

Communications Committee Minutes

March 17, 2023

Present: Amy Haskins, chair; Ann Nelson, Katie Rather members; Liz Deterding, board liaison; Rick Blum, Eric Holmer, staff liaisons

Absent: Kirsten Alworth, Kay Simmons

1. Amy called the meeting to order.
2. Ann offered devotions.
3. Minutes of the February meeting were approved.
4. Video update – Eric
 - a. Team World Vision – Eric will be producing a recruitment video.
 - b. A subcommittee of the Worship & Music Committee will be formed to look at the future of online worship engagement. One of the Strategic Plan pillars will discuss this topic as well.
 - c. Google has approved Good Shepherd as a nonprofit organization to receive \$10,000 per month to purchase ad words. Eric explained how paid ad words would put GS at the top of the search results when people search for churches near them. Landing pages with videos will be produced to reinforce the GS welcome statement. This effort will start in spring or summer. The initial effort will focus on youth and family programming. Concurrently, keywords will be analyzed for unpaid search engine optimization.
5. Website and social media updates – Rick
 - a. Facebook analytics are up this month. More people attend worship online when the weather is bad. Attendance at mid-week Lenten services has been low.
6. Board of Directors report – Liz
 - a. The Strategic Planning Committee members representing specific pillars of the plan will meet in April and address communications issues.
7. Old business – Amy
 - a. Kay has copyedited the Strategic Plan. She will be doing some formatting as well.
 - b. Amy has created a one-page summary of the strategic plan. She forwarded it to Sara McCormack. Liz will follow up with Sara.
 - c. Updates to the calendar system have improved the functionality with more complete descriptions and photos, where appropriate.
8. Future calendar
 - a. Maundy Thursday, Good Friday and Easter services and broadcast times will be announced in a letter to the congregation. A pre- and post-service video will be recorded by the pastor preaching at the Easter services to welcome online visitors.
 - b. Refugee resettlement – There will be a bulletin insert and mention in the announcements on Sunday, March 19.
 - c. Signs have been created to announce Easter, summer activities and the Holy Cow schedule. These signs will be posted in high-traffic areas of both campuses.
 - d. April and May meetings will return to the third Mondays of the month – April 17 and May 15. Kay will offer devotions at the April meeting.

9. Board approval requests or recommendations: None requested at this time.
10. Amy closed with the Lord's Prayer.

Minutes submitted by Ann Nelson.