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Subject: Communications LRAP First Group Meeting

Hello Everyone,

The LRAP Communications Group had its first group meeting last Tuesday, February 1st.

Here is a summary of the meeting.

The meeting began with discussions on the following items:

- a reading of Fr Jeff's discussion on communications that was in the Pastor's Printer section of the bulletin on January 29th and 30th.
- the new parish communications responsibilities of Hub Martini's,
- LRAP Communications summary review,

Hub's Communication position and the reading of Fr Jeff's discussion on communications:

In deciding what to do for the group to move forward quickly we felt it best to not pursue additional discussion at this present time regarding Hub's new responsibilities. Our discussion concluded on this topic with our feeling that the position is very new and responsibilities for the position are still being defined with our group not knowing the true scope. We feel that in time we will have a better understanding for the workings of it and will be able to have a better basis for making good use of that knowledge at a later date.

LRAP Communications summary:

- Challenge C-1: How can we define and develop a functional control group responsible for coordinating a process for parish wide communications? (Page 25 of the LRAP Final Report): Our consensus is to not immediately address this challenge in part because we would like to have more first hand knowledge of Hub Martini's work, first, but also we feel C-2 is the more important one at this time.
- Challenge C-2: How can we get all communications disseminated in an effective manner that ensures consistency, quality, and meets objectives in a timely manner? (Page 26 of the LRAP Final Report): Our consensus is this is the area we need to address first.

Moving forward with Challenge C-2:

- Most of our discussion surrounded our Parish Website and how it should be the central repository or "HUB" ... if you will ... *(there is a pun intended there)* ... for all of the communications that go on concerning our parish. Our consensus is that the majority of parish information that needs to remain readily available should be on the Parish Website. All other modes of communicating that information like the bulletin, flyers, Facebook, etc should be able to pull from the parish website.

First SMART Goal, In relation to the Parish Website, identify the following:

- WHO is the audience?
- WHAT information do they need?
- WHEN (or with what frequency) do they need the information?

Current homework assignment:

- All of the Communications team is to research and list all of the different types of groups / individuals that would be looking for information, what that information is, and how often is the information needed. (As an example ... consider that a non-member of St Johns was trying to find more info on St Johns. What information should be on the website to help draw them in or address questions they may have? Also, consider all of the different groups within the St Johns community and list what may be useful to them on the website.)
- Mindy Caldwell will be sending a chart / table to utilize in helping us collect this information.
- The goal is to have this ready for discussion or at least combined to a master list by February 22, 2010.

Please let me know if any questions or if I missed anything. Thanks and regards.

Larry Kelhoffer

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