

Communications Committee

July 9, 2019

Attending: Chris Brinkman (chair), Eric Holmer (staff), Rick Blum (staff), Ken Miyamoto, Kay Simmons, Alvis Koedam. Not attending Andrew Seaborg

Executive Summary: The Communications Committee met on Tuesday, July 9 and focused on the building of a new app for Good Shepherd. Eric Holmer told the committee the app should on the App Store website by appx. August 15. The committee wants to see the rollout start in early September. Eric asked committee members to try out the beta site and look for flaws that need to be fixed. Rick Blum briefed the committee on several other communication issues, including eliminating bulletins on Creation Sunday, Capture Crew, our new slide software (Proclaim), committee communications and the Capital Campaign. The committee said they would start working on their Charter in August.

Full Minutes:

The meeting began at 7:00 p.m.

Eric began the meeting by introducing the new app to the committee. The church is using Subsplash, and the committee was introduced the back end of the site. Eric said the church has already paid the Apple developer fee. He expects the app to be up and live about 4 weeks after we submit the app to Google and Apple, which he hopes to do by the end of the week.

Chris chimed in at 7:15 and mentioned she had a devotion for the evening based on Nehemiah 4:7-8, about how we are all a restoration work in progress.

Then we went back to the app, and Eric walked the committee through how they are building the app through Subsplash. He also showed people how to get to the site before it launches.

- 1. You need to download the Church app*
- 2. In the app, tap the Search Icon*
- 3. Select "Churches"*
- 4. Enter this code: **P9gsvn***
- 5. Select Good Shepherd.*
- 6. You're in.*

Eric also talked about the ability to use push notifications to send messages to people inside and outside the church.

Ken asked what's the rollout for the app.

Rick laid out the schedule for the fall, saying October and November would be dominated by the Capital Campaign. The app probably wouldn't be live until August 15, and we may need to beta test it the first weeks before the rollout.

Rick suggested early September. However, Alvis also mentioned it may take 3-4 months to completely roll it out. Alvis said getting committee members to be early adopters might be a good first step.

Ken thinks a 5-minute video to start it off would be good. Kay suggested putting an insert in the bulletin giving people directions to use the app.

Kay thinks getting this out as soon as possible in September will be important to help with the Capital Campaign in October. (NOTE: The staff met to plan the fall Wednesday, and decided to launch the app Sunday, September 8. If we were running a video, it should run then.)

Eric says we should have an email template created to download instructions, along with developing a simple survey (5 questions or less) that we can try and get feedback once the app launches.

Ken's initial feedback: put a date on the sermons so people know which ones they are looking at.

Eric asked the committee to give him feedback on the site and get other people to give to them as well.

Rick then briefed the committee on several other activities.

- 1. There were plans to not have a bulletin Sunday, as part of Creation Sunday. We would run slides at both services instead and test the viability of moving away from bulletins in the future. (NOTE: After strong pushback from certain staff members, we are still going to run 50 bulletins in Verona, and 25 in Madison, but tell ushers only to give them to members if they ask. We'll have signs out explaining what we're up to.*
- 2. Capture Crew – the crew is still up and running and streamed 3 services Sunday without any help. However, Rick is still looking for more members. He also said it could be a little rough sledding the rest of the summer.*
- 3. Proclaim – We explained the new slide show software we had, and how we were also looking for more volunteers to run that during services. No one had any good idea how to recruit for that, either.*
- 4. Committee Communications – Rick said the Shared Leadership Task Force was working with all committees to develop a standardized way to submit minutes and an executive summary, but that the Communications Committee probably didn't need to be involved. Committee member were asked to send in their pictures to Eric for use on the Communications Committee's portion of the website.*
- 5. Capital Campaign – Rick said the Capital Campaign would be starting in earnest Wednesday night with a meeting of the steering committee. There may be an ask of the Communications Committee down the line to help with messaging, but they do have an information chair (Tim Hughes) and it was assumed they would be operating separately.*

Chairperson Brinkman reminded everyone that as part of the Leadership plan, they wanted a Charter from every committee by the end of the year. We should consider talking about that next month.

Chris also reminded everyone that the next Feed My Starving Children event has been scheduled for the last weekend in February, 2020.

The committee set the next meeting Tuesday, August 6 7:00 p.m. in Verona.

The meeting ended with the Lord's Prayer at 8:20.

Rick Blum

Notetaker