



Interim Council

Mennonite Church Canada

Mennonite Church British Columbia

Mennonite Church Alberta

Mennonite Church Saskatchewan

Mennonite Church Manitoba

Mennonite Church Eastern Canada

Communication Working Group

- 1) The Communication Working Group will develop an integrated communication strategy for the Area Churches and the National Church.
- 2) In doing its work the Group will develop its plan in a way that is consistent with the Future Directions Task Force Report and Addendum and is shaped by the structure proposal developed by the Executive Staff Group and approved by Interim Council for presentation to the Area Church Annual Assemblies.
- 3) In doing its work the Group will be attentive to the following questions:
 - a) What is the purpose of the communication work of the Mennonite Churches in Canada? What does that mean for the communication strategy?
 - b) The Proposal prepared by the ESG points toward a network-shaped structure for communication rather than a vertical structure. What are the risks and benefits of such a structure?
 - c) What are the communication needs related to the various aspects of the church's work? What are the priorities for communication?
 - d) What are the various audiences for the church's communication products?
 - e) Communication mediums are in flux in the 21st century context. What does that mean for current and emerging communication channels?
 - f) What is the brand? What level of brand consistency across all area churches is expected?
 - g) What role, if any, should the Canadian Mennonite play in a communication strategy for the Mennonite Churches in Canada?