

2020 Accomplishments

Transitioned to entirely digital communications and worship presentations during COVID-19 restrictions, while keeping *Strategic Plan* priorities in mind, including building up (or building from scratch, for the first time):

- More robust website presence for this season – revised format, so that new digital offerings were easy to find. E.g., *All Saints Together* page, video sermons, Daily Moments with God, etc;
- Video presentations and livestreaming of worship services;
- Enhanced email and social media presence for parish connection and publicity;
- Publishing new monthly *Connect!* Newsletter – part of *Strategic Plan* priority to deepen parishioner's knowledge of parish activities and sense of belonging and connection;
- Improved transparency about church activities and finances;
- Use of external signage appropriate for this season in parish life;
- Revised worship bulletins – used opportunity to trial new worship bulletin format for ease of use by clergy and congregants. (This was made possible by the capabilities of the new *Canon* printer purchased in early 2020.)

2021 Goals/Outcomes

Primary Goal: Rebuild website. Contract with website development company to re-do our website for this decade's needs, in order to address critical technical issues, and continue move from a text-based "static" website to a user-friendly "active" website. This is in keeping with the *Strategic Plan* priority to enhance internal and external communications. Desired outcomes:

- Content: Create website that is clean, modern, and easy for parishioners and those seeking a church home to find information regarding ministries and events at All Saints.
- Platform: Use up-to-date software and plug-ins, as appropriate, ensuring simplicity, ability to make changes easily, and enhanced security for the site.
- Users: Ensure that Communications Team has the ability to make timely updates on a continuous, real-time basis for current ministry priorities and parish events/offerings, and that we can consult web company for occasional more complicated changes.

Other goals: As appropriate, continue implementing other strategic priorities, including enhancing financial transparency, improved signage, targeted mailings to community, etc.

2021 Challenges/Risks

Some strategic plan priorities (e.g., new external signage) will be delayed in favor of those that became more critical for technical, COVID, or other reasons (e.g., website.)

Need to begin to re-incorporate more traditional communications and worship vehicles, while still working mostly remotely for safety reasons.