**Public Outreach**

CAVA Year-End Gathering

May 26, 2021

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Notes from the Breakout Session

1. Increase the public perception of consecrated life
2. Promotion to make people aware that we exist. We ARE still here
3. CAVA does well when we share information
4. One member asked about reaching our and connecting more with students after BPR.
	1. *Per a YA focus group, phone calls maybe preferred to emails.*
5. How can we reach out and connect with others? Campus Ministers, HS and College, Parishes
	1. *Archlink is the main way we are able to promote events to parishes*
6. Present info about the fact that God IS calling people to priesthood and religious life and get them to move toward website
7. QR code developed, Splash Page in the works

*Suggestions*

1. To assist with Vocation Fairs, or as a permanent feature – create Videos to highlight members/and or congregations. With limited religious able to visit classrooms, this could be a great, easily accessible tool for teachers used throughout the year.
2. Offer a Religious poster/brochure for pastors, parishes. Include a QR code to get them to the website.
3. Social media – create an Instagram account. Possibly with logos/quotes/pictures/. It doesn’t need to be updated often, be open to scheduling posts
4. Make resources more accessible – for teachers, parishes, vocation teams, discerners
5. Share statistics