

Communications Committee Minutes

Oct. 30, 2023

Present: Amy Haskins, Ann Nelson, Katie Rather, Kay Simmons, members; Liz Detering, board representative; Eric Holmer, Rick Blum, staff

1. Amy called the meeting to order.
2. Kay offered devotions and a prayer.
3. October minutes were approved. Rick recorded the meeting and will share an artificial intelligence summary.
4. Board update – Liz reported that the RIC subcommittee is preparing for nametag Sunday, Jan. 28, 2024. RIC will prepare a handout encouraging people attending worship to include the pronouns they prefer on their nametag. The subcommittee will also write an article for the weekly e-news and a member will appear in the announcement video Sunday, Jan. 21, encouraging use of pronouns. Pastor Dara has suggested that LGBTQ members share their stories on video.

Liz also passed along comments regarding the readability of the GS mobile website. Eric will follow up.

5. Video project update – Eric shared that Advent at GS will begin Nov. 26. An Advent handbook will be completed before Thanksgiving. The handbook will describe how people can connect with GS during Advent. The handbook will be available in the lobbies at both campuses and electronically on the website. Amy suggested including the handbook as an insert to the bulletin.

In other developments:

- One more video in the generosity series will be shown. A slideshow is being developed for All Saints Day, Sunday, Nov. 5. The slideshow will feature photos of members who died in the past year.
 - A thought-provoking video may be produced for each Sunday in Advent.
 - Katie commented that the recent video showing the church buildings through the years was excellent.
 - Eric said the communications calendar for staff is working well.
 - A new video for the Columbarium has been postponed until after phase three of the building project has been completed. A family has been identified for the video.
6. Social media and online worship updates – Rick reported that online worship is steady. Steve Ackermann, a new staff member, has been assisting with the broadcasts and training volunteers to assist. He will also install a new computer system for the broadcasts from Verona.

Rick has received positive comments from congregational members about the online services. There will be a meeting in 2024 to review the livestream services and how people participating in online worship will relate to the church.

Rick also reported that Facebook metrics are lower but Instagram is higher than in the past.

7. Ways for congregation members to share their stories will be added to printed materials.
8. New business
 - Plans for Thanksgiving and Aven are well underway. The worship schedule for Christmas Eve appeared in the November Messenger.
 - Amy suggested creating a backdrop for families to take their own photos at Good Shepherd during the Christmas season. The backdrop, known as a “step and repeat,” would include some GS branding. The committee also discussed creating a generic backdrop that would be accessorized with seasonal props for use during other times of the year. Retractable banners were also discussed. The committee will discuss this at its next meeting.
 - Kay commented that the two new banners on the exterior of the Madison building were nicely done.
 - Rick reported that the final reports from the “pillars” in the Strategic Plan are due in December. He asked that the committee consider what messaging to send about what’s been learned and what will happen going forward.
9. Board approval requests or recommendations: None requested at this time.
10. The next meeting will be Monday, Nov. 27. Katie will offer the devotions and opening prayer.
11. Amy closed with the Lord’s Prayer.

Minutes submitted by Ann Nelson.