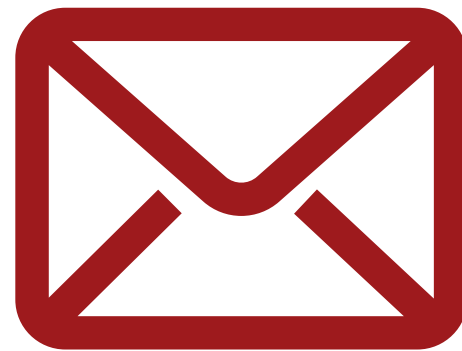


EPISCOPAL DIOCESE OF CENTRAL PA

Annual Report from the Office of Communications & Events

OCTOBER 2020 - SEPTEMBER 2021



Websites

- Canon Alexis Guszick is the diocesan webmaster and designs and maintains the diocesan website, www.diocesecpa.org.
- The website continues to grow in the number of visitors. Each year, new SSL certificates are installed for site security, portals are added for customized users, and Canon Guszick continues to track Google analytics and reviews traffic reports and site visitors monthly.
- Canon Guszick worked with The Very Rev. Robyn Szoke-Coolidge, The Rev. Michael Nailor, and a site designer to launch a new website for The Stevenson School for Ministry, <https://diocesecpa.org/stevenson-schoolforministry/>
- New courses for the SSFM are now being taught through Learndash, an online learning platform.

A Glimpse at the New SSFM Site

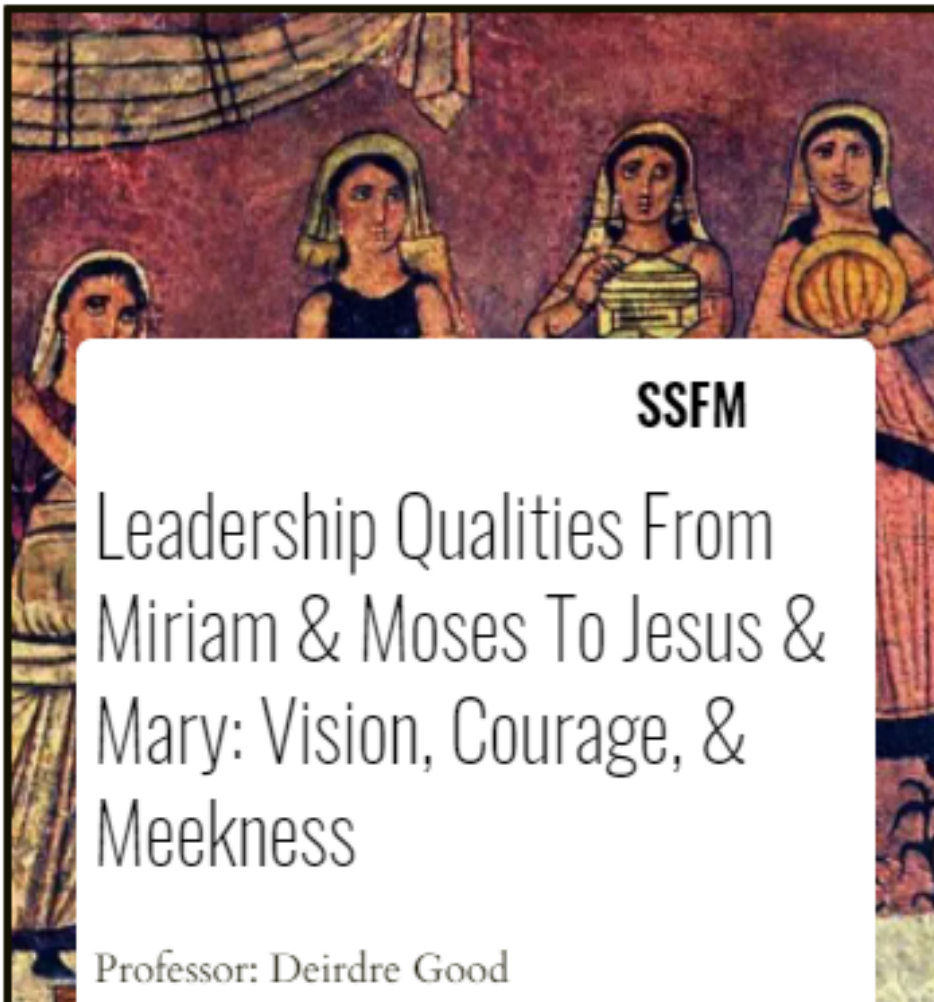


[Modules Login](#)

[10-Week Courses](#)



Popular Courses

A painting depicting four women in traditional attire, likely Miriam, Moses, Jesus, and Mary, standing under a tent.

SSFM

Leadership Qualities From Miriam & Moses To Jesus & Mary: Vision, Courage, & Meekness

Professor: Deirdre Good

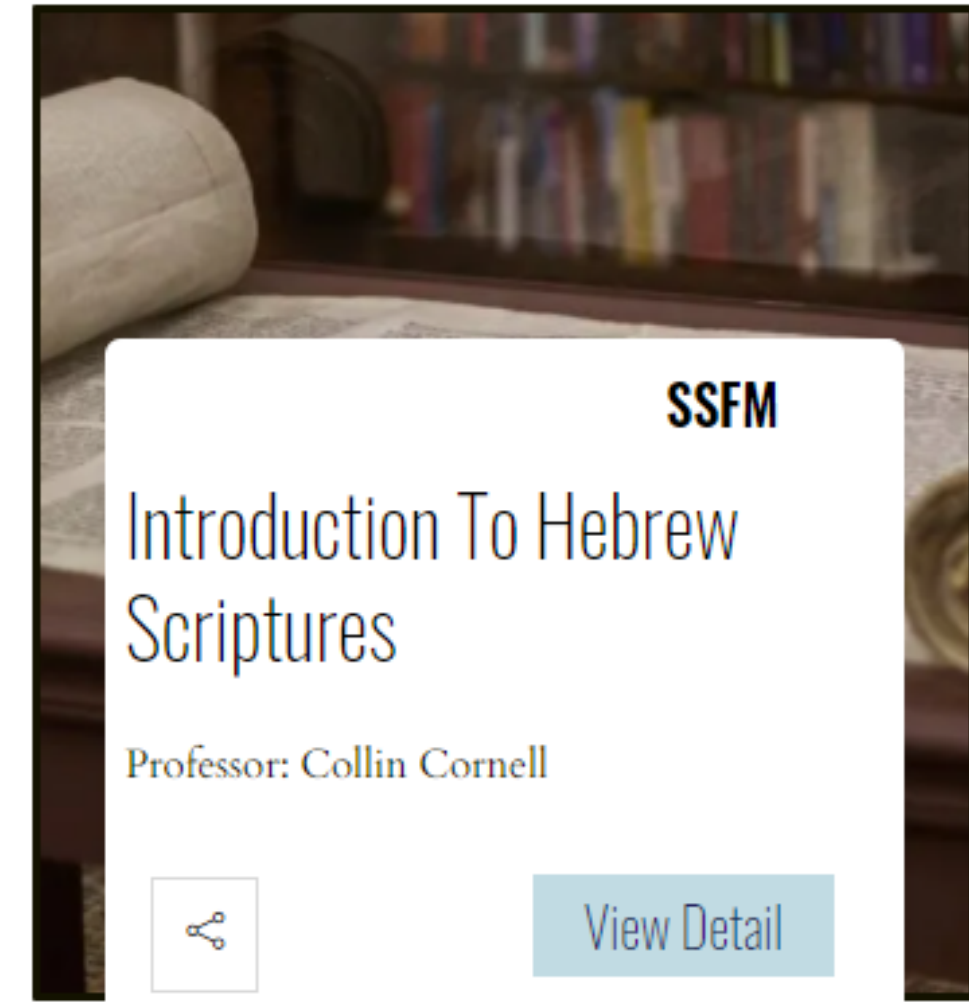
A close-up image of an open book, likely a Bible, showing text on the pages.

SSFM

Anglican Homiletics

Professor: Shawn Strout

[View Detail](#)

A close-up image of a rolled-up scroll, likely a Bible, resting on a surface.

SSFM

Introduction To Hebrew Scriptures

Professor: Collin Cornell

[View Detail](#)

Email Marketing

- The Diocesan Digest, Videos and Letters from Bishop Scanlan (Pastoral Letters), the Clergy Digest, and the Stevenson School for Ministry Monthly 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.
- The Diocesan E-mail marketing list has grown to 4,550 contacts.
- Diocesan emails receive an average of a 34% open rate and 13% click rate, both higher than the industry standard.

Social Media

The growth of our accounts:

- Our diocesan Facebook page surpassed 2,000 likes and follows.
- Our Instagram account grew from just shy of 500 followers to over 600 followers.
- With a total of 312 videos, our YouTube channel gained 100 new subscribers and received 24.3K views, up 22% from last year.
- A new TikTok account was launched in August, and plans are being made to grow our following there and engage a younger audience.



Social Media Insights

- Faith Neece, assistant to the Canon for Communications and Events, and Canon Guszick conducted two in-depth reports of social media insights. One report focused on the engagement rate of diocesan content, and the other focused on audience demographics.
- The first report found that educational, spiritual, celebratory, humorous, and audience-supplied content (content sent to us by various diocesan members) receives the most engagement.
- The second report found that the majority of our audience on Facebook and YouTube are over 65 years old and female. Our Instagram account has a very different makeup, with the gender ratio being closer to 50/50, and the age distribution also being more even.
- The office for communications continues to develop new ideas for engaging a more diverse audience.
- A social media survey was also conducted and received over 50 responses from members of the diocese.

Online Convention

- In response to the pandemic, the Office of Communications and Events supported the diocese's first online convention in October of 2020.
- The meeting was held via Zoom webinar and had 225 registrants.
- The diocese's second online convention will be held in October 2021.



Special Projects

- In October 2020, the office of communications created "virtual pet blessings" via social media as a way to connect members across the diocese and share joy around the Feast of St. Francis.
- In the winter of 2020 and spring of 2021, the diocese created digital Advent and Lenten calendars, shared online and via social media with content provided by diocesan members.
- The office of communications helped support several Shaped by Faith online liturgies throughout the year as well as a live-streamed liturgy to remember the 500,000 lives lost to COVID-19.
- In response to the pandemic, Bishop Scanlan started a weekly video series. The office of communications has supported the creation and publication of the weekly videos, and our social media following has grown immensely in response to them.
- The office of communications supported five online "Conversations about Race" with Bishop Scanlan and special guests held on Facebook Live, which saw record levels of audience engagement.
- The office also supported a series of conversations with the Commission on Ministry about Verna Dozier's book "The Dream of God."

Special Projects Continued

- In response to the pandemic, Canon Guszick and Faith Neece provided parish live streaming consultations and support for parishes to upgrade to the best, most cost-effective equipment, in an effort to live stream weekly services for those who could not attend in person.
- The office of communications provided support to Prison Ministry by providing production services for an Easter video complete with a special Easter Message from Bishop Scanlan.
- For Holy Week, the communications office coordinated and worked on the production of videos for the St. Stephen's Cathedral and the Pro-Cathedral.

Events

OCTOBER 2020 - OCTOBER 6, 2021

Online Diocesan Convention

- Saturday, October 17, 2020

Clergy Day Online

- Thursday, April 15, 2021

Spring Convocation Meetings Online

- Tuesday, June 1, 2021 - Harrisburg & Susquehanna Convocations
- Thursday, June 3, 2021 - NT, WB, and Altoona Convocations
- Tuesday, June 8, 2021 - Lancaster & Southern Convocations

Clergy Renewal of Vows Service

- Tuesday, June 22, 2021, St. Andrews in the Valley, Harrisburg

"Pick an Adventure Week"

- August 5th and 6th, 2021, Camp Mount Luther

Fall Convocation Meetings Online

- Thursday, September 30, 2021 - Lancaster & Southern Convocations
- Tuesday, October 5, 2021 - Harrisburg & Susquehanna Convocations
- Wednesday, October 6, 2021 - NT, WB, and Altoona Convocations

