

2018 Annual Report Communications & Events

Diocesan Events in 2018:

Wed., Jan. 17-Diocesan Staff in Residence-Harrisburg
Fri. Jan 19-21 Happening Planning Weekend
Fri. Feb 16-18-Happening Youth Retreat
Sat. Feb 17, Leadership Day, Susquehanna Convocation AMF
Sat. March 3- SSFM Inquirers and Discovery Day
Fri. March 16- 18- New Beginnings Youth Retreat
Sat., March 17-Absalom Jones Service at St. Stephen's Episcopal Cathedral
Sat., March 17-AMF Leadership Day Southern Convocation
Tues., March 20, Renewal of Vows North, Trinity Episcopal Church, Williamsport
Renewal of Vows South, St. Stephen's Episcopal Cathedral, Harrisburg
Wed. March 21-Diocesan Staff In-Residence Day, Susquehanna Convocation
Sat. March 24- March for Our Lives, Anti-Gun Violence Rally at the State Capitol
Sat. April 17-Godly Play Training, St. Stephen's Episcopal School
Thurs April 12-April 14- Peoples Institute for Justice, Anti-Racism training group
Wed. April 25- Diocesan Staff In- Residence Day, St. Andrew's, Lewisburg
Sat. April 28- Communications Day Leadership Workshop, St. Stephen's Episcopal Cathedral, Harrisburg
Wed. May 9-NT Spring Convocation Meeting, St. James, Mansfield
Thurs. May 10, WB Spring Convocation Meeting, Christ Episcopal Church, Williamsport
Mon. May 21-23, The 8th Day Clergy Conference, The Ramada Inn, State College, PA
Wed. May 30, Staff In-Residence Southern Convocation and Southern Conv. Spring Meeting, St. John's, York
Thurs. May 31, Lancaster Conv. Spring Meeting, St. Thomas
Wed., June 20, Diocesan Staff In-Residence Day, West Branch Convocation, Christ Church, Williamsport
Tues. June 5, Harrisburg Spring Convocation Meeting, St. Andrew's, Lewisburg
Wed. June 13, Altoona Spring Convocation Meeting, St. John's, Altoona
Mon. July 2-July 14, General Convention
Wed. July 18, Diocesan Staff In-Residence Day, Altoona Convocation, St. Andrew's, State College
Sept. 12, West Branch Fall Convocation Meeting, Trinity Episcopal Church, Williamsport
Sept. 14 – 16, Deacons' Retreat at Kenbrook Bible Camp, Lebanon
Sept. 14 – 16, ECW Women's Retreat, Claggett Center
Tues. Sept. 18, Altoona Fall Convocation Meeting, St. Mark's, Lewistown
Thurs. Sept 20, Lancaster Fall Convocation Meeting, St. Edward's, Lancaster
Tues. Sept. 25, Susquehanna Fall Convocation Meeting, Christ Church, Danville
Wed. Sept. 26, NT Fall Convocation Meeting, St. John's Westfield
Tues. Oct. 2, Southern Fall Convocation Meeting, St. Andrew's, York
Oct. 3, "Be the Change" Workshop with Gil Stafford, St. Paul's Wellsboro - Pig roast with Bluegrass Band.
Oct. 4, Harrisburg Fall Convocation Meeting, St. Andrew's, York
Oct. 5-7, AVP Basic Workshop, St. Lukes,
Oct 19 & 20, Annual Diocesan Convention, Williamsport
Nov. 1-Nov. 3, Anti-Racism Training
Nov. 3, ECW Annual Meeting
Nov. 10, Invite.Welcome.Connect
Nov. 16-18, Diocesan Youth Retreat, The Way of Love
Wed. Dec 12, Diocesan Staff Service Project, The Episcopal Home

All diocesan events are listed on the google calendar and utilize a live feed plugin to appear on the diocesan website.

Diocesan Communications for 2018:

A Sycamore House Service Corps member was hired in September of 2018 to manage all aspects of diocesan events until July 2019. The service Corps member stayed on diocesan staff until January 31, 2019 and a part-time Interim Coordinator was hired to replace her.

Ms. Brenda Scott was also hired as the part-time Major Diocesan Events planner to manage Diocesan Convention and Clergy Conference for 2019.

- **Diocesan Digest and Bishop's Message**

- The Diocesan Digest, Letters from Bishop Scanlan (Pastoral Letters) and the Clergy Digest continue to be delivered monthly electronically through Constant Contact, the e-mail marketing software.
- Special messages are also periodically e-mailed to the diocese and select groups such as parish treasurers, vestry secretaries, wardens and parish administrators.
- DIOCPA Youth e-news. Once a month, a diocesan youth e-newsletter is e-mailed to the master list.

- **Diocesan Website**

Canon Alexis Guszick is the diocesan webmaster and designs and maintains the diocesan website, www.diocesecpa.org. The website continues to grow in number of visitors and on top of installing ssl certificates to make the website more secure, she has installed google analytics and reviews monthly traffic reports.

- **Diocesan Social Media**

Diocesan social media continues to grow at a record rate. The diocese uses various social media platforms such as Facebook, Instagram and Twitter to connect with social media users internationally to communicate diocesan vision, happenings, news and latest events. Facebook alone has increased by over 1,000 followers since 2017. The diocesan social media platforms have become so busy that Canon Guszick uses Hootsuite for scheduling posts for news and events.

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

The diocesan Communications office produces podcasts, videos, livestreams and sound bite recordings to upload to the diocesan website and social media.

- **Digital Faith**

In 2018, the diocesan Communications office performed an efficacy study on all diocesan parish websites with a focus on those specifically hosted on the digital faith platform. A goal by 2020 is that each parish will have an informational and aesthetically pleasing website.

Alexis Guszick,
Canon for Diocesan Communications and Events