

Communications Committee Quarterly Report, April-June, 2006

1. Installed suggestions boxes in OLR & SAG. Chris Lundin collects suggestions from these sites.
2. Marguerite Purcell & Mary Sullivan attended a two-evening diocesan-sponsored communications workshop. Some of the suggestions they brought back included:
 - a. Measure the progress of communication efforts. This may mean counting how many bulletins are left over on Sundays, how many hits the Web site receives, etc.
 - b. Move parishioners over to e-mail.
 - c. Have one staff person only be responsible for the review of all communications.
 - d. Use surveys and/or focus groups to make progress happen.
 - e. Pay attention to "touch points,"---places/people/media where prospective parishioners get an instant perception of the parish. Make sure the church/kiosk reception area is attractive and contains all the necessary communication vehicles.
3. The local motels were running low on parish flyers, so Kay Williams had a second batch printed and mailed.
4. Committee members agreed they would like to serve as members of the editorial board proposed by Fr. George.
5. A job description for a parish calendar keeper was created. A meeting with a prospective volunteer has been scheduled.
6. Webmaster Mike Flynn has been teaching Rob Manfrey how to post Youth Ministry items on the Web site.
7. Mary Sullivan discussed with the Diocesan Environment & Art Committee the feasibility of bulletin boards at STA.
8. Discussions have been held regarding enhancing the Website, including the feasibility of posting forms such as registration, baptism, etc., that may be downloaded.
9. The parish booklet is currently being updated by Chris Lundin and Mary Sullivan.

10. Several samples of other parish's bulletins were reviewed and discussions held with some of the editors. Mock-ups of new front pages have been created, and discussion is continuing about possible changes, including expanding the number of pages.

11. A Web site and bulletin survey was conducted. 53 responses were received. Results:

Do you go on the Web site?

21 yes.

32 no.

If not, why not?

11-don't use a computer

4-prefer the bulletin

What would you like to see on the Web site?

11-upcoming events

4-Masses on special days

2-photos from parish events

Also, "more attractive," "more artsy," "photos of church interiors," "photos of ministry leaders."

Do you read the bulletin weekly?

All but one said "yes."

What matters the most about the bulletin content?

(in order)

events

Fr. George's message

collections

social justice

(prayers for sick & homebound

garden

people

Mass schedule/intentions

presiders' schedule

holy days

Recommended changes to bulletin?

(*means more than one person suggested this*)

Big photos

PSC agenda before the next PSC meeting

*PSC minutes *

*Shorter lead time for submitting announcements *

larger print

List of meetings for all ministries—time, place, etc.

eight pages

Information page about parish for visitors/newcomers

less verbiage

Activities at other parishes (lectures, Taize)

Inspiring articles

Thomas Merton thoughts & teachings

Presider for not only the coming week but the current week

Holy days of obligation/Holy days in bold

Summary of finance committee meetings

What parish is doing to help others

Less politics, more spirituality

Garden

Faith-sharing

Keep garden to six lines

What parish is doing to save energy and lead in the environmental movement

Submitted by Mary Sullivan, Recorder, July, 2006