

Communications Committee

February 11, 2020, 7:00 pm

Madison, Good Shepherd Room

Attending: Chris Brinkman (chair), Eric Holmer (staff), Alvis Koedam, Rick Blum, Kay Simmons, Mike Harper – Worship/Music Arts, Polly Carter – Facilities, Kathy Beatty – InReach, Brenda Wilcox – Foundation & Columbarium
Sarah Iverson (board) absent

Executive Summary:

The communications committee met on February 11. We began with a brief devotion highlighting prayer using a paragraph, "The Purpose of Prayer" by Oswald Chambers as well as James 5:13-16. Chris asked how we could pray for each other in the coming week? This was followed by review of the work of the communication committee in 2019 including the church APP, streaming worship services, Proclaim, Video announcements as well as the Mission/Vision storytelling during Epiphany 2020. We continued by discussing how committees can collaborate across committees. All expressed a desire for more members in each committee. How can communication help? Together we created a monthly schedule for storytelling/highlighting a special work of each committee. This will be done with video, print and social media outlets. The goal for this project is to create awareness of all 13 committees at Good Shepherd and promote increased participation in shared leadership model as well as encouraging an atmosphere of serving. Lastly, committees are encouraged to keep their gslcwi.com webpages up to date.

The communications committee next meeting on March 17, 12 noon.

Meeting Notes:

Started at approximately 7:00 pm.

- We welcomed members/chairs of Inreach, Worship/Music Arts, Foundation and Columbarium committees and did brief introductions.
- Devotion: *We began with a brief devotion highlighting prayer using a paragraph, "The Purpose of Prayer" by Oswald Chambers as well as James 5:13-16. Chris asked how we could pray for each other in the coming week.*

Review of Communications in 2019

- Chris did a recap of discussion points for the communication committee in 2019. These included the introduction of the Church APP, LIVE streaming worship services, use of PROCLAIM (software that replaced SongShow) recent addition of video announcements and the initiative highlighting the Mission/Vision statements of Good Shepherd in early 2020.
- Eric Holmer shared some stats:

- APP downloaded 401 times (400 was the goal), opened 262 time
 - Facebook had 3800 clicks in 2019, this is a 250% increase over 2018 (33,000 minutes of video was viewed, Christmas around the tree was top)
 - You Tube #1 video was Mackenzie Johnson “forgive” video
 - Top LIVE stream happened last Sunday, Feb 9 (snow storm weekend)
- Discussion on work of committees:
 - Worship/Music arts: high season is Christmas & Easter, important needs for this group are volunteers for special programs and more committee members
 - This group continues to emphasize making worship more meaningful/thoughtful and will possibly collaborate with Spiritual formation committee (Becky Baumbach)
 - How can committees work together/collaborate? i.e. Children/youth/family and worship/music/arts for a combined Adult/youth choir
- How can the communication committee help?
 - Continue to pull groups together to think across committees
 - All committees are looking for more members/participation
 - Possibility for a communication liason position within each committee. This person would be responsible for working with Eric for communication needs of the committee and/or meeting with the communications committee for brainstorming and a creating a plan
 - Board position for communications helpful
 - Raise up committee work through story telling – Rick suggests “Committee of the Month”. This promotes working toward a video library of storytelling on the GS website.
 - The group worked together to create a calendar for highlighting each committee approximately 1 per month for the year of 2020. And, defined what this “storytelling” will involve:
 - Video story highlighting/featuring a “success” story supported by each committee i.e. Inreach will talk about the Norma Jean quilters
 - Messenger article, continues the story and a brief listing of other areas touched by each committee.... Call to action for adding participants to the committee.... Recruiting people with those interests/skills to get involved
 - Follow-ups using enews and social media presence
 - Eric will follow-up each month with jumping off questions to help create the feature. See 2020 Messenger deadlines at the end of these notes for reference.
 - The schedule the group developed is as follows (this does allow flexibility, contact Chris and/or Eric, Rick to make suggestions):
 - March 2020 – Inreach
 - April – Facilities
 - May – Children/Youth/family
 - June – Finance committee
 - July – Social Action
 - August – Generosity
 - September – Worship/Music/Arts
 - October – Communications

- November – Hospitality
- December – Spiritual Formation
- We discussed the importance of keeping each committee webpage up to date. Eric will provide another and/or additional training for updating individual committee pages on the gslcwi.com website portal. Contact Eric Holmer directly for a tutorial. Each page is specific and it's best to do individualized training.
- Thank you for participating in this collaboration meeting.

*Next meeting **Tuesday, March 17** 12:00 noon, Madison campus*

Since the meeting it was announced that Sara McCormack is the new board liaison. Welcome Sara!

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

James 5:13–16

The Prayer of Faith

13 Is anyone among you in trouble? Let them pray.ⁱ Is anyone happy? Let them sing songs of praise.^m **14** Is anyone among you sick? Let them call the eldersⁿ of the church to pray over them and anoint them with oil^o in the name of the Lord. **15** And the prayer offered in faith^p will make the sick person well; the Lord will raise them up. If they have sinned, they will be forgiven. **16** Therefore confess your sins^q to each other and pray for each other so that you may be healed.^r The prayer of a righteous person is powerful and effective.

How can we pray for each other this week?

The Purpose of Prayer

By Oswald Chambers

...one of His disciples said to Him, "Lord, teach us to pray..." —[Luke 11:1](#)

Prayer is not a normal part of the life of the natural man. We hear it said that a person's life will suffer if he doesn't pray, but I question that. What will suffer is the life of the Son of God in him, which is nourished not by food, but by prayer. When a person is born again from above, the life of the Son of God is born in him, and he can either starve or nourish that life. Prayer is the way that the life of God in us is nourished. Our common ideas regarding prayer are not found in the New Testament. We look upon prayer simply as a means of getting things for ourselves, but the biblical purpose of prayer is that we may get to know God Himself.

"Ask, and you will receive..." ([John 16:24](#)). We complain before God, and sometimes we are apologetic or indifferent to Him, but we actually *ask* Him for very few things. Yet a child exhibits a magnificent boldness to ask! Our Lord said, "...unless you...become as little children..." ([Matthew 18:3](#)). Ask and God will do. Give Jesus Christ the opportunity and the room to work. The problem is that no one will ever do this until he is at his wits' end. When a person is at his wits' end, it no longer seems to be a cowardly thing to pray; in fact, it is the only way he can get in touch with the truth and the reality of God Himself. Be yourself before God and present Him with your problems—the very things that have brought you to your wits' end. But as long as you think you are self-sufficient, you do not need to ask God for anything.

To say that “prayer changes things” is not as close to the truth as saying, “Prayer changes *me* and then I change things.” God has established things so that prayer, on the basis of redemption, changes the way a person looks at things. Prayer is not a matter of changing things externally, but one of working miracles in a person’s inner nature.

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