

COMMUNICATIONS

KIM KETTEMAN, DIRECTOR

VISION

The 2010 vision for Communications at West Hills is to involve and excite people about what is going on within our various ministries and community. We do this by being:

Missional

Communicating with those outside our church (Colossians 4:5)

Effective

Providing multiple communication outlets and using them to their full potential by coordinating communications infrastructure for use by all Ministries (Matthew 25:14-30)

Relational

Knowing our congregation and visitors well, and using this information in fellowship (1 John 1:7)

Edifying

Cultivating a culture of positive, friendly other-oriented communication (Colossians 4:6)

GOALS

COMMUNICATIONS

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Missional

In order to *be missional, communicating with those outside our church*, we will participate in three "Community Celebration" events or activities by September 30, 2010. These events will:

- Be external... not on West Hills' property
- Communicate and celebrate our presence within our community (a loving church in Town & Country)
- Execute our Vision (represent irresistible influence and building bridges)
- Use our people as the medium

Examples include parade float at a local parade (e.g. "Ballwin Days"), Christmas Caroling, booth at a race (e.g. St. Louis Marathon) or concert series (e.g. "Rock the River").

Effective

In order to *provide multiple communication outlets and using them to their full potential by coordinating communications infrastructure for use by all Ministries*, we will:

Extend Our Capabilities

- Build a video production capability by September 30, 2010
- Implement a centralized, streamlined graphic design process using coordinated designers by June 30, 2010
- Connect to and coordinate all outward and inward-facing web communications by March 31, 2010

Create an organizational system for promoting and tracking the publicity of events and important calendar items. This system will include:

- A database/calendar for tracking events including internal and external communications and publicity dates (e-news, C-Life, bulletin, announcement slides, call-fire, Connections, e-mail, website, etc.)
- Tracking the # of touches for any given project to ensure over-communication rather than under-communication
- Include external publicity when necessary through publications, press releases and other as part of touch strategy
- Two mandatory meetings with ministry leaders, one before and after the communication campaign, to provide for input as to communication objectives
- A deliverable for each communication project showing in a single view the calendar dates, touch points and media used for the communications campaign for that event

Dates for system completion:

- Beta test of system using a couple of events: completed by November 31, 2009
- Full implementation of system for all church events by December 31, 2009

Relational

In order to *know our congregation and visitors well, and use this information in fellowship*, we will:

Organize and maintain a database of congregational skills/talents in order to easily assimilate individuals into ministry opportunities where they will be best utilized and get most fulfilled. Through this process, we will:

Clean up our current database system and re-organize it's structure

- Gather/enter this information for 75% of those regularly attending West Hills
- Educate ministry leaders on the various skill sets entered into our database, allowing them to utilize our system in order to maximize their effectiveness
- Enfold new attendees into ministries that are close to their hearts by connecting them to corresponding ministry leaders within 2 weeks their Discover WH attendance

Dates for database completion:

- Organize/clean up the current system by January 31, 2010
- Gather/enter information for 75% of congregation by March 31, 2010

Edifying

In order to *cultivate a culture of positive, friendly other-oriented communication*, we will:

Create a Communication Handbook for uniform, quality, loving communication, both internal and external. This handbook will include:

- A style book for all written communication (grammar, style choices)
- Bible-base principles to be used in all forms of communication to ensure that each message from our body is presented in a Biblical fashion
- Guidelines for use of WHCC logo and other graphic designs created in-house

Date for handbook completion: 1st edition will be out by November 30, 2009