

St Joseph of Cupertino Parish

PARISH COMMUNICATIONS COMMITTEE CHARTER

GOALS AND OBJECTIVES

The goals of this committee are to facilitate community building, coordination among groups and encourage participation in parish activities via the dissemination of information to parish members, newcomers, and the larger community. These goals are accomplished through communications means such as: the weekly parish bulletin, the parish website, the bulletin board, email, press releases, etc.

Members work on joint and independent projects, according to their preferences, talents, and availability. Talents that would assist the Communications Committee include writing, editing, proofreading, marketing, public relations, graphics, and computer skills.

The pastor shall appoint the committee. The committee shall elect a chairperson. The committee will establish its guidelines for active participation.

The committee shall meet as required but at least once a month. The sub-committees will meet more often to complete assigned tasks.

1. ORGANIZATION: The committee reports to the Pastor and is structured according to the chart shown in Figure 1. Not shown are member contributors who may be assigned to specific projects on an as needed basis. The committee members are volunteers from the parish. While it is possible for one person to fill more than one position, it is recommended that in the interest of workload, this not be the normal practice.

1.1 Outsourcing: Certain projects or tasks may be best accomplished by outsourcing to paid professionals. This can be done with the approval of the committee chair and the Pastor.

1.2 Approvals: Ultimate approval responsibility resides with the Pastor. The Committee understands that the Pastor has many demands placed on him. The Committee members must act responsibly keeping the best interests of the Parish in mind. Approvals therefore shall be made at the lowest possible levels and elevated only as required.

1.3 Responsibilities:

- **Chair:** Overall organization, general task assignment, general project time and budget management, member recruitment. Elected by the Committee Members.
- **Vice Chair Content:** Content workgroup organization and department management, task assignment and content coordination, project time and budget management, member recruitment.
- **Vice Chair Creative:** Creative workgroup organization and department management, task assignment and creative product coordination, project time and budget management, member recruitment.
- **Technology Manager:** Organizes print and electronic media requirements and is the liaison with the Parish Technology Committee¹.
- **Content Managers:** Organization of assigned content for each medium. Produce outlines and requirements for cross assignment to Creative Department.
- **Creative Staff Members:** Create content pieces that fill the requirements from the Content Department. Edit external contributions for inclusion in the selected medium.

¹ Parish Technology Committee is responsible for implementation of systems and platforms that support the requirements of the Communications Committee.

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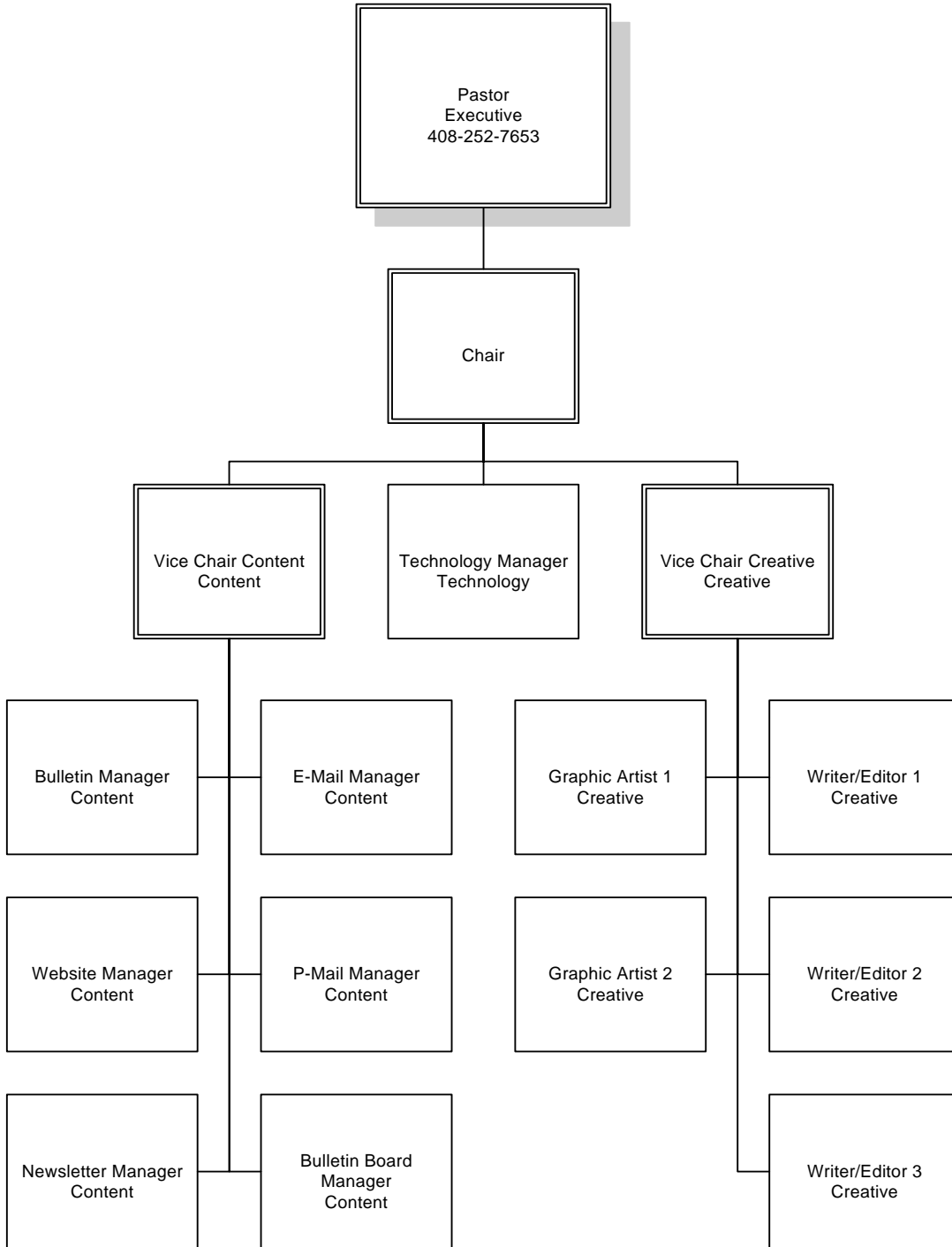


Figure 1 Communications Committee Structure

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2. COMMUNICATIONS MEANS

There are many means of effective communications available to the Committee. This section highlights the existing and recommended means known at the time of the formation of the Communications Committee. The Communications Committee will recommend additions and deletions to the list of means as time and technology changes. The Committee shall endeavor to harmonize the content and format among the individual communications means.

2.1. BULLETIN

- Recommended publishing frequency: weekly
- Distributed at all Masses on the weekends.
- Deadline: Tuesday for publication 4 days later. All submissions subject to approval per 1.2.

Contents:

- Parish announcements & news: Short, specific notices of coming events, deaths, Baptisms, stewardship of time, talent and treasure, prayer list, Mass intentions for the week ahead, a calendar of events scheduled for the week ahead, list of staff, pastoral council members, and front cover – (Mass times, sacramental preparation, phone numbers, fax numbers, registration information, email and website addresses, and office hours.) No personal notices.
- Diocesan items: Items of upcoming events, employment opportunities, retreats, speakers, etc. of interest to the Catholic community as space permits.
- Community items: Items of upcoming events and volunteer opportunities, etc. of interest to the community in general as space permits.
- Inserts: Sometimes the bulletin may contain inserts for upcoming events. These inserts must be pre-approved at least one week in advance. The organization sponsoring the insert must provide volunteers to stuff the inserts into the bulletin. Without volunteers to stuff the inserts – they will not be inserted.
 - Insert placement will be coordinated with the bulletin manager to select the best weekend and minimize the number of inserts per week.
- Advertising: Sponsor advertising pays for the cost of the bulletin and will provide income when advertising revenue exceeds publisher costs.

Limits: All bulletin items are run for 2 weeks only. Prayer list names – 3 weeks - contact the bulletin manager to request extensions.

Measurements shall be established to track key parameters such as: actual take-up, comments, and sponsorship revenue.

2.2. CAPITAL CAMPAIGN/BUILDING NEWSLETTER: The purpose of this newsletter is to keep the parish informed on the progress of our building program and especially on our Capital Campaign. This is published as needed.

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2.3. PARISH WEBSITE: The purpose of the Website is to facilitate communications within the parish community and beyond over the Internet.

Contents: Parish Mission Statement, Bulletin, Building/Capital Campaign Newsletter, Sacramental Prep, Mass Schedules, Office Staff & Hours, Faith Formation, Committees, Commissions, Service Opportunities, Mass Readings, Liturgical Ministries, Pastoral Council members, Volunteer opportunities, Links to Knights of Columbus, Holy Name Society, Youth Group, etc.

Advertising: May be considered if appropriate and provides a revenue source.

Maintained by: Website Manager, aka: Webmaster.

Update Recommendation: Weekly.

2.4. PARISH BULLETIN BOARD: The Parish Bulletin Board is a place that announces to the parish the small personal items that do not go in the bulletin, flyers announcing community events, and diocesan events announced by flyer.

- A date needs to be written on the back of each item before it is posted.
- They must be typed, not hand written, easily read and tasteful.
- Each item may remain on the bulletin board for one month only. Items will be added or removed from the bulletin board on Mondays.
- Parish Calendar of Events.

2.5. EMAIL LISTS: The purpose of the email list is to give parishioners another avenue of communications within the parish. Email provides for two-way communications. This will be an opt-in/opt-out program, giving parishioners the ability to select the information they wish to receive. All email addresses will be fully confidential.

The recommended list² of opt-in programs include:

- a. Bulletin - use to send a link to current bulletin (located on web site)
- b. News - use for informing participants of changes in schedules, canceled meetings, announcements of deaths, reminders, etc.
- c. Schedules - a link to the bi-monthly schedules
- d. Council - use for Pastoral Council to communicate with parishioners
- e. Volunteers - to find people to prepare food for funerals, for the sick, etc., and to find volunteers for Habitat for Humanity, Meals on Wheels, etc.
- f. Altar Servers - to find substitutes, send instructions, etc.
- g. Ushers - to find substitutes, send instructions, etc.
- h. Eucharistic Ministers - to find substitutes, send instructions, etc.
- i. Lectors - to find substitutes, send instructions, etc.

2.6. POSTAL MAILINGS: Mailings (P-Mail) are to be used internally and externally. The Communications Commission has a full mailing list of all churches in the area.

- Contents: special appeals, news releases, public relations pieces, major events.
- Recommended frequency: Quarterly or as required.

2.7. CALENDAR: Post on bulletin board, website wherever else appropriate.

- Recommended update frequency: Monthly

² This is just a start-up list with the possibility of many more opt-in lists.