Communications Committee

August 6, 2019

Verona – Room 7

Attending: Chris Brinkman (chair), Ken Miyamoto, Kay Simmons, Eric Holmer (staff), Rick Blum (staff), Alvis Koedam

**The App -** The meeting began at 7:00 p.m. with Eric Holmer unveiling the new app, and showing some of the background capabilities of the app. The committee talked about some ways of launching the app on Sunday, September 8, during the Taste of Good Shepherd. One idea: a skit with the pastors. Another one – a training video highlighting all the features.

Alvis thinks we need people in the lobby on September 8 to train people. He thinks we need to reach out to other committee members for this event.

We set a goal of having 450 downloads by the end of October.

**Communications Intern/Peyton David -** Eric also talked about Peyton David’s last week at work, and about a video she created about youth and faith. She also will have a video about Hal Olson, one of the last charter members of GS. She will also have a video about our partnership with Orchard Ridge.

**Capital Campaign** – Rick gave a quick summary of the upcoming campaign, called Beyond… A steering committee has been formed, along with four sub groups: The Commitment Team (which has two sub groups, the Lead Gift Team and The Every Member Visit Team), The Inspiration Team, The Information Team and the Special Events Team. The consultants will be in town tomorrow, Wednesday, August 7, to meet with all groups but the Special Events team.

The campaign will start on Sunday, October 6 and go through Sunday, November 24. The two big weekends where we hope people will return their intents to give are Sunday, November 17 and Sunday, November 24. A large special event that will hopefully encompass the entire church will happen (somewhere) Sunday, November 3.

The Team Leaders:

Chairs: Bob and Ronda Beggs

Commitment Team Chair: Phyllis Wiederhoeft

Inspiration Team Chairs: Ann Barrett and Julie Enslin

Information Team Chair: Tim Hughes

Tim has put together an Information Team together without tapping into anyone from the Communication Committee. However, he may be coming back to the communications committee for help with individual projects.

**Proclaim -** Chris asked whether there was anything else going on. Rick gave a brief overview of what was going to expand the use of the Proclaim software to the entire congregation.

Right now, we are using Proclaim normally during the 10:30 a.m. and 6 p.m. services in Verona, and not using it during the 9:00 a.m. in Verona or the 8:30 or 10 a.m. services in Madison.

In addition, Stephanie Christensen asked the staff to take over the scheduling of the 10:30 a.m. volunteers.

So, there was a meeting of staff Tuesday afternoon to talk about what to do from here. In the short term, Donna Maysack will take over scheduling of 10:30 volunteers through October. Meanwhile, Diane Kohrs will spearhead an effort to find more volunteers to try and run Proclaim at all 5 services at both locations.

Rick said he will be reaching out to the choir to see if they can help run slides in Madison at 8:30 and 10.

Diane and Rick will be going to AMPED to reach out to middle schoolers to help with slides and build out the Capture Crew.

The hope is to recruit as many as 40 volunteers to run it at all 5 services by November.

**Taste of Good Shepherd/Connections Fair -** Rick also talked about the Taste of Good Shepherd, which is being targeted for September at church.

September 8 – Launch the App (Takeout Menu)

September 15 – Sunday School, AMPED programming (Kid’s Menu)

September 22 – Connections Fair (Full Menu) Rick said this was where all committees, along with all ministries, would have tables in the lobby after services encouraging members to reach out and serve Good Shepherd in new ways.

Rick said it would be helpful to have two members of the committee to staff tables on the 22nd.

**Charter –** The committee then started working on a charter for the committee, which has been asked for by the Leadership Committee. Ken had thrown out some ideas, which helped us frame the discussion.

Here’s what we landed on:

Title: Sharing Good Shepherd’s Good News

Purpose: Communication God’s work in and through the Good Shepherd community by sharing stories of outreach, events and impact.

Responsibilities:

* Supporting communication of all Good Shepherd groups: committees, ministries, staff and board
* Developing and enacting strategy for Good Shepherd’s various communication tools including the website, newsletter, mobile app, bulletins, social media and more.
* Measuring effectiveness and engagement of communication efforts and campaigns.

The meeting ended with the Lord’s Prayer at 8:22 p.m.

*Next Meeting – Tuesday, September 10 7:00 p.m. Verona – Room 7*