

Communications Committee

April 21, 2020, Noon

Zoom conference call

Attending: Chris Brinkman (chair), Eric Holmer (staff), Alvis Koedam, Rick Blum, Kay Simmons, Sarah Iverson, Sara McCormack (board liason), Andrew Seaborg (board Pres)

Executive Summary:

The communications committee met via ZOOM on April 21. We began with a timely devotion lead by Sara McCormack. Various topics were discussed. Mostly we expressed joy and thanksgiving to Rick, Eric, Sarah and staff for the quality LIVE stream worship, prayer hours, mid-week worship and updates to online experiences that have taken place over the last month. We are looking at improvements/upgrades in the near future to the APP, online calendaring, and advertising inviting others to our "new" online/live stream venue. These upgrades need to be sustainable for the future. The group also brainstormed with Andrew about the upcoming (likely) virtual congregation-wide meeting to discuss the next budget and next steps.

*Next meeting **TBA in May**, possibly another ZOOM meeting.*

Meeting Notes:

Started at approximately 12:00 pm. We began with a timely devotion lead by Sara McCormack.

We welcomed Andrew Seaborg, board president to the meeting.

Sara and Andrew expressed THANK YOUs from the board for the hard work that the staff is doing during this pivot in worship and outreach. The board wonders what else can/should we be doing?

Eric expressed thanks and kudos for Alan Halverson and Greg Bartels (non-staff). They have been key in making LIVE stream worship work.

Rick asked: What's missing?? Here were the responses:

- 10:00 am prayer could be easier to access, Eric shared that they are working on a solution. Adding notifications on facebook, top spot on the APP?, add to the LIVE page on the website are thoughts

Sara asked: how are things going for Church School kids?

- Church school staff is checking in regularly with families
- High school ages are doing virtual game nights and lunches
- AMPED?? Sarah I shared that some small groups are meeting virtually, not consistent, Becca and Laura are working on options for the future including confirmation

Rick shared that Sunday broadcasts are regularly 300-350 per weekend (600 on Easter)

Eric presented the option of doing some facebook advertising, Andrew agreed that this would be a good idea and would get behind the financial commitment. Eric expressed concern of the messaging, hoping to go deeper than just dates and times.

- Work with pastors to create a deeper message
- Other thoughts: How can we follow-up in the real world?
- How can we encourage more to connect??
- Could we have “Share Sunday” encourage friends and neighbors to virtually tune into worship at the same time. Mother’s day could be a good weekend to do this

Hospitality committee is actively looking for new members. Do we have any ideas/suggestions?

Report on Mid-week worship: not much feedback, mixed reviews on the Holden format.

- Demographic analytics appear to be ages 65+ and women 45-54
- How can we appeal to more and younger viewers?

Time to think about how to continue this **3rd venue** post-quarantine???

Jared is still looking to hire a **Verona music director** but the team is re-thinking the rolls with the changes in how we worship.

Eric shared that he has found a paid **calendaring software option**. YAY!! This will feed social media and website, offers modules or add-ons for notifications, etc.

- \$89 one-time fee, or \$149 one-time includes website (Andrew affirmed that the board would likely be fine with this expense)

Advertising budget increase?? Would it make sense to do some more advertising at this time beyond the yard signs?? GS branded stickers, t-shirts, more lawn signs etc?

(Chris missed some discussion, technical difficulties)

Continue to educate members in the future on getting connected to resources. This prompted the question if the Technology committee (not as active) should merge with Communications committee? Ultimately suggesting that the members of the technology committee are not very excited about meetings but are good resources for special projects.

May Messenger will again be a 4-pager driving usage to the website, this format can be assembled by staff and will not need outside volunteers (this is the safer option).

How are we reaching people who are not connected electronically? Staff and pastors are calling everyone, this is happening organically.

Messaging about connecting electronically is warranted, offering some “tech-support” to those who need it. (Diane Kohrs and Donna Maysack are good resources for this). May need to continue to revisit this as the weeks continue to look for a long term solution (look for a pool of people willing to provide tech-support).

Rick asked committee members to take a deep dive into the APP to find possible improvements and get back to him by Monday.

Andrew shared and asked for ideas regarding the need for a congregation meeting in late May – early June to discuss the switch in the fiscal year budget timing. This will likely be a virtual meeting, possibly town-hall style. Can we do a show and tell of what has changed in the past 6 months? Interview theme ideas...someone touched by online worship? How have the rolls of staff changed? How has the Food Pantry experience shifted? How does all of this continue and promote the mission and vision of GS??

*Next meeting **TBA**, possibly another ZOOM meeting in the next week if requested.*

Submit announcements, print and electronic communication requests using the online form available at <http://gslcwi.com/communications> or by sending an email to communications@gslcwi.com

Messenger Deadlines 2020 for reference:

April Messenger

Deadline March 17, Print March 24

May Messenger

Deadline April 21, Print April 28

June Messenger

Deadline May 19, Print May 26

July Messenger

Deadline June 16, Print June 23

August Messenger

Deadline July **21**, Print July 28

September Messenger

Deadline August 25, Print September 1

October Messenger

Deadline September **22**, Print September 29

November Messenger

Deadline October 20, Print October 27

December Messenger

Deadline Tuesday, November 17, Print November 24

January Messenger

Deadline Tuesday, December 15, Print Tuesday, December 22

Not mailed until December 29