

Developed over an eight month period, with input from across the Church, a strategic communications plan for the Presbyterian Mission Agency is complete and already being implemented. With the help of focus groups, individual discussions, and online surveys, we invited input from some 400 church constituents. We do not consider this *our* plan, but a communication plan that reflects what we have heard from the church.

One message came through loud and clear: we need a new website, one that is, above all, simple and intuitive – everything the site is *not* right now. This process has already started with the goal of launching the new site next fall.

The input we received also revealed the need for help with communications planning, media relations, and social media among presbyteries and churches. As a result, we are now offering communications workshops for those needing communications counsel or assistance. In fact, we are already scheduled to conduct such a workshop in Tucson next week. As part of this same strategy, we will reinvent the Communicators Network and use it in new ways to be of greater benefit to the Church.

The new plan will also put a greater emphasis on media relations as a way to create awareness and share the good news throughout the Presbyterian Church (U.S.A.).

The communications plan revolves around a two-way flow of information between the mission agency and presbyteries/churches. Research tells us that our constituents want to hear more stories about people engaged in mission throughout the church. Those stories will come to life on the revitalized website and then be shared broadly across social media and other communication channels.

While this particular communications plan applies to the Presbyterian Mission Agency, the need still exists for a similar plan for the Presbyterian Church (U.S.A.). Moderator Heath Rada is working to make that a reality. He called a first-of-its-kind meeting at Montreat this summer, bringing together communications directors from all six agencies to begin exploring ways to collaborate and communicate for the Church in a united way. The team continues to meet and will have more to report early next year.