

COMMUNICATION Goal 3.2

METROPOLIS COMMUNICATIONS PLAN

Within 18 months, we will create and implement a *Metropolis Communications Plan* for both internal and external communications of our Metropolis and Orthodox Faith that will be best suited for our Parishes and parishioners.

COMMUNICATION GOAL 3.2 ACTION PLAN			
Specific Key Actions Necessary To Achieve Communication Goal 3.2	Who Must Do Each Action	Timetable: How Many Months or Days To Finish Action From Previous Action	How Will We Know When This Action Has Been Completed
1. Recruit of Communications Goal 2 Task Force (“COTF2”)	Communications Strategic Planning Task Force and the Goal Captain	1 month after Start Date	COTF2 members agree to serve
2. Identify and analyze Metropolis demographics, major stake-holders and their communication issues. Schedule conference calls between COTF2 and appointed local Parish Champion (“Champions”) to determine communication issues and needs	COTF2	2 months after step 1	Demographic report and analysis and conference calls complete
3. Create an overall communications and marketing plan to address internal and external communication needs of Metropolis departments, Parishes and Parish members of different ages, including branding and social media	COTF2	3 months after step 2	Communications and marketing plan is completed
4. Develop formats of communications customized to fit the standard of the particular receiving group, Parishes or people as well as development of social media interaction plans and strategies and branding	COTF2	2 months after step 3	Final plan submitted to HC
5. Develop a work flow for external messages from the clergy and Metropolis to be communicated via the various media channels developed by the Metropolis	COTF2	1 months after step 4	Work flow is completed
6. Ascertain the state of Information Technology infrastructure in Metropolis and Parishes	COTF2	3 months after step 4	Confirmed responses from Parishes
7. Identify and consult closely with Parish IT person and PC whose focus will be on assistance in Digital Asset Management (audio/video/ photography/ content management)	COTF2	3 months after step 6	A comprehensive list of IT contact person(s) for each Parish is created
8. Load content aiding Parishes in developing communication plans for organization and cataloguing of digital content created or acquired on Metropolis Resource Center Portal (“Portal”)	COTF2	2 months after step 4	Information posted on Portal
9. Prepare an evaluation plan for reviewing the performance for CTF plans and programs and revise/update plans/program as necessary	COTF2	Beginning 3 months after step 8 and continuously thereafter	Continuously and reviewed quarterly