

St. Katharine Drexel Communication Committee Meeting

Monday, January 19, 2015

Conference Room 7 p.m.

In attendance: Raelynn Coldwell, Donna Cannon, Lloyd Tooley, Bob Kobernusz, Carol Deering

Old Business

1. Website – updates

--**Lloyd** reported that the website is ready to go. He will talk to Jennifer about the transition.

--The new website will continue to be tweaked – colors, format, placement of content. Also, new content pages will be added as needed.

--One suggestion from **Raelynn**: a “Young Witnesses” page, a venue for young adults in the parish to share personal stories of Christ in their lives. **Raelynn** will talk to the Young Adults group, which just began meeting about her idea.

2. Survey – updates

--Constant Contact requires that a monthly fee is paid for the duration of the survey. **Carol** will contact Jennifer about the amount of that fee. Several on the committee have indicated they would help pay the fee.

--**Carol** will review the survey questions for any out-of-date material, as the survey was constructed several months ago.

--**Carol** will take the questions to the next Parish Council meeting so members can review them before the survey is sent out.

3. T-Shirt Logo, Parish Activities Committee – updates

--No updates.

4. December Newsletter – stats

--52% open rate. This open rate is holding steady. The industry average is 39%.

--Should we resend to the unopened? **Carol** will discuss this idea with Jennifer.

--**Donna** wondered if the newsletter is too long. **Carol** noted that each letter includes five pieces, Fr. Tschakert’s piece, and a sidebar with parish facts, upcoming events, etc. The five pieces are typically 2-4 paragraphs. **Lloyd** noted that the newsletter is quarterly, so given that frequency, the current amount of content is probably about right.

New Business

1. Requests for design efforts, from the Parish Council:

*A "Welcome" postcard that could be sent to new families within our parish boundaries. The Welcoming Committee can get access to the addresses of newcomers to our community, so they would like to have a warm, friendly postcard that introduces the reader to our faith community.

*"All Are Welcome in This Place" -- The Welcoming Committee would like to include this phrase above the church double-doors, both inside and out. They would like ideas from creative, design-minded people.

--Carol will bring up these requests at the next Parish Council meeting and confirm that the Welcoming Committee and the Council would like our committee to proceed.

2. Alan Ames promotionals

--Donna and Bob created and have distributed a flyer around the diocese about Alan Ames' March 10th talk at our parish. Donna will also contact Lamb Radio. We will also include a piece in the March newsletter.

3. March Newsletter, ideas???

--All content to Bob by Friday, Feb. 27th.

--Content:

Carol – Alan Ames

Donna – Building Project Update

Donna – March for Life??? (Donna talking to Emily)

Lloyd – Merging of Faith Formation and Parish Life Committees

Raelynn – Movie Review???

Raelynn – New Young Adults group

4. Communication ideas in the parish bulletin???

--Carol brought up the idea that we should be adding content to the bulletin. Our committee contributed pieces in the past, and maybe we should think about this as another venue. The committee tabled this and will look at it again once the website update is complete.

5. Other?

--Carol updated the committee on the highlights of the January Parish Council meeting.

--Fr. Tschakert stopped by the meeting and asked Bob about formatting and sending a letter to the parish using Constant Contact. Bob will help Fr. Tschakert on this project.

NEXT MEETING: Monday, February 16th, 7 p.m., Conference Room