent survey conducted on behalf of the Communication Task Group of Maritime Conference, 238 pastoral charges throughout Maritime Conference were interviewed about how they communicate – within the pastoral charge, presbytery, conference and the national church.

We found that most pastoral charges, 71 per cent, or 168, have their own email address, while 57 pastoral charges, or 24 per cent, said only the minister has an email address for church information. Just 19 churches (8 per cent) don't have any electronic communication. And the majority of respondents – 83 per cent, or 196 – have high speed connections.

We found that we hunger for information from the courts of the church and seek ways to find out more about presbytery news, being proactive about knowing more. Presbytery news is already emailed to 83 per cent of us and a further 42 per cent, or 98 pastoral charges, receive information via presbytery reports. Others receive information by visiting presbytery web site, reading bulletin inserts, receiving telephone messages and seeing the postings of presbytery news on bulletin boards.

News from Maritime Conference is also highly valued, we found. Most of those surveyed receive the weekly email announcements. And when pastoral charges were asked if they were interested in receiving one-page inserts from Conference the majority responded they would be.

But we are a people who don't rely solely on electronic ways to find out news – good old fashion word-of-mouth is another common method to hear about Conference news, with 87 per cent of respondents stating this is their way of finding out about Conference news.

In addition to communicating amongst ourselves, we also looked at how we, as pastoral charges, communicate with our communities – those who may not necessarily be members of the United Church. How do we tell others about ourselves and what we're doing?

There were 83 per cent who said their signs include the hours of worship, while a further 80 per cent said their minister's name is also on the sign. Some pastoral charges include sermon titles, upcoming events, date of establishment or inspirational sayings on their signs for example. Four per cent stated their pastoral charge does not have a sign.

Many pastoral charges – 74 per cent, or 174 – communicate with newspaper advertising, with most, 120, or 70 per cent, using the ads to promote special services. Times of worship, promotion of fundraising events and other special events are also promoted with this method.

Cost can be a deterrent to using mainstream media, so there is a high usage (81 per cent) of media offering free public service advertising. Special services and events, fundraising events, church times, cancellations, youth group and church suppers are some of the events promoted with this service.

These results lead us to conclude that, in general, members of Maritime Conference are not willing to put money towards communications, instead preferring to rely on free public service announcements. Looking closely at this leads us to wonder what type of message we are therefore communicating to the general public. If we're not willing to spend money to talk about our church, what kind of image do we expect the general public to have about us?

Directions

If we want to have effective communications with the general public we have to be willing to spend the money. And, if we want to have useful and successful communication within the courts of the church, we need to learn to be better communicators.

Our survey showed we are eager to have the information and keen to share our stories, both between the courts and with the general public. However, in order to deliver the message in an effective way means Maritime Conference needs to commit to funding to help this process. A staff position dedicated to communications would help the courts of the church learn to be effective communicators – among ourselves, and with the general public. As well, a staff communications portfolio would be a resource for local media, helping to bring awareness to the excitement and energy that's alive within Maritime Conference.

We were surprised by the increasing use of technology in our churches. While we cannot rely on technology alone for effective communications, there are many strategies that employ technology that can fulfill our goals. There was support for a regular electronic newsletter. Potentially a blogging ministry could assist in meeting the desire to share stories and resources. If web sites are the “new front door” (Alban Institute) then training and support will be required as the minority of congregations report having web sites.

The tools and resources for effective communication are available. We do not need to re-create the wheel – accessing and using these tools, however, must be learned. There is not one strategy that will be standard for all and for all time. We need to continually be aware of our objectives, our audience, the message, the tools and our resources.

As the legs of the centipede work together to move the creature forward, we can look at communications in our church with the same light, with the courts of the church knowing about the work the other is doing, each of placing one foot in front of another.

6. Recommended Short-Term Strategies, Tools and Activities

- 1) Development of Communication Strategy
 - a) Hire a skilled consultant, using financial resources already allocated in 2009/2010 for Communications, to help Conference develop a communication strategy and appropriate structure.
 - a) Direct the Christian Life & Growth Committee to appoint a small working group to liaise with the consultant in the development of the communication strategy.
 - b) Direct the Staff Committee to allocate staff time to support the working group.

2) Allocation of Staff Resources

Direct the Staff Committee to:

- a) Determine a way to publish highlights of the Annual General Meeting shortly after the meeting.
- b) Direct the Staff Committee to determine a way the Maritime Conference Office can produce a one-page informational insert 3-4 times a year and made available to Pastoral Charges for distribution in their bulletins or in their newsletters.

3) Conference Executive Actions

The Conference Executive commits to:

- a) Developing a mechanism for sharing Conference Executive highlights after each meeting which assists Presbytery Chairs/designates in reporting to their Presbytery and Conference Committee Chairs to report to their Committee/Units.
- b) Requiring regular reports from Conference Committees/Units at Conference Executive meetings.
- c) Encouraging Presbyteries to develop a mechanism for sharing Presbytery highlights with congregations after each meeting (where this does not exist)

4) Revision to Computer Use & Education Unit

Direct the Christian Life & Growth Committee to broaden the mandate, membership of Computer Use & Education Unit to:

- a) Include finding ways to support congregations in creating websites, (including creating micro web sites on Wonder Café)
- b) Explore the delivery of educational programs through online seminars,
- c) Explore a conference blogging ministry.
- d) Develop a plan to enhance the current weekly announcements.

5) Direction to the Christian Life & Growth Committee

Direct the Christian Life & Growth Committee to:

- a) Explore ways to develop training modules/sessions for use with those in positions of leadership within Pastoral Charges, Presbytery and the Conference to make us more aware of how better communication could benefit our work.
- b) Coordinate the creation of an electronic newsletter (published 3-4 times a year) that shares stories about vital ministries and lives changed.

Appendix A

Pastoral Charges Contact Methods

Bermuda Synod

Presbytery	Pastoral Charge	Phone	Fax	E-Mail	Website
Bermuda Synod	Grace	Yes	No	No	No
Bermuda Synod	Emmanuel	Yes	Yes	Yes	No
Bermuda Synod	St. Georges	Yes	Yes	Yes	No
Bermuda Synod	Hamilton: Wesley	Yes	Yes	Yes	Yes
TOTALS	4	4	3	3	1

Chignecto Presbytery

Presbytery	Pastoral Charge	Phone	Fax	E-Mail	Website
Chignecto	Advocate	Yes	No	Yes	No
Chignecto	Alma/Albert	Yes	No	Yes	No
Chignecto	Amherst: Trinity-St-Stephens	Yes	Yes	Yes	Yes
Chignecto	Baie Verte/Port Elgin/Tidnish Bridge	Yes	No	Yes	No
Chignecto	Bayfield/Little Shemogue	Yes	No	Yes	No
Chignecto	Cumberland	Yes	No	Yes	No
Chignecto	Hillsborough	Yes	No	Yes	No
Chignecto	Jolicure	Yes	No	No	No
Chignecto	Lakeburn	Yes	No	No	No
Chignecto	Mapleton	Yes	No	No	No
Chignecto	McKee's Mills	Yes	No	Yes	No
Chignecto	Moncton/Harrisville/Steeves Memorial	Yes	No	Yes	No
Chignecto	Moncton: Central	Yes	Yes	Yes	No
Chignecto	Moncton: Mount Royal	Yes	Yes	Yes	No
Chignecto	Moncton: Mountain View	Yes	Yes	Yes	Yes
Chignecto	Moncton: St. John's	Yes	Yes	Yes	Yes
Chignecto	Moncton: Wesley Memorial	Yes	Yes	Yes	Yes
Chignecto	Moncton: Humphrey Memorial	Yes	Yes	Yes	Yes
Chignecto	Nappan/Maccan/Fenwick	Yes	No	No	No
Chignecto	Northumberland	Yes	No	Yes	No
Chignecto	Parrsboro/Port Greville	Yes	No	Yes	No
Chignecto	Petitcodiac	Yes	No	Yes	No
Chignecto	Rexton	Yes	No	Yes	No
Chignecto	Riverview: Bridgedale	Yes	Yes	Yes	No
Chignecto	Riverview: St. Paul's	Yes	Yes	Yes	Yes
Chignecto	Sackville	Yes	Yes	Yes	No
Chignecto	Salisbury	Yes	Yes	Yes	No
Chignecto	Shediac	Yes	Yes	Yes	No
Chignecto	South-Spring	Yes	No	Yes	No
Chignecto	Stilesville	Yes	No	Yes	Yes
TOTALS	30	30	12	26	7

Halifax Presbytery

Presbytery	Pastoral Charge	Phone	Fax	E-Mail	Website
Halifax	Bedford	Yes	Yes	Yes	Yes
Halifax	Crossroads	Yes	No	Yes	Yes
Halifax	Dartmouth: Forest Hills	Yes	Yes	Yes	Yes
Halifax	Dartmouth: Grace	Yes	Yes	Yes	Yes
Halifax	Dartmouth: Harbourside	Yes	Yes	Yes	Yes
Halifax	Dartmouth: Port Wallis	Yes	Yes	Yes	Yes
Halifax	Dartmouth: St. James	Yes	Yes	Yes	Yes
Halifax	Dartmouth: Stairs Memorial	Yes	Yes	Yes	Yes
Halifax	Dartmouth: Woodlawn	Yes	Yes	Yes	Yes
Halifax	Elmsdale	Yes	Yes	Yes	No
Halifax	Halifax: Bethany	Yes	Yes	Yes	Yes
Halifax	Halifax: Brunswick Street	Yes	Yes	Yes	Yes
Halifax	Halifax: Edgewood-Oxford	Yes	Yes	Yes	No
Halifax	Halifax: Fairview	Yes	No	Yes	Yes
Halifax	Halifax: Fort Massey	Yes	Yes	Yes	Yes
Halifax	Halifax: Rockingham	Yes	Yes	Yes	Yes
Halifax	Halifax: St. Andrew's	Yes	Yes	Yes	Yes
Halifax	Halifax: St. John's	Yes	Yes	Yes	Yes
Halifax	Halifax: St. Matthew's	Yes	Yes	Yes	Yes
Halifax	Halifax: St. Paul's Spryfield	Yes	Yes	Yes	No
Halifax	Halifax: United Memorial	Yes	No	Yes	Yes
Halifax	Lawrencetown/Lake Echo	Yes	No	Yes	No
Halifax	Musquodoboit Harbour	Yes	Yes	Yes	No
Halifax	Sackville: Knox	Yes	Yes	Yes	No
Halifax	Sambro: Jollimore	Yes	No	No	No
Halifax	Sheet Harbour	Yes	No	Yes	No
Halifax	St. John's & St. Paul's	Yes	No	No	No
Halifax	St. Luke's	Yes	Yes	Yes	Yes
Halifax	St. Margaret's Bay	Yes	No	Yes	No
Halifax	Waverley	Yes	Yes	Yes	No
Halifax	William Black	Yes	No	Yes	No
TOTALS	31	31	22	29	19

Inverness-Guysborough Presbytery

Presbytery	Pastoral Charge	Phone	Fax	E-Mail	Website
Inverness-Guysborough	Baddeck: Greenwood	Yes	No	Yes	No
Inverness-Guysborough	Eastern Guysborough	Yes	No	Yes	No
Inverness-Guysborough	Margaree	Yes	Yes	Yes	No
Inverness-Guysborough	Middle River/Baddeck Forks	Yes	No	No	No
Inverness-Guysborough	Mulgrave	Yes	No	Yes	No
Inverness-Guysborough	Port Hastings	Yes	Yes	Yes	No
Inverness-Guysborough	Port Hawksbury	Yes	Yes	Yes	No
Inverness-Guysborough	River and Lakeside	Yes	No	Yes	No
Inverness-Guysborough	Saint John's	Yes	Yes	Yes	No
Inverness-Guysborough	West Bay	Yes	No	Yes	No
Inverness-Guysborough	Whycocomagh/East Lake Ainslie	Yes	Yes	Yes	No
TOTALS	11	11	5	10	0

Miramichi Presbytery

Presbytery	Pastoral Charge	Phone	Fax	E-Mail	Website
Miramichi	Bathurst	Yes	Yes	Yes	No
Miramichi	Blackville	Yes	No	Yes	No
Miramichi	Campbellton/Escuminac	Yes	Yes	Yes	No
Miramichi	Chatham	Yes	Yes	Yes	No
Miramichi	Dalhousie	Yes	Yes	Yes	No
Miramichi	Douglastown	Yes	No	Yes	No
Miramichi	Gaspé/Cap-aux-Os	Yes	No	Yes	No
Miramichi	Loggieville/Black River	Yes	Yes	Yes	No
Miramichi	Miscou	Yes	No	No	No
Miramichi	New Bandon	Yes	Yes	Yes	No
Miramichi	New Carlisle	Yes	No	No	No
Miramichi	New Mills	Yes	No	Yes	No
Miramichi	New Richmond	Yes	No	Yes	No
Miramichi	Newcastle	Yes	Yes	Yes	Yes
Miramichi	Red Bank	Yes	Yes	Yes	No
Miramichi	Restigouche	Yes	No	Yes	No
Miramichi	Tabusintac	Yes	No	Yes	No
Miramichi	Upsalquitch	Yes	No	Yes	No
TOTALS	18	18	8	16	1

Pictou Presbytery

Presbytery	Pastoral Charge	Phone	Fax	E-Mail	Website
Pictou	Antigonish	Yes	No	Yes	Yes
Pictou	Forbes Memorial	Yes	No	Yes	No
Pictou	Greenhill/Alma/Merigomish	Yes	No	Yes	No
Pictou	Hopewell/Eureka/East River	Yes	No	Yes	No
Pictou	New Glasgow	Yes	Yes	Yes	Yes
Pictou	Pictou	Yes	Yes	Yes	Yes
Pictou	River John/West Branch	Yes	No	Yes	No
Pictou	Saltsprings/Lyon's Brook/Scotsburn	Yes	No	Yes	No
Pictou	St. Mary's	Yes	Yes	Yes	Yes
Pictou	Stellarton	Yes	Yes	Yes	No
Pictou	Trenton	Yes	Yes	Yes	No
Pictou	Westville	Yes	No	Yes	No
TOTALS	12	12	5	12	4

Prince Edward Island Presbytery

Presbytery	Pastoral Charge	Phone	Fax	E-Mail	Website
Prince Edward Island	Alberton/Elmsdale	Yes	No	Yes	No
Prince Edward Island	Bedeque	Yes	Yes	Yes	No
Prince Edward Island	Bedeque North	Yes	No	Yes	No
Prince Edward Island	Bideford	Yes	No	Yes	No
Prince Edward Island	Cavendish/Breadalbane	Yes	No	Yes	No
Prince Edward Island	Central Queens	Yes	Yes	Yes	Yes
Prince Edward Island	Charlottetown/Park Royal	Yes	Yes	Yes	No
Prince Edward Island	Charlottetown/Spring Park	Yes	Yes	Yes	No
Prince Edward Island	Charlottetown: Trinity	Yes	Yes	Yes	No
Prince Edward Island	Cornwall	Yes	Yes	Yes	Yes
Prince Edward Island	Kensington	Yes	No	Yes	Yes
Prince Edward Island	Kings United	Yes	No	Yes	No
Prince Edward Island	Margate	Yes	No	Yes	No
Prince Edward Island	Montague	Yes	No	Yes	Yes

Presbytery	Pastoral Charge	Phone	Fax	E-Mail	Website
Prince Edward Island	Mount Stewart/Morell/St. Peter's Bay	Yes	Yes	Yes	No
Prince Edward Island	Murray Harbour/Murray River	Yes	No	Yes	Yes
Prince Edward Island	O'Leary/West Cape	Yes	No	Yes	No
Prince Edward Island	South Shore	Yes	Yes	Yes	No
Prince Edward Island	St. David's Georgetown	Yes	No	Yes	No
Prince Edward Island	Summerside	Yes	Yes	Yes	Yes
Prince Edward Island	Vernon Bridge	Yes	Yes	Yes	No
Prince Edward Island	Wellington	Yes	No	Yes	No
Prince Edward Island	Winsloe	Yes	Yes	Yes	No
Prince Edward Island	York/Covehead	Yes	No	Yes	No
TOTALS	24	24	11	24	6

Saint John Presbytery

Presbytery	Pastoral Charge	Phone	Fax	E-Mail	Website
Saint John	Andrew Donald	Yes	No	Yes	No
Saint John	Apohaqui/Norton/Kings Kirk	Yes	No	Yes	No
Saint John	Hampton	Yes	Yes	Yes	No
Saint John	Lorneville/South Bay/St. Giles	Yes	No	Yes	No
Saint John	Millstream	Yes	No	Yes	No
Saint John	Newtown/Waterford	Yes	No	Yes	No
Saint John	Quispamsis	Yes	No	Yes	Yes
Saint John	Rothsay	Yes	Yes	Yes	Yes
Saint John	Saint John: Carleton/Kirk	Yes	No	Yes	No
Saint John	Saint John: Centenary/Queen Square	Yes	Yes	Yes	Yes
Saint John	Saint John: Glen View	Yes	Yes	Yes	No
Saint John	Saint John: Park Avenue	Yes	No	Yes	Yes
Saint John	Saint John: Portland	Yes	Yes	Yes	Yes
Saint John	Saint John: Silver Falls	Yes	Yes	Yes	Yes
Saint John	Saint John: St. Andrew & St. David	Yes	Yes	Yes	No
Saint John	Saint John: St. Mark's	Yes	No	Yes	Yes
Saint John	St. Martins	Yes	No	Yes	No
Saint John	Sussex: St. Paul's	Yes	Yes	Yes	No
Saint John	Two Rivers	Yes	Yes	Yes	No
Saint John	Welsford	Yes	No	Yes	No
TOTALS	20	20	9	20	7

South Shore Presbytery

Presbytery	Pastoral Charge	Phone	Fax	E-Mail	Website
South Shore	Barrington	Yes	No	Yes	No
South Shore	Blue-Rocks Stonehurst	Yes	No	Yes	No
South Shore	Bridgewater	Yes	Yes	Yes	No
South Shore	Brooklyn	Yes	No	Yes	No
South Shore	Calendonia	Yes	No	Yes	No
South Shore	Clyde/Carleton	Yes	No	Yes	No
South Shore	LaHave-New Dublin	Yes	Yes	Yes	Yes
South Shore	Liverpool	Yes	Yes	Yes	No
South Shore	Lockeport	Yes	No	No	No
South Shore	Lunenburg	Yes	No	Yes	No
South Shore	Mahone Bay	Yes	No	Yes	No
South Shore	New Germany	Yes	No	No	No
South Shore	Petite Riviere	Yes	No	Yes	No
South Shore	Port Mouton	Yes	No	No	No
South Shore	Riverport	Yes	Yes	Yes	No
South Shore	Shelburne	Yes	No	Yes	No
South Shore	Yarmouth: Beacon	Yes	No	Yes	Yes
TOTALS	17	17	4	14	2

St. Croix Presbytery

Presbytery	Pastoral Charge	Phone	Fax	E-Mail	Website
St. Croix	Lawrence Station	Yes	No	No	No
St. Croix	McAdam	Yes	Yes	Yes	No
St. Croix	Milltown	Yes	Yes	Yes	No
St. Croix	Oak Bay	Yes	Yes	Yes	No
St. Croix	St. Andrew's	Yes	Yes	Yes	Yes
St. Croix	St. James	Yes	No	Yes	No
St. Croix	Kirk/McColl	Yes	Yes	Yes	No
TOTALS	7	7	5	6	1

Sydney Presbytery

Presbytery	Pastoral Charge	Phone	Fax	E-Mail	Website
Sydney	Boulardarie	Yes	No	Yes	No
Sydney	Chalmers/Warden	Yes	No	Yes	No
Sydney	Donkin/Morien/Birch Grove	Yes	No	Yes	No
Sydney	Florence/Little Bras d'Or	Yes	No	Yes	No
Sydney	Glace Bay/Knox	Yes	Yes	Yes	Yes
Sydney	Gordon	Yes	No	No	No
Sydney	Louisbourg	Yes	No	Yes	No
Sydney	New Waterford	Yes	No	Yes	No
Sydney	Newsom United	Yes	No	Yes	No
Sydney	North Highlands	Yes	Yes	Yes	No
Sydney	North Sydney	Yes	Yes	Yes	No
Sydney	St. Ann's Bay	Yes	No	Yes	No
Sydney	St. Peter's/Grand River	Yes	Yes	Yes	No
Sydney	Sydney Mines	Yes	No	No	No
Sydney	Sydney River	Yes	Yes	Yes	No
Sydney	Sydney: First	Yes	Yes	Yes	No
Sydney	Sydney: St. Andrew's	Yes	No	Yes	No
Sydney	Sydney: Trinity	Yes	Yes	Yes	No
Sydney	Waterview	Yes	No	Yes	No
Sydney	Westmount/Leitches Creek	Yes	No	Yes	No
TOTALS	20	20	7	18	1

Truro Presbytery

Presbytery	Pastoral Charge	Phone	Fax	E-Mail	Website
Truro	Brookfield	Yes	No	Yes	No
Truro	Clifton	Yes	Yes	Yes	No
Truro	Cobequid	Yes	No	Yes	No
Truro	Coldstream	Yes	Yes	Yes	Yes
Truro	Great Village	Yes	No	Yes	No
Truro	Harmony/Camden	Yes	No	Yes	No
Truro	Kennetcook-Gore	Yes	No	Yes	No
Truro	Lower Musquodoboit	Yes	No	Yes	No
Truro	Maitland-Noel	Yes	No	Yes	No
Truro	Middle Musquodoboit	Yes	Yes	Yes	No

Presbytery	Pastoral Charge	Phone	Fax	E-Mail	Website
Truro	Milford-Gay's River-Lantz	Yes	Yes	Yes	No
Truro	New Annan/Wentworth	Yes	No	No	No
Truro	Noel	Yes	Yes	Yes	No
Truro	Onslow/Belmont	Yes	No	Yes	No
Truro	Oxford/Thomson	Yes	No	Yes	Yes
Truro	Pugwash	Yes	No	Yes	No
Truro	Rawdon	Yes	Yes	Yes	No
Truro	River Philip	Yes	No	Yes	No
Truro	Shubenacadie	Yes	No	Yes	No
Truro	Stewiacke	Yes	No	Yes	No
Truro	Tatamagouche	Yes	No	Yes	No
Truro	Three Harbours	Yes	Yes	Yes	No
Truro	Truro: Bible Hill	Yes	No	Yes	Yes
Truro	Truro: Brunswick Street – North River	Yes	No	Yes	No
Truro	Truro: First	Yes	Yes	Yes	Yes
Truro	Truro: St. Andrew's	Yes	No	Yes	No
Truro	Upper Londonderry	Yes	No	Yes	Yes
Truro	Upper Musquodoboit	Yes	Yes	Yes	No
Truro	Upper Stewiacke	Yes	No	No	No
TOTALS	28	28	8	26	5

Valley Presbytery

Presbytery	Pastoral Charge	Phone	Fax	E-Mail	Website
Valley	Annapolis/Granville	Yes	Yes	Yes	No
Valley	Aylesford	Yes	No	Yes	No
Valley	Canard	Yes	No	Yes	Yes
Valley	Cornwallis	Yes	No	Yes	Yes
Valley	Digby	Yes	No	No	No
Valley	Hantsport	Yes	No	Yes	No
Valley	Kentville	Yes	Yes	Yes	No
Valley	Kingston	Yes	Yes	Yes	Yes
Valley	Middleton	Yes	No	Yes	No
Valley	New Minas	Yes	Yes	Yes	Yes
Valley	Newport	Yes	No	Yes	No
Valley	Scott's Bay	Yes	No	No	No
Valley	Ste. Croix	Yes	No	Yes	No

Presbytery	Pastoral Charge	Phone	Fax	E-Mail	Website
Valley	Three Rivers	Yes	No	Yes	No
Valley	Vaughans	Yes	No	Yes	No
Valley	Walton	Yes	Yes	No	No
Valley	West Cornwallis	Yes	No	Yes	No
Valley	William Black	Yes	No	Yes	No
Valley	Windsor	Yes	Yes	Yes	No
Valley	Wolfville	Yes	Yes	Yes	Yes
TOTAL	20	20	7	17	5

Woolastook Presbytery

Presbytery	Pastoral Charge	Phone	Fax	E-Mail	Website
Woolastook	Andover/Kincardine	Yes	No	Yes	No
Woolastook	Boiestown	Yes	No	Yes	No
Woolastook	Canterbury/Richmond	Yes	Yes	Yes	No
Woolastook	Centreville	Yes	No	No	No
Woolastook	Chipman	Yes	No	Yes	Yes
Woolastook	Doaktown	Yes	No	Yes	No
Woolastook	Edmundston	Yes	No	No	No
Woolastook	Faith Memorial	Yes	Yes	Yes	No
Woolastook	Fredericton: Forest Hill	Yes	Yes	Yes	Yes
Woolastook	Fredericton: Gibson Memorial	Yes	Yes	Yes	Yes
Woolastook	Fredericton: Marysville-Penniac	Yes	Yes	Yes	No
Woolastook	Fredericton: Nashwaaksis	Yes	No	Yes	Yes
Woolastook	Fredericton: New Maryland	Yes	No	Yes	Yes
Woolastook	Fredericton: St. Paul's	Yes	Yes	Yes	Yes
Woolastook	Fredericton: Wilmot United Church	Yes	Yes	Yes	Yes
Woolastook	Gagetown/Grand Lake	Yes	No	Yes	No
Woolastook	Lake View United Church	Yes	No	No	No
Woolastook	Hartland/Jacksonville	Yes	No	Yes	Yes
Woolastook	Harvey Station	Yes	No	Yes	No
Woolastook	Keswick Ridge	Yes	No	Yes	No
Woolastook	Kingsley/Birdton	Yes	No	Yes	No
Woolastook	Lincoln	Yes	No	Yes	No
Woolastook	Minto	Yes	No	No	No

Presbytery	Pastoral Charge	Phone	Fax	E-Mail	Website
Woolastook	Nashwaak	Yes	Yes	Yes	No
Woolastook	Oromocto	Yes	No	Yes	Yes
Woolastook	Plaster Rock/Grand Falls/Riley Brook	Yes	No	Yes	No
Woolastook	Presbytery Group	Yes	No	Yes	Yes
Woolastook	Prince William	Yes	No	Yes	No
Woolastook	Sheffield	Yes	Yes	No	No
Woolastook	Stanley	Yes	Yes	Yes	No
Woolastook	Woodstock	Yes	Yes	Yes	No
TOTALS	30	30	11	25	9s