

Pacific Yearly Meeting Communications Committee Report to Representative Committee 2021

SUMMARY Communications Committee is requesting a budget augmentation of \$3,000 for FY 2020-2021 to support our ongoing work implementing the PacYM communications database. We are also asking for input on a set of draft policies which would guide the use of the PacYM communications database and derivative files. We expect to bring these policies (possibly revised) to Annual Session 2021 for final approval.

Dearly Beloved Friends,

In worship at our virtual committee retreat this past fall, we became clear that our main leading this year was to further the immense work of implementing the communications database.

Conscious from the outset that our work is large and could burn us out, we tried to divide ourselves into three workgroups with one monthly Zoom call each, in addition to our monthly full committee meeting:

- “Data In,” responsible for reaching out to monthly meetings and getting data (Friends’ contact, membership, and role information) into the communications database
- “Data Out,” responsible for developing and documenting the policies and procedures for how the data would be used
- “Miscellaneous,” responsible for posting documents to the website, hiring the IT administrator, implementing G Suite and role based emails, and scanning past Annual Session documents. This group has also met separately as a website group and a G-suite working group.

The workgroups undertook the following tasks:

Data In

1. Finished collecting data from Appleseed, Claremont, Humboldt, La Jolla, Orange Grove, and Redding Meetings.
2. Began collecting data from Central Coast, Grass Valley, Mendocino, Orange County, San Diego, and Santa Monica Meetings.
3. Began preparing to collect data from Berkeley, Chico, Live Oak, Mexico City, Redwood Forest, Sacramento, and Santa Cruz Meetings.

Data Out

1. Drafted a “Directory Handbook” that describes how to manage the directory database and includes policies guiding its usage
2. Developed prototypes of monthly meeting directories that can be created from the database.
3. Researched options for creating email distribution lists from the database.

Miscellaneous

1. Finished scanning and uploading to the website Annual Session and RepCom minutes from 1947–present.
2. Continued to post items on the website and make improvements to the user’s website experience.
3. Created a searchable Google map of monthly meeting locations and posted this on our PacYM website.
4. Opened a G Suite account and set up role-based emails for key PacYM positions.

We also are developing a PacYM directory handbook that will document and provide an institutional memory of our policies and procedures related to the communications database. We are asking for

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input on a set of draft policies which would guide the use of the PacYM communications database and derivative files. See the attached policy document.

Though the work of our committee still feels overwhelmingly large and we are still struggling to organize our work such that each member serves on only one workgroup, we have been blessed with energy and support from beyond our committee—Friends Andrea Harman, DJ Bloom, and Genie Stowers have contributed their expertise to the directory project, and Friends Bill and Linda Heinemann of Espenshade Consulting have continued to serve as our consultants for implementation of the communications database.

Throughout our work so far this year, the spiritual currents underlying the work have had to do with stewardship.

- We have sought to better steward our committee's knowledge by documenting our procedures so that knowledge is not lost when committee members cycle off the committee.
- We have wrestled with how to simultaneously be caring stewards of Friends' data and embrace our Quaker call to radical vulnerability. Our committee approved a minute describing our struggle to balance privacy concerns with our desire for open, easily accessible information, and we are using this minute to guide us as we develop policies for how information from the database may be used.
- We continue to consider faithful stewardship of money and energy as we work with Espenshade Consulting and seek to hire an IT Administrator.

We are requesting an augmentation of \$3000 to continue to support our work on the database by contracting with Espenshade consulting. As of January, we have spent \$8,223.75 for this work, leaving a current balance of \$1,976.25.

We are discussing asking nominating to formally add our volunteers to our committee so that their travel expenses could be reimbursed in the future.

We are pleased that we are making progress on our projects and look forward to continuing our work.

Draft Policies

The Committee brings four attached policies for a first reading:

1. Entering Data on Behalf of Another
2. Information included in the Salesforce database
3. Access to directories derived from the Salesforce database
4. Transmission of directories derived from the Salesforce database

The Committee requests feedback on these policies so they may be amended as needed and brought for approval to Annual Session 2021.

Members of our committee include: Lawrence Alderson, Arthur Kegerreis, Allison Kirkegaard, Keenan Lorenzato, George Mills, and Kate Watkins (Clerk). Sharon Gates (Assistant to the Clerk), Jan Tappan (Historian/Archivist), the IT Administrator (currently vacant), and Rebekah Percy (Youth Programs Coordinator) serve ex officio on the committee. DJ Bloom (Statistical Clerk) and Andrea Harman are not members of the committee, but have been participating in our work; we are grateful for their service.

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Communications Committee
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Policies for first reading:

1. Entering Data on Behalf of Another

Being united that Spirit is leading us to develop a comprehensive communications database for the whole yearly meeting (see Minute RC 2020-11), Communications Committee believes that faithfulness to this leading requires each Friend within the Yearly Meeting to participate fully in the database unless that Friend is specifically led otherwise. We both expect full participation from most Friends and support Friends for whom issues of safety mean that they are led to not participate.

When a Friend does not provide their information for the database, whether because they have been led not to or because they are unable to input their information themselves, the Communications Committee, guided by spirit and in consultation with the directory manager of the Friend's Monthly Meeting, may enter into the database limited information about them from other sources (e.g., monthly meeting directories):

- Full name
- Primary Monthly Meeting
- Membership status
- Email address
- Phone number

This information will be classified as "Do Not Publish" in the database, meaning that it will not be visible in any directories or other products derived from the database and only individuals with direct access to the database (a small number of Friends who serve in certain Yearly Meeting roles and who have undergone training to use the database) will be able to see it.

2. Information included in the Salesforce database

The PacYM Communications Committee, which is responsible for the PacYM Salesforce database, is committed both to simplicity and to providing PacYM officers, committees, and representatives with the information they need to carry out their ministry. As of February 2021, the committee has discerned that the database will store the following information:

- full name
- year of birth
- pronouns
- racial/ethnic identities
- mailing address
- phone number
- email address
- primary monthly meeting or worship group
- secondary monthly meeting or worship group, if applicable
- membership status
- roles served in primary/secondary monthly meeting

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The committee will request that Friends with children (under 18) in their care provide the following information for each child:

- full name
- month and year of birth
- primary monthly meeting or worship group
- name of parent/guardian

Additionally, the committee will request that Friends who sometimes bring children who are not usually in their care (e.g., grandchildren, children of another Friend) to Quaker gatherings indicate this.

3. Access to directories derived from the Salesforce database

Direct access to the Salesforce database will be limited to as few Friends as feasible, and these Friends will be required to undergo Salesforce training before being given access.

Any member or attender of a monthly meeting or worship group within Pacific Yearly Meeting, and any Friend serving on a Pacific Yearly Meeting committee, may view and download the current PacYM directory as a pdf.

Quaker organizations, Friends from other yearly meetings, and individuals with a need to contact Quakers (e.g., a researcher of Quaker history) may contact the PacYM Communications Committee to request directories. Communications Committee will then consider whether the request is in accordance with the paired goals of striving to trust that of God in every person and respecting the privacy needs of each person whose information is stored in the database.

4. Transmission of directories derived from the Salesforce database

Friends are expected to practice respectful stewardship of other Friends' personal information.

Accordingly, Friends may not send directories by email. A Friend who wishes to share a directory with another Friend within Pacific Yearly Meeting may:

- instruct them how to download a copy from the PacYM website, or
- print a copy and share it in person or by postal mail

Friends should not share directories outside of PacYM. If someone outside PacYM needs access to a directory, they should contact the Communications Committee (communicationsclerk@pacificyearlymeeting.org).