

Publications & Communications Committee Annual Report, May 2023

The P&C Committee establishes and oversees communication modes within the Meeting and beyond. The Meeting's website, <https://www.chapelhillfriends.org>, is the "public face" of the Meeting. It provides extensive information about the faith and practice of our Meeting in particular and the Religious Society of Friends in general. The weekly E-News bulletin, emailed to all who request it, contains news of Meeting activities. The printed monthly newsletter contains announcements and minutes of the Meeting for Worship with Attention to Business. The committee also publishes an annual Directory of Meeting members and attenders, committee members, and appointees. The committee also establishes and oversees email addresses, such as friends@chapelhillfriends.org and cyre-committee@chapelhillfriends.org, for committees and for all the Meeting's clerks.

Highlights

- Peter Malone continues to do an excellent job with the monthly newsletter. The newsletter continues to be improved with recent changes to the workflow that have simplified the production of the document. The newsletter is posted publicly on the website.
- The website had 13,392 pageviews over the last year. Visitors to the Meeting have highlighted the website as a major way of learning about the meeting, and planning a visit.
 - Visitors to the website over the last year (May 2022 to April 2023) chiefly use desktop computers (60.35%) with mobile devices (37.69%) comprising the remaining usage. A small number of visitors (1.96%) use tablets.
 - We had 3,922 unique visitors to the website over the last year. With new visitors (83.5%) being the large majority of visitors.
 - Most pageviews were for the home page (31.14%) while the pages for zoom (7.04%) and the newsletter (5.04%) comprising the next most frequently visited pages.
 - Sean committed 63 times to the repository that generates the website while Buzz updated it 24 times.
- We've had ongoing issues with mailing lists over the last year with emails not being delivered. The committee doesn't have a low-cost option to our existing service provider, and will continue to use a mix of Google Groups and distribution lists being facilitated by the Meeting's internet service provider. We converted several distribution lists to use Google Groups over the last year, including the Clerks and Finance mailing lists. Our hope is that committee members can take ownership of these groups in order to keep the names and addresses of these groups up to date.

Looking Ahead

- *Directory.* The committee met recently to discuss the steps necessary to produce an updated directory. The last directory was distributed in 2021. As part of the work of the committee and other Friends, the ServantKeeper database has been more continually updated.
- *Mailing lists.* As mentioned in the highlights area we explored using Google Groups to manage distribution lists for emails, while maintaining our existing email addresses like clerks@chapelhillfriends.org and finance@chapelhillfriends.org. The committee will look to support other groups in the meeting if they want to transition their committee communications to that platform.
- *Website.* The website team is looking ahead to upgrading our existing Google Analytics installation to the latest version.

Reminders & Contact information

- Newsletter, e-news, and In the Light announcements should be sent to: news@chapelhillfriends.org
- Updates to email lists should be sent to publicationsandcommunications@chapelhillfriends.org
- The Newsletter deadline is the last Sunday of the month.
- The eNews deadline is Wednesday.
- In addition any updates to the *Directory* go to: directory@chapelhillfriends.org
- Requests for electronic copies *Directory* go to: directory@chapelhillfriends.org
- Correspondence to the committee and anything else can go to: publicationsandcommunications@chapelhillfriends.org

Submissions

- Please verify willingness to disclose before submitting personal information about another person.
- Specify “for eNews” and/or “for Newsletter” in the subject line when you submit.
- The *News/letter* is posted online and therefore public.
- The *eNews* goes to 544 recipients, many of whom are not Meeting members.
- The *eNews* is mailed once a week on Thursday.

Submitted by Publications and Communications: Sean Chen (Clerk), Buzz Borchardt, David Curtin, Finn James, and Peter Malone.