

Communications Committee Meeting Notes
Wednesday, August 19, 2020
Zoom – 12 noon – 1:15p

1. Sara opened with a devotion and prayer.
2. Eric updated us on the generosity videos – three have been shot of the four, and one has been edited. A new video is in the works for Team World Vision on Max Seeland and his fund raising. A drop off training video for parents will be developed for Little Blessings, showing the new protocols for their children.
3. Sara gave an overview of the Reopening TF and COVID-19 TF. Rick and directors are creating policies and procedures for when we are able to move to Phase 2. We are hopeful that this could be within the week, as it requires that we have two consecutive weeks of downward trends in Dane County. We are into the second week of declines. We are also keeping an eye on Green County where we have some members. Rick will give a first draft of the policies and procedures to Paul Friesen and Paul Bekx from the COVID-19 TF on Friday for their review.

The first two ministries wanting to move forward in Phase 2 are Holy Yoga and the quilters. Becky is working with Eric for sound equipment of a lavolier and Bluetooth speaker; yoga would meet 9/12, 9/19 and 9/26. The quilters are working towards a 9/25 deadline for shipping completed quilts overseas.

4. Rick and Eric discussed the Virtual Ministry Fair, which was presented at the Reopening TF meeting on 8/10. Only three ministries indicated an interest – Communications, Hospitality and Generosity. Promos will be taped for each with bullet points as graphics. Sara will reach out to the two other committees to let them know to contact Eric to reserve a time for taping. The promos will be :60-:90 and could include contact information and their mission as brief bullet points.
5. Ann Nelson was welcomed as a new member to the committee. The group discussed growing the committee with new members and a leader. Prior to taping a committee video, we decided to reach out to the following with a personal invitation to join the committee: Amy Haskins, Liz Deterding, Sara DeTienne, and Karen Burkhartzmeyer. Depending on their responses, we may reach out to Kristin Alsworth, Katie Rather, Sherry Lau, Tiffani Horman and Bette McCarthy.
6. Several Board meeting items were discussed.
 - a. Rick reported that the Foundation has provided grants for a new computer at the Madison campus for use with services, and also a new camera.
 - b. Eric noted that we are looking into the purchase of a service that will make us less dependent upon YouTube and other vendors. It would provide more service and feeds in more places and would be integrated with our ap. Most cost \$125-\$150 per month. In addition, we plan to upgrade our internet feed to \$50mg in Verona, due in part to being able to host the 8/29 synod meeting, where the election of a new bishop and synod leadership will be streamed.

- c. The Hospitality committee is following up with FB guests via FB Messenger, but this is not as easy with YouTube as names may not appear. They also are using a digital pew pad.
7. Rick updated us on fall offerings.
 - a. Little Blessings will begin on 9/8
 - b. Church School begins 9/13, virtually.
 - c. Confirmation will probably be 10/18
 - d. Possible streaming from Madison
 8. Rick discussed working with Life Touch post pandemic to offer professional photos of members for a small directory that can be updated annually. It would be nice if the photos could also be uploaded to Breeze, but that may not be possible.
 9. On the horizon:
 - a. Reformation Sunday: 10/25
 - b. All Saints/Beyond Annual Celebration: 11/1
 - c. Christ the King: 11/22
 - d. Advent begins: 11/29
 10. Eric would like input on messaging for the new season. Please send ideas to him this week or early next. The deadline for the next Messenger is Tuesday, 8/25.

Eric has church research showing that the most effective social media used is individual phone calls with all members. Good Shepherd currently stays in touch with seniors and AMPED students, but it would be effective to reach out to all members to see how they are doing and communicate the vision and mission of the church. If the church's phone is used, it would increase the number of calls answered. Breeze has a follow up system that can track who has been contacted. If we want to fulfill the vision of being life transforming, our communications must be proactive. Ann mentioned that she has made local calls for the DNC and those that answer their phones have been very appreciative. She also mentioned an effective program Lynne Kroger ran years ago with volunteers calling all members in their neighborhood prior to Advent, Holy Week and the start of the school season as a way to provide a personal touch. This may fall under the Hospitality committee's area, but we will re-visit next month.

11. We closed with the Lord's Prayer.

Sara McCormack
Communications Committee board liaison