

Board Consent Agenda Report

Date: May 28, 2019

Job Position: Office Administrator

Name of Person Submitting the Report: Joanne Krettek

Report Contents:

BUUF Announce

- As indicated by a recent BUUF Communications Survey and member comments at congregational events, the BUUF Announce is a key communication tool for BUUF. Members especially like learning about recent and upcoming events. They also enjoy all the photos and links included in the Announce.
- I published the Announce every week over the past year, even while out-of-town on vacation.
- The number of events published in the Announce has about doubled over the past year. This is partially due to more events being scheduled by BUUF and partially due to members submitting more items for publication, like notices of relevant community or UUA events, upcoming BUUF committee meetings, etc.
- I love to write about our members, so I take notes during the service of joys & concerns that are shared, and I've written several bios of members who were willing to participate. Please consider submitting your information using the available template so we can feature you as well!

BUUF Website

- Our website is a wonderful tool that is often viewed by interested community members before they attend one of our services or events. I've been trying to update the website little by little over the year, including the front page, our staff page, our RE and Adult Faith Development pages (with changes supplied by Katharine), and several pages under our "Get Involved" tab. There is still lots more to do!
- The website calendar is of course updated weekly with information about the Sunday service and other BUUF events. In addition, posts are added to the front page of the website on a regular basis. Posts may be about upcoming or past events, children's activities in RE, member accomplishments, etc. A link to the current weekly Announce has also been added to the front page and is updated weekly.
- For several months, I consolidated board meeting reports and added them to the website; however, this time-consuming practice was discontinued after a BUUF Communications Survey revealed this was of little interest to fellowship members.

BUUF Facebook Pages

- The second most popular communication tool (as identified by BUUFers) is Facebook. BUUF maintains both a public Facebook page and a private "members-only" Facebook page.
- Each week, I post information about upcoming BUUF activities to both of our Facebook pages. I also post photos from past Sunday services and other BUUF events that I attended.
- When it makes sense to do so, I create links to relevant posts from other sites, such as UUA, UU Ministry for Earth and Sierra Club.

BUUF Marketing

- We don't really have a Marketing team at BUUF, so I fill in where I can.
- I regularly add BUUF events to the St. Joe Today website, including the monthly environmental justice film and the monthly mindfulness workshop.
- For certain events, I ask the Herald Palladium to publish a blurb in their weekly Church Notes or Thursday Entertainment section. I've also asked other organizations who share our mission to publish our events on their web page and/or Facebook page. Most often this is not successful.

- It would be great to have a more sustained and organized marketing approach to promote our many community-focused events.

Anniversary Celebrations

- This year we celebrated two important anniversaries: BUUF's 60th and Rev. Jim McConnell's 10th. We put together a committee to plan and organize these events. The committee met monthly starting in late 2018. Dave Sarra chaired the committee and lots of BUUFers attended and shared their ideas. My role was chief administrator for these events. I attended all but one of the committee meetings, wrote the minutes, and created and maintained a plan outlining all the activities related to the anniversary events, progress made and still planned, target completion dates, point person, etc.
- Specifically, for the anniversary dinner, my responsibilities included:
 - promoting the event, in the Announce and on Facebook, as well as creating a 4-page photo collage for the BUUF Announce the week before the dinner
 - continually updating and distributing the anniversary dinner RSVP list
 - designing and printing the event programs for our 100 or so guests
 - helping to set up the room for the event, as well as the drink and dessert tables
 - creating slides for the program
 - taking lots and lots of photos that were later published to a post on our website
- For the Anniversary Sunday Service, my responsibilities included:
 - planning the order of service and designing the bulletin
 - helping create slides
- For Jim's anniversary celebration, my responsibilities included:
 - helping Gloria distribute quilt squares to members for her special quilt display project
 - planning the order of service and designing the bulletin, as well as communicating with speakers and Candace about their role at the service
 - writing the "Story for All Ages" about Rev. Jim McConnell's life of service
 - helping Dave set up and decorate the room

Miscellaneous

- My "other duties as assigned" included:
 - collecting and uploading annual meeting reports to our website, printing two copies of each report and assembling them for the annual meeting; also, creating sign-up sheets for committees and teams at BUUF
 - maintaining the Sunday Services Schedule, updating it with service topics, service leader name, musician/pianist name, etc. so we can better coordinate our efforts around each service
 - creating and maintaining the internal BUUF calendar to minimize possible conflicts
 - formatting the Order of Service (bulletin) each Sunday, adding upcoming events and the green tip, then printing 35-40 copies for the service
 - maintaining the Members & Friends Directory
 - adjusting the thermostat weekly so we are only fully heating or cooling the building when guests are present
 - monitoring the office@berrienuu.org email account and responding to requests and comments as needed
 - attending BUUF board meetings, following through on board requests, and offering ideas and suggestions where appropriate
 - updating membership records with the UUA
 - uploading committee/team membership lists to our private dropbox account
 - creating and distributing online surveys and compiling the results (In 2019, we had two surveys: Welcoming Congregation and BUUF Communications)

All in all, I enjoy my job and appreciate the trust that Berrien UU has placed in me. It has been a rewarding experience, and I am continually inspired by the dedication and hard work of our board members. Lisa specifically has spent a lot of time training me, answering my questions and encouraging me. In reality, about half of the time spent as Office Administrator is unpaid and performed on a volunteer basis. And yet there is still so much to do! Any fellowship members who would like to share their marketing skills, make note of joys & concerns and take photos on the weeks I am not at the service, or help record and publish sermons to our website, are warmly invited to do so.