

**Minutes
Communications Ministry
February 12, 2009**

These are the minutes of the SJC Communications Ministry regular monthly meeting.

Attendees:

Mike Hoffman	Ed Johnson
Mabel Hoffman	Marieann Shovlin

1. The meeting was opened at 7:10 pm by Mike Hoffman, who led the opening prayer.
2. The minutes from the January 8, 2009 meeting were reviewed and approved.

3. Reflections

- a. As a way to deepen our spirituality, the members participated in two reflections, the first using the book "The Word Made Fresh" and the second from the Bible.
- b. Marieann facilitated the reflection on "The Word Made Fresh", Chapter 1.
- c. Mike facilitated the reflection on the bible, John 19 – 25.
- d. Reflections were interesting and did have a positive effect on members thinking. The sessions lasted about 40 minutes combined.

3. Website Report

- a. Ed reported that traffic continues to build. Since the site was rebuilt, the most visited pages has changed to home page, calendar, photo albums, events, masses and clergy at the top.
- b. The members discussed ideas about website development. Topics discussed included: ways to increase depth of visits or "the hook", means of email capture, ability to put video on the site (exists), more use of in-line pictures and headline teasers on the home page. Ways to get more parish input or involvement were discussed including incentives such as contest or dinners hosted by CommCom.

4. Strategic Planning

Marieann and Mike led a discussion on how to proceed with the Parish Strategic Planning Idea. It was decided to term this project "Parish Involvement". The members agreed that the next step is a presentation to Fr. Greg. The presenters will be Mike Hoffman, Marieann Shovlin and Ed Johnson. Marieann will prepare a briefing handout and contact Fr. Greg to set the meeting time.

5. Database

Marieann reported that the parish database included about 4000 entries and 180 email addresses. There are approximately 1500 registered parishioners (families). An envelope number equates to a registered parishioner.

Members discussed ways to increase the email entries. Marieann reported that Tracey, who maintains the database, was agreeable to enter lists if they were provided to her. The suggestion made was to contact parish ministries and groups and request their listings as a way to gather data.

Marieann would take steps to contact the parish ministries and groups.

6. Communications Ministry

The proposed name change from Communications Committee to Communications Ministry was approved by Fr. Greg.

Members discussed the timing of the change and the need to include an explanation of why the change occurred. An article in the June SJC Flyer was one way to provide the notice. No action was assigned.

Other changes are needed including brochures, website and other collateral. These will be worked through shortly. Specific assignments may be needed.

7. New Business

Mabel re-introduced the idea of a "Spiritual Inventory" and asked if there was sufficient interest among the members to participate. The members agreed there was interest. Mabel was tasked with investigating the cost and leader stipend.

It was suggested to start with the parish ministries as candidates. Depending on results and further interest, the process could be expanded.

8. Next Meeting

The next general meeting is March 12, 7:00 pm in the Community Center.

9. Adjournment

There being no further business, the meeting adjourned at 9:02 pm.

Ed Johnson
Secretary of the Meeting