

**Minutes
Communications Committee**

January 8, 2009

These are the minutes of the Communications Committee monthly meeting.

Attendees:

Steve Hill	Mike Hoffman	Lorinda Rodrigues
Mabel Hoffman	Ed Johnson	Marieann Shovlin

1. Opening prayer and intentions

The meeting was opened in the rectory meeting room at 7:10 pm by Marieann, who led the opening prayer. (Mike was attending the Parish Advisory Council meeting in the Community Center. He arrived at approximately 7:45 pm).

2. Approval of last meeting's minutes

The December 11, 2008 meeting minutes were approved.

3. Communications Committee Welcome Brochure

Lorinda distributed an updated draft version of a tri-fold welcome and recruiting brochure for the Communications Committee. The committee liked the content and layout, and made just a few suggestions for edits. Members were asked to submit constructive comments to Lorinda via email.

The goal is to work via email before the next meeting, so that Lorinda will have a final design to submit for approval.

We need to have printed copies for the upcoming ministry faire occurring in late April or early May.

Steve brought his camera to the meeting, but we all forgot to pose for a group photo because the meeting ran over time, and people were anxious to leave. He will bring his camera to the next meeting.

Ed owes descriptions for web-related jobs.

4. Newsletter

Steve distributed the story plan for the spring newsletter. He reviewed the status of the stories. Some have been submitted and others are well on their way to being complete by the January 30 deadline. He will have the draft newsletter prepared for the February 12 meeting. He was tasked with taking a photo of the tabernacle for Pat Schaaf's story, which he did with Ed after the meeting.

Janice received feedback that the newsletter was getting away from 'fun stuff'.

Mike spoke with Fr. Greg regarding boundaries for newsletter stories. Fr. Greg's position is that no topic is forbidden. In the past, he has had problems with content and style of some articles, but not with the subject itself. He and Janice need to vet articles touching on church doctrine. For articles on controversial topics, we need to delineate clearly between church doctrine and the writer's views.

**Minutes
Communications Committee**

5. Website activity

Ed circulated the detailed December web site statistics. The site received the usual December increase, as many visitors sought out Mass times. Visits were double the figure from two years ago. The site had 1,358 unique visits and 2,024 visits to 8,268 pages.

Mike suggested posting more photos of people on the site. Ed cautioned that photo files slow down the page loading. The visitor statistics show many visits to the photo galleries.

Now that the new site is up, the committee is encouraged to update and add new content.

Ed set up a parish email address for the welcoming committee chairman, Pat Schaaf.

Ed did not have time to investigate the issue with dead email. He needs to visit with Free during working hours to analyze the source and cure for the problem.

After some discussion, it was recommended that committees and councils be lumped into a new category of Parish Groups on the web site. This will simplify the visitor experience.

6. Renaming the Committee

It was discussed and decided to rename the committee as the Communications Ministry. Mike will present this to Fr. Greg for approval.

There was light discussion regarding updating the bylaws, parish web site, Yahoo group site and other areas where the name appears. There needs to be a re-naming plan developed and executed.

7. Parish strategic plan

Marieann distributed a handout displaying the three responses, plus hers, to her strategic planning questionnaire. She used this document to facilitate an exercise to distill the responses to a unified committee position. She will publish the committee response. She captured the committee position on 5x7 cards.

Janice has briefed Fr. Greg about the idea of launching a parish strategic planning initiative.

People will need to be educated that this is an ongoing process and not a short activity with a finite end.

The committee took a first attempt at a name for the group that will lead the strategic planning, and it is "The St. Joseph of Cupertino Visionaries."

Follow up actions items include:

- Ask Fr. Greg for permission to explore this initiative further. Can we expect to get enough participation? No owner
- Ask Fr. Greg to attend next month's meeting. Marieann
- Get results from other churches, including non-Catholic ones. No owner
 - Janice will track Sacred Heart
 - Mabel will continue tracking St. Simon

**Minutes
Communications Committee**

8. Chairman's report

This agenda item was skipped due to time constraints.

9. New business

Marieann proposed introducing spiritual reflection at the beginning of our meetings. The committee concurred, and it was decided to use *The Word Made Fresh* book. We would cover one chapter at each meeting. She volunteered to develop a reflection guideline.

Marieann displayed the Help Wanted flyer for the Parish Advisory Council openings that was in the previous Sunday bulletin. It was poorly written and as of Thursday had not elicited one volunteer. She used this as an example of a communications function that needs the committee's active involvement. The members agreed, but realized that since flyers come from a myriad of sources, it will be difficult to control them. The topic was tabled and there were no action items.

On the subject of the Help Wanted flyer, Mike volunteered to rewrite it as it should have been done, and present this document to Dick Sherman in a one-one basis.

Mike Maloney is leaving the parish for St. Simon, at the behest of his wife. He volunteered to be a future contributor to the newsletter and Steve had eagerly accepted the offer.

10. Next general meeting

The next meeting will be held on February 12 at 7:00 pm in the Community Center. Members are to be prepared to discuss chapter one of *The Word Made Fresh* at the opening of the meeting.

13. Adjournment

There being no further business, the meeting adjourned at 9:17 pm.

Steve Hill,
Secretary