

REPORT OF THE COMMUNICATIONS COORDINATING COMMITTEE TO GENERAL SYNOD 2023

FOR INFORMATION

Over the course of the pandemic, Communications and the Anglican Journal have played an integral role within the Church, through content creation/distribution and developing delivery channels for pastoral care in the wake of the pandemic.

The department is now in a transitional stage – moving from a period of primarily reacting to events to becoming more strategic in our planning and enhancing our support for the emerging, transformational aspirations outlined in the strategic planning process.

Work of the Committee

The Communications and Information Resources Coordinating Committee met several times under the leadership of Chair, Rt. Rev. William Cliff to review communications planning around the digital publishing platform, the current state of the Anglican Journal, sections of the Committee’s mandate and the 2022 communications plan aligned with goals and Aspiration of the Strategic Planning Working Group.

Work Highlights of the Communications Team

Aspiration – nurtures right relationships among people of faith in local, national and global communities and networks

Anglican News Canada

Background:

In 2021, General Synod identified the need for a unified, digital publishing platform for the National Church, the Anglican Journal along with the diocesan publishing partners across the country. Currently 15 of 19 national publications are either on, in process, or in discussion to publish on Anglican News Canada (anglicannews.ca)

The Anglican Church of Canada launched the online news platform in February 2022, allowing readers to access the websites of the Anglican Journal and diocesan newspapers from a single location, while also making it easy for the newspapers themselves to share each other’s articles.

The origins of Anglican News Canada go back to a review of General Synod communications presented to the Council of General Synod in 2013, which proposed a “single news channel” for the national church.

Publications live on Anglican News Canada:

- [Anglican Journal](#)
- FaithTides (Diocese of Islands and Inlets)
- The HighWay (Diocese of Kootenay)

- Rupert's Land News (Diocese of Rupert's Land)
- Niagara Anglican (Diocese of Niagara)
- The Anglican (Diocese of Toronto)
- Anglican Life (three dioceses in Newfoundland and Labrador)

Publications in development for the remainder of 2023:

- The Messenger (dioceses of Edmonton and Athabasca)
- The Mustard Seed (Diocese of Brandon)
- Dialogue (Diocese of Ontario)
- CrossTalk (Diocese of Ottawa)
- Anglican Montreal (Diocese of Montreal)
- New Brunswick Anglican (Diocese of Fredericton)
- The Diocesan Times (Diocese of Nova Scotia and Prince Edward Island)

Publications in discussion:

- Arctic News (Diocese of the Arctic)
- Saskatchewan Anglican (three dioceses in Saskatchewan)

Aspiration – champions the dignity of every human being; works to dismantle racism and colonialism

The Anglican Journal

The Journal experienced significant change in 2022 with the addition of a new Editor and Writer however, the publication remained focused on delivering content from the wide diversity and views from across the church, not simply just representing the national office.

Staff are also committed to increasing diverse image and content in the Journal as outlined in our communications strategy.

Aspiration – nurtures right relationships among people of faith in local, national and global communities and networks

Aspiration – stewards and renews God's creation: protects and sustains the earth; pursues justice for all people

New eStore for Anglican resources launched in 2020

Worship books, hymnals and other Anglican resources found a new home online at anglican.ca/store in 2020. Anglicans and community partners began purchasing their Anglican Church of Canada (ACC) resources from the new ACC eStore, managed in partnership by General Synod and new distributor Gilmore Global.

The move to Gilmore Global and the opportunity to print on demand reduced the mass printing of certain publications and promoted a positive environmental impact. Discounted shipping of product also provides for equity within the church particularly in remote communities that simply don't have the resources to pay market rates for transportation of goods.

Aspiration – invites and deepens life in Christ

Online Lectionary

Background:

The Online Lectionary Project (OLP) is an ongoing project to update and enhance the publication and distribution of lectionary information—official and evaluation—to the membership of the Anglican Church of Canada.

The OLP will expand greatly on, and support the continued development of, our existing digital (lectionary.anglican.ca) and paper-based liturgical products: the *Book of Alternative Services* (BAS), the *Book of Common Prayer* (BCP), *McCausland's Order of Divine Service* (McCausland's), and other supplementary material.

The application will display—via an accessible and attractive interface— liturgical information for each day of the year. This information will be displayed in basic and expanded forms, allowing end users to display all liturgical options for each day. For Sunday's and for pre-determined special days, users will see a full order of service for export to Microsoft Word, PDF, local printing, and email.

The application will be programmed each liturgical year (December to December) allowing for the incorporation of new information and optional texts. This process will be completed approximately six (6) months before the start of each liturgical year.

To move the project forward, an alternative development model has been implemented; the development of the OLP has moved from purely in-house to a hybrid in-house/external developer model. The project is expected to be completed in the fall of 2023.

Aspiration – embraces mutual interdependence with the Indigenous Church (Sacred Circle)

Aspiration – nurtures right relationships among people of faith in local, national and global communities and networks

National Services and the launch of the Aspirational video campaign

Throughout the pandemic, Communications played an integral role in developing and promoting a full slate of national services:

Lessons and Carols

Sacred Circle

Sacred Teachings or Indigenous Church podcast series

Easter Sunday

Sharing of regional resources (including worship) for Advent and other opportunities

Working with the Strategic Planning Working Group, Communications also played a lead role in the development and rollout of the Aspirational videos with associated Bible studies on anglican.ca.

Genesis (overview video) – launched September

God’s Creation – launched in October

Right Relations – launched in November

Sacred Circle – launched in December

Human Dignity – launched in January

Life in Christ – launched in February

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Re-imagining anglican.ca

In the fall of 2023, Communications will embark on an ambitious redesign of anglican.ca with the goals to:

De-silo content

Improve accessibility

Ensure that content is up-to-date

Our approach and goals for 2022:

- Increase downloads on anglican.ca by 20% after the redesign.
- Upgrade analytics to allow for easier tracking of usage to see where people are visiting and see what current elements are (and are not) working.
- Update graphic design and layout to allow for more flexible and responsive page layouts and designs.
- Deep review of content organization and content to ensure it meets the strategic needs of the Church.
- Engage in usability testing throughout the redevelopment process to test and refine design concepts.

The initial work in establishing a test pilot within one church ministry has been completed and best practices will be applied to the rest of the ministries within General Synod.