

COMMUNICATION GOAL:

During the next three years, implement an engaging communication plan that encourages broad parishioner participation, dialogue and feedback; while reinforcing a welcoming environment throughout the parish.

OBJECTIVE 1: Team along with all SJN staff and interested parishioners will develop a brand and format to be used with all communications sent to parishioners. The brand will clearly identify the communication as that originated from SJN parish. Categories will be created for all ministries/functions/activities and each will be placed in a category. Brands will be created for all categories. All brands will be in place by March 31, 2012.

Potential Action Steps:

- 1: Identify subcommittee to begin designing a branding symbol
- 2: Organize process, plan, or meeting to incorporate input and participation from all ministries and parishioners
- 3: Explore process for ongoing communication with all committees on how the branding of emails will support better communication
- 4: Establish timeline to complete action steps 1, 2, & 3 that meets communication committees overall timeline
- 5: Identify process on how to evaluate the effectiveness of branding symbol on communication process

OBJECTIVE 2: Team will design, write and publish a two-sided card that will welcome new parishioners to SJN, give brief information on ministries and where to go for more information. The brochure will be placed in the church pews. The welcome card will be in place by June 30, 2012.

Potential Action Steps:

- 1: Determine the content of the card
- 2: Identify subcommittee to begin design of card
- 3: Explore process for ongoing printing and stocking of cards in pews
- 4: Identify process on how to evaluate the effectiveness of the two-sided card on communicating ministries to new members

OBJECTIVE 3: Team and Joan Kiliany will categorize the information published in the weekly SJN bulletin, format the bulletin to accommodate the categories and publish in the new format. The new format will be completed by December 31, 2012.

Potential Action Steps:

- 1: Identify categories of bulletin information
- 2: Identify subcommittee to begin reformatting the bulletin
- 3: Explore advantages and disadvantages of current bulletin format
- 4: Identify what elements of communication are missing in current bulletin format

5: Identify process on how to evaluate the effectiveness of the new bulletin format

OBJECTIVE 4: Team will meet with each ministry/group within the parish to form a procedure to report current, on-going activities to the parish website. This action to be completed by June 30, 2013.

Potential Action Steps:

- 1: Obtain a list of all ministries/groups within the parish
- 2: Identify subcommittee to begin outlining an agenda and process to meet with each ministry
- 3: Identify all avenues of communication that are needed to maintain two way communication between all ministries and parishioners
- 4: Identify process on how to evaluate the effectiveness of communication via the website

OBJECTIVE 5: Team will develop area of website to reflect mission, goals and objectives, activities and accomplishments of the Pastoral Council. Team will develop campaign or strategy that increases awareness and use involving other ministries in the campaign. This action will be completed by September 30, 2013 and continuously updated thereafter.

Potential Action Steps:

- 1: Identify subcommittee to work with existing webmaster committee to address communication needs of the pastoral council
- 2: Explore process for ongoing communication of updates for display on website
- 3: Outline a plan that increases the awareness of SJN website
- 4: Identify process on how to evaluate the effectiveness of the website communication

OBJECTIVE 6: Team will develop strategy and procedure to e-mail announcements of parish activities, events and needs/request. This process will include seeking parishioner permission to receive e-mail notices and maintenance of parishioner e-mail addresses. To be completed by December 31, 2013.

Potential Action Steps:

- 1: Identify subcommittee to strategize how communication will occur via email
- 2: Outline a timeline for routine emailing/communication to parishioners and a prioritize a list of what is to be communicated
- 3: Explore process for ongoing two way communication via email
- 4: Identify process on how to evaluate the effectiveness of sending emails to increase communication
- 5: Investigate any legal issues surrounding the use of e-mail communication.