

**Sheboygan North Catholic Parishes  
Communications Committee**

**Meeting date** Thursday, February 18, 2020

**Time** 6:30 p.m. – 7:30 p.m.

**Location** Teams virtual mtg

**\*Denotes Communications committee**

Danilo Batres (SC) \*

Tom Dinolfo (Staff) \*

Chris Knudtson (HN) \*

Jeanne Bitkers (SD) \*

Jacqueline Guilbeault (Staff)\*

Kym Leibham (HN) \*

**Sub-committee members**

Mary Jo Bugembe (HN)

Chris Roenitz (SC)

Mary Karls (SD) \*

Judy Straus (SD) \*

**CC.**

Mary Petrie (Staff)

Michele Konrad (HNJ) \*

Fr. Mark Brandl

**Notes**

I. Opening prayer by Kym Leibham

II. Staff updates

- The website carousel is updated with Lenten activities.
- Jacqueline was able to add Archbishop's Appeal video to the Sunday video showing.
- Jacqueline had a virtual retreat this past weekend.
- End of Q1, Fr. Mark will write a letter which will be sent to all parishioners for whom we have addresses. His focus will be "a time of hope," attendance comments per parishes, and the Feast of St. Joseph.
- The staff discussed a Lenten call campaign, and the committees are asked to communicate with parishioners and friends.
- Laura TeWinkle is leading the Flocknotes advancement.

III. 2021 first quarter communication around identified themes:

A. Bulletin update and strategy – Jeanne

- The team is meeting Tuesday, Feb. 24 to continue bulletin updates.
- Tom reported the bulletin committee is adding information on the sacraments and in the process of contacting Liturgical Press (LPI) about doing a bulletin refresh.
- Mary Jo B. is going to assist staff with updating the content and look.
- Where should we post the bulletin? Social media, website, email, and hard copy. We should do an article about the opportunity to receive the bulletin via email.
- We need to have online bulletin links live. The team will discuss with LPI and we will check to inquire how the bulletin is saved so the links are live.
- Anyone who has approached us for a snail mail or email bulletin is receiving one.
- "Follow-us" branding enhancement could be added as bulletin copy.

B. Website analytics and strategy – Chris

- i. Tag manager

- Most coming in through main website page then...
- ...40% are going to bulletin page then leaving
- 8% are going to events page

ii. Mobile app development

- Within the next 30-days, Chris will develop phase 1 of an app for the communications committee to test and review.
- The app will allow for push notifications.
- It will be a similar version of the website but in button format.
- The app may be able to allow better tracking to qualify church engagement.
- App analytics will help better understand where the website may need updated in the coming 3 – 4 years.
- Judy asked if the council meeting notes could be accessed through the app or website? Chris shared the information can be accessible; we just have to gauge the interest in such information. The website parish council meeting notes can be found on the bottom of the page

[https://sheboygannorthcatholicparishes.org/parish\\_leadership.php](https://sheboygannorthcatholicparishes.org/parish_leadership.php)

- C. New parish directory and parishioner survey is being investigated by Stewardship committee and the staff. Tom said this may be a fall effort. The Communication team is happy to be part of any strategy, planning, and implementation.

IV. No status on full-time staff person specializing in communication and fundraising/development. It is not in the budget for the current fiscal year.

V. Communication specifically for the Hispanic community - Danilo

- A. Lent and Holy Week all masses will be in Spanish, just Saturday April 3 will be bilingual.
- B. Couples retreat begins February 21 after mass in St Dominic gym – 24 people are signed-up.
- C. We had 71 attendance at Ash Wednesday.
- D. We still recording mass Facebook live every Sunday.
- E. Tom asked if it is possible to have a tv monitor as in Holy Name Narthax which gives information, etc. There is a bit of a space problem in St. Clement, but Tom will investigate.

VI. Closing prayer by Mary Karls

Next meeting March 18, 2021 6:30 p.m.

## **SNCP Stewardship Comm. In-person Mtg. Tues. 2/9/21, 6:00 pm-Notes**

**Attendance:** Mike Short(chair) SD, Mary Karls(notes) SD, Penny Maletzke SC, Pam Duessing SD, Bob Mair SD **Excused:** Fr. Mark

### **1. Open with prayer – by Mary Karls**

### **2. Formation/Reflection:**

- a. Review updated draft of “SNCP Stewardship Action Plan” emailed with last month’s agenda, and give thought to what our stewardship goals for the SNCP should be for 2021. Refer to email sent on 2/2 to selected staff, council president Michele and communications sub-committee chair Kym.

### **3. Administrative/Chairperson Comments:**

- a. Mike shared input from Fr. Mark that the plan is to send a newsletter to all parishioners in midMarch, discussing the basics about opening “fully” our parishes, and if that is near or not. It will also be an opportunity to thank the people for their giving in this time of pandemic. He urged us to plan, but because of unknowns due to the pandemic, implementation may be delayed.
- b. Mike received no offers or referrals following the 4 weekly bulletin listings in January to grow our committee, esp. with delegates from HN & SC. To plan effectively, input from HN would be appreciated, since they currently have no representation on our committee.
- c. The Disciple-Maker survey was conducted one year ago, in our Archdiocese. No one had yet requested the results for our parishes, which will soon be made available to our committee. The goal was an 8% response rate, and we exceeded that minimum standard, with SC 9%, SD 15% and HN 15%. At a minimum, Mike felt the results should also be shared with the Pastoral Council and Faith Formation, so that they could be utilized to further our SNCP goals. Fr. Mark to decide the timing.
- d. Bob, our Pastoral Council liaison, shared that the PC’s 3 main goals for this year focus on: Faith Formation, Communication, and Human Concerns/Outreach. Kevin Sander is working on planning a large event for adults, targeted for spring 2022. Mike offered the alternate suggestion of holding a “parish mission” over the course of a few evenings, on different topics, to benefit anyone unable to attend on the night of a big event. Also, that said speaker might meet with youth during the day.
- e. Mike shared financial information received from Tom Dinolfo and Lori W. Overall, for the SNCP, weekly contributions have increased a tad from 2019. While “cash” is down (for various reasons), special gifts have generally made up the difference. (Note: Passing the basket occurs at HN and SC, but not at SD due to lack of long handled baskets. There is a secure box in the back of church to collect offertory at SD.) As of January 31<sup>st</sup>, a total of 422 SNCP family units were enrolled in Faith Direct. This is up

from 407 in Sept., and 326 last January. The percentage of family units currently enrolled is: 22% from SD, 13% from HN, and 4% from SC.

#### **4. Ongoing Business**

- a. **“Stewardship Matters” bulletin/social media items and occasional Faith Direct promo.** It was agreed to continue these, with a stewardship message based on the weekend’s scripture readings, and continue soliciting for committee members from HN and SC. Bob mentioned this need at the Pastoral Council meeting. It is most effective to extend a personal invitation to join. This would best come from those who know parishioners at those parishes. When we clearly articulate our goals, others may be inspired to join. Perhaps we could even have a youth representative join us.
- b. **SNCP “Stewardship” ideas/goals and desires for 2021.**
  - i. We should consider ways to support our Pastoral Council’s goals.
  - ii. Because many parishioners have a decreased level of comfort due to the pandemic, some may need much encouragement to come back to Mass and to re-commit to active participation in their parish activities and ministries. (We need to keep focusing on welcoming and hospitality.)
  - iii. It was suggested to consider holding a fun event and/or service project in the future (i.e. spring cleaning or task day, home mission/service for adults and teens, poss. with Mass on the beach.
  - iv. It was felt we need to get back on track by tweaking our comprehensive/collaborative Time & Talent booklet, and making it available on paper and online.
  - v. Further discussion is also needed in overseeing regular social/community-building events such as the annual Golf Outing for all 3 parishes, SD Fall Festival, Ice Cream Socials (and possibly a more formal welcome for our new pastor), appreciation events, etc. Safety issues would be considered before initiating these. Scheduling needs to be coordinated with the 175<sup>th</sup> Anniversary events planned for Holy Name of Jesus parish, esp. in August.
  - vi. We also need to further develop ideas on including the Latino community.
  - vii. Mike also brought up the value of having parish directories that are updated yearly vs. pictorial directories, that staff had started talking about it, and the PC’s communications subcommittee offered to help in this matter. Our small committee would not be able to provide much manpower.
  - viii. Cindy Lukowitz from the Archdiocese suggested to Mike that during the small group Zoom meetings during Lent, there be relaxed conversations about how our parishes can best meet one’s needs, and what obstacles stand in the way of them being more engaged in events and ministries.

- c. **“SNCP Stewardship Action Plan”** – No discussion was had on further tweaking the latest draft.

**5. Future meeting schedule, closing prayer, Adjourn**

- a. Next meeting **Tuesday Mar. 9<sup>th</sup>**? At 6:00 PM? (This is a Lenten Mass and Scripture night at SD.)
  - i. What major items should be included on agenda? T&T booklet update, sign up in late spring? DMI survey results.
- b. Closing Prayer by: all