

## Communications and Technology Committee Meeting Minutes from 25 September 2014

Attending: Darin K. Herndon-Technology Manager/system administrator, Dr. Mike Malone-MMS and VList Manager, R. Michael Sanchez-Social Media Manager and Webmaster, Eileen Brightwell Hicks-Content Editor and Verger Document Library and Archive Manager, Scott Smith-Acting Chair and Board Liason, and Ken Holloway-News Manager and Vergers Voice writer via Go To Meeting. David Neville-Photo Manager, tried but was unable to get out of Atlanta airport and sent his report via gmail.

To start the meeting Scott shared the Communications Committee Google drive with all the committee members. He demonstrated how to look at and share material on “our” Google drive. It contains folders like: Archives, Automated Welcome System, Book, Brochures, Certificates, Document Library, Membership Directory, Technology, V Happenings, Vergers Voice, and Web Site. We used this format as the agenda for our meeting.

The archives are updated throughout the year and maintain by Eileen. The most recently added information was from the 2004 Dallas Annual Conference.

The automated welcome system needs updating but it is extremely cumbersome to do so in its present form. This updating has especially been requested by the Guild Shop. This hijacked the committee meeting to discussion of the Membership Management System (MMS).

Since Cleveland, one of the committee’s main goals has been the migration of the membership database to a newer system. Darin and Scott are ready to do that now, and it hopefully will occur during the Burlington conference. It will be on an Amazon server and will give VGEC the infrastructure and security to transition the MMS using documentation. The idea is to also make the MMS more modular so something like the automated welcome system can easily be updated.

There was much discussion about the MMS and its future. This is a major project that we envision becoming a ministry to vergers around the world. There is no way to make any money on this service that the committee could imagine. It will, in fact, probably cost the VGEC to bring the MMS up to date. Daren, Ken, and Mike both discussed using interns to document the different modules.

The Document Library now contains the Installation Service under the Liturgy tab.

Got Vergers? Campaign needs to be replaced by a new message the VGEC can use at General Convention in October, 2015. We plan to keep our eyes and ears open for something new we can steal and repurpose to introduce at General Convention to tell clergy at a small parish why they would want to have a verger ministry. Please contact the committee with any ideas.

The Vergers Voice blog has published weekly for over 30 weeks thanks to a team effort led by Ken Holloway. He was given this week off.

The FaceBook page has over 1400 followers, a growth of about 400 this year. The committee discussed spending around \$50.00 on boosting one post monthly. The way FB is currently structured you almost have to boost your posts to get them "seen" by people who are not currently following you. The committee agreed this is necessary to use this form of social media to its fullest.

Therefore, the Communications and Technology Committee requests a budget of \$1000.00 to fund research and documentation on the MMS and to boost FaceBook posts.

Submitted by David Neville via gmail:

- 1) Head shots continue to trickle in. Many are now selfies and poorly taken but I do the best I can. Many are also not head shots but full body, often from a distance. I use Photobucket to enhance the pictures.
- 2) I have requested a way for me to edit the email that asks folks to upload the headshot. I want to make it more eye catching and fun. Scott reports it is technically difficult so it has not yet been done.
- 3) I also continue to update the scrolling pictures and the sample pictures of good head shots.
- 4) I am fine with continuing my service on the committee and with headshots.

The Communication and Technology Committee has been functioning this year as a committee of the whole with no named committee chair. Michael Sanchez and Eileen Brightwell Hicks have agreed to Co-chair the committee and no one else volunteered. The committee is always looking for new members: technical, writers, creative types so please consider joining us online. Contact any current member or email us at [communications@vergers.org](mailto:communications@vergers.org)

Submitted by Eileen Brightwell Hicks

