

# Communication Project Request Workflow

New Creation UMC Communications Team

## Key People:

- **Communications Director:** the owner of the communications process.
- **Communications Team:** volunteers who prepare, produce or publish the communication materials.
- **Ministry Team:** the pastor, team, leader, or individual responsible for the event or project.

## Step 0: Pre-Request

- The **Communications Director** contacts **Ministry Teams** three months prior to events listed on the Strategic Planning Calendar, then/or...
- The **Ministry Team** submits a Communications Project Request form through the church website. The ClickUp web app stores and tracks the request through the workflow. ClickUp emails the request to the **Ministry Team** and the **Communications Director**.

## Step 1: Visioning

1. **Ministry Team** schedules a Communications Planning Meeting (within two weeks) with the **Communications Director** through the Calendly web app.
2. **Ministry Team** and **Communications Director** collaborate on a Project Strategy Plan (PSP).
3. The **Communications Director** drafts the PSP, assigns a priority valuation, and submits the PSP to the **Ministry Team**.
4. The **Ministry Team** reviews the PSP, signs the PSP, and returns the PSP to the **Communications Director**.

## Step 2: Planning

1. The **Communications Director** reviews the timelines captured in the *Channels and Strategy* section of the PSP.
2. Using the timelines, the **Communications Director** schedules all production and publication in the appropriate tools, trackers, or web apps.
3. The **Communications Director** communicates the production and publication timeline to the **Ministry Team**.

## Step 3: Drafting

1. The **Communications Director** and **Communications Team** produces any conceptual artwork or copy for the project. The **Communications Director** submits concepts to the **Ministry Team**.
2. **Ministry Team** reviews concepts and will approve, revise, or reject concepts. **Ministry Teams** are provided two rounds of revisions.
3. With approval, the **Communications Director** and **Communications Team** begin producing and publishing materials.

## Step 4: Publishing

- The **Communications Director** orders materials from any outside vendors.
- The **Communications Team** prepares, produces, and publishes materials according to the production and publication timeline.
- The **Communications Director** reports to the **Ministry Team** on a regular schedule (either weekly or bi-weekly, depending on the priority valuation) to evaluate progress and consider modifying the PSP (if appropriate).

## Step 5: Reviewing

- After a project's production is completed, the **Ministry Team may meet** with the **Communications Director** to evaluate the effectiveness of the communications plan, capture lessons learned, and move forward with any planned next steps.

## Step 6: Completed

- The project request is **closed and marked as Completed**.
- All project files are archived on the church server for future reference.

## Exceptions

- **Small recurring requests** (like altar flower information for weekly communications), or **requests that extend from larger pre-planned projects** (like blood drive save-the-dates and event reminders) will not use the entire workflow. Since materials (boilerplates or graphics, for example) are usually already created, these requests will skip the Visioning (1), Drafting (3), and Reviewing (5) steps.
- **Simple production requests** (like printing or ad hoc yard signs for ministry teams) may not use the PSP structure at the discretion of the Communications Director. These requests may also skip the Planning (3) and Reviewing (5) steps.

## Responsibility Matrix

Step	Communications Director	Communications Team	Ministry Team
<b>Step 0: Pre-Request</b>	<ul style="list-style-type: none"> <li>• Contact ministry teams three months prior to events on the planning calendar</li> </ul>		<ul style="list-style-type: none"> <li>• Submit the project request form</li> </ul>
<b>Step 1: Visioning</b>	<ul style="list-style-type: none"> <li>• Draft the PSP</li> <li>• Assign priority valuation</li> </ul>		<ul style="list-style-type: none"> <li>• Schedule a planning meeting</li> <li>• Review and approve the PSP</li> </ul>
<b>Step 2: Planning</b>	<ul style="list-style-type: none"> <li>• Review timelines</li> <li>• Schedule production</li> <li>• Communication schedule</li> </ul>		
<b>Step 3: Drafting</b>	<ul style="list-style-type: none"> <li>• Produce concepts</li> </ul>	<ul style="list-style-type: none"> <li>• Produce concepts</li> </ul>	<ul style="list-style-type: none"> <li>• Review, approve, revise, or reject concepts</li> </ul>
<b>Step 4: Publishing</b>	<ul style="list-style-type: none"> <li>• Order materials from outside vendors</li> <li>• Report progress to the ministry team</li> </ul>	<ul style="list-style-type: none"> <li>• Prepare, produce, and publish materials</li> </ul>	
<b>Step 5: Reviewing</b>			<ul style="list-style-type: none"> <li>• Meet with the Communications Director for evaluation</li> </ul>