

COMMUNICATIONS TEAM

Mission Statement

The Communications Team serves the Indiana Conference by creating visually appealing, impactful, and strategic promotion for our events/ministries and resources that inform and empower clergy and laity to feel connected to the Connection while fulfilling our disciple-making mission.

Why it Matters

Communications strives to keep lay and clergy informed, connected, and engaged in news and happenings relevant to the mission of the Church across the Connection. We deliver content clearly, creatively, and consistently through print and digital means, marketing new initiatives, and managing the Conference's image and brand. We delight in communicating the bishop's vision, celebrating the work of local churches, offering resources to congregations; all to the glory of God.

2022 Goals

In 2022, we provided significant video support for our Annual Conference in June; we increased social media engagement, in part due to creating memes on social media and swag giveaways; and we produced two Cultivate magazines, Impact2818's annual report, and the Conference's first Narrative Budget. We produced—of our own volition—a Lenten and an Advent devotional, which were popular. In August, we launched Phase 1 of our new Conference website. In January 2022, we rolled out Impact2818's new website. We continued to grow together as a team, attending the Global Leadership Summit and reading applicable books together.

2023 Goals

We plan to print/mail at least two editions of our Cultivate magazine and our next narrative budget. We will provide the necessary communication needs (social media, design, video, etc.) for our Annual Conference session in June. We hope to launch Phases 2 and 3 of our website by December. In 2022, the Communications Team experienced some staff turnover. Current roles/responsibilities are as follows: Communications Officer, Serena Acker; Graphic Designer, Katie Swisher; a Video and Social Media Specialist, Noah Maxwell; and Communications Specialist, Elyse Garverick. In 2023, we hope to fill our open part-time position, vacated by Leanne Ketcham in January. We also hope to win some awards from United Methodist Association of Communicators (UMAC) which will return in the Fall.

Serena Acker

Communications Officer