

COMMUNICATION Goal 3.1

STRATEGIC PLAN COMMUNICATION

- a) Within 6 months, we will develop a plan for communicating our *Metropolis Strategic Plan*, Statement of Why, Vision, Mission, Core Values and Strategic Goals; and
- b) Within 9 months thereafter, we will implement our *Strategic Plan Communication* program on a continuous basis to measure and describe achievement of key milestones.

COMMUNICATION GOAL 3.1 ACTION PLAN			
Specific Key Actions Necessary To Achieve Communication Goal 3.1	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 1 Task Force (“COTF1”)	Communications Strategic Planning Task Force and the Goal Captain	1 month after Start Date	COTF1 members agree to serve
2. Recruit Parish communications representatives (“Champions”) to regularly communicate with their Parish about the Metropolis strategic plan	Metropolis Strategic Planning Team and each Parish Priest	2 months after step 1	Champions from each Parish agree to serve
3. Prepare draft communication strategy plan and initial messages regarding the Strategic Plan, Statement of Why, Vision, Mission, Core Values and 34 Strategic Goals	COTF1 and Metropolis communications team	Simultaneously with step 2 (i.e., 2 months after step 1)	Communications strategy and messages are completed
4. Conduct several Skype or video conference of Parish Champions to discuss communication strategy plan and initial messages	COTF1	2 months after step 3	Skype and video conference sessions are completed
5. Deliver communication strategy plan and initial messages: (a) on Metropolis strategic plan website (“MWeb”); and (b) on Metropolis Resource Center Portal (“Portal”); and (c) to each Parish Clergy and Champion	COTF1	Simultaneously with step 4 (i.e., within 2 months of step 3)	Messages on MWeb, Portal and in the hands of each Parish Clergy and Champion
6. Prepare a template Communications Status Report of actions for each Strategic Plan Goal and deliver to MWeb, Portal and Parish Clergy and Champions	COTF1 and Champions	1 month after step 5	Template finalized
7. Communications Status Report is regularly updated by COTF1 and HC and delivered to MWeb, Portal and Parish Clergy and Champions	COTF1 , TFC & GC	Beginning 1 month after step 6	Status Report is delivered continuously

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

COMMUNICATION Goal 3.3

COMMUNICATIONS DIRECTOR

- a) Within 12 months, we will identify an interim *Communications Director*, and
- b) Within 18 months, we will identify and retain a permanent *Communications Director* for the Metropolis and its programs and ministries.

COMMUNICATION GOAL 3.3 ACTION PLAN			
Specific Key Actions Necessary To Achieve Communication Goal 3.3	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 3 Task Force (“COTF3”)	Communications Strategic Planning Task Force and the Goal Captain	1 month after Start Date	COTF3 members agree to serve
2. Develop a Communications & Marketing Director (CMD) job description, including duties and salary/benefit structure	COTF3	1 month after step 1	Job description completed
3. Work with ATF, TTF and FITF making them aware of the role of the proposed CMD so they may incorporate in their planning	COTF3 in conjunction with ATF, TTF and FITF.	1 month after step 2	Formalized CMD job description integrated with ATF, TTF, FTC plans
4. Work with Metropolis and Parish representatives to Identify a volunteer candidate for the CMD position to fill need during first 12 months	COTF3, GC with Metropolis office	3 months after step 2	Candidate identified and agrees to serve
5. Identify all available funding possibilities and options and finalize a funding plan and strategy for the hiring of a CMD	COTF3, Metropolis Council, Metropolitan, Chancellor and FTF	3 months after step 2	CMD funding plan determined
6. Complete funding plan by determining feasible method of compensation and within the Metropolis structure	COTF3, Metropolis Council, working with FTF	2 months after step 5	Funding Plan is finalized and confirmed
7. Follow up and CLOSE funding targets	COTF3, Metropolis Council, Metropolis office and FITF	2 months after step 6	Funding committed; target dollar amount reached
8. Initiate a search for candidates for the position of CMD; Interview candidates and hire permanent CMD	COTF3, Metropolis Council, Metropolis office	3 months after step 7	Interviews completed and permanent CMD hired