

Report of the New Media Advisory Committee
United Methodist Communications
Annual Meeting
September, 25th, 2008

The **New Media Advisory Committee** recommends approval of the following action items:

ACTION ITEMS

1. Rebecca Kohler nominated Eric Seiberling nominated for Vice Chair; Mike McCurry moved the motion. Eric Elected Vice Chair.

Mike nominated Rebecca for secretary; Larry moved the motion. Rebecca is the new Secretary.

2. Danny gave an overview of the New Media Committee charter.

Mike asked if there were any theological/philosophical connections associated with the term “New Media.” Also asked what if any changes there were from the Digital Technology committee from the previous quadrennium. There were changes to move the committee to be broader in terms of many more media technologies/channels.

Mike McCurry likes the description provided. Mike Mc moved. Larry Hygh seconded the motion.

The **New Media Advisory Committee** reports the referral of the following items:

REFERRAL ITEMS

1.

2.

The **New Media Advisory Committee** reports the following information items:

INFORMATION ITEMS

1. *Video Technologies*

Harry delivered the overview information on what the plans are for new media for Production. The reasons for moving to digital media are based on request from General Conference. Harry provided a timeline of acquisition to High Definition (HD media). Production is also working on providing videos and audio files into new formats. Harry

asked the committee for suggestions on other ways UMCCom can meet the needs of the Church.

Paul wanted to know if there is a consistence of request in a particular format. Harry responded that by saying that we provided it in higher resolutions. Eric suggested that with videos like this we should post to YouTube to be available to a larger audience. The storage is free. Eric suggested that we label the views by usage as well as the type. Some may want it to just view, others, to present, to link.

Paul had concerns about staff time used to produce these resources as DVD to meet the need of the user quickly. Harry and Shelia mentioned that if we had more request it made sense to post digital files to be available to download.

Mike suggested that we also monitor the copy rights for digitally available video content.

Rebecca is wondering if we would offer chapter work on General Conference similar to what is on Hilary Clinton's site. She wanted to know if we sold any of the videos. Harry responded that we do sell custom edits for Annual Conferences, as well as prepackaged videos which were available via the online store and customer service.

2. Online eLearning Initiatives

Cheryl presented the Online Learning Tool with Moodle. Moodle is an online Open Source e-learning system. United Methodist Church is the first faith-based client using Moodle. Moodle has been used for online discussion and training. We only pay for technical support since it is an open source, there isn't a license fee. Today's average enrollment is about 200 participants. We currently offer 15 courses and able to offer certificates for some of the basic courses. We are offering two instances moodle.courseofstudy.com and moodle.umc.org. We have partnered with other agencies, such as GBHEM for the Pastoral Course of Study and with GCFA to explain the budgeting process. You can create web pages with the tool. We are researching potential new classes: John Wesley; What United Methodist Belief.

Advantage of having the course online is that it can be updated quickly.

Eric ask if we though how we engage seminar students. Maybe we figure how to use other content from places like YouTube.

Paul asked if we've connected with the Publishing House on using some of their content. Staff responded that we have tried and other agencies have been reluctant. The concern is the copy rights and revenue streams.

Rebecca asked if staff thought about creating classes for younger audiences? Yes, we are very open, but we must be careful with regards to communications with minors online.

Eric offers an example: Strength Finder offers an online code that could be used to extend the partnership with Cokesbury's print publications.

Rebecca moved that we refer partnering with Cokesbury for online course. Larry Hygh seconded the motion. Referred That we have Larry Hollon start/continue a conversation with Neil Alexander (Publishing House) on offering online classes using Cokesbury material.

Eric wants to know how UCom offer some free or low cost options for local church web hosting. We do offer some best practices, but no standardized option.

3. Website Initiatives

Shelia Mayfield opened the Web initiative section.

Several years of working to get agencies on the same platform and CMS systems
GCAH (Feb), UMMen (April), GCORR (October). GBHEM, GBCS already
launched. GBOD, UCom.org coming.

UMCGiving, Ecommerce website launched earlier this year.

Shelia shared of progress on the MyCom eNewsletter that UCom sends to pastors and lay leaders with 8 areas of interests. It will be able to be setup so recipients receive content based upon areas of interest.

New projects: 10thousanddoors.org seeker site
Redesign for UCom.org, by the end of the year
UMNS new service revamp of daily news email to get daily digest and weekly digests

Interpreter Magazine, new Digital Magazine at the launch in January, 5 print and 5 digital subscriptions for each church. Interpreter website undergoing redesign process.

El Interprete/ Noticias / New KoreanUMC portals undergoing redesigns.

General Conference 2008

What did we deliver?

More stories, more videos, more audio, more photos, real time streaming

Jurisdictional Conference

Jurisdictional, nominees submitted electronically, we provided bishops elections and updates through feeds, texting and infoserv.

Texting: where are we going?

Experience, 2007 Youth event, Jurisdictional election results

October 2008: Beta test with Western PA Conference for Advent to key in zip codes to get information about churches in the zip code, view information online/mobile.

Developing text messaging to reach out to Central Conferences, how to get news to and from them.

Sharepoint Portal, UMCom Intranet:

Sharepoint contains the agency as well as various team calendars, using to track time and other staff related employee information. We also use a project management collaboration site. We will be expanding to open access to external vendors and clients.

Access to information to all areas, edit information is limited.

How do we work on user adoption? One team at a time.

External: Matching Grants, Production clients, General Secretary sharing site

Production: Resource scheduling, video vault library

4. Rethink Church

Concept of many Touch Points – How do we use some of the Social Networking system that already exists, instead of building our own? We will work towards adding widgets to umc.org, unitedmethodist.org. Determining how we can feasibly offer the churches ways to create eNewsletters. Can we develop InfoServ-like electronic phone information service.

Determining if there are ways we can use Google Earth in sharing events on a global level. We are asking, “Are there other technologies from Google or providers that we can use within our portfolio, without re-inventing the wheel?”

Staff is working to develop a stronger relationship with Google with ads and their technology (search engine) and other social network widgets.

No other items from staff and/or board members.

Adjournment

Paul moved to adjourn; Larry seconded.