

Marketing and Communication Ministry Minutes March

Notes from last month:

- How to get people using the Engage System
 - Pastor Amy spoke to the design to help make the login access easier.
 - Has anyone heard continued issues with this system?
 - A script for a tutorial on Engaged will be created by Kelley and will be shown at our next meeting (I will have this in May)
- A Kent UCC Brand Book
 - This would be developed based both on the UCC brand guidelines as well as what we at the local church level
 - This would be a guiding force on tone for marketing & communications as well as from a design aspect
- Months away, but we need to start to think about what marketing and communications items may be helpful to have for Advent and Lent
 - Talked about web pages just for those two liturgical events that could host specifics about each season (i.e. special services, studies, children programs, etc.)
- We did not discuss the newsletter last month