**COMMUNICATIONS COMMITTEE**

**MINUTES**

**Date/Time/Place: August 6, 2019, Zoom Call**

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| **Chair:** Mrs. Suzanne Petrouski | **Recorder:** Sr. Connie Bach | **Prayer**: Br. John Eustice |

**Attendance: P = Present, T = Telephone, E = Excused, A = Absent, Z-Zoom**

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| Z | Sr Connie Bach, PHJC |
| Z | Sr. Lovina Pammit, OSF |
| Z | Ms. Suzanne Petrouski |
| Z | Br. John Eustice, Viatorian |

\*Beginning new ministry year.

| # | Agenda Item | Findings/Discussion/Analysis | **D**ecision/**R**ecommendation/**F**uture Actions |
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|  | Welcome | Suzanne welcomed the members at 11:30am. |  |
|  | Prayer | Prayer was led by Br. John Eustice. |  |
|  | Agenda | The agenda was reviewed and items were added.: Calendaring, Membership, Instagram |  |
|  | Minutes | The minutes of July 15, 2019 were reviewed.  | **D-** Lovina needs to return to minutes to complete. |
|  | FinanceOFR Report | In-Kind Report: 34 hoursIn-Kind Donation – $0OFR Report: None |  |
|  | Board Response/Request | No meeting held since last Communications Meeting. |  |
|  | Old Business | 1. Vocation Voices:

August-Br. John EusticeSeptember-Connie to call Sr. Kara, Sr. Belinda. Sr. Lovina will contact Sr. Denise Glazik from Springfield Doinicans and Dan Masterton, Asst. Vocation Minister (lay person) with Br. John.1. Membership Campaign: Invitations went out in OFR Newsletter and announcement to former CAVA members along with invite to 40th Anniversary. They were also asked if they want to receive newsletter. Response not good. Registration will go out in August Update. Nothing will be mentioned about new structure until after board meeting.

NOTE: This type of communication usually comes from the Board but new members are still being sought. | **D-** Connie to call Sr. Kara, Sr. Belinda. Sr. Lovina will contact Sr. Denise Glazik from Springfield Doinicans and Dan Masterton, Asst. Vocation Minister (lay person) with Br. John.**D-**Place reminder for registering for the coming year on website and Update.**D-**Communications Committee will push membership through social media: website (Suzanne), Facebook (Adam), Twitter (Suzanne) and Instagram (Br. John and Dan) as soon as possible for the 2019-2020 year. **D-**Lovina will send blurb to Suzanne for Website, and Adam for Facebook, and John for Instagram. **F-**Work on vocation brochure**D-**Lovina to send appeal letter of invitation and brochure to this committee for update.**F-**Consider sending letter to pastors to collaborate and be a part of CAVA.**F-**Consider sending letters to BOTH provincial or leadership AND Vocation Office |
| 8.  | New Business | * August Update:
* Introduce new members (Arturo, John, Dan, Denise…)
* Upcoming Dates

-Opening Gathering/40th Anniversary-Catholics on Call – Sept. 19-20-Hands On-Hearts In – September 22-27-Chicago’s Got Sisters – Oct. 11-12* Link to registration
* Link o Participation Survey
* September Update:
* Catholics on Call – Sept. 19-20
* Hands On-Hearts In – September 22-27
* Chicago’s Got Sisters – Oct. 11-12
* Summer Newsletter:
* Review of past 3 months and upcoming dates
* End of year article
* Plan for November National Vocation Awareness Week Nov. 3-9
* NCYC- Nov. 21-23
* Advent/Christmas – Dec. 5
* Handbook/Member Directory
* Handbook on hold until new board members are selected.
* Member Directory – work in progress: first draft will be emailed out to persons and available at Aug. 29 opening with explanation of update.

Upcoming Events:* August 29: 40th Anniversary/ Celebration/Opening of new year/Best Practices (26 CAVA and OFR member registrations + 4 or 5 former members)

Website/Social Media:* Communications Workshop-Instagram: Lovina and Connie attended NRVC’s Communications course this month and practiced designing Instagram content. Conversation followed regarding yearly planning for communications.
* Br. John had Dan look at website:

Resource page good.About Us and Contact Us are neat.Vocation Discernment Opps page – hodge-podge events. Some graphics hazy. Video gallery is rough. One video must have been deleted – thumbnails dots, stretched, poor. Details can be cleaned up. Nice to see social media links.Question: Who is audience who uses this most often (members? People outside of CAVA or vocation ministry)? Lovina: Want good balance of members and those interested in voc ministry and discerners, parents, teachers, parishioners, etc. Lovina to look at statistics and John will need to look at these before next meeting.Lovina proposed the need to have a separate website design meeting from time-to-time with Saul to do adjustments. Dan should be a part of that meeting.* Br. John and Dan to administer Instagram site. Can pick up materials from FB, website etc.

Note: Lovina stated there are two videos coming to be posted from Passionists and one other group.Note: Dan works 20 hours a week, some from home). | **D-**Post Member Directory on website at the end of September.**F-**Need a clearly defined Social Media Strategic Plan with a yearly review.**D-**Lovina to send Communications Strategic Plan to committee members to review.**D-**Lovina to look at committee evaluations from past years. |
| 9. | Reflections | Diversity: We are widening our tents with membership campaign/pastors/parishes and exploring greater outreach through social media.Evaluation of Meeting: Meeting went well with much work ahead of us. |  |
| 10. | Calendar | Next meeting: September 3, 2019Prayer: SuzanneRecorder: Sr. LovinaSeparated meeting needed for  |  |
| 11 | Adjournment | Meeting adjourned at 1:34 |  |

**Scheduled Meetings:**

Sept. 3 – ZOOM 9:30

Sept. 30 – ZOOM (for Oct.) – Dan to attend as well. 10:00

Oct. 28 – ZOOM (for Nov.)

Dec. 3 – Face-to-face with Christmas celebration (Frankfurt)?

**Next agenda:**

Material from Saul (Analytics)

Brochure tweaking

Appeal Letter

Determine separate dates for website review and social media plan.

Catholics on Call – conversation afterwards

**September 30th -** Communications Strategic Plan

***Updates: Submission (D) due on the 20th of the prior month. Mailing (M) the first week of each month.***

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| **NEWSLETTERS** | **SUBMISSION DUE DATES** | **MAILING** |
| **SPRING** | MAY 1 | MAY 15 |
| **SUMMER** | AUGUST 1 | AUGUST 15 |
| **FALL** | NOVEMBER 1 | NOVEMBER 15 |
| **WINTER** | FEBRUARY 1 | FEBRUARY 15 |