

PARISH LEADERSHIP COUNCIL  
NOVEMBER 11, 2021

PRESENT: Kadee Ruhland, Kevin Magyar, Karen Maza, Mary Woida, Mark McGinty (Zoom), John Dolenc, Annette Dolenc, Paul Mandell, Maureen O'Connor, Jim Clancy, Jon Smith

ABSENT: Fr. Tim, Kyle Irving

VISITORS: Jennifer Vecellio (marketing analyst), Brad Byers (Finance Committee)

OPENING PRYER: Karen Maza

MARKETING SNAPSHOT: Jennifer Vecellio

Background: Has been a long-time member of St. Thomas Becket; has worked for large companies, as well as owned her own company.

Jennifer met with Kevin and Jim, and they asked her to present her findings to the Parish Leadership Council.

- Perception:
  - No matter what we think we are projecting, if the “customer” (parishioner) and/or browser’s perception is different, then that is the reality.
  - A picture of a building is not going to give off “warm vibes” – need to provide pictures that focus/project our spirituality and emotional commitment to living our mission statement.
- Strategy:
  - Define what/who are we?
  - Who are our “customers”?
  - How do the customers find us?
  - All businesses (which STB is) have a cycle from start-up to decline, it is important to refresh/update ourselves periodically.
    - We also need to acknowledge a financial commitment will be needed
      - Just like any business/home there are continuing expenses
- Message
  - Each description/statement/event needs to be concise, clear-cut
    - Can be read in 3-5 seconds
    - Based on a 7-ninth grade level of reading/understanding
      - In word – settings – show readability
    - If English is your second language, they would be lost with descriptions that have a reading level above third to fourth grade.
    - 10-12 words would be the goal
      - Would need a Ph degree to read/comprehend any description over 40 words
  - We can’t be everything to everybody, pick one area/goal
    - If we are targeting one specific group, will the other groups feel they aren’t important?
      - No – no-one will know we are targeting one group over another.
- Jennifer looks for “gaps” on the website in numerous different areas:
  - Branding/Marketing (see Marketing/sales funnel on power point)
    - Is inconsistent or just not there
    - This is more than just a logo
    - Potential members are going to be asking “What’s in it for me?” Will this be a good fit for me/my family/my spirituality/will we be welcomed, etc?
    - What makes us unique?

- What value can we give?
    - Who is our most important focus group/area?
  - Who is the target audience?
    - Have our current members back in the building?
    - Have younger families join our church?
    - People who are looking for a church who is service oriented?
  - Competitors
    - Other Catholic churches
    - Non-Catholic Churches in general
    - Live streaming
    - Digital access
  - Mission Statement
    - Has become a mantra
    - Need to show how we live our mission statement, not just using the words
      - Show how we love
      - Show how we serve
      - Show how we can be hope
  - Identity/Name recognition – which has been lost
    - Logo
      - Update color scheme
      - Possibly update design
    - Need to have **ONE** consistent reference name to build our brand:
      - On the website/Instagram/YouTube, we are referred to as:
        - Saint Thomas Becket,
        - St. Thomas Becket,
        - Catholic Community of St. Thomas Becket,
        - STBEagan
- **OVERALL:**
  - Jennifer shared her power point presentation, which can be downloaded through her Dropbox. Contact Kevin if you need help to open it.
  - Jennifer is unable to commitment her time for this overwhelming project but will be willing to help on occasion.
  - If we were to hire a free-lance marketer, it would be a significant financial undertaking, but it would cost less than hiring a full-fledge marketing company. It would be an investment up-front, but provide a “big-bang for our buck”
  - Recommendations include:
    - Define our Name consistently.
    - Define - who is the Community of St. Thomas Becket
    - Update the look of our logo
    - Determine the ONE market area we want to target.
      - Can have one market focus
      - Can add a second focus once the main focus has been established
    - Looking for an established key performance
    - Allocate available resources (part of the budget/volunteer-skilled parishioners/ hire marketing person)?
    - Define commonality
  - Bottom line is that this is a huge commitment in time, money and personnel.

## EDUCATION: Karen Maza

In discussing the newspaper article that was handed out last month, Karen also shared the following stats:

- We have not yet convinced our parishioners to return to Church
  - Our physical numbers attending the three masses are less than half of what they were in 2018
  - How can we get our loyal parishioners “off the couch” and back into the building?
- We have grown an on-line community through our live-streaming and YouTube segments
- Once we start the campaign to get parishioners to return in person, what is next?
  - How long should the overall campaign last?
    - What are the goals we are going to analyze?
    - What is the time frame for analyzing goals? (6 weeks)
    - If goals are not showing any improvement within a specified time, how do we change the direction of the campaign?
  - What personnel do we need to implement the campaign and/or change of direction?
    - What do we emphasize?
    - How do we add energy to our website, and making it consistent?
      - How can we redo/reshape without starting over?
- Electronic donations are consistent – comes automatically with little to no effort
  - No cushion this year – last year had a forgivable PPE loan of \$128,00.00
- Physical donations are inconsistent – Some people like to be able to put their donation in the basket. However, if they don’t come to church that weekend, it is a lost donation.
- Our education piece tied in very nicely with Jennifer’s presentation and will continue to be assessed.

## PARISH UPDATE: Karen Maza

- Archdiocese just completed an overall/in-depth financial audit of our Parish.
  - This use to occur every 5 years, but now it is every 3 years
  - We did better than most parishes, having fewer recommendations for us
  - It is a nerve-wracking process, as there are innumerable questions/answers/procedural updates to be completed.

## AGENDA revised - Kadee

- Goals for the councils need to be reviewed – will be added to December agenda
  - Kadee will simplify the printout for the current council goals
- Update on Youth Representative on Council
  - Feel a bulletin announcement would not be productive
  - Kadee will contact Dez to see if she has any suggestions

## COUNCIL UPDATES:

- CARING – Annette Dolenc
  - Still brainstorming on updating Prayer shawl ministry
  - Will be reviewing the funeral ministry and what support they will need
  - Feel Deacon Mickey will be a welcoming addition, bringing new energy
- LIFE STAGES OF SPIRITUALITY: Jon Smith
  - Programs/Faith Formation will continue to be a hybrid in moving forward as:
    - In-person
    - Zooming
    - Combination of in-person/zooming

- Trying to get the parents more involved in sharing of their faith/teaching as their input does make a significant difference long-term.
- PARISH ENGAGEMENT: Jim Clancy
  - Mark Kahn has done an in-depth update on our 110 ministries
  - Had an in-person welcome to two new families.
    - Their main reason for joining appears to be our welcoming attitude.
  - Met with Fr. Tim/Jeff Schwalen to help with his homily/financial talk this coming weekend
- WORSHIP: Maureen O'Connor
  - Did get a new person to be a greeter last weekend, who is also a new parishioner.
  - Peg Sweeney has an update on the greeter ministry
    - Our group tried to use sign-up genius and could not do it
    - Peg will re-examine the sign-up genius with Monica
    - May do an e-mail blast to the whole congregation regarding the needs of the greeter ministry.
  - Discussed having a permanent place to memorialize our loved ones.
    - Possibly using permanent votive candles
    - A wind chime structure was discussed and will investigate this option further.
      - Noise level concern for neighbors?
      - Placement of structure
      - Material of chimes
      - Type of Structure for holding chimes
- FAITH IN ACTION: Paul Mandell
  - Reviewing the 15-19 ministries that are still active under the council
    - Finding out what their needs are
    - What ministries need a bigger volunteer basis than others?
      - How to make it easier to volunteer for these ministries (i.e., meet as a group at Church and then drive to Dorothy Day together)
      - Catholic Charities on East side need help in providing daily meals (20 families reside there)
  - FIA council have decided to sponsor Angel Tree, through the Prison Ministry
    - There are 13 children/6 caregivers who are associated with an incarcerated person
    - Four of the six caregivers have agreed they would like to be included
  - JustFaith will be starting a new program:
    - “Can we talk? Communication Tools for Divided Times”
      - Based on non-violent communication
    - 8-week module, will include two books
    - Will need facilitators as there appears to be a great interest
    - This program will be available to us for a year, if bought in January.

#### GENERAL DISCUSSION:

- We need to have a consistent training program for ALL volunteers.
  - All businesses (i.e., St. Thomas Becket) should have a Standard Operating Procedure, and a training program is an integral part of that procedure manual.
  - People would feel less intimidated if they knew there was training (written and vocal) of some sort for each volunteer opportunity:
    - i.e.-- Greeters
      - stand outside closed doors;
      - open the door for those coming in;

- pleasant greeting and/or comment;
- Stay in place until at least ten minutes after the start of Mass
- At the end of Mass, make sure to say good-bye by either standing in the Commons or by either north/south door
- Let them know that there is always support available when they volunteer
- Each ministry will have Chair
- Each ministry will have a person who is willing to chair the training for their ministry
  - Personal training
  - Written instructions
  - Contact person
- The consistent training program will be up to each council to implement in the ministries listed under their council.

## DECEMBER AGENDA

Opening Prayer/Education: Paul Mandell

Simplifying the ministry goals – Kadee

Holiday Mass schedule update – having to monitor due to Covid

Council Updates:

Caring

Faith in Action

Fun and Fellowship

Life Stages of Spirituality

Parish Engagement

Worship

Closing Prayer: John Dolenc

Closing Prayer: Maureen O'Connor

Recorded/Submitted by Cathryn Grimwood

Edited by Karen Maza