

**St. Katharine Drexel Communication Committee Meeting
January 30, 2014 (rescheduled from January 20th)
Conference Room, 7 p.m.**

In Attendance: Lloyd Tooley, Bob Kobernusz, Dawn Dubbelde, Carol Deering

Old Business

1. December e-newsletter.....thoughts, comments, lessons learned?

Carol reported on some of the stats from Constant Contact – 445 opens (approx. 51%). The industry rate, according to Constant Contact, is 25%, so the opens on our first e-newsletter was well above average!

The idea was raised that once the website is updated, we may want to send “teasers” in our parish mass e-mails that lead back to stories on our website. We’ll revisit this idea once the website redesign is up and running.

2. Website Updates

Lloyd is checking on server possibilities. Lloyd reported that the calendar on the current website is now using the Communications Committee Gmail account to populate the calendar cells, and this will continue on the updated website.

Lloyd, Bob, and John will set up a meeting with Jennifer to show her the website mock-up in WordPress that Lloyd has created. WordPress is a tool that can create clean-looking and easy-to-update pages.

Lloyd shared his first draft of organizing the links on our website. The links could be along the left side (vertical) or along the top (horizontal). **He asked for input from members. Please share your thoughts via e-mail before the next meeting:**

Announcements

Bulletins

Calendar

Contact Us

Generic Workform

Staff Links

Education

Religious Ed

School

RCIA

Homily Recordings

<organized by month perhaps>

Parish Council

various committees get their own pages under this

Readings

Schedule

Liturgical Ministers

Mass

Reconciliation

Youth

New Business

1. March e-newsletter

Ideas

Division of duties

Donna was not able to attend the meeting, but indicated via e-mail that she would gather information for and/or write a piece about Alan Ames.

Carol will write a piece about Koinonia, which she attended in November. Another Koinonia is scheduled for March.

John will review materials he gathered last November about prison ministry.

Lloyd and Bob suggested we highlight one or two of the parish committees and the work they are doing.

Bob will suggest which committees to highlight after the next Parish Council meeting (Thursday, Feb. 6th).

Lloyd suggested we include a brief piece about an upcoming parish educational series: Fr. Barron's "New Evangelization."

Lloyd suggested a note in the newsletter about "The Passion of Christ" viewing. (This is a possible activity, tentatively scheduled for Palm Sunday—more to come).

Bob suggested a piece about the new building that will be constructed with parish donations (gift and matching funds, and loan from the Diocese) will wait to hear from Fr. Joe and Parish Council whether to proceed with this piece.

Other ideas – Carol will review her folder of e-newsletter materials from the last effort for other content.

Carol will coordinate writing efforts. Please send all materials to her for any finishing/ reviewing/ proofreading. She will forward to Bob, who will upload to the newsletter. Jennifer will proofread all before the letter is sent. Bob reported that this process worked very well last time.

Bob needs all content by Sunday, Feb. 16th!!!

2. Color-coded "map" of facility use (Bob)

Carol reported that she is working on gathering data for this project.

Lloyd suggested an idea for displaying the data via color-coding on the building diagrams.

Tonia stopped by the meeting and answered questions about this project.

Carol will touch base with Tonia with any questions about room usage data and the new building, organize the data on a spreadsheet, then send the spreadsheet to the committee for ideas about how best to create a visualization that will show the need for additional space. Carol stated she would like to complete this project by Wednesday, February 12th.

3. Parish Council News (Bob)

Bob reported that the Parish Council discussed the upcoming building project. The Council is also looking at reviving the Open Gym on one or two weeknights.

4. Other?

NA

Next Meeting: Thursday, February 20th at 7 p.m. in Rm. 207 (the 4th grade room) at St. Katharine Drexel Elementary