

Communications Committee

April 9, 2019 7:00 p.m.

Attending: Chris Brinkman(Chairperson) , Alvis Koedam, Andrew Seaborg(Board Rep.), Ken Miyamoto, Eric Holmer (Staff Rep.), Rick Blum

The meeting began at 7:00 with a quick prayer.

Chris then turned it over to Rick Blum who started the explanation of investigating starting an app at Good Shepherd.

Rick said there are two main companies that create church apps: Subsplash and PushPay. Both are based in Seattle. Subsplash started as a content app that morphed into a giving app. PushPay started as a giving app that morphed into a content app. Rick and Eric have had a lot of content with both companies. However, Subsplash rose to the top for two reasons: it worked well with Breeze and was significantly cheaper.

Eric Holmer showed up about 7:15 and explained his conversation with Jon Crabtree from Subsplash. He explained how the interaction with Breeze goes. It's not as robust as we thought (it gives Breeze a portal) and will match up with accounts from Breeze (if the name and email is already in Breeze.) However, if the account is not in Breeze, it will not transfer over.

He also explained their calendaring system isn't a perfect integration either, but you could use it to host a calendaring system.

In terms of streaming, they said it works really well with a program called churchstreaming.tv. However, churchstreaming.tv requires an extra \$140/month to use, so we are inclined to launch the app without that for now. However, the app would direct you to the livestreams. It would just direct you to another site. The proposal being made would cost \$1000 for setup, and \$200/month for a year.

Alvis said I think we have a handle the costs. What about the workflow?

Eric said it will require more work to manage. He said he thinks it might be worth the risk to try it for a year and measure the metrics.

Eric said most of the work will actually not be on the app, but generating content, and placing it different places. He did say using their sermon capturing software would let us populate the podcast at the same time you would populate the sermon on the website and the app.

We then watched a 6-minute demonstration from Subsplash about the app.

In the presentation, Subsplash promised:

Avg. 10% increase in giving.

App use 3-5x weekly attendance.

It promoted the ability to give through the app and designate a planned pattern of giving with one click (weekly, monthly. One-time).

Eric stated we have 2-3 sermons a week to add, along with 1-2 blog posts a week. It's a matter of developing a workflow system to keep it updated.

Ken said the key to success might be a demonstration video to show people how to do it.

Andrew said the app's push notification capacity really is intriguing.

Eric thought that if we can develop a good workflow, the app could be beneficial. He said it would be important for wide adoption of the app.

Eric thinks we should go with Subsplash because they fit the present ecosystem.

Eric thinks it's probably as important for new members as for present members,

It also could create a digital form of the bulletin.

OTHER TOPICS:

- Rick explained that the church will be installed fiber tomorrow at both locations.
- Eric also showed a new template for a possible committee spot on the webpage, with links to important aspects of the committee work.
- Eric explained we are looking at a replacement for Song Show, called Proclaim, that we will be using on a trial basis. Unlike Song Show, it's based in the cloud, and could be worked on by multiple users, unlike our present system. However, we couldn't use it in Verona until we upgraded the internet.