

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

Our Communications Team keeps the Conference connected through Conference emails, the website, social media, podcasts, videos, and print publications. Our role is to tell the story of what it means to be an Indiana United Methodist. We have the distinct honor of partnering with pastors, congregations, and ministry leaders to share how God is moving and changing lives in the Hoosier state.

2023 Goals

In 2023, the Communications Team produced two Cultivate magazines, Impact2818's annual report, and the Narrative Budget, among countless other marketing pieces. At UMAC (United Methodist Association of Communicators), our work earned 10 awards, including Best in Class for Digital Publications. At the end of 2023, we celebrated the completion of the long-awaited, redesigned Conference website. Current roles/responsibilities are as follows: Communications Officer, Serena Acker; Graphic Designer, Katie Swisher; Video and Social Media Specialist, Noah Maxwell; Communications Specialist, Elyse Garverick; and Project Manager, Emily Swift. This year, we grew together as a team, attended the Global Leadership Summit and read applicable books together.

2024 Goals

In 2024, we plan to produce Bishop's retirement magazine, an additional Cultivate magazine, and a narrative budget. As always, we hope to earn more UMAC awards for our work. We hope to have a successful rollout as we oversee new marketing initiatives for the Cultivate Joy campaign. We plan to expand our new website to include a custom Find a Church option. Through all the many Conferences and transitions in 2024, we want to communicate well to our constituents. We want to take a team trip to visit the Archives at DePauw, and we have started to make plans to meet with the communicators from other Conferences to collaborate and learn from one another.