

**GENERAL CONVENTION OF THE EPISCOPAL CHURCH 2009
ARCHIVES' RESEARCH REPORT**

RESOLUTION NO.: 2009-D087
TITLE: Communications Audit
PROPOSER: Ms. Pamela B. Chapman
COMMITTEE: Communications

Directly Related: (attached)

2006-A047 Strengthen Church Communication of the Gospel
2006-A048 Adopt Industry Best Practices for Technology and Communications
2006-A051 Direct General Convention Bodies to Use Technology to Work Efficiently and Economically
2006-D082 Launch an Information Technology Cooperative Network
2000-B029 Recognize the Ministry of Communication of the Episcopal Church
2000-D050 Encourage the Work of a Communication Committee of Executive Council
1997-B015 Direct the Executive Council to Initiate a Communications Strategy
1994-D055 Support Executive Council's Communications Strategy

Indirectly Related:

2006-A145 Endorse and Support the Digital Archives
2003-A080 Direct Episcopal Church Center to Maintain a User-Friendly Website
1988-A055 On the Topic of a Task Force on Communication Planning (Rejected)

In preparing this report, the Archives researched the resolutions of General Convention for the period 1976 through 2006, selecting "direct" resolutions that have a substantive bearing on the proposed legislation. Committee members who are interested in obtaining copies of "indirectly related" resolutions, legislative history before 1976, or who require other research assistance should contact the Archives at 800-525-9329 before Convention or at Convention in the General Convention Secretariat.



Resolution Number: 2006-A047
Title: Strengthen Church Communication of the Gospel
Legislative Action Taken: Concurred as Amended
Final Text:

*Resolved, That Canon I.1.2(n)(12) is hereby amended to read as follows:
(12) A Standing Commission on Episcopal Church Communication consisting of ~~14~~ 12 members (4 ~~3~~ Bishops, 4 ~~3~~ Priests and/or Deacons, and 6 Lay Persons). It shall be the duty of the Commission to ~~guide the policies, participate in the strategic planning, and share in the oversight of implementing a comprehensive communication strategy for The Episcopal Church~~ identify, study and consider communication strategies, policies, priorities, and technologies, to strengthen the Church's communication of the Gospel and the mission of the Church to the world at large, and to improve communication among members of the Church, Parishes, Missions, Congregations, Dioceses, and the various bodies of the General Convention. The Commission shall report on its work and recommendations to the General Convention.*

Citation: General Convention, *Journal of the General Convention of...The Episcopal Church, Columbus, 2006* (New York: General Convention, 2007), p. 340.



Resolution Number: 2006-A048
Title: Adopt Industry Best Practices for Technology and Communications
Legislative Action Taken: Concurred as Amended
Final Text:

Resolved, That the 75th General Convention of The Episcopal Church direct the Church Center and other church bodies to adopt industry appropriate “best-practices” when adopting new technology and in making communication decisions; and be it further

Resolved, That task force groups of not fewer than five persons be named to serve as volunteer consultants as needed to help the entities of the church implement this guideline. These persons shall be appointed by the Presiding Bishop and the President of the House of Deputies, in consultation with the Chief Operating Officer of DFMS.

Citation: General Convention, *Journal of the General Convention of...The Episcopal Church, Columbus, 2006* (New York: General Convention, 2007), p. 285.



Resolution Number: 2006-A051
Title: Direct General Convention Bodies to Use Technology to Work Efficiently and Economically
Legislative Action Taken: Concurred
Final Text:

Resolved, That the 75th General Convention of The Episcopal Church direct the Committees, Commissions, Agencies, and Boards of the General Convention to begin a process to accomplish an appropriate portion of their work more efficiently and economically by using online tools, conference calls, and video conferences.

Citation: General Convention, *Journal of the General Convention of...The Episcopal Church, Columbus, 2006* (New York: General Convention, 2007), p. 177.



Resolution Number: 2006-D082
Title: Launch an Information Technology Cooperative Network
Legislative Action Taken: Concurred as Amended
Final Text:

Resolved, That the 75th General Convention of The Episcopal Church direct the Standing Commission on Episcopal Church Communication to organize an information technology cooperative network for dioceses and congregations of The Episcopal Church, whose charter would be to identify common information challenges across the Church that could be met with standard technology solutions: identifying, documenting, and publishing best practices already in use or working with technology providers to design and develop cost-effective, standard solutions.

Citation: General Convention, *Journal of the General Convention of...The Episcopal Church, Columbus, 2006* (New York: General Convention, 2007), p. 286.



Resolution Number: 2000-B029
Title: Recognize the Ministry of Communication of the Episcopal Church
Legislative Action Taken: Concurred as Amended
Final Text:

Resolved, That the 73rd General Convention recognize the ministry of communication as an essential component of the mission of the Episcopal Church and a priority for sustained budgetary support; and be it further

Resolved, That the Episcopal Church recognize that effective communication is not a task to be accomplished but a ministry in which the whole community is engaged; and be it further

Resolved, That proactive communication focus on mission and outreach, on a broad and open discussion of the critical issues before the Church, and on opportunities for service and ministry; and be it further

Resolved, That, insofar as possible, a multi-faceted, convergence approach to Episcopal Church communication include diocesan newspapers, parish newsletters, public media campaigns, mass media, web development, audio-visual programs, open or closed captioning, and various other new technologies such as e-mail and electronic-conferencing; and be it further

Resolved, That because people communicate in multiple ways, including signing, Braille, and many spoken and written languages, church communication needs to encompass this diversity to be effective.

Citation: General Convention, *Journal of the General Convention of...The Episcopal Church, Denver, 2000* (New York: General Convention, 2001), p. 310f.



Resolution Number: 2000-D050
Title: Encourage the Work of a Communication Committee of Executive Council
Legislative Action Taken: Concurred as Amended
Final Text:

Resolved, That the 73rd General Convention call upon the church to continue to develop public media ministries to communicate God's love in compelling ways, with the specific intent of reaching the unchurched; and be it further

Resolved, That this Convention strongly encourage the Executive Council to continue to have in its structure a Communication Committee; and be it further

Resolved, That the Executive Council be informed by the report of that body entitled "Report of the Communication Committee of Executive Council"; and be it further

Resolved, That the Communication Committee continue to work closely with the Episcopal Communicators throughout the Church so as to effectively serve the mission of Episcopal Church communication; and be it further

Resolved, That this Communication Committee, working with the Director of Communication, seek ways and resources to empower the structural connection between the Church Center, Executive Council, and affiliated agencies and organizations.

Citation: General Convention, *Journal of the General Convention of...The Episcopal Church, Denver, 2000* (New York: General Convention, 2001), p. 611.



Resolution Number: 1997-B015
Title: Direct the Executive Council to Initiate a Communications Strategy
Legislative Action Taken: Concurred as Substituted and Amended
Final Text:

Resolved, That to proclaim the Gospel of our Lord Jesus Christ in this time of revolutionary technologies, the 72nd General Convention urge the comprehensive use of print, video, audio, digital, and other communications media to disseminate information and build community within the Church itself; and be it further

Resolved, That the 72nd General Convention direct the Executive Council to initiate the development, implementation and assessment of a unified, coordinated communications strategy for mission and ministry, to include:

- Use of current and emerging tools of communications;*
- Initiatives to develop and implement this strategy in partnerships with the staff at the Church Center, Episcopal Communicators, Provincial and Diocesan staff communicators, other Church agencies involved in communications, and outside experts in the field;*
- Establishment of an accountable oversight team to include both Church employees and other Episcopalians who are nationally recognized in the field of new and emerging technologies, which is charged with managing the requirements and recommendations of this Resolution, establishing and monitoring benchmarks to assess the effectiveness of this strategy, and reporting to Executive Council within the revised structure of the Church;*
- Coordination of existing capital plans for information systems hardware and software at the Church Center;*
- Training for the effective utilization of these new technologies by Church Center personnel; and be it further*

Resolved, That appropriate expenditures be made in the coming triennium to facilitate this strategy, including:

- An amount not less than \$60,000 to be allocated from funds budgeted for the communications area, to develop and distribute educational materials to assist Diocesan and Parish leadership understanding media in all forms;*
- An amount not less than \$150,000 to be allocated from funds budgeted for the communications area, to provide consultants to assist in the implementation of this strategy, and guidance in the selection, purchase, and use of all the tools of communications at each level of our Church;*
- A matching grant pool, established by Executive Council and funded from existing trust, restricted, or reserve resources, for use by dioceses as demonstration or start-up grants consistent with this strategy; and be it further*

Resolved, That the General Convention mandate that the Executive Council present a continuing contemporary communications vision to the 73rd General Convention, including provisions for implementation in the proposed budget for the next triennium.

Citation: General Convention, *Journal of the General Convention of...The Episcopal Church, Philadelphia, 1997* (New York: General Convention, 1998), pp. 224-225.



Resolution Number: 1994-D055
Title: Support Executive Council's Communications Strategy
Legislative Action Taken: Concurred As Submitted
Final Text:

Resolved, the House of Bishops concurring, That this 71st General Convention of the Episcopal Church, in keeping with the Gospel Imperatives set forth by the 68th General Convention, applaud and support the Executive Council in its newly established "Communications Strategy" as set forth on pages 209-210 of the *The Blue Book 1994*, and also calls upon the Executive Council to encourage consultation among all communications ministries in the Church working in all media so as to formulate an even more comprehensive communications strategy in the future.

Citation: General Convention, *Journal of the General Convention of...The Episcopal Church, Indianapolis, 1994* (New York: General Convention, 1995), pp. 275-76.

TOPIC/TITLE: Communications: Communications Audit

PROPOSER: Ms. Pamela B. Chapman

C&C PAGE:

BB PAGE:

1 *Resolved*, the House of _____ concurring, That the 76th General Convention of The
 2 Episcopal Church call upon the Standing Commission on Episcopal Church
 3 Communications to work in the coming triennium with the Office of the Presiding
 4 Bishop, the Office of General Convention, the Office of Communication, the Information
 5 Technology department, and The Archives of the Episcopal Church, and to conduct a
 6 comprehensive, integrated examination of communications policies and practices that
 7 support all modes of communication, both internal and external; and be it further
 8

9 *Resolved*, That the Standing Commission on Episcopal Church Communications propose
 10 to the 77th General Convention a strategic communication plan for the next triennium,
 11 maximizing the use of all communication resources for the mission of the Church; and be
 12 it further
 13

14 *Resolved*, That the Executive Council work with the Church Center to establish clear,
 15 strategic governance of communications in support of the mission of The Episcopal
 16 Church.

EXPLANATION:

The Episcopal Church at present has no apparent strategic communication plan. As best can be determined by the Standing Commission on Episcopal Church Communications, the processes for managing communication are not meeting the needs of its constituent groups to support the present and future needs of the mission of the Episcopal Church. This resolution calls for a thorough review of all aspects of communications, aided by expertise from around and beyond the Church. A communication strategy begins with gathering requirements from all communication recipients and the creators of said communications. Formalizing and stabilizing these communications processes will be more than good stewardship of the Church's investment. It will prepare the foundation for reaching new generations of the unchurched who rely on these technologies as principal communication tools and insure the full participation of all members.

Endorser(s): Ms. Katie Sherrod, The Very Rev. W. Nicholas Knisely

Sponsor(s): Freeman, Ms. Alice B.