

During my first year as a member of the Vestry, I have been learning a lot, especially about the Program Church model and what that means for us at St. Philip's.

In a Program Church, which we are, based on our size, the role of the Vestry shifts. We are no longer the body that makes all the decisions and runs all the ministries. In the program church, Vestry takes on more of a visionary role, planning and developing strategies for what we want our church to look like in the future. As you know, Boards have been developed to actively operate the fifty plus ministries we currently have in place. The Vestry developed a strategic plan and strategy teams were organized to make the plan a reality. I was assigned to the communication strategy and along with other vestry members, we have been working on ways to improve communication, both internally and externally. You may remember last November some focus groups were conducted to gain parishioner input on how communication could be improved.

One thing for sure is that in a Parish of our size, it is no longer feasible for one person to be responsible for all aspects of communication. When you think of all the forms of communication....our website, the bulletins, the weekly E-News, announcement sheets, a monthly *Come and See*, Facebook, various news outlets like the State *Port Pilot*, and the list goes on. It is a lot!! We know how important it is to effectively communicate within the Parish in a variety of ways. And in order to grow the church, we must communicate to the outside community, to newcomers and other groups. Both internal and external communication is important to the future of St. Philip's.

So how do we propose to put our vision/strategy into practice? First, it is likely that this strategy will result in the formation of an additional Ministry Board. We will need folks with various talents to serve on this board. We envision someone in the role of a "Managing Editor" who will oversee all forms of communication and work with all the Boards to meet their communication needs. And we need someone to work with *Print Media* and someone to work with *Digital Media*. The number one concern raised by focus groups was the website and the need for it to be more user-friendly. This is being worked on by an outside resource and very soon we need someone to take over as Webmaster to grow and maintain the website.

It will take a whole team to make our communication vision a reality! In the 21st century, there are many forms of communication and we need to be adept at all of them. Do you have expertise in managing a website or in communicating through various forms of social media? Or maybe you enjoy writing stories about what's happening in our church family. There are many possibilities!

Something Canon Jim told me when he was our Priest-in-Charge is that if you are not being spiritually fulfilled or "called" to something in the church, you ought not take it on. I know we have folks in our Parish who have talents along these lines and who would enjoy being involved in one of the areas of communication I have outlined above. Think about it, pray about it and if you feel called to serve communication in any way, please contact Bob Wright, Dana Richardson, Mother Lisa, myself or the church office to discuss the possibilities. Also see the "Help Wanted" notice in this issue of "Come and See" for details.

Susan Chase