

Communications Committee Minutes

April 25, 2022

Present: Amy Haskins, chair; Kirsten Alworth, Rick Blum, Ann Nelson, members; Liz Deterding, board liaison; Eric Holmer, staff liaison

1. Amy called the meeting to order.
2. Kay offered devotions.
3. Minutes of the March meeting were approved.
4. Video updates were reported by Eric:
 - a. The Foundation video is being finalized.
 - b. A recorded message from the pastor who preached at each location on Easter was shown after the online service, inviting viewers to learn more.
 - c. Video announcements will return May 1. Various committee chairs or members will be recruited to introduce and close the announcements.
5. Signage is partially complete at Verona campus. Both locations now have resource boards making ELCA literature available. Both locations will have a board dedicated to the Holy Cow, including a list of upcoming events.
6. An offer has been extended to a media intern for the summer. Emma Conway's last day will be May 8. She may return in the fall. The Finance Committee will consider a half-time administrative assistant to help Eric and other staff members. A high school intern may be hired for the summer.
7. New photos of board members were taken and will be posted presently.
8. Online viewing and social media statistics were shared by Rick. Maundy Thursday, Good Friday and Easter services all were viewed online, with 569 viewing Easter services. Facebook use was up 9%. The top three posts were digital ad regarding Holy Week and Easter events, Easter Sunday photos and Easter egg hunt.
9. Board meeting. Liz asked about the online greeters or engagers. The committee agreed that having a person responding to the Facebook posts during the services was a good idea. The engagers could be individuals who have been identified as a Facebook host.
10. Old business:
 - a. Committee members will be recorded to introduce and end announcement videos.
 - b. Ads were placed in the Wisconsin State Journal and Verona Press prior to Easter.
 - c. The electronic sign at Verona and an outdoor banner at Madison announced Easter events.
11. Future calendar:
 - a. Confirmation will be streamed and photos will be posted online. The committee discussed encouraging confirmands to post and share their own photos online.
 - b. End-of-year celebration for LBPS and ORE Pen Pal Meet and Greet will also be photographed for posting.
 - c. Summer events were previewed, including worship in the park, Music Monday, barbecue, Vacation Bible School, Holy Cow activities and youth gathering trip.
12. Past videos will be running on the monitors in both lobbies. Captioning will be added.

13. The committee discussed adding a theological message to e-news and agreed that the e-news should be reserved for upcoming events. Eric asked committee members to consider creative ideas to add to Good Shepherd's communications activities.
14. The next meeting will be Monday, May 16. Amy will offer devotions.
15. Board approval requests or recommendations: None requested at this time.

Action items:

Amy will recruit committee chairs to record the intro and outro for announcements videos. Eric will give instructions to those being recorded.

Rick will talk with Rhonda Beggs regarding online greeters/engagers.

Eric will talk with Becca Feldhaker regarding confirmands posting their photos online.