

2026 Communications Coordinator and the Communications Team Annual Report

Looking back at this past year:

2025 was a year of continuing to expand and explore how the communications role can most help the Via de Cristo movement. The Executive Committee continues to look at the best way to organize the communications team for the NLS.



This team currently consists of:

- Karen Weires, who leads the team as Communications Director and serves as Web Master.
- Amanda Hunter, who heads up the Newsletter
- Heather Muga, who is managing the Facebook Page
- Randy/Marcia Poisel - Registrar

This past year, we have:

- Transitioned to a new organizational structure with Communications Director leading the above named team.
- Effectively transitioned to Gsuite for Nonprofits to manage the Board Emails and Documents. We have created a google drive to manage our historical and operating documents. This includes uploading any NLS Board minutes and financials as well as the currently operational Palanca repository, which you can access from the via de cristo website, <https://viadecristo.org/about/weekends/palanca/>
- Worked with Archivist, David Leverenz, to create a repository for all of the historical documents that he has gathered. We will be looking to allow public access to some of this information via a link on the website, stay tuned!
- Karen has also taken over managing the website and has been working to keep it running smoothly, despite some server issues.
- Continued sending out emails using our Constant Contacts Account and working to update the mailing lists with the help of Heidi Schneiter, Secretary and Randy and Marcia Poisel, Registrar
- Utilized the Facebook page as we have in the past (daily prayers and such) as well as exploring additional ways to utilize this medium. If you haven't, please follow us at <https://www.facebook.com/viadecristo>
- Continued to distribute *Conexiones* on a quarterly basis. Just a reminder *Conexiones* comes out in the months of March, June, September, and December. There will also be a special Annual Gathering edition each day of the Annual Gathering.

Looking ahead to this year:

Over the next year the Communications team is looking forward to continuing to build a robust communication plan so that everyone can stay informed. If you have suggestions or comments, please email them to Karen at commdirector@viadecristo.org

2027 Goals:

- *Conexiones* will continue to be a quarterly newsletter, with special daily editions for the Annual Gathering.
- We're looking to expand the content of the *Conexiones* to include input and activities around the community. If you would like to share regional updates, special events, Personal Faith Journeys, God Moments, Inspirations, etc. please send them to newsletter@viadecristo.com.
- The Communications team, along with the Secretary and Registrars, continue to strive to update the database to more effectively communicate with the appropriate leadership. This is an ongoing and daunting task with 38 secretariats all choosing their officers at different times throughout the year. Please be patient as we work to streamline this process. We are currently researching ways to provide electronic means for updating your access to make that process easier. Stay tuned!

- We continue to seek new and fun ways to use our Facebook page so it can be a tool for the Via de Cristo community. If you have content that you would like to see included, please let us know.
- We're always looking at ways to enhance the website and make it more interactive. This year we continued to add to the Palanca repository to the website, which appears to be working well. If there is additional content that you would like to see added, please email Karen.
- Constant Contact has an SMS (texting) feature which we have not yet explored. If there is enough interest, we may consider adding this option as a communication tool. Please let us know on the AG survey if this is something you would be interested in.

We are also looking for more people to help with Communications Team, especially with the Website, as well as with Facebook, Conexiones and other email requests. Please let us know if you are interested.

God loves you and so do I,
Karen Weires
NLS Communications Director
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