

AUUA CERTIFICATION PROGRAM

COMMUNICATIONS MODULE

Section 1

Goal/Area of Focus:

Gain knowledge of communications channels, both formal and informal, in your congregation/ organization.

Task:

Level 1: Identify all communication channels, (eg. newsletters, meetings, facebook, bulletin board, etc.) within your organization and create a chart outlining what they are, the goal of the communication channel, who has access, their target audience, how they are created, etc.

Level 2: Analyze the merits and hazards of these communication channels; are there ways in which these can be more effectively used to advantage for the organization?

Section 2

Goal/Area of Focus:

Written Communications Skills

Level 1: Write an article for your congregation/organization's annual report. Additionally, write a short newsletter article (200-400 wds) educating your congregation/organization regarding your participation in the certification process.

Level 2: Advocate for participation in the AUUA within our congregations and document how you have done this.

Section 3

Goal/Area of Focus:

Verbal Communications

Level 1: Identify a resource (book, workshop, webinar, class) on effective presentation skills and write a brief paper describing your findings and how you can best utilize them.

Level 2: have a discussion with your minister or religious professional about the importance of pastoral communications and the customer service aspects of the administrative role - include the outcomes of this conversation in the expanded paper on verbal communications.

Section 4

Goal/Area of Focus:

Social Media

Level 1: Identify social media outlets for congregational communication; identify resources and recommendations for best and safest processes for their use in congregations. Write a brief paper explaining your findings.

Level 2: create a document making recommendations for a policy within your organization.

Suggested Reference Materials

This list reflects only a small portion of the possible resources available on this subject and the candidate is encouraged to find and cultivate other resources for their use. Please note the resources used when submitting final material.

Oral Communication Skills

AUUA. *AUUA Guide Book*. AUUA, 2000.

www.toastmasters.org. Find a Toastmasters club, online store, tips, etc.

Written Communication Skills

Stunk, William, Jr. and E.B. White. *The Elements of Style*. NY: McMillan, current edition.

Publications

Alexander, Scott W. *The Welcoming Congregation*. Boston: UUA, 1990

AUUA. *AUUA Guide Book*. AUUA, 2000

Beach, Mark. *Editing Your Newsletter. How to Produce an Effective Publication Using Traditional Tools and Computers*. Portland, OR: Coast to Coast Books, 1988.

Software Manuals: MS Word, MS Publisher. Word Perfect, etc.

The Chicago Manual of Style 14th ed. Rev. University of Chicago Press, 1993

Williams, Robin. *The Mac is Not a Typewriter*. Peachpit Press, 1995.

www.uua.org/obgitc. Has a list of suggestions for inclusive language.

www.uua.org. – search newsletter production.