

Membership & Media Coordinator Tim Schulz

While 2014 did not experience as many changes and challenges as 2013, we certainly continued to evolve and improve our offerings to everyone that we engage with as a church community.

2014 was our second year of having a Worship Planning Team, the New Horizons service, and the Anchored in Faith worship band. The planning, preparations, and worship services have become more cohesive and fluid. It has been wonderful to work together in this “team” format. So many people contribute their time and talent to each service, each week and it comes across in the joy and praise of our music and the emotions of the worship experience.

Sometimes a small idea turns into an entire service or multi-week theme. The themes we followed in 2014 allow us to focus on the season of our lives, to build upon biblical stories, to celebrate our church, and renew ourselves. On the media side of worship planning, these themes give us a consistent path to follow in the ways we communicate and the ways we tie together our various ministries with Sunday worship. The “We are All Witnesses” theme tied together our witnessing of the love of Christ and scripture stories with the mission work of our volunteers with our incredible youth ministry, the history and growth of this church, and the fall Stewardship Pledge period.

Each Sunday brings something new in my role as Membership & Media Coordinator. If I am not at the Welcome Center or in the Gathering Space, I can be found at the soundboard or TV room. One minute I am greeting a new family, the next I am changing batteries or updating a computer. I work closely with the Board of Membership and the Audio Video Team. We have amazing volunteers that welcome and greet people at every service. Our AV volunteers oversee our projections, sound in the sanctuary, the ALC-TV service broadcast, internet uploads and much more. All these entities make for a fast paced Sunday morning of making sure “all systems are go.”

Last winter we began preliminary work on our new website, avonlakeucc.org. The new site was launched in May and was fully functional in June. The new site offers overview of our ministries, news and events, but most importantly is a snapshot of our church community for people outside of the membership. The new website is a great vehicle for guests and people looking for a new church home to learn about us and what to expect before visiting.

With the launch of avonlakeucc.org, we also changed our staff e-mail domain from @thealucc.org to @avonlakeucc.org. This really identifies who we are and provides a consistency across our electronic media platforms as we also use AvonLakeUCC for our Twitter handle and Facebook profile.

On a weekly basis, I update our website with Kelly’s sermon, our worship service videos, news, events and information about next Sunday. I create and distribute our Thursday Weekend Update e-mail. The Thursday e-mail is an excellent resource for sharing church news and events. It is sent to over 850 people weekly and keeps everyone up to date on our happenings, while making it easier to register for events, visit our social media pages or even make donations. I created the slides you see online, at the Welcome Center, Gathering Space and in worship. I also have been

creating the worship theme posters that are placed around the building. Thank you to Mike Roach for his creation of several logos this past year.

The Board of Membership kept us active throughout the year with another ALUCC night at the Crushers on August 10, several enjoyable Dinner & A Movie nights, Prime Timer's lunches and the annual church picnic in August. Thank you to Marilyn Sommer for organizing Prime Timer's lunch and Teri Ann Jasany for her leadership as Chair of the Board of Membership, as well as bringing us the Dinner & A Movie programs. The board also worked closely with the Summer SOULstice concert and auction in June.

The Board of Membership provides hospitality to prospective church members through lunch at our Inquirers' Classes. We hold three class groups each year, two weeks back-to-back. That is six lunches provided by volunteers on Sunday afternoons that provide fellowship in a welcoming environment.

The three New Member Classes were welcomed into the church in February, May and November. 48 adults and 31 children officially joined ALUCC from many surrounding communities. We are proud that they have found a new home on their faith journey.

It is my pleasure to serve and represent this faith community. Going to work is never a chore and each week brings something or someone new. Our church truly is setting Jesus' example by loving and serving others. I am honored to be a part of that Christian message.

ALUCC ATTENDANCE REPORT

One part of my job is to track attendance data for our church. It is not a science, but the numbers are often helpful in planning and are reported to the UCC annually. Thank you to our Deacons and Ushers for counting at every service.

The numbers below, for 2014, are slightly lower statistically than 2013. While we continue to add new members and families to the church and are currently experiencing high visitation from guests (not enrolled members), our attendance numbers stay steady or fall slightly because people attend less frequently.

I am pleased to report that we remain in an enviable situation amongst churches. We offer two different services (Spirited Traditional and New Horizons) and maintain similar attendance at each (201 and 199). We also are serving and reaching more people than ever through many ministry channels that include youth programming, Adult Education, Cross Training, mission efforts, electronic media and of course our Sunday worship.

	<u>2013</u>	<u>2014</u>	<u>% change</u>
Total attendance, All Sunday Services and Christmas	20589	19588	- 4.8%
Average attendance, all Sundays (minus 12/28)	378.1	361.4	- 4.4%
Average Sunday Attendance, 9:00 AM	200.2	201.6	+ 0.7%
Average Sunday Attendance, 11:00 AM	210.5	199.1	- 5.4%
Average Sunday Attendance for January - May	392.3	392.1	0.0%
Average Sunday Attendance for Summer, 10:00 only	299.7	273.6	- 8.7%
Average Sunday Attendance for September - December	433.8	411.6	- 5.1%
Christmas Eve Attendance (all 4 services)	1132	965	- 14.7%