

1 **ACTION REQUEST #13**  
2 **2019 OREGON-IDAHO ANNUAL CONFERENCE**  
3

4 **TITLE: Formation of a Study Committee on Communication**  
5 **SPONSORING GROUP OR INDIVIDUAL: Jessie Connor; Esteban Galan; Carter Lybeck.**  
6 **SPOKESPERSON: Carter Lybeck**  
7 **SPOKESPERSON'S ADDRESS: 775 E Center St Apt 4, Logan, UT 84321**  
8 **SPOKESPERSON'S E-MAIL: carterlybeck@gmail.com**  
9 **SPOKESPERSON'S TELEPHONE: (208) 716-2729**  
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11 **I/We petition the Oregon-Idaho Annual Conference to take the following action:**  
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13 WHEREAS any change in the current United Methodist expression in the Western Jurisdiction  
14 would require a communications strategy both between established conferences along with an  
15 external marketing campaign informing the world of the name, logo, and internet/social media  
16 presence of the new Wesleyan expression.  
17

18 BE IT RESOLVED The Oregon-Idaho Annual Conference directs Conference Leadership to  
19 work with Western Jurisdiction to develop a Study Committee on Communication that will have  
20 the authority to report to the 2020 Annual Conference the results of a study including, but not  
21 limited to, how best to communicate this change in expression both within our established  
22 networks (internal communications between conferences) and beyond annual conferences  
23 (external marketing campaigns)  
24

25 BE IT FURTHER RESOLVED the Study Committee shall advise the Annual Conference and  
26 Conference Leadership on how best to use the study to inform and implement streamlined  
27 systems of communication in our conference, including possible applications of marketing  
28 campaigns in the future.  
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30 BE IT FURTHER RESOLVED when complete, the findings of the Study Committee shall be  
31 made publically available via the Oregon-Idaho Annual Conference website, and included in the  
32 2020 Annual Conference Pre-Conference Journal.  
33

34 **SUPPORTING INFORMATION:**  
35

36 **What will this action accomplish?**

37 If the United Methodist Church undergoes a schism, the remaining pieces - however they may  
38 fall - will need to know how best to rebuild themselves. Communication and marketing are  
39 intrinsic to the success of anything that may come next.  
40

41 **Why is it important?**

42 In the Oregon-Idaho Annual Conference, we want to honor our Wesleyan traditions and not lose  
43 sight of where we came from. Without communication, the people will not know where to turn  
44 when they wander in the proverbial wilderness. A successful marketing campaign with a logo,

1 name, mission statement, and internet/social media presence will be invaluable to the success  
2 of our future church.

3

4 **How will it be carried out? By whom?**

5 The committee will be formed jointly by the Oregon-Idaho Annual Conference and the Western  
6 Jurisdiction Leadership so that it may have the broadest possible applications. This committee  
7 will ideally include multiple voices from the youth, the LGBTQ+ community, and people of color,  
8 honoring intersectionality whenever possible.

9

10 **How much will it cost? Where will the money come from?**

11 Cost to print in the Annual Conference Journal and staff time to process the request with the  
12 Western Jurisdiction leadership.

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