

Committee Orientation Booklet

A WORKING DOCUMENT FOR 2016-2017

AVAILABLE ONLINE AT WWW.DSCUMC.ORG/DOWNLOADS

Office of Connectional Ministries

DESERT SOUTHWEST CONFERENCE | 1550 E. MEADOWBROOK AVENUE, PHX, AZ 85014

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VISION, MISSION & OVERVIEW

What is the Conference?

The word “Conference” refers to all members of the churches of the Desert Southwest Conference, our Bishop, District Superintendents, clergy, Conference leadership at all levels, and you! We are in ministry together as one body.

Our Conference Boundaries

The geographic area of the Desert Southwest Conference consists of most of Arizona, southern Nevada, and one church in California.

Our Purpose

“The purpose of the annual conference is to make disciples of Jesus Christ for the transformation of the world by equipping its local churches for ministry and by providing a connection for ministry beyond the local church; all to the glory of God.” (*The Book of Discipline of the United Methodist Church 2012*, ¶601).

In order to accomplish this purpose, our Desert Southwest Conference (DSC) Strategic Direction calls us to focus on New Faith Communities, Leadership Development, and Transformational Worship.

This year, Bishop Bob is also leading us in a new Initiative for Growth and Vitality. Built on feedback from our entire DSC, we are open to seeing how it will lead and guide us into the future.

Your committee may have a specific task listed in the Discipline and/or our DSC Journal. Nevertheless, everything that we do as committees of the DSC should contribute to our stated purpose and Strategic Direction.

How Conference Ministry is Different from Local & District Ministries

The Desert Southwest Conference (in general) and your Conference committee (specifically) are here to serve the lay leaders and pastors of our churches. Conference-level ministry can be considered successful if the lay leaders of our local churches, the pastors of our local churches, and/or our local churches are successful and thriving. This is called, indirect success.

If a committee generates an idea for “Direct Ministry,” or ministry directly targeted to members of the community or members of local churches, some caution should be taken. This is not intended to make a blanket statement of judgement, but to only advise caution. Consider: is this idea appropriate for a Conference-level work, or is it more appropriate for a local church, a local ministry, or a district?

Appropriate Conference-level work includes (and is not limited to) (a) serving our lay leaders, pastors, and churches, (b) facilitating collaboration between churches, (c) serving churches beyond the district boundaries.

The Nominations Process

You are a member of this committee because you were nominated by someone else and/or because you volunteered by filling out our “Skill & Passion Survey.” All Conference Committee members must be active participants in their local church.

If you would like to nominate someone, recommend that they complete the “Skill & Passion Survey” that will be released at the time of registration for the Annual Conference. Alternatively, speak with your chairperson and/or staff person about your recommendation.

Diversity

We value diversity and do the best we are able to see that committee membership represents the diverse nature of The Desert Southwest Conference, including gender, race, age, experience, persons with disabilities, clergy/lay and district representation.

Our Conference is committed to the identification and nurturing of new leaders. Please be aware of people who are new to Conference leadership on your team.

COMMITTEE FUNDING SOURCES

Apportionments

Every committee is part of the connectional structure of the United Methodist Church in our Conference. We accomplish much more effective ministry working together than we could ever do on our own. You can influence apportionment giving by doing great ministry, telling your story, and using your budget in a fiscally responsible manner. Remember that in most cases, you rely on apportionment giving as the sole source of funding for your committee, so you need to help people in all of our congregations feel connected.

Determining Committee Budgets

The Conference budget is on a calendar-year schedule (January-December). Your 2017 budgets have already been approved at the June 2016 Annual Conference session. In November/December of 2016, the Conference treasurer will send budget worksheets to all committee chairs. At that time, your committee will have the opportunity to realign your approved 2017 budget between your various budget lines if you want to do that. You will also be asked what level of funding you preliminarily request for 2018 to do the ministry you are called to do. The 2018 budget requests for all committees will be compiled in January of next year and reviewed by the Ministry Cabinet and the Conference Council on Finance & Administration (CFA) in February and March. Adjustments may need to be made to ensure the Conference budget is in line with what is happening in the local churches (as indicated in the 2016 statistical tables the churches will have just submitted). CFA will then submit a proposed 2018 Conference budget for approval at the June 2017 Annual Conference session.

Budget Monitoring

At the end of each month, the Conference treasurer's office provides year-to-date operating statements for each committee chair. These statements show actual expenses compared to the committee's annual budget. Any foreseen budget overages in a significant amount should be approved by CFA in advance. The committee chair can do this by emailing a proposal to Randy Bowman to present to CFA.

Funding Leadership Development

Reimbursement for travel or registration for leadership development events/materials of committee members must be submitted by the committee chair and approved by the committee.

Purchase Reimbursements

Requests for reimbursement for one-time purchases should be approved by the committee, chair, and/or staff person prior to purchase.

Travel/Mileage Reimbursements

All volunteer committee members are eligible to be reimbursed for travel to attend a Conference meeting in person. Some committee members do not request reimbursement, but the Conference will reimburse mileage at the rate of \$0.22 per mile (\$0.26 per mile for 2 or more committee members traveling in the same vehicle) if an expense statement is submitted. Travel reimbursement requests need to be approved by the committee chair or the staff person assigned to the committee before submitting them to the Conference treasurer. Note that travel reimbursement is not available for any non-member visitors that attend committee meetings.

Regular reimbursements (e.g., mileage) should be submitted using the DSC Expense Statement (see Appendix B). The committee's staff person or Administrative Assistant can provide additional blank forms.

Fundraising

Are committees allowed to fundraise? Sell items? Charge for events?

Our Conference rules require that a committee receive advance approval from CFA before undertaking any fundraising or sales efforts across the Conference and its churches. This is to ensure that we don't have too many or conflicting fundraising efforts going on at one time. In an effort to cover some or all of their costs, committees may charge for any ministry events they put on.

MEETING LOGISTICS

Scheduling Meetings

Chairpersons and staff members should collaborate to schedule meetings. Things to keep in mind:

- Aim to meet in-person at least for the first meeting of each appointment year. Subsequent meetings may be on video or telephone conference calls.
- Daylight Savings Time is observed in parts of our Conference. Published meeting times should include both Pacific Time and Mountain Standard Time. Keep in mind that Nevada participants have reported difficulty traveling to Arizona in the winter due to time differences.
- Many of our committees include retirees, students, and working professionals. Please be attentive and considerate of different schedules. Strive to set meeting times for the convenience of all participants.
- Meetings may be held in at the Conference office, or at another location of the committee's choosing, such as a local church. The Administrative Assistant or your committee's staff person can assist in making arrangements.

Basecamp

The recommended project management tool for Desert Southwest Conference committees is Basecamp. This tool is already in use by the office of Connectional Ministries. There is no additional fee for DSC committees to use this resource. If/when your committee decides to use this online tool, please email Anthony Tang at atang@dscumc.org to set it up for your committee. Basecamp is a

place to keep all of your committee work neatly filed. It keeps emails, documents, to-do lists, and chats about the ministry work in one place.

Two features that have proven to be difficult to use are the calendar and automatic check-in features. Committees are discouraged from using either one.

Getting on the Conference Calendar

The Administrative Assistant of your committee's staff person can make sure your committee meeting and/or event is recorded on the Conference Calendar. Meeting spaces are reserved on a first-come first-served basis. If this is a reoccurring annual Conference event, plan for quotes, video clips, or photography now for next year's publicity. Schedule a volunteer to capture and share these assets.

FOR MEETINGS

Content needed:

1. Official committee name
2. Name and contact information of committee chairperson and Administrative Assistant or committee staff person.
3. Date, start and end time.

FOR CONFERENCE EVENTS

Content needed:

1. Event title
2. Event description
3. Event Photo or Graphic 980 x 426 pixels
4. Date(s), start and end time for each date
5. Venue name, address, phone number, website (if applicable)
6. Organizer name, phone number, website (if applicable), and email address
7. Administrative Assistant or committee staff person
8. If registration is required, provide the registration paper form or web address and the event registration fee amount if applicable. (Administrative Assistants can set up online registration with at least 30-day advance notice.)
9. Excerpt for publicity
 - a. Committee staff person can work with Communications to schedule frequency and channels for initial advertisement and follow-up publicity.
 - b. Follow-up publicity will need a new excerpt for each push.

Flight & Hotel Arrangements

Flight and Hotel arrangements may be made, but must be approved in advance of the meeting. Airfare will be reimbursed if the flight reservation is made at least 3 weeks in advance and you submit a copy of your airline confirmation. The Administrative Assistant or your committee's staff person can make and pay for travel arrangements for anyone not wanting to make their own and be reimbursed.

Parking at the Conference Office

Parking is available on either the east or west sides of the building.



On the west side of the building, committee members may use any of the parking (including covered) that is marked "UMC" and is not marked, "Bishop". When you walk up to the back door, use the button on the wall beneath the restroom sign. With that, you can call our receptionist who can open the door for you.

Meal Planning

If your meeting is being held over a meal time, your committee may use some of its meeting budget for a meal. Check with the Administrative Assistant or your committee's staff person who can discuss options and make arrangements for you.

Meeting Reminders

Meeting reminders (e.g., e-mails or telephone calls) should be discussed between the chairperson, staff person, and Administrative Assistant. They are done differently in each committee.

Email Privacy

Conference committee members can use committee email addresses for messages about the ministry work of the committee or sharing information related to their role as a committee member. To ensure the privacy of the committee members and DSC staff, please:

- blind carbon copy (bcc) instead of carbon copy (cc) when emailing someone that is not a member of the DSC, and including others in the committee.
- do not share email addresses with persons outside of the DSC without permission.
- do not use contact information for private purposes without recipient's permission.

Agenda Formation

Be intentional and plan ahead for your meetings. Members appreciate receiving an agenda ahead of time. Work with your staff person as needed to compile the agenda.

Prayer and Devotion

Assign prayer and devotion responsibilities ahead of meetings to members of your team. You may want to calendar assignments for the year.

Attendance

Please record meeting attendance in your minutes. Share a copy of your meeting minutes with the Administrative Assistant for archival purposes.

If a member of a Conference group is absent for three consecutive meetings or for one year, whichever is the lesser amount of time, without reason acceptable to the group, that group shall notify the member in question. The group shall remove the person in question from membership, and the vacancy shall be filled by the Clergy and Lay Leadership Development committee. This rule does not apply to ex-officio members.

Zoom.us

Zoom.us is an online video conferencing site. This resource is paid for by Apportionment dollars. Each Conference department has access to their own zoom room. As each committee and department works differently, committee chairpersons will need to work with their assigned staff

person to work out the details on methods and time restraints for scheduling video conference meetings.

Committees are recommended to meet in-person for the first meeting of each appointment year. Then consider meeting through video or phone conference the rest of the year to save on travel and meeting expenses.

MEETING PARTICIPATION

Roles

CHAIRPERSON

The chairperson is a member of the committee, is the head of the committee, and works directly with the staff person to help the committee in the fulfillment of its unique mission and ministry.

Chairpersons serve for a maximum of four years as chair and may be on the committee for a maximum of eight years (or two terms), unless specified otherwise in the Discipline or Conference Rules.

COMMITTEE MEMBERS

Committee members are both the primary decision-makers and volunteer workers who serve to fulfill the committee's unique mission and ministry. Committee members have both voice and vote in committees. All committee members are eligible for reimbursement for travel and meeting expenses.

Help your team to remember that when working at the Conference level, we are called to represent and serve the entirety of The Desert Southwest Conference, not limited to your personal ministry, your own interests, nor your political position.

EX-OFFICIO MEMBERS

Ex-Officio members are usually on a committee due to a role or function held in the Conference or in the denomination. They have voice in the committee, but not vote. Ex-Officio members are officially listed in the committee's roster and in the report of the Conference Committee on Clergy and Lay Leadership Development. Ex-Officio members are also eligible for reimbursement for travel and meeting expenses.

STAFF PERSON

A committee's staff person is the primary support person for the committee. Oftentimes, they can provide historical perspectives, connections to others in our Conference or denomination, resources, guidance, information, and hopefully whatever else may be needed for the committee to fulfill its unique mission and ministry.

To correct a misconception, it should be pointed out that staff are not there to do all of the work. Each staff person is responsible for serving multiple different areas and cannot and should not do all of the work decided by every committee. The staff person is there to support the committee members who are there to volunteer.

Another misconception to correct is that the staff person is in charge; this is not true. The chairperson is in charge of leading and the committee is in charge of itself, its decisions, and its work. While we expect the staff person to provide guidance and be helpful and perhaps even to help keep the committee focused on its responsibility, it is not the staff person's job to dictate what the committee will do, nor for the committee to "rubber stamp" decisions others have made.

Staff persons—as Ex-Officio members—have voice, but not vote in committees, unless noted otherwise by the *Discipline* or Conference Journal.

ADMINISTRATIVE ASSISTANT

Like your staff person, the Administrative Assistant of your committee is there to provide support or assistance. Your committee's Administrative Assistant can care for clerical work, travel arrangements, room scheduling, lunch arrangements and other similar tasks.

OBSERVERS, GUESTS & VISITORS

All United Methodist meetings are open meetings and welcome observers, guests, and visitors to be present.

Observers, guests and visitors have neither voice nor vote at committee meetings. Members of the committee may request that a non-committee member be given the opportunity to speak, at the discretion of the chairperson or by a vote of the committee.

Conflict Resolution

Whenever humans are involved conflict is bound to happen, but in the Conference, we want to always work toward the healthiest and most productive responses possible.

First, healthy conflict can be facilitated when we refuse to accept "triangulation." Triangulation is what happens when we add other people into a conflict who don't belong in the middle of things. If you have a complaint about someone, take it to that someone. If someone else has a complaint not having to do with you, don't let them unload onto you; encourage them to take their complaint to the person who is the focus of their frustration. If necessary bring a mediator or objective person with you to help facilitate, but always go to the source.

Second, recognize that just because you are upset or feel that someone else has been offensive, does NOT mean that they are automatically wrong. You may not understand all of the issues yet and/or there may be cultural differences. Therefore, it is always important to confront from a forgiven heart. Love enough to confront someone else about what seems to be bad behavior so that we may all learn and grow from the situation.

Finally, if you are being confronted by someone else, consider using the Starbucks' L.A.T.T.E. method:

1. L is to Listen to the other person's complaint.
2. A is to Acknowledge the problem. Try and see if you can correctly paraphrase it back to the person for clarification.
3. T is to Take action to resolve the problem.
4. T is to Thank the other person for bringing the problem to your attention.
5. E is to Explain why the problem occurred and/or to Encourage the person to speak to you again and remain in relationship.

Open vs. Closed Meetings

The *Discipline*, ¶722 states:

Restrictions on Closed Meetings— In the spirit of openness and accountability, all meetings of councils, boards, agencies, commissions, and committees of the Church at all levels of the church, including subunit meetings and teleconferences, shall be open. Regardless of local laws or customs, all participants shall be notified at the beginning of any meeting, including telephone

or video conference calls, if the meeting is being recorded electronically and of the intended use of such recording. Portions of a meeting may be closed for consideration of specific subjects if such a closed session is authorized by an affirmative public vote of at least three-fourths of the voting members present. The vote shall be taken in public session and recorded in the minutes. Documents distributed in open meetings shall be considered public.

Great restraint should be used in closing meetings; closed sessions should be used as seldom as possible. Subjects that may be considered in closed session are limited to real estate matters; negotiations, when general knowledge could be harmful to the negotiation process; personnel matters; issues related to the accreditation or approval of institutions; discussions relating to pending or potential litigation or collective bargaining; communications with attorneys or accountants; deployment of security personnel or devices and negotiations involving confidential third-party information. Meetings of the committee on pastor-parish or staff-parish relations are to be closed meetings pursuant to ¶ 258.2e. While it is expected that the General Conference, the Judicial Council, and the Council of Bishops will live by the spirit of this paragraph, each of these constitutional bodies is governed by its own rules of procedure.

A report on the results of a closed session shall be made immediately upon its conclusion or as soon thereafter as is practicable.

Measuring Outputs

Once you have determined your ministry goals, please be sure to add a means of measuring your outputs / progress. Reviewing your goals each meeting will help your team stay on track. As goals are met, what do you need to do to follow up or determine and implement next steps? Is there anything you need to change, drop or add to help attain your goal?

Plan for success! Of course those goals will have many activities associated with them. Be sure to measure your progress in terms of needed activities as well. New goals and activities will surface as our work is always fluid.

We measure not to determine success or failure, but to assess how we are doing. What might we need to change, drop or add?

PUBLICITY AND PUBLICATION

Process

The staff person assigned to a committee can work with the Director of Communications in determining the schedule and platforms for their communication channels. In various cases, committees will need to prepare items such as the following:

EVENT DESCRIPTIONS

For calendar and press releases: The event description should answer why this event is important and how the participant or the community will be impacted by participating. Include a call to action here. Details about the guest speaker or history of the event isn't as impactful but it can be included as secondary information.

STORIES

For publication in Conference e-news: In written form, explain why the event or information matters. Then include what will take place and how people can participate. If this is a story about an event/ministry that already took place, establish the purpose for the story. To inform others isn't a

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purpose. The purpose should answer *so that...* (Examples: *so that* people can continue the impact by..., *so that* people can plan for the next steps or future event.)

QUOTES

For social media graphics and stories: Assign someone to record reactions during the event and in the evaluation meeting. These will be useful when preparing follow up publicity.

PHOTOS/GRAPHICS

For stories, calendar events, and social media: Assign someone to take photos of your event. Keep in mind that posed group photos do not give witness to the Holy Spirit at work. Photography should tell the story of what happened and how it affected the people involved. (Lead photos/graphics should be at least 980 pixels wide and 325 pixels tall.)

Create social media graphics using www.canva.com .

SPOKESPERSON

For events with press release: The spokesperson is the contact for the media. This person will need to designate a location for media to park and set up their equipment. Be mindful of the background sounds and images that will help or hinder the story.

VIDEO & SOUND BITES

For publicity and training resources: DSC Communications can be solicited to record footage or committees can contract their own video recorder, editor, and producer. While no cinematographer is on staff, Barry Doyle is the recommended contractor for this type of work. Contracted fees will come out of the responsible committee's budget. Contact your staff person for next steps.

SOCIAL MEDIA CONTRIBUTOR

For content library accessible year round: Take ownership of the committee's resources/output and assign someone from your committee to contribute to one or more of the Conference Social Media platforms. Talk to your assigned staff person about who that person should be.

DSC COMMUNICATIONS CHANNELS/PLATFORMS

ANNUAL CONFERENCE APP (DEADLINE TO SUBMIT CONTENT APRIL 1)

- **Audience:** Members of the Annual Conference
- **Content:** Forms and documents about the Annual Conference, news and links to resources about the Annual Conference
- **Purpose:** To provide necessary documents of the Annual Conference in an inexpensive and convenient manner for the attendees.
- **Saturation:** Downloaded app receives updates in real-time. Documents and links are accessible both through the app, and web app.
- **Contributors:** Members of the Annual Conference, DSC Committee members, DSC partnership organizations, DSC staff, Bishop

FACEBOOK (WWW.FACEBOOK.COM/DSCUMC)

- **Audience:** Primary Audience-Leaders of the DSC (church, district, & Conference level)
Secondary Audience-people that may be inspired to join or partner with a DSC church or committee.

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- **Content:** Recommended resources, call to action, news from the denomination and ministry partners, links to upcoming workshops and grants, stories of what's working for others. (Photos needed)
- **Purpose:** To promote Christian community within and beyond the leadership of the local church, districts, and Conference. Providing easy access to timely information for our leadership while being a positive presence of the UM Church in the Desert Southwest Conference.
- **Saturation:** Individuals can subscribe to this channel and see new content in their news feed.
- **Contributors:** Denominational agencies, Conference story contributors, DSC Communications, leaders in church communications.

FLICKER (WWW.FLICKR.COM/PHOTOS/DSCUMC)

- **Audience:** General public
- **Content:** Event photos
- **Purpose:** A visual library of God at work within the Conference.
- **Saturation:** Individuals can subscribe to this channel and get in-app notifications when new content is posted. Facebook and Twitter announcements as needed. Inclusion in Conference publications. Churches of the DSC may use any content for church publications without written permission.
- **Contributors:** UMC Agencies, members of the Annual Conference, DSC Communications, and Conference committees

INSTAGRAM (WWW.INSTAGRAM.COM/DSCUMC)

- **Audience:** People in the pews of DSCUMC church and the general public.
- **Content:** Photography, graphics, that support a call to action, celebration, prayer request, event publicity. (Photos needed)
- **Purpose:** To be a positive reflection of the UMC in the Desert Southwest Conference. Inspire people to grow in faith and see God around us.
- **Saturation:** Individuals can subscribe to this channel and get in-app notifications when new content is posted. Churches of the DSC may use any content for church publications without written permission.
- **Contributors:** UMC Agencies, members of the Annual Conference, DSC Communications, and Conference committees

PINTEREST (WWW.PINTEREST.COM/DSCUMC)

- **Audience:** Leaders of the DSC (Church, District, & Conference)
- **Content:** A library of DSC recommendations, resources, and visual inspiration. (Photos needed)
- **Purpose:** To provide an archive of inspiration and resources for the leaders of the church so that their ministry can achieve its greatest potential.
- **Saturation:** Individuals can subscribe to this channel and get email and in-app notifications when new content is added. Committee members can write introduction articles about the content so that notices of the updates are included in the Weekly Digest, Facebook, and Twitter.
- **Contributors:** Denominational agencies, Conference Committee members, DSC Communications staff, Conference selections from the general public

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PRAYER REQUESTS (EMAIL TO COMMUNICATIONS@DSCUMC.ORG)

- **Audience:** All clergy of the DSC (retired, active, extension ministers, lay pastors assigned, deacons, clergy on leave, bishop)
- **Content:** Prayer requests about clergy and staff of the DSC, and time sensitive or emergency messages from the Bishop.
- **Purpose:** To be in covenant with each other, and equip clergy with time sensitive resources in response to a crisis or other situations that may need to be addressed from the pulpit.
- **Saturation:** Pastors are automatically subscribed to this list and cannot unsubscribe. Messages are text only via email.
- **Contributors:** Bishop, District Superintendents, DSC Communications

PRESS RELEASE (EMAIL CDILLABOUGH@DSCUMC.ORG)

- **Audience:** Primary: media reporters, Secondary: general public
- **Content:** News and event information in or about the Desert Southwest Conference. (Photos needed)
- **Purpose:** To get reporters attention so that they write about our Conference news or event.
- **Saturation:** Emailed to area TV, radio, online, and print news reporters.
- **Contributors:** DSC Committee members, DSC staff, Bishop

TWITTER (WWW.TWITTER.COM/DSCUMC)

- **Audience:** Leaders of the DSC (Church, District, & Conference).
- **Content:** Recommended resources, call to action, news from the denomination and ministry partners, links to upcoming workshops and grants, stories of what's working for others. (Photos needed)
- **Purpose:** To provide quick access to online resources, news, and announcements in a timely manner and monitor concerns and good news from the Desert Southwest and around the world.
- **Saturation:** Individuals can subscribe to this channel and see new content in their news feed.
- **Contributors:** Denominational agencies, Conference story contributors, DSC Communications, leaders in church communications.

VIMEO (WWW.VIMEO.COM/DSCUMC)

- **Audience:** People in the pews of DSCUMC churches and others that may be inspired to join or partner with a church or committee
- **Content:** Cinematic stories that evoke a feeling and/or inspiration. Call to Action. (Photos/video footage needed)
- **Purpose:** To inspire people to do something.
- **Saturation:** Individuals can subscribe to this channel and get email notifications when new content is added. Shared during worship, in social media, and the Weekly Digest.
- **Contributors:** DSC Committee members, DSC staff, Bishop

WEBSITE (WWW.DSCUMC.ORG)

- **Audience:** Leaders of the DSC (Church, District, & Conference)
- **Content:** Stories of celebration and inspiration, Contact information, Event details and registration, links to online resources and media libraries. (Photos needed)

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- **Purpose:** To connect church leaders with the people and resources that will help them and their ministry achieve their greatest potential.
- **Saturation:** Story posts automatically get fed onto Social Media and the Weekly Digest. District specific information is also posted in the District Newsletter. Individuals can also subscribe to category RSS feeds.
- **Contributors:** Working with their assigned staff person, committee members can write articles with a call to action, personal perspective on a specific issue, or resource introduction. Other contributors include but are not limited to the bishop, Conference staff, local church leaders, and agency partners.

WEEKLY DIGEST (EMAIL DTOPPING@DSCUMC.ORG TO SUBSCRIBE)

- **Audience:** Clergy and Laity leaders of the DSC churches
- **Content:** Conference & UMC news; communications/technology tips; notifications of upcoming events, grants, and other online resources. (Photos needed)
- **Purpose:** To promote and provide timely access to current news, event info, and resources so that leaders are provided with the resources they need to plan out their ministry and engage in something new.
- **Saturation:** Published on Tuesdays for clergy and lay members of the Annual Conference. Because individuals can also self-subscribe and un-subscribe, additional recipients include other local church leaders, Western Jurisdiction leaders, General Church leaders, and other individuals that discovered us through their church role or social media. Churches of the DSC may use any content for church publications without written permission.
- **Contributors:** Conference staff, Foundation, Credit Union, bishop, UM communications, denominational agencies, other partners in ministry.

YOUTUBE (WWW.YOUTUBE.COM/USER/DSCCOMMUNICATION)

- **Audience:** Church members, visitors, and the general public
- **Content:** Training materials, celebrations, event recaps, and promotional pieces of leadership development and ministry events. (Photos/video footage needed)
- **Purpose:** To provide a visually appealing teaching or informational tool.
- **Saturation:** Individuals can subscribe to this channel and get email notifications when new content has been published. For use in small group studies or workshops. Can be shared through social media and the Weekly Digest. Churches of the DSC may use any content for church publications without written permission.
- **Contributors:** DSC Committee members, DSC staff, Bishop

COMMUNICATIONS GUIDELINES

Social Media





Use social media to reach new people where they are. Share stories that evoke an emotion. People don't always remember the facts of an event or cause but they remember the story if they have been emotionally moved by the cause. (Guidelines about using social media for church purposes are available for download at www.dscumc.org/downloads.)

Conference and UMC Logo

THE DISTRICTS

The Districts of the Desert Southwest Conference are also following The UMC brand standards. In addition, the use of Central in the East and West District names is no longer appropriate. The Conference districts are now North, East, South, and West.

The District colors are:

- NORTH – RED-ORANGE: #FA723C 
- EAST – GOLDEN SUN: #FFB51F 
- SOUTH – NEW GREEN: #67DB7F 
- WEST - TURQUOISE: #11BBCC 

THE CONFERENCE

The Desert Southwest Conference logo has changed to follow the brand standards of The United Methodist Church. The cross and flame in the middle of the sun is no longer a representation of the Desert Southwest Conference.

There is no need to capitalize the word “the” before the Conference name. Appropriate short references of the Desert Southwest Conference are:

- DSCUMC
- DSC
- Conference (When referring to the Annual Conference event, please use lower case conference.)

The Conference brand color is green,  as inspired by the Bishops 2016 initiative. The official color codes are:

- Hex #499C5A
- RGB 73, 156, 90
- CMYK 53, 0, 42, 39

UMC LOGO

Details about the legal use of the cross and flame are available at www.umc.org/resources/cross-and-flame.

Copyrights

MUSIC

Through apportionment dollars, the DSC is handling the payment for the Church Copyright License (CCL) fee for all Desert Southwest Conference churches, District events, and Conference events.

When using music in a Conference or District event, please provide a proposed song list as soon as possible to David Topping *at least* 30 days before the event. He will secure proper licensing to use, print, record, or stream the music. This includes Power Point or bulletin inserts that display song lyrics. Not all music or events require a CCLI, but checking in with David Topping about possible song use during the planning phase of your event is advised.

GRAPHICS

You can legally use photos that are creative commons, public domain, copyright free, and/or attribution required.

- **Google:** Go to www.images.google.com . In the search box type the name of the image you want or click on the image icon to upload the image you are searching for. When the images pop up, click on Search Tools, then Usage Rights. Select the appropriate type of copyright you need. These are definitions of the filters available.
- **Not filtered by license:** standard, unfiltered google results
- **Labeled for reuse with modification:** you can use these photos as long as you modify them.
- **Labeled for reuse:** you can use these photos without modifications.
- **Labeled for noncommercial reuse with modification:** you can use these photos as long as you modify them. They cannot be included on a business website or product.
- **Labeled for noncommercial reuse:** you can use these photos as long as it is not for profit, and not used on a business website or product. Do not modify the images.
- **Flicker:** To find copyright free images, and the definitions of the various copyright symbols go to www.flickr.com/creativecommons .

VIDEO

To legally include video clips or screen shots of movies, permission from the video production company must be obtained. Usually sending an email to the production company explaining the request is all that is necessary. Contact DSC Communications if you need help with this.

WRITTEN WORKS

Often writers share quotes as well as facts from other written resources. The following are guidelines to follow in properly using content from others.

- **E-mails:** this type of communication is not considered public. Therefore, permission from the writer must be obtained in order to share a quote or fact from that email correspondence.
- **Published works:** DSC cannot republish content without expressed permission from the writer and publishing source. In addition, the assigned staff person and committee chair must be able to support why this resource needs to be republished instead of announced and shared as a link.
- DSC does not support plagiarism.
- Previously published content can be paraphrased and cited or quoted exactly and cited. The allowable amount of words quoted is approximately no more than 1/3 of the text in a story.
- Various examples of APA style citing are available at www.apastyle.org/learn/faqs/index.aspx .

PHOTO RELEASE

Photo releases are not required when using photos of people attending Conference events unless you plan to identify the individual(s) or if the story could be deemed harmful to the individual(s).

For images of minors, always use a photo release signed by their parents. This form is available for download and customization at: www.dscumc.org/downloads .

Details and further explanations on using photo releases are available at www.fairuse.stanford.edu/overview/releases/when/ .

APPENDIX A: INAPPROPRIATE BEHAVIOR

Good communication about appropriate behavior (a) helps people know and trust that you are diligent about keeping them safe, (b) warns against potential infractions, and (c) helps reduce confusion. The following are examples of inappropriate behaviors we ask all committee members to hold each other accountable to.

Actions that create immediate danger including, but not limited to:

- Violence
- Aggression like physical threats, shoving, or display of a weapon
- Sexual assault, abuse, or molestation

Hostility including, but not limited to:

- Uncontrolled anger and lack of self-control
- Intimidating others
- Inciting or provoking someone else to hostility
- Threatening, contemptuous, or caustic remarks
- Demeaning words or attitudes
- Derogatory or hostile words, phrases, epithets, or actions especially based on race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, or military status
- Jokes that mock another person or group of people.

Sexual harassment including, but not limited to:

- Sexual innuendos, comments, or jokes about sex, gender, gender expression, or sexual orientation
- Intrusive sexually explicit questions
- Repeatedly asking a person out for dates
- Touching, patting, punching, stroking, squeezing, tickling, or brushing against a person
- Ogling, leering, staring, or stalking

Undermining ministry of the church including, but not limited to:

- Trying to ruin or sabotage a program
- Trying to convince others (friend or foe) to leave the church
- Making threats of “Do what I want or I will...”
- Complaining about decisions to subordinates or general organizational members
- Trying to pit staff or leaders against each other
- Operating with cynicism (i.e., thinking the worst of people) or destructive attitudes
- Blaming others without taking personal responsibility

RESPONSES:

For minor actions (depending on the situation, like whether the person is a child or unaware of the inappropriateness of his/her actions), the person should be asked to step aside, have the inappropriateness of that behavior clarified, and be given an immediate warning. S/he may need to take a break. Further conversation may help the person explore appropriate ways to be in community. Major or repeated infractions may result in loss of leadership positions, privileges, or employment; disciplinary actions; suspensions; being asked to leave; being trespassed; and/or the police being called.

APPENDIX B: DSC EXPENSE STATEMENT

Expense Allowance for:

Name: _____ Date: _____

Address: _____ Board or Agency: _____

City, State, Zip: _____ Fund: _____

*Mileage: _____ @ _____ \$: _____

Airfare: _____

Taxi, Limousine or Car Rental: _____

Meals: _____

Miscellaneous (itemize) _____

Total: \$ _____

*Mileage allowance is 22 cents per mile. If two or more persons qualifying for expense allowance are in the car, the allowance is 26 cents per mile. Efforts should be made to "double up" to minimize cost in travel and lodging.

Applicant's Signature

Approved by

APPENDIX C: COMMUNICATIONS REQUEST FORM

Submit this request via email to communications@dscumc.org or to the Director of Communications.

DSC Staff Name: _____ Request Date: _____

Committee Contact: _____ Contact Info: _____

Conference Board/Committee: _____

Project/Event Name: _____

Project Request:

Project Deadline Date: _____

For Weekly Digest, request deadline is Thursday before 5:00 pm.

Check all that apply

Print Piece: Brochure Flyer Booklet Poster Business Cards

Website Content: Update New Info. Flyer/Poster/PDF Bulletin Insert

Social Media Help: Update New Info. Flyer/Poster/PDF

Graphics: Social Media Event Logo Photography Other _____

Press Release: NewsMedia Church Leaders Other _____

Article: Request Submission

Video: Request Submission

Equipment: Projector Photo Camera Video Camera Sound Recorder Hot Spot
 Screen Laptop iPad Wireless Clicker Portable White Board

APPENDIX D: PRESS RELEASE TEMPLATE

Date & Time

TITLE

FOR IMMEDIATE RELEASE (or other release date instructions)

Location

Contact person & email/phone number

Introduction or summary sentence.

1-3 very short paragraphs with event details (**Why**, Who, What, Where, and When). It's really important to include why you are having this event. It may be information revealing a community need, or it may be linked to the church's mission. Do some research and include a quick reference. Help the reporter by linking your event/news information to current national or local interests.

(Finish the write up with 3-5 pound signs to indicate the end)

About/Bio – This is where you can include a mission or vision statement.

Contact details and website or social presence if applicable

If at all possible, include a photo as a separate attachment that the reporter can use in their write up. Include the press release as a PDF attachment and in the message of your email. Email the message to yourself or the church's main email address and blind copy the news reporters. DO NOT include all the email addresses in the TO: or CC: address spots.

APPENDIX E: DSC COMMITTEE CONTACTS

Desert Southwest Conference Group	Chair	Staff
Archives & History	Jeff Mille	J. Barber
Camping & Retreat Ministries	Katherine Keller	R. Bartlow
Christian Unity & Inter-religious Relations (CUIR)	Mike Kerr-Osman	B. Fidlin
Church & Society, Conference Board of (CBCS)	Sam Richard	B. Fidlin
Death Penalty Reform	George Cushman	
Economic Inequality	Kent Olson	
Environment / Earth Care	Wendy Kreider	
Gun Violence Awareness Task Force	Howard Moses	
Human Trafficking	Lynn Wallesky/Trude McMahon	
Immigration/Justice for Our Neighbors	Ella Rawls	
Prison Reform	Dean Richardson	
Welcome & Reconciling	Stephen Govett	
Church to Church	Peter Vaught	A. Tang
Clergy & Lay Leadership Development	Julie Yarrow	A. Tang
Communications Commission	Carl Peterson	C. Dillabough
Disaster Preparedness & Response (ERT)	Fred Heggestad	A. Tang
Equitable Compensation		R. Bowman
Ethnic Local Church Concerns (ELCC)	Javier Olivares	A. Tang
Finance & Administration (CFA)	Matt Ashley	R. Bowman
Global Ministries, Conference Board of (CBGM)	Jim Wiltbank	B. Fidlin
Children & Poverty Task Force	Patty Ek / Lita Johnson	
Missions Secretary	Jeremy Embry	
Refugee Ministries	Barbara Eiswerth	
Sidewalk Ministries		
Health & Caring	Winnie Fritz	B. Fidlin
Higher Education & Campus Ministries (BHECM)	Janessa Chastain	A. Tang
Hispanic Ministries	Maribel Mojica-Calvo	A. Tang
Lay Ministries Board	Laurie Lineberry	A. Tang
Lay Servant Ministries	Sheryl McKinney	A. Tang
Native American Ministries (CONAM)	TBA	A. Tang
New Faith Communities	Anthony Dawson	D. McPherson
Ordained Ministry, Board of (BOM or BOOM)	Julius Keller	D. McPherson
Pension and Health Benefits	Robert Klein	R. Bowman
Personnel Committee	James Wallasky	R. Bowman
Religion & Race, Conference Commission on (CCORR)	Diana Volere	B. Fidlin
Small Membership Church	Michelle Kelley	A. Tang
Spiritual Formation	TBA	A. Tang
Status & Role of Women, Commission on (COSROW)	Kristin Longenecker	B. Fidlin
Strategic Direction	Barbara Davis-Hines	R. Hoshibata
Trustees	Steven Ziegler	R. Bowman
United Methodist Men (UMM)		A. Tang
United Methodist Women (UMW)	Alice Brown	A. Tang
Vital Faith Communities	TBA	D. McPherson
Volunteers in Mission (UMVIM)	Lorraine & Mike Eker	A. Tang
Worship Committee	David Devereaux	D. McPherson
Youth Ministry, Conference Council on (CCYM)	Kim Ogle	B. Fidlin

APPENDIX F: 2017 LAY AT-LARGE MEMBERS OF ANNUAL CONFERENCE

Archives and History	Jeff Miller
Camping & Retreat	Katherine Keller
Children & Poverty	Patty Ek
Church & Society	Sam Richard
Clergy & Lay Leadership	Julie Yarrow
Health & Caring	Winnie Fritz
Lay Ministry	Laurie Lineberry, and District lay leaders
Lay Servant	Sheryl McKinney
Religion & Race	Diana Volere
Strategic Direction	Barbara Davis Hines
Volunteers in Mission	Lorraine Eyer
Presidents of District United Methodist Men	
Presidents of District United Methodist Women	
Lay Members of General and Jurisdictional Church Boards and Agencies	

APPENDIX G: CONFERENCE URBAN MINISTRIES

Justa Center	Barbara Lewkowitz	www.justacenter.org
TMM Family Services	Don Strauch	www.tmmfs.org
UMOM	Darlene Newsom	www.umom.org
Wesley Community Center	Betty Mathis	www.wesleycenterphx.org

APPENDIX H: GENERAL CHURCH AGENCIES

Archives & History, General Commission on	www.gcuh.org
Christian Unity & Interreligious Concerns	www.ocuir.org
Discipleship Ministries	www.umcdiscipleship.org
Church & Society, General Board of	www.umc-gbcs.org
Global Ministries, General Board of	www.umcmmission.org
Higher Education and Ministry, General Board of	www.gbhem.org
Finance and Administration, General Council on	www.gcfa.org
Religion & Race, Commission on	www.gcorr.org
Status & Role of Women, Commission on the	www.gcsr.org
United Methodist Communications	www.umcom.org
Westpath Benefits & Investments (formally General Board of Pension & Health Benefits)	www.wespath.org

APPENDIX I: UM CENTER PHONE EXTENSIONS

Email addresses follow the format of the person's first name initial and their last name followed by dscumc.org. For example, Anthony Tang's email address is atang@dscumc.org.

Ext. Staff Name

- 261 – Anthony Tang**
- 221 – Billie Fidlin**
- 209 – Bishop Hoshibata**
- 236 – Carla Whitmire**
- 225 – Christina Dillabough**
- 214 – Cynthia Satchel**
- 211 – Dale Cook**
- 205 – Dave McPherson**
- 265 – David Topping**
- 200 – Debbie Neuteboom**
- 215 – Dina Reid**
- 264 – Jennifer Barber**
- 204 – Kim Parrott**
- 261 – Lori Davalos**
- 202 – Lucille Sterling**
- 236 – Neil Leftwich**
- 205 – Patsy Soto**
- 212 – Randy Bowman**
- 215 – Ron Bartlow**
- 209 – Shelley Shumaker**
- 236 – Susan Brims**
- 203 – Yvonne Fischer**

Desert Southwest Conference	
1550 East Meadowbrook Avenue Phoenix, AZ85014-4040	
Phone:	602-266-6956
800#:	1-800-229-8622
Upstairs Fax:	602-266-5343
Website:	www.dscumc.org

North District	
Phone:	702-369-7055
Fax:	702-369-7122
Email:	gwatson@dscumc.org
East District	
Phone:	602-798-8236
Fax:	602-266-5343
Email:	cwhitmire@dscumc.org
South District	
Phone:	520-325-2775 888-379-2862
Fax:	520-881-4133
Email:	swest@dscumc.org
West District	
Phone:	602-798-8236
Fax:	602-266-5343
Email:	cwhitmire@dscumc.org

DSC Foundation	
Fax:	602-265-1524
Website:	www.dsumf.org

APPENDIX J: DEVOTION TEMPLATE

Starting a meeting with a devotion doesn't need to be time consuming or complex. Here's an easy to use, four-part devotion formula you can use faithfully at every meeting.

1. Share a scripture.
2. Tell a brief story from your own life that connects to the scripture.
3. Be specific about what God is doing in your story.
4. Finish with a short and thankful prayer.