

Communications Committee

January 14, 2020, 12:00 pm

Madison, Good Shepherd Room

Attending: Chris Brinkman (chair), Eric Holmer (staff), Alvis Koedam, Sarah Iverson (board), Rick Blum, Kay Simmons (absent)

Executive Summary:

The communications committee met on Jan 14. We began with a brief devotion. This was followed by discussion on the topics of the new video announcements, adding Mission/Vision graphics to the physical spaces at both campuses and the desire for more members of the committee. The Lenten theme will be decided tomorrow, thoughts of media uses podcasts, video, storytelling. The APP usage has plateaued and we thought about ways to bring usage to another level. Finally, we discussed what will happen at our next meeting when we invite all committee chairs to attend.

The communications committee next meeting on February 11, 7 pm

Meeting Notes:

Started at approximately 12:00 pm with a brief prayer and discussion based on James 4:8a *Come near to God and he will come near to you.*

- Follow up on new **video announcements** – overall feedback is that it's going well. Alvis mentioned feeling a disruption in the flow of service (Madison) something to consider. Questions on if announcements are lead by pastor only – Sarah will talk with Worship/Music committee for ideas and to consider timing of worship
- Mission/Vision having permanent spaces in both buildings. It's time to replace banners from previous mission work, possible text framed as art to weave phrases to every day life, Madison meeting room visuals
- Continue to wish for adding members to the communications committee, actively looking – Sarah has some ideas and will lean on a few people
- Lenten theme will be confirmed by pastors and worship/music tomorrow (Jan 15) elements to consider:
 - podcasts?
 - weekly video Bible Study, maybe in APP, live video/interactivity, lunch & learn format
- APP usage has plateaued, thoughts above maybe a good way to take APP usage to another level, other ideas:
 - LIVE services in app

- Video announcements in app
- Should “news” be on the front page
- Should video announcements be front and center

- Plan for Feb. meeting (inviting other committees) agenda:

- What we’ve been doing in 2019
- What resources are available to committees (reminder that all communications funnel through 1 person)
- Coordinating effort moving forward (ie a 12 month vision)

- Working toward a video library of storytelling

*Next meeting, all committee chair invite meeting **Tuesday, Feb. 11** 7:00 pm, Madison campus*

Feb. 11 7:00 pm

Communications Committee Agenda

Welcome & Introductions

Devotion

Review of Communications in 2019

- *APP, Streaming Worship services, Proclaim, Video announcements, storytelling*
- *Mission/Vision initiative for early 2020*

Coordinating efforts in 2020 and the future

Discussion: What are the communication needs/concerns of committee of Good Shepherd

Closing prayer