

SMART Goals

Description (Committee/Project): PCB Communications: Signage, Print, and Digital Assets (YouTube, Instagram, FaceBook, etc.)

Leader: Debra Johnson, Heather Layne, (David Ezekiel)

Team: Jill Minner (instagram), Jodie Harmsen (facebook), Patti (email blasts), Kim (website updates), Mari (worship ad reel), Gil Semmens (posters and banners), ?? (print ads)

Year One: Coordination of digital assets for promoting events and news from all activities and committees of the PCB to create a coordinated public relations presence on the Internet and throughout the local community. Creating a presence that is inclusive, impactful, and loving, expressing our delight that viewers are connecting with the PCB.

Year Three: Development and implementation of an appropriate Digital Assets plan that measurably promotes engagement of our audiences through participation in virtual and IRL experiences and through financial support of our programs. Development of leadership and technical operational skills throughout our membership.

Year Five: _____

Year Ten: _____

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☐ One Year ☐ Three Year ☐ Five Year ☐ Ten Year ☐ _____

S	Specific What am I going to do? Why is this important to me?
	1. Create a list of all communications channels that the PCB uses: website, signage, print ads, youtube, facebook, insta, etc. 2. Create a list of owners for execution of communications on each channel. 3. Create a process for committees and members to request publicity that captures all the information needed (who what why when how rsvp) for channel owners to execute. Potentially add a graphic design responsibility to the process. Publish process to the webpage and/or CCB.
	Measurable

M	How will I measure my success? How will I know when I have achieved my goal? 1. Each communications channel has 2+ owners and a process for publication to that channel. 2. Form for requesting publicity is readily available via CCB and/or PCBarrington.org web page. 3. There is a project management process and documentation in place for tracking and mutual support.
A	Attainable What will I do to achieve this goal? How will I accomplish this goal? 1. Communicate with all the current do-ers (Gil, Jill, Jodie, Debra, Mari, Kim, Patti, etc.) to document scope of their work, requirements for them to do their part, and any other relevant information. 2. Map out a master process with sub-processes for each channel, gaining agreement from all stake-holders. 3. Create a communications request form from the website and/or CCB and/or on paper. Publicize to the full church community.
R	Relevant Is this goal worthwhile? How will achieving it help me? Does this goal fit my values? 1. Yes, announcements and photos from events/activities ensure that members and guests are aware of opportunities to engage. Photos from the event help convey the fun that we have together, encouraging viewers to join us "next time." 2. Coordinating communications across all channels helps PCB be more inclusive by making sure that there are several ways for people to become aware of how they can get involved.
T	Time-Bound When will I accomplish my goal? How long will I give myself? 1. February - March 31: collect information from current communications channel owners 2. April: map out a process and secure agreement from all stake holders. 3. May: implement the process. Evaluate for ongoing improvements.

Action Plan

My goal is _____

Steps to Achieving my Goal

Date to finish	How will I measure my success?

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Description	Time Estimate	Completion date

Obstacles that may arise	How I will respond

Helpful Tools	Helpful Resources