

Web Site Working Group

Report to Church Council - May 16, 2006

Even if you're on the right track, you'll get run over if you just sit there.
...Will Rogers

REVIEW OF MAJOR OPEN ISSUES

Sunday Sermons: We've been working on getting Scott & Lucia's past sermons. The major issue will be to develop a system to get future sermons into the right form on a weekly basis.

Personal Reflections: So far, we have not had any voluntary contributions for this section. It would be nice if at least some of our leaders kick started this section by providing some additional content for this area.

NHCC NewsFeed: The NewsFeed section now database driven and completely automated. All we need now is someone to manage the creation of the news items to be put into the database (see volunteer opportunities below).

Council Minutes - Online Version: The Council previously voted to create a stripped-down version of its Minutes to be placed on the web site starting with the February Minutes. So far, we have not received this information.

Permission Forms: To date, no new forms have been received.

POSTING MEETING AGENDA

Meeting agenda are an important communication tool to help frame our official conversations and keep meetings on-track and manageable. However, participants often don't read these documents until after they've shown up at the meeting. Emailing your agenda prior to meetings helps but many email systems block attachments and foreclose the opportunity to read it.

With this in mind, the WSWG proposes to post meeting agenda on the church web site with a link embedded in the Calendar of Events meeting announcement entry.

The Benefits

There are at least three specific benefits to this proposal:

- Enabling the target audience to acquire the agenda, regardless of email filtering technologies.
- The opportunity for other church members and friends to become aware of the topics being discussed at our meetings as well as attend meetings where particular topics are of interest to them.
- Ultimately, we can expect a reduction in copying costs at the church office as people get used to downloading and printing agenda at home or office.

The Costs

As expected, the decision to post agenda on the web site has associated costs. Among these costs are:

- The need to have an agenda ready for posting at least a week before the meeting date, mostly to accommodate their normal web visitation patterns. Ideally, two weeks would give most people a chance to casually visit the site without much pressure. Speaking from experience, we often wait until the last minute to construct an agenda. Under this proposal, we'll just move the 'last minute' up a week!

- Agenda will need to be mailed to the webmaster at least a week ahead of the meeting to ensure timely conversion to Acrobat (PDF format) and loading onto the web site.

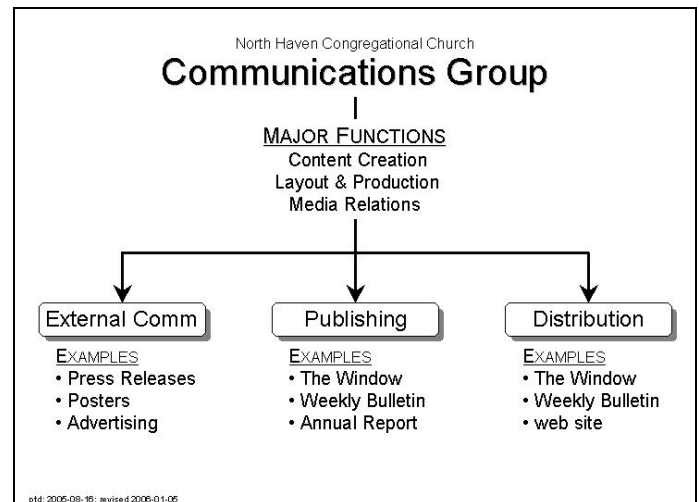
The Bottom Line

While these agenda may be a valuable building block for effectively communicating with our members and friends, their value will be significantly discounted if our postings are not consistent or are not accurate. The credibility of the web site as a resource would be compromised if the posted data is current and comprehensive...so, unless there is a serious commitment to this proposal by the Council, we should not move forward with it.

COMMUNICATIONS GROUP CONCEPT

The WSWG introduced the idea of organizing the churches' communications efforts around the concept of a Communications Group at the Council's February meeting.

Proposed Mission: The proposed mission of the Communication Group is to "honor God and communicate the ministry of NHCC efficiently, effectively and creatively."



Potential Volunteer Opportunities: The Communication Group, as conceived, will offer a variety of serving opportunities as well as community connections for graphic designers, web developers, writers and photographers.

Objective: The Communication Group could significantly amplify our publication and communication system's capabilities and enhance operational efficiencies. As conceived, the Communications Group will also allow NHCC to have a more consistent channel to the relevant media.

The WSWG strong suggest chartering an independent study of this concept as to it's appropriateness, usefulness and viability at the earliest opportunity.

VOLUNTEER OPPORTUNITIES

Youth Reporter: To write about our youth activities...from the point of view of our youth.

News Writer: To write up the stuff that will go onto our NewsFeed page.