

**St Vincent de Paul
Communications and Outreach Committee
MEETING MINUTES
December 11, 2011**

In attendance: Joe Yingling, Chris McCullough, Laureen Brunelli, Barbara Bachur, Audrey Rogers

Excused/Absent: Pat Frascati, Tom Hyatt, Terri Rizzo, Jamie St. Onge

Website

Disability access and the provision of American Sign Language will be added as a page to the “About Us” section. {**Audrey will send to Joe**}

The website remains ‘text-dense’ with jargon. {1. **Barbara** will attend to editing ‘jargon’; **Laureen** will assist. They will divide the web content between them. 2. **Audrey** will contact coordinators and chairs to encourage photo submission. }

There has not been a timely replacement of the assignment schedules. Audrey has been contacting coordinators. {**Joe** will note the ‘end-date’ when schedules are posted and an automatic reminder will be generated by the website when a new edition is due. }

Links to videos of St V events remains a highly desirable addition. {**Laureen and Chris** will coordinate an effort to capture some the upcoming Christmas pageant for posting. }

Website editors: We still await an editor for Education and Enrichment to replace Jamie. Joe has given the user manuals to Colleen. {**Joe** will conduct a full user training after the holidays. Current editors are encouraged to attend for a refresher. }

The committee decided against a formal evaluation of the website as was conducted last spring after its launch. The evaluation in April, 2012 will focus on website diagnostics. {**Joe** will generate. }

Bulletin

There is still some confusing information in the “Welcome, Visitors!” section. {**Laureen** will edit, **Audrey** will work with Pat. }

New Parishioners

Audrey and Chris have produced a new parish registration form which the committee reviewed and accepted. {**Laureen** will proof for typos. }

Chris will establish a procedure for receiving these forms and making the initial personal contact with new registrants.

The committee still wants a 'welcoming' booklet that will present information on 'life at St Vs' and opportunities for involvement. {**Audrey** will draft for February meeting. }

Publicity

The committee reviewed the draft publicity guidelines and offered some reformatting advice for better clarity. {**Audrey** will re-draft and distribute for final committee approval with subsequent posting on C+O webpage. Committees and groups will be notified as well. }

Laureen will explore whether St V's Christmas Mass schedule can be distributed through the *East Baltimore Guide*. Chris will send Laureen all times and events.

New Ways of Providing Education

We discussed providing spirituality links, reflections on current education/enrichment offerings, and possibly providing 'webinars.' The last one has 'pro's' and 'con's'. We decided that we need a systematic approach to deciding about the 'jump' to web-based adult education. This topic was tabled until February.

Parish Needs Assessment

The Parish Council is to discuss whether there is to be a parish-wide needs assessment. Our committee concluded it cannot take the lead on this effort since the assessment should be a trans-committee effort and strongly recommends that an Ad Hoc Committee be established for the effort.

NEXT MEETING:

February 12 [Snow Date: February 19]