



Lauren Lacson
Director

About the Team

Lauren Lacson has served as the communication director at SCC since January 2018, working since June 2016 with the previous director, Betty Cooney. Lauren is passionate about building relationships and sharing relevant stories through an integrated communications approach.

Her experience includes journalistic reporting, project management and social media management. She is responsible for engaging with and informing our constituency.

Lauren has a bachelor's degree in communication with an emphasis in journalism from Pacific Union College, as well as a Master of Arts degree in strategic communication. She is married to Ryan Lacson, Bible worker here in our conference.



Araya Moss
Communication Specialist

Araya Moss joined the department as communication specialist in March 2019. She comes from a public relations background and is eager to share the news and stories from our conference churches, schools and members with our audience, through a variety of methods.

Her enthusiasm for sharing the message and building connections utilizing the latest tools and strategies in the industry has proven to be an asset to the department.

Araya graduated from Pacific Union College with a degree in Communication, with an emphasis in public relations.



Storytelling is one of the core functions of this department, and we do this in a variety of ways.

Sharing Your Stories

Our churches and schools are involved in wonderful ministries. It is our mission to share the impact of these events beyond their immediate local audience. In the last four years, the communication department has utilized various methods (print, digital and more!) to share these stories of our churches, schools and members.

The Pacific Union *Recorder* magazine continues to feature multiple SCC stories each month, including those in the *Southern Connect* newsletter insert (which was redesigned in the summer of 2018). Additionally, our SCC website archives these stories and they are also shared on social media.



In Touch E-Newsletter

This department has for years been responsible for publishing a twice-monthly newsletter to keep constituents informed of conference events, both in local sister churches as well as the conference as a whole, the Pacific Union and the North American Division.

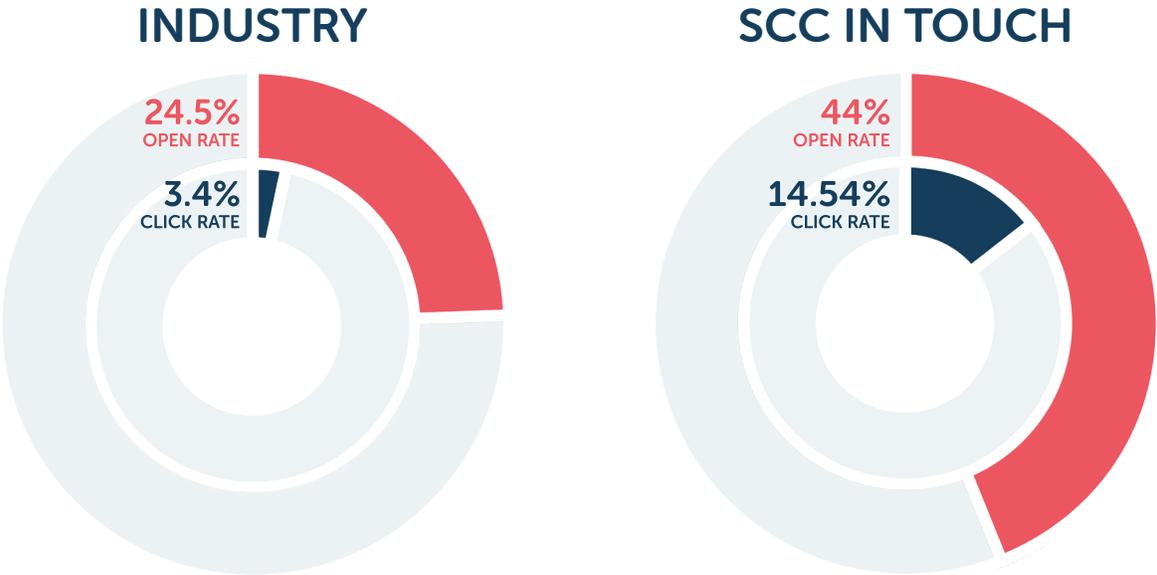
In 2016, the print version of this newsletter was discontinued as more concentrated energy was placed on creating a more modern and user-friendly digital version. In March 2018, this newsletter was redesigned and optimized for delivery via MailChimp. Various types of content were added to the events, including a message from the president and a spotlight on recent stories from our churches and schools, featuring photos and videos.

The e-newsletter is sent on the first and third Tuesday of every month. Open rates and click rates have maintained percentages that are significantly higher than industry average.

The department is currently involved in a significant effort to grow the list of subscribers who receive this e-newsletter, as it is a primary source of direct connection between the SCC office and its constituents. The list has grown more than 40% since its March 2018 launch, with 425 subscribers as of August 12, 2019.

Industry (Religion) vs. SCC E-Newsletter Performance

*AVERAGES AS OF 8/12/2019



Social Media

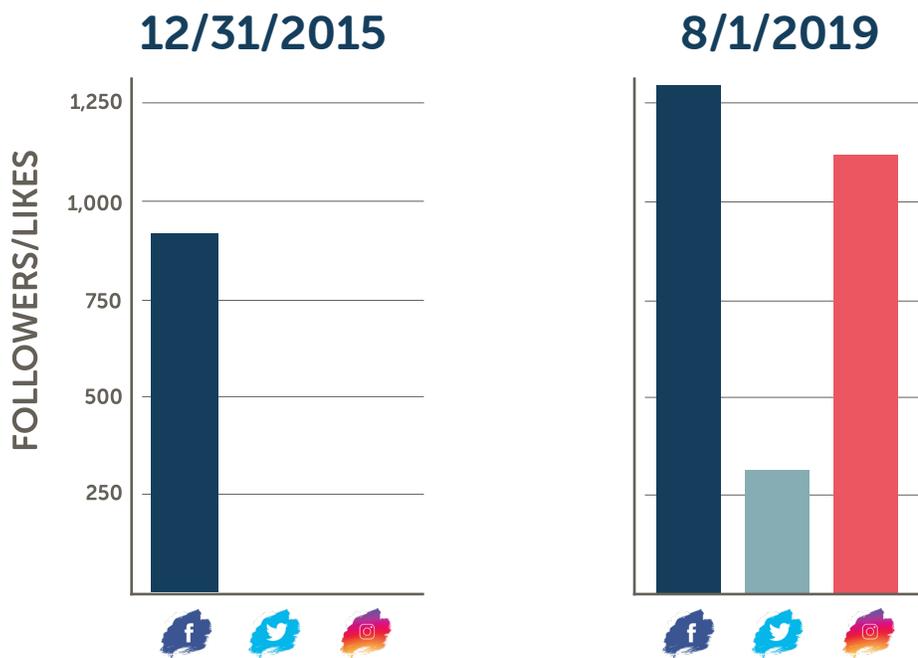


This has proven to be an area of great opportunity and growth throughout the past four years. Facebook was previously the conference’s primary channel, with minimal activity on Twitter, YouTube and Vimeo. The SCC Instagram account was created in 2016, and its following grew quickly. Additionally, all accounts are now graphically branded and the handle @SCCAdventists is used across all platforms.

As we seek to share relevant content, we monitor analytics and engagement data on an ongoing basis. This helps us respond as appropriate so we can meet the needs of our audience. In this way, our content and strategy continue to evolve. This year, we have started a new campaign entitled “Say Hello” that allows our audience to engage with our members and staff as we work to build genuine relationships via our online platforms.

We will continue to see this area transform in the coming years. The department will stay informed on industry news and make adjustments to its strategy as necessary on an ongoing basis to reach as many souls in this digital missionary field as possible.

Comparison of Social Media Following by Platform
WHERE DATA IS AVAILABLE; 3 PRIMARY PLATFORMS.



Training Events

Training events are an important function of this department, as they equip communication leaders in our local churches to best communicate with their congregations and communities.

This past term, we hosted the following events:

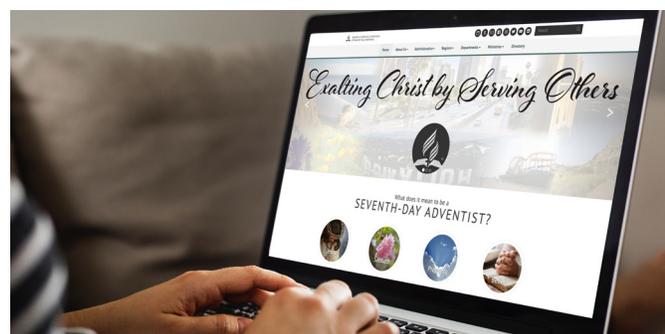
- 2015: Communication Workshop
- 2016: SCC & SECC Communication Workshop
- 2017: Tech Expo & Podcasting Workshops
- 2018: Communication Workshop ([click for the recap!](#))
- 2019: SCC & SECC Communication Workshop

The 2018 and 2019 events were accompanied by surveys, which allowed participants to offer feedback that the department is using to structure future events. Moving forward, the department is excited about offering virtual training opportunities in addition to consistently relevant in-person events.

Website & Directory

Two major changes that took place during the past four years revolve around the conference website and personnel directory. Both were revamped in 2017 to be more easily accessible and relevant.

In addition to the website's design and layout, the content and sitemap were also updated with the perspective of a visitor-friendly tone in mind. The directory was recreated in mobile app format to be more user-friendly and frequently updated. Access to this information is granted to select conference staff and volunteers, as it has been in the past. It is also available via an Internet browser.



Conclusion

The rapidly changing field of communication represents an ever-present challenge and opportunity. This department is committed to bringing the latest strategies into the work of this conference for the purpose of fulfilling its mission. We exist to provide tools to churches and information to the community about the precious gospel message we have been entrusted with.

Our goals for the next four years include building an even stronger and more robust presence on our most active social media platforms (Facebook, Twitter & Instagram) while also expanding into more strategic activity on our latent platforms (YouTube & LinkedIn). It's increasingly important that we nurture a stronger connection with you — SCC members, employees and friends. This is why we are also exploring effective ways to do so, like our *In Touch* e-newsletter. We are also eager to offer more hands-on, practical training events in response to feedback we have received. These events will address the most relevant topics: websites, social media, graphic design and more.

While our work is transforming daily, along with our tools and methods, the core of our mission and desire stays the same. We know that we have a vast opportunity before us, as the internet becomes more and more integrated into the daily life of our community. This is why we take to heart this counsel from Ellen G. White: “Let every worker in the Master’s vineyard, study, plan, devise methods, to reach the people where they are. We must do something out of the common course of things. We must arrest the attention. We must be deadly in earnest. We are on the very verge of times of trouble and perplexities that are scarcely dreamed of.” -Letter 20, 1893, Ev. 122.4.

As we continue to share the ways our members and churches are doing ministry in the local communities throughout our territory, embracing community and exalting Christ in their daily work, we look forward to the day Christ will return.

In His Grace,

Lauren Lacson

*Director, Communication
Southern California Conference*