**Communications Committee**

October 15, 2019, 7:00 pm

Verona – Room 7

Attending: Chris Brinkman (chair), Eric Holmer (staff), Alvis Koedam, Kay Simmons

**Executive Summary:**

*The communications committee met on Oct 15. We began with a brief devotion reviewing the Beyond committee notes and sharing stories of generosity. Recapped the Connections fair. Downloads of the new church APP have plateaued. The committee discussed better visibility of the Mission/Vision statements. We hope to accomplish this by digging deeper into the meaning of these statements via worship and marketing materials in January. We will invite members of the Vision team to our next meeting to collaborate. Eric shared that he and Pr. Joe are considering video announcements in Advent. We agree that this is a great idea. They are reviewing AV needs especially at Madison campus. We plan to invite all committee chairs to our February meeting for an annual check-in on communications. Our next meeting is scheduled for Nov 19.*

**Meeting Notes:**

Started at approximately 7:00 pm with prayer followed by statistics on giving and generosity provided by the “Beyond” campaign team. We shared stories of generosity in our lives.

7:15 Recap of the GS connections fair in Sept. Alvis and Eric felt it went well and will be a great event over the years as it gains traction. It was a good setup to have tables in the lobby to catch people before and after worship vs. having a separate event or having tables off to the side. We were unable to recruit and new team members for the communications committee so we will continue to brainstorm and extend invitations to grow our team.

7:30 The Church app check-in: downloads have plateaued. Eric will continue to advertise as a good way to see stories connected to “Beyond”

7:25 The Mission and Vision statements of Good Shepherd will become more visible in media reminding people what GS is about, not just what events are happening. The team brainstormed ways to dive deeper in the meaning of the Mission/Vision statements and make them more physically visible around both campuses. We agreed that January will be a good time to do some focused marketing on this subject. We will invite Greg Meyer to the next meeting (Chris will reach out to Greg).

What’s the best way to get the word out? Here are some options Eric will discuss with the pastoral staff:

• Sermon series or temple talk format

• visuals, podcast, story videos

• an experiential or interactive experience… maybe a post-it board, how have you been welcomed, forgiven, served by each other and Jesus??

7:35 Eric, Pr. Joe are hoping to do video announcements during worship during Advent as an experiment. We think this is a great idea that could take off in a permanent application. Eric is meeting with an AV consultant this week to discuss ways to overcome some of the physical/visual limitations especially at the Madison campus. In addition, volunteers will be needed to run announcement videos at Madison campus.

7:40 Is there a need for a “Dunk the Deficit” campaign again? We will defer to the “Beyond” team to figure that out.

7:45 We agree that we will again invite chair people of all GS committees to our February meeting for an annual review of communications needs and wants.

8:00 Meeting concluded with prayer

*Next meeting scheduled for* ***Tuesday, Nov. 19*** *7:00 pm.*