

**Spiritual Living Center of Atlanta
June-July 2015
Board Meetings**

June 2015 Board Meeting

SLCA Survey Results by Tom Woodward

The survey was conducted so to better understand:

- Demographics of SLCA's community & changes since the 2013 survey
- Interests of the community
- Involvement with SLCA
- Use of communication technology
- How well SLCA is aligned with its core values
- Value of our Adult Education & Youth programs

There were 450 responses to the survey. The survey category results showed that the highest percentage was in the category "Continued Personal Growth; and the lowest percentage score was in the category "Healing from the Past". Attention will be given to the fact that "Continued Personal Growth" was the highest scoring category of what the community says they want more of in their lives.

July 2015 Board Meeting

SLCA On-line Update by 60 Second Communications Marketing Team

Jamie presented the key strategic insights for the growth of SLCA On-line:

- Have a stronger brand,
- Build a more engaged community,
- Create relationships before asking for the sale

Website traffic has increased more than 300% and the spikes in traffic are attributed to greater distribution of SLCA content. Most of the users came to website when prompted by e-newsletter.

The marketing team would track and analyze the trends of the Facebook ads, and build a baseline platform over a four-month period. The biggest resources we have are the podcasts and the other class content. Volunteers will be instrumental in labeling and organizing the content.

The webinars, the blog posts, and the podcasts are all internal products, which will require management and organization by volunteers. The only team available is the

SLCA On-line team and we will need to ask for additional volunteers. The marketing team will provide the plan and the framework.

New Way to Tithe

The Board decided to keep up with changing times and presented to the community with the “Easy Tithe” text application.

Marketing Dream Team Representatives – By Tom Woodward and Lorri Palko

Lorri and the team created a 15-minute video that presented the survey results, the leadership summit values, the Board’s retreat goals, which has been posted on SLCA’s website for the community to view.

Thank You Calls to Givers

During the month of July, the Board members called the contributors on their listing to say thank you.

Long-term Building Strategy by Linda Chmar and Tom Woodward

Tom and Linda reached out to the Mid-town and Ameris banks to discuss potential leasing options.

Tom presented a 10-year debt reduction plan. Tom presented the Board with a chart that illustrated property cost and value, total debt, and mortgage principal projected out over the 10-year period.