

Communications Committee Minutes

June 20, 2022

Present: Amy Haskins, chair; Kirsten Alworth, Rick Blum, Ann Nelson, Kay Simmons, members; Liz Deterding, board liaison; Eric Holmer, staff liaison, Jake Steidl, media intern

1. Amy called the meeting to order.
2. Amy offered devotions.
3. Minutes of the April meeting were approved.
4. Updates reported by Eric:
 - a. Eric introduced Jake Steidl, a Good Shepherd member and recent graduate of the UW-La Crosse. Jake will be assisting with livestreaming, recording video, social media and other communications activities as a communications intern. Also, a high school intern, Marlone Barcheski, will be working about 10 hours per week during the summer on various communications activities. Eric, Jake and Marlone will be working on setting up an in-house studio for recording videos.
 - b. ByFy video promotion was completed and shown.
 - c. Announcements have returned to video format.
 - d. Videos will be produced for the July congregational meeting.
 - e. Videos highlighting members' stories will be created for current and future use.
 - f. Events this summer will be photographed for incorporation in future promotions.
5. Website updates. Rick reported that Jake will be working on the website, in addition to assisting with social media tactics and analytics. Facebook has limited the analytics it offers.
6. Board of Directors report. The board will meet in the evening of June 20, according to Liz. Opportunities exist for collaboration with the Hospitality Committee, in particular with the online member directory and with Facebook hosts who would greet and interact with members and potential members watching the service on Facebook. These items are not among the top priorities of the Hospitality Committee.
7. Old business:
 - a. Committee members will be recorded to introduce and end announcement videos. The in-house studio will be useful in recording these videos.
 - b. Visual messaging: Banners were installed in Peterson Hall and will be ordered for the Verona lobby.
 - c. Boards with ELCA brochures were installed at both campus lobbies. Amy suggested a general flier for Good Shepherd that includes website and Facebook URLs and contact information. Eric shared three fliers he created for the upcoming new member meeting.
 - d. Bulletin inserts, currently six panels, will be reviewed in depth at the July meeting. Committee members are to bring ideas about what they would like to see in a four-panel insert.
8. Future calendar:
 - a. Holy Cow, Music Monday and VBS and the associated promotions are ramping up. Photos will be taken. Amy suggested photos that show the background and the participants would generate interest.

- b. New member meeting will be held. Photos will be taken and displayed in e-news.
- 9. The next meeting will be Monday, July 18. Eric will offer devotions.
- 10. Board approval requests or recommendations: None requested at this time.

Action items:

Committee members are to prepare for next meeting's discussion about the bulletin insert.

Minutes submitted by Ann Nelson.