



*The*  
**EPISCOPAL CHURCH** *in*  
**CENTRAL PENNSYLVANIA**

**Annual Report from the Diocesan Office of Communications**

**October 2019 – September 2020**

Sycamore House Service Corps member, Faith Neece, joined Diocesan Staff as the Diocesan Events Coordinator in September of 2019 to assist the Canon for Diocesan Communications and Events to manage all aspects of diocesan events until the end of the Sycamore House program in July 2020. At the beginning of August 2020, Ms. Neece was hired as the Part-time Assistant to Canon for Diocesan Communications and Events.

- **E-mail Marketing**

- The Diocesan Digest, Letters from Bishop Scanlan (Pastoral Letters), the Clergy Digest, the Stevenson School for Ministry Monthly E-News, and the Youth E-News continue to be delivered monthly, electronically through Constant Contact, the e-mail marketing software.
- The Diocesan Office of Communications and Events also supports the Bishop's Assistant/Manager of Human Resources in distributing timely HR-related information.
- Special messages or promotions are also e-mailed to the diocese and select groups such as parish treasurers, vestry secretaries, wardens, and parish administrators.

- **Diocesan Website**

Canon Alexis Guszick is the diocesan webmaster and designs and maintains the diocesan website, [www.diocesecpa.org](http://www.diocesecpa.org). The website continues to grow in the number of visitors. Each year, new SSL certificates are installed for site security, and Canon Guszick continues to track Google analytics and reviews traffic reports and site visitors monthly.

In 2020, Canon Guszick worked with Canon Linder to create an online, practical, and secure diocesan giving platform. Users can choose a specific diocesan parish to donate to and the frequency of the donation.

Canon Guszick worked with the Very Rev. Robyn Szoke-Coolidge to create a Faith Formation Virtual Resource Hub. Members of the diocese can post and share their online Children, Youth, Young Adult, and Adult Formation resources to connect people in the diocese to try new Faith Formation Opportunities. Posts are moderated and then approved by the diocesan office of Communication.

- **Diocesan Social Media**

Diocesan social media continues to grow at record rates. The diocese uses various social media platforms such as Facebook, Instagram, YouTube, and Twitter to connect with social media users internationally to communicate diocesan vision, happenings, news, and latest events. Facebook alone has increased to almost 2000 likes and over 1900 followers. The Diocesan Instagram is now just shy of 500 followers. The diocesan YouTube channel, which was only created in early 2020, already has over 175 subscribers that can watch hours of Bishop Scanlan's video messages, Shaped by Faith Communications, and SSFM courses. Faith Neece, who is now the part-time Assistant to the Canon for Diocesan Communications, works with the design program, Canva, to provide support with fresh, branded, diocesan graphics, google form creations, and social media post scheduling.

In addition to diocesan social media, the Stevenson School for Ministry now has its own Instagram page. The Diocesan cats, Lilly Grace and Rey, have their very own channel with over 290 posts and 123 followers.

- **Podcasts, Videos, Livestream feeds, and Sound bites**

The diocesan Communications office continues to produce podcasts, videos, live streams, and sound bite recordings that are uploaded to YouTube, the diocesan website as well as various other social media channels.

- **Event Registration**

CVENT is used as the registration software for diocesan events.

- **Teleconferencing**

In 2020, the diocese went from a small, two user Zoom account, shared by the diocese and the Stevenson School for Ministry for online courses, to a robust, full ten multi-user business license. All Zoom efforts were first managed by the Diocesan Office of Communications but now, since the expansion of the account, share management with each diocesan staff member needing remote, teleconferenced meetings. At the beginning of 2020, we also created the ability to stream live sessions to diocesan social media channels. We also hold a small Go To Meeting account for backup purposes.

- **Database Software**

In July of 2020, diocesan staff chose the Databank as the new diocesan database. Efforts are ongoing to input data that pertains to diocesan members, clergy, and parishes.

- **Digital Faith**

Diocesan parishes continue to utilize the Digital Faith platform for website edits and maintenance. The Diocesan Office of Communications also provides parish support to assist with website design, redesign, or branding efforts.

- **Parish Communication Support**

In 2019/2020, the Diocesan Office of Communications worked tirelessly to share the love of Christ with all persons, communicate the messages of The Rt. Rev. Dr. Audrey C. Scanlan effectively, and provide ongoing parish support in the area of communications to foster timely, effective communications throughout the diocese.

- **CANVA**

Faith Neece, Assistant to the Canon for Diocesan Communications, uses branding templates in the online design platform, Canva to create beautifully branded and informative graphics for the diocese, the Stevenson School for Ministry and Children, Youth and Young Adult programs for usage on the diocesan website, and various social media channels.

- **Polly Bond Awards**

Each year, the Episcopal Communicators group presents the Polly Bond Awards. Inspired by Polly Bond, a beloved communicator and founding member of the Episcopal Communicators organization, the Polly Bond Awards for Excellence in Communication recognize outstanding work produced by members, across a variety of categories. Independent judges, who are accomplished professionals in journalism, writing, editing, graphic design, electronic media, social media, marketing, and related fields, decide on award recipients. The Episcopal Diocese of Central PA received the following awards.

**Award 1: Visual Arts: Graphic Design. Award of Merit:** Alexis Guszick, *The Episcopal Diocese of Central Pennsylvania* | [You Are Welcome Just as You Are - Pride Festival of Central PA Card](#)

**Award 2: Marketing/Education/Outreach: Advertisement. Award of Merit:** Alexis Guszick, *The Episcopal Diocese of Central Pennsylvania* | [The Stevenson School for Ministry's October 2019 Learning Weekend - Mailer](#)

**Award 3: Marketing/Education/Outreach: Booklet. Honorable Mention:** Alexis Guszick, *The Episcopal Diocese of Central Pennsylvania* | [Shaped by Faith Campaign Booklet](#)

Respectfully Submitted,  
Alexis Guszick,  
Canon for Diocesan Communications and Events