

**Diocesan ECW  
Communications  
Spring 2006 Report**

**1. Website** [www.alabamaecw.org](http://www.alabamaecw.org)

- a. Updated regularly: What's New page has changes/updates
- b. Contact Info for each parish needs attention – this is under each Convocation listing
  - i. Look at column for date of last update
  - ii. Form is now on website to print out and complete and send to Lisa Gruner and copy Convocation Coordinators – we plan to get this a true online form
  - iii. Getting this info update is very important – helps us get communications to women of diocese – such as for upcoming fall conference
- c. Fall Conference webpage started
- d. I am putting all board and committee reports on the website that are sent to me.
- e. Tell the parishes in your convocation about the website. Encourage them to send info to me for parish events, fundraisers, photographs, items for sale, etc.
- f. More people are discovering our website. Especially since Alleen's report to Diocesan Convention.
  - i. Website page view statistics

	Unique Visitors	Hits
January (partial month)	219	2,418
February	480	5,323
March	499	5,135
April to date	296	3,882

- ii. Concerning keyword/phrase searches that help people find our website:
  - 1. ECW Scholarships is one of highest (after general pages of ECW board and calendar)
- g. Still need your help in getting the word out about the website and to use it
  - i. Idea: Put the website address on every ECW correspondence you do (paper and email). Tell your parishes to list it in their parish newsletters.

**2. The Apostle**

- a. Deadline for The Apostle is week before end of month before the month you want published.
  - i. Send to Communications Chair at least 1 week before the below dates:  
(2 weeks for non-electronic submissions)
    - 1. May 1 for the June issue
    - 2. July 1 for the combined July/August issue
    - 3. August 15 for the combined September/October issue
    - 4. October 1 for the November issue
    - 5. November 1 for the December issue
    - 6. December 1 for the January issue
    - 7. January 2 for the February issue
  - ii. Photos are good!
  - iii. Convocation meetings in spring and fall are good example of what we want, plus parish events and Program (UTO, CPC, Scholarships, etc) info.

**Recommendation:**

When you need to make a document readable by just about anybody on computer, you can put it into PDF format free by going to <http://www.pdfonline.com>