

Communications Committee

March 17, 2020, 7:00 pm

Madison, Good Shepherd Room

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

Executive Summary:

The communications committee met via ZOOM on March 17. We began with a prayer. We jumped right into discussions about communicating during the COVID-19 shutdown period. Worship will be held online only for the next 2 weeks. A light version of The Messenger will be produced this week to reach out to all members in addition to weekly enews updates and occasional digital messaging as needed. Phone calls and print media will be used to reach those without computer access.

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

Meeting Notes:

Started at approximately 12:00 pm. Prayer for the group by Chris.

We welcomed Sara McCormack to the committee as our new board liason.

We jumped directly into discussing the topics surrounding the communication during COVID-19 shut-down.

- Online/Streaming worship ONLY for the next 2 weekends. This will be recorded from Verona campus 10:30 am, Sundays.
- GS board meeting met last night, 3/16/2020. There was some confusion about the frequency of messaging coming from GS in this time. This is up to the committee to confirm.
- Can we use existing communication in place ie Enews, website, APP? We agree that continuing our weekly enews communication is sufficient along with a link on Saturday reminding folks to tune in on Sunday for worship.
- How can we reach and feed those who are not connected electronically? Brainstorming:
 - Home communion people (Jessica McCarty) are communicating with those on their list.
 - Reach out to people not “shut-in” but don’t have a computer? maybe weekly mailing, printout enews? Provide devotions?
- How we support Eric during this time? Brainstorming:
 - Can we use Ryan Panzer, Eric will reach out to him
 - Katie Wagner is skilled at the website and might be a good resource
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- Use of Messenger for reaching the entire GS membership:
 - Can we use the Messenger list 900 print, 600 online to reach out to all with support?
 - We discussed the physical logistics for publishing the Messenger. It can be done with staff if it's reduced to a 4-page document (one sheet folded twice) and using a mail merge for addressing.
 - Let's produce "MESSENGER LITE" version, works with familiar format and reaches all. Here is content suggested:
 - Letter from Pr. Chris
 - Devotions
 - Ways to connect online.... Website, strongly encourage download of APP and getting on enews distribution list, social media groups including Facebook group
 - FAQs
 - Encourage committees, ministries and Bible study groups to connect virtually using ZOOM, Google Hangouts, Facebook Messenger chat etc. for face-to-face interaction
 - STAFF MEETING will happen Wednesday and will support Eric with content for the Messenger Lite issue

- Discussed use of ZOOM and other virtual meeting formats, Rick will research broader use of the churches ZOOM account and other options and if GS would share that for use of groups/ministries.
 - Rick will get Sara M. a list of emails for committee chairs to consider ZOOM use for meetings.
 - Rick will get Sarah I. log in details for ZOOM to give to group members.

- ZOOM meeting ended 12:40

- Brief email interaction: Kay suggested a possible phone HOTLINE for people to call in for devotions and/or updated information about worship and meetings. We agree this could be a good option if GS has the capability.

*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