

**Minutes
Communications Committee**

August 14, 2008

These are the minutes of the Communications Committee monthly meeting.

Attendees:

Cecilia Chang
Sophy Chow
Steve Hill

Mabel Hoffman
Mike Hoffman
Ed Johnson

Janice LaMotte
Mike Maloney
Lorinda Rodrigues

1. The meeting was opened at 7:01 pm by Mike Hoffman, who led the opening prayer and a prayer for intentions.

2. The July 10, 2008 meeting minutes were approved.

3. Introductions: new officers and committee members

New member, Sophy Chow, and her sponsor, Cecilia Chang, were introduced. Sophy was told that CommComm members are encourage pursuing personal interests relating to parish communications, and not wait to be given a task.

4. Website activity – Ed Johnson

- a) Tam has almost completed the technical improvements to the pages. There are some Firefox and Internet Explorer (IE) issues relating to images that need to be resolved. The fix will likely be a browser sensor that will branch into Firefox and IE-specific pages. Tam's improvements are on the development site and have not gone into production. The new pages will migrate the site from HTML to PHP with CSS scripting. Ed set a target of November to implement the new site.
- b) The marriage booklet has been uploaded to the site, at this location:
http://www.stjoscup.org/documents/Marriage_Booklet_SJC.pdf
- c) The calendar vendor made some upgrades that rendered it inaccessible to Free. Ed figured out a work around. A big issue is that parish staff are not inputting events into the calendar; Free is the only person performing entry. This hurts publicity for events. Ed will arrange for Mike H. to have authority to add events.
- d) Ed circulated site statistics. The site received 1,142 visits viewing 3,671 pages in July. July is typically the lowest traffic month of the year, and yet this traffic volume is almost on par with December.
- e) Fr. Chady launched his own website for young adults. There is a link from the parish website. This site will roll into the new website when it goes into production.
- f) The web site updates consume 10 to 15 hours per month. This time does not include maintenance.
- g) The parish technology committee has not switched to the new web site host, which was planned to occur this summer.

Minutes Communications Committee

4. Newsletter status

Steve distributed hard copies of the draft September newsletter. All articles are complete except for the one on the 5:00 pm Sunday choir. Steve has had difficulty getting the members to reply to his emails. He sent them the draft article two weeks ago and has had no feedback.

Mabel has the action item to provide the Q4 calendar of events to Steve by August 24.

5. Action item review

Steve distributed the action item list. Mike H. went through the list, polling each owner for an update. The updates were captured by Steve and the updated list will be uploaded to the Group site.

The action item list will have file names that contain the date of the file creation. We will keep at least two generations on the Group site.

Completed action items will be moved to another tab in the worksheet for archiving.

6. Parish flyers

Steve proposed that CommComm become more involved in the design of flyers that are included in the Sunday bulletins and posted on the bulletin boards. He postulated that enhanced layouts, graphics and event descriptions will boost event participation. Use of CommComm to make the flyers look more professional will be voluntary. Once CommComm is set up to handle this job, Mike H. will have an announcement posted in the bulletin.

Mike H. will work on getting a designated CommComm member to assume this role. Désirée was identified as having the graphics arts skills needed for this function.

7. Public relations

There were no accomplishments over the last month. Ed needs more time to complete the next steps and work with Lette and Roger.

8. Events

- a) Bella movie. Mike M. will continue trying to get a Legionnaires priest to facilitate discussion.
- b) St. Joseph of Cupertino Feast Day. Janice is working on publicity and organizing the various ethnic groups to participate. There is a planning meeting scheduled for August 21. There is a need for crowd control.

Steve has included photos in the newsletter to publicize the event. The newsletter is scheduled to be included in the bulletin one to two weeks before the event.

Janice needs someone to put together a slide show on a DVD of past parish events that will play on an overhead screen during the event.

Minutes Communications Committee

Survey. There will be a short survey conducted on the Feast Day weekend. Cards will be distributed in the pews. There will be five questions, with the theme being My Dream for St. Joseph of Cupertino parish. Other parishes are conducting small town hall meetings as a method to solicit such feedback. The tone is a positive one – we are not asking for a list of what is wrong. Janice attended a seminar on appreciative inquiries and will report on it to CommComm at the next meeting.

Janice asked for help in getting the cards produced, and Mike M. volunteered.

- c) Articles by Rabbi Barry. No progress last month. Rabbi Barry recently moved and this article was put on hiatus for a while. Ed has an action item to develop an article with Rabbi Barry by the October 10 meeting.
- d) Mike H. encouraged members to become more active in parish events.

9. Bulletin boards

Angela Wang rearranged the bulletin board next to the church to factor in the dead space behind the frames of the glass doors. Some of the materials were replaced, giving the board a fresher look.

10. Chairman's report

- a) Valley Catholic article. Mike H. solicited constructive feedback on his latest draft of an article about CommComm that he is re-submitting to the Valley Catholic.

Janice noted that communications is being elevated in importance in the diocese. Two new positions were created. There will be development of stronger links to the communications activities in the parishes. Ed remarked that CommComm needs to be linked to this diocese activity.

- b) Define scope of September strategy session. Marieann will lead a strategy update session at the September 18 meeting.

It was decided that the strategy discussion should begin with the diocesan strategy position. Ed will communicate this to Marieann. He will make the link to this document available for members to download.

We will cover the CommComm strategy document from two years ago, and analyze what is working and what is not.

- c) Mike H. strongly encouraged members to volunteer to chair a meeting, as part of leadership development. This would include agenda preparation.
- d) Status of parish survey. This subject was covered under Events.
- e) Transition team report. CommComm members are encouraged to read the transition team report. Ed will upload the report to the Group site.
- f) Newsletter index. Mike H. volunteered to produce an index of newsletter articles. It was pointed out that the 2007 and 2008 newsletter calendars on the Group site display all articles, and thus a new index would be redundant.

**Minutes
Communications Committee**

9. New Business

- a) Ed announced the publication of the book *The Word Made Fresh*, authored by Meredith Gould. The subject of the book is parish communications. Ed was interviewed by the author last year, and he got a mention in the credits. There will be a discussion of the book at the next CommComm meeting. Members are encouraged to purchase the book (\$25) through Amazon.com.
- b) Mike M. noted that from the prospective of a relatively new member, CommComm lacks a process to orient new members and get them spun to be active contributors. One idea was to develop a 'welcome wagon' packet for new members. Lorinda volunteered to develop the packet.

12. Next general meeting

The next meeting will be held on September 18 (third Thursday) at 7:00 pm in the Community Center.

13. Adjournment

There being no further business, the meeting adjourned at 9:30 pm.

Steve Hill,
Secretary