**Communications Committee**

November 19, 2019, 7:00 pm

Verona – Room 7

Attending: Chris Brinkman (chair), Eric Holmer (staff), Alvis Koedam, Sarah Iverson (board), Greg Meyer (Vision task force)  
Rick Blum, Kay Simmons (absent)

**Executive Summary:**

*The communications committee met on Nov 19. We began with a brief devotion on the readings for Christ the King Sunday. We welcomed Sarah Iverson to the committee to serve as “board liason”. We welcomed Greg Meyer from the Vision task force to continue a discussion on ways to integrate the Mission and Vision statements of Good Shepherd into the every day workings of the church. The committee brainstormed ways to use story telling as an effective tool as well as an interactive activity in the new year to reinforce the Mission & Vison of GS and as a fun way to engage members/attendees. The communications committee will invite all committee chairs to attend their February meeting to educate and discuss the Mission/Vision.*

**Meeting Notes:**

Started at approximately 7:00 pm

We began with a brief devotion presented by Eric on the readings for Christ the King Sunday, what it means in the church year and why the author tells this story right before Advent.

7:10 Welcome Sarah Iverson to fill the “board liason” role on the committee and thanked her for her willingness to serve

7:12 Discussion with Greg Meyer, Vision task force. Here are highlights:

\* The task force would like to see the Mission/Vision part of the church, not necessarily memorized by all members but “baked into” all aspects of the church activities, part of the DNA of the church.

\* Educate committee chairs and boards, some of this can be forwarded at the February communications committee meeting when we invite all committee chairs for an annual check-in

\* Continued transparency, dispel and “closed door decision making” myths

\* Stories and storytelling is how GS speaks and hears

\* possibly a logo or visual could be created to reinforce the Mission/Vision wording (playing off of the impact of the “BEYOND” graphic)

\*Invitation to something deeper, learning, growing, relationships, “How did Jesus welcome, forgive, serve….”

\* There is a lot of crossover with other committees (Sarah & Eric are able to visit many committees and hear similar concerns).

\* Consistent wording regarding the Mission/Vision of GS to kick off announcement time at all worship services… “At Good Shepherd we…” (this is on the radar of Music & Worship as well as Hospitality committee)

\* The committee keeps coming back to the need to create a map or calendar for church communications throughout the year so we are advertising events and happenings in the context of furthering Good Shepherds mission and vision

\* How do we measure success of getting the Mission/Vision to sink in?

Follow up on some previous topics:

• Sermon series or temple talk format, possible

• visuals, podcast, story videos ---- PROCLAIM is up and running, Eric & Rick are looking into using other features of Proclaim such as calendaring, announcements slides, room reservation software

• an experiential or interactive experience… maybe a post-it board, how have you been welcomed, forgiven, served by each other and Jesus?? We love this idea, Eric shared some examples. We welcome this for January/February

Video announcements during worship during Advent as an experiment. Is a go!

Eric is meeting with AV consultants to discuss ways to overcome some of the physical/visual limitations especially at the Madison campus. They continue to work on a plan to resolve issues.

No “Dunk the Deficit” campaign this year. Beyond will be wrapping up. Exec committee considering leaving room for Feed My Starving Children advertise Giving Tuesday via GS during this time. Waiting for final go.

Great photos and reviews of the “Pipes” event, hope to tell more of those kinds of stories in the coming months.

8:20 Meeting concluded with The Lord’s prayer

*Next meeting scheduled for* ***Tuesday, Dec. 10*** *7:00 pm.*

**OUR MISSION**  
*In response to God’s love and grace we will:*  
**Welcome** as we have been welcomed,  
**Forgive** as we have been forgiven &  
**Serve** as we have been served.

**OUR VISION**  
*By the grace of God and the love of Jesus Christ,*  
We will meet each person where they are,  
and invite them into transformative relationships with God, each other,  
and the communities in which we live and serve.  
We will cultivate and empower lay leaders  
to support this life-changing work  
at Good Shepherd and beyond.