



REVISION HISTORY

New document adopted 07/10/2013. This policy was developed based on ideas suggested at a March 3, 2013 stakeholder meeting. Participants were Loren McAlister (Standing on the Side of Love), Rich DiGeorgio (Communications), Geri Estren (Committee on Ministry), Kathy Frey (ARE, Standing on the Side of Love), Marty Friedman (Committee on Ministry), MJ Hansen (Worship Associates), Andrew Kidd (Building), Kathleen Konopka (Grounds), Robin Pugh (DLRE), Bernie Ruekgauer (HomeFront, Memorial Garden), Linda Shapiro (Membership), Roger Shapiro (Membership).

BACKGROUND/PURPOSE

Effective signage can help to make UUCWC more welcoming to newcomers and allow passers-by to perceive something of our mission and identity. Effective signage can also make evident some aspects of congregational life that might not be immediately obvious (for example, that children are an important part of our church community). In addition to these “messaging” types of signs, there is a practical need for clear yet attractive “wayfinding” signs that make it easier for people to find an office, classroom, or other location on UUCWC grounds.

The goal of this policy is to clarify responsibility, authority, and accountability for signage development so that UUCWC’s signage both is more effective and is created through an inclusive process of signage development and decision-making. This policy identifies two types of signs: first, “messaging” signs intended to send a message (about UUCWC’s mission, identity, or welcoming nature) developed through mandatory consultation with affected groups; second, “wayfinding” signs intended to help people locate places on church property, for which less consultation is required.

POLICY

- 1. Outdoor Church Name Sign.** The Communications Committee has primary responsibility and authority for the content, placement, and style of the large outdoor permanent sign bearing the name of the church and temporary banners hung underneath, but may not make changes to the permanent sign without the advice and consent of the Board. Communications is required to consult with the Minister and Facilities Management Team (FMT) before making a recommendation to the Board on changes in the permanent sign, and with the Minister concerning banners under it. Neither Communications nor the Board has the authority to change the church name shown on the permanent sign without the advice and consent of the congregation. FMT has responsibility and authority for maintenance of the sign.
- 2. Wayfinding Signs.** A wayfinding sign is one that helps people find a destination. FMT has responsibility and authority for style, placement, and content of wayfinding signs (indoors or outdoors), but is required to consult with Communications, the Office Administrator, and any group that is the subject of the wayfinding.
- 3. Messaging Signs.** A messaging sign relates to the church’s mission, identity, or desire to be welcoming. Communications has responsibility and authority to create messaging signs and to determine their placement. Every UUCWC group (whether a committee, ministry team, affinity group, project, or event planning team) is encouraged to develop proposals for messaging signs funded from the group’s budget. Regardless of the origin



of a messaging-sign proposal, Communications is required to consult with any group that may have an interest in the sign's message. If a proposal for a messaging sign originates from an interested group, Communications has the authority to alter the content or design but is not permitted to display the sign unless the proposer agrees to the alteration.

- a. **Dynamic Signage.** A sign is "dynamic" if the information it contains changes frequently. Communications has the responsibility and authority to create and determine the placement of dynamic signage (whether paper, canvas, or electronic) in consultation with FMT, the Minister, and the Office Administrator.
 - b. **Bulletin Boards.** Communications is responsible for and has the authority to decide the placement and assignment of bulletin boards (in consultation with the FMT and the Office Administrator). A UUCWC group assigned a bulletin board has the responsibility and authority to determine its content, subject to guidelines in a written Procedure. If material is out-of-date, either a designated member of Communications or the Office Administrator may remove the outdated material from the display.
 - c. **Temporary Event-Related Signage.** The Office Administrator, in consultation with Communications, the Minister, and the group proposing temporary signage, has primary responsibility and authority to approve the placement, style, and content of temporary signs. If there is disagreement among those consulted about the placement, style, or content of a temporary sign, Communications (or a designated member of Communications) has final decision-making authority.
4. **Procedures.** Communications is responsible for and has the authority to write procedures for developing messaging signage; for display of temporary event-related signage; for the development of content for electronic signage; and for bulletin board placement, assignment, re-assignment, appropriateness of content, and updating.
 5. **Accountability.** Communications and FMT are accountable to the Minister for correct implementation of this policy. The Minister is accountable to the Board. The Board is responsible for policy and has the authority to make and change policy, but remains accountable to the congregation for its policies and for its adherence to them.

GUIDELINES

Placing responsibility and authority for most "messaging" signage decisions with Communications Committee will help UUCWC create consistent and visible indoor-outdoor messages about mission, identity, and the welcoming nature of our church. It is anticipated that ministry teams and other groups in the church will have ideas for outdoor and indoor signs to promote their projects and messages. For example, the "Standing on the Side of Love" outdoor banner, paid for by the Standing on the Side of Love Team, sends a message about UUCWC's mission, identity, and purpose. Communications is expected to encourage ministry teams to develop outdoor and indoor messaging banners and to consult with all affected teams and groups when planning or considering a sign.