

Penn Central Conference's 60th Annual Meeting - June 6-11, 2022

Office Manager Report – 2021-2022

It's been quite a year in the life of Penn Central Conference's office! Here are some highlights:

July 2021: Conference delegates and staff participated in the UCC's 33rd General Synod. My involvement included video editing, coordinating hotel accommodations for an in-person gathering of delegates in Lancaster and handling AV tech at the hotel.

September 2021: I was honored to be involved in preparing for and participating in the Installation Service for Conference Minister Rev. Dr. Carrie Call at Lancaster Theological Seminary.

November 2021: The office moved locations from the PA Council of Churches building on Arlington Ave in Harrisburg to St. Thomas UCC on Linglestown Road in Harrisburg. This move was many moving parts coordinated over several months (but we're *almost* fully unpacked from it!)

January 2022: Yearbook reporting began and I'm extremely grateful to the churches who had the patience to enter their information themselves. I am happy, however, to enter the information for those churches without the technology or volunteer power to do it themselves.

Communications Update

With staff input, PCC created some new email and social media strategies. Instead of multiple emails going out as events or news gets reported to the conference, we are sending a monthly email to clergy with events, updates and reports of clergy transitions. Urgent news, like illness, injury or passing on, continue to go out in a stand alone email. Rev. Dr. Nora Foust has begun a weekly email for our Outdoor Ministries list that includes a devotional piece as well as upcoming events (this will switch to monthly during the off season.) Outdoor Ministries emails, as well as the eNews, are posted to the Facebook page the same day.

Email and social media by the numbers:

238,046 emails sent in past twelve months

40% of email open rate

1% open rate increase from previous twelve month period

162 new subscribers

81% emails opened via desktop

864 Facebook "likes" in the past 12 months

114 Facebook "likes" on our most liked post

5.6% of Facebook "likes" come from Lancaster, PA – our top city for interactions

Respectfully submitted,

C. Paul Keller

Office Manager