



PARISH COLLABORATION



Communications Work Group Summary Sheet as of June 12, 2024

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CSC Liaison: Pat Masterson (M)
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This group was tasked to: **Evaluate the current communications at each Parish and make recommendations to integrate them into one comprehensive, effective system.**

Research included:

- Interviewed parish staff and volunteers who generate communications
- Websites of U.S. Parishes who Merged/Formed a Collaborative or Oratory
- Inventoried live-streaming equipment
- Identified 19+ methods of communication currently in use and answered: Is it a priority?
- Identified vendors in use with one/both parishes
- Surveyed similar local parishes for best practices

Topics Addressed:

- **Desired Outcome:** Clear, effective, comprehensive communications serving all audiences and stakeholders; Establishing an identity, Speaking with one voice, Preserving equity from two names
- **Communications Vision and Values:** We envision communications that are: **Integrated, Streamlined, Unified, Efficient, and Effective**

Thoughts and Alternatives Regarding Brand Identity

- Keep Two Names & Identify Malachi as an “Oratory”: St. Patrick Parish/St. Malachi Oratory
- Keep Two Names & Identify Malachi as a “Church”: St. Patrick Parish and St. Malachi Church
- Two Names: St. Patrick Parish & St. Malachi Ministries
- New Combined Identity - St. _____ (this would represent a merger and is **not recommended**)
- New Combined Identity: St. Patrick & St. Malachi Collaborative
- Final Decision will be from the bishop and may require verification with Canon Law

Feedback & Dialogue:

- We explored the pros & cons of each option. We think there is a lack of understanding about what an “Oratory” is. We feel focusing on “Ministries” leaves out the “faith community” (for St. M).
- We see the value in keeping the names of St. Patrick and St. Malachi. There is value in retaining our individual histories. “Witness” value of both names to community and funders.
- We discussed use of “Collaborative” vs. “Collaboration” and settled on “Collaborative” which is defined as “a group of people working together for a common purpose.”

“Big Picture” Thoughts:

1. Establish a Unified, Collaborative Brand.
2. Unify Communications System and Channels (This drives all tactical implementation (bulletin, e-blasts, etc., etc.)
3. Create a Communications Committee to establish the brand and implement outcomes.

What is today for us – St P. and St M.

The Communications current reality:

- Two parishes have separate & disconnected *event, space, and liturgy* calendars; makes scheduling difficult.
- Each individual parish has its own independent communication systems & tools; many duplications were identified for when we become one parish with an oratory.
- Each parish has strong brand identity, history and following; Keep this in mind when considering changes.
- There is a mix of staff and volunteers “doing the communications” work at each Parish

Current Communications Channels at St. Patrick & St. Malachi

<i>Tool/Channel (Bold Items were determined by CWG to be Essential)</i>	<i>Primary Audience</i>	<i>Frequency/Update Schedule</i>	<i>STP</i>	<i>STM.</i>	<i>Important Notes</i>
Mass Book	Intra	Referenced Daily	X	X	Top priority: Needs combined
Online Parish Calendars	Intra & External	Updated as needed (frequently)	X	X	Google Calendar? Open to other formats
Printed Parish Calendar	Intra & Internal	Monthly		X	Excel -STM Google - STP
Weekly Bulletin	Internal	Weekly	X	X	LPI is publisher; Also available online
Email Blasts & Program	Internal	Weekly	X	X	STP uses Mailchimp, STM uses Parish Cast – decide a unified tool
Prayer Alerts/Chain	Internal	As needed	X	X	Primarily via email, STP has voicemail box for messages
Ministry/Group Directory	Internal	Twice a year		X	Essential
Parishioner Directory	Internal	Every few years		X	Not essential. Published recently at STM.
New Parishioner Welcome Packet & Event	Internal	As needed	X	X	New Parishioner Welcome Event only at STP.
After-Mass Announcements	Internal	Weekly	X	X	
Phone Calls & Front Door – (especially as STM moves offices)	External	Daily	X	X	Protocol & messaging for who answers phones/door
Email & File Sharing					
Printed Newsletter	External	Quarterly		X	Essential as a fundraiser
Promotional Materials (Brochure)	External	As needed	X	X	
Thank You Letters	External	As needed	X	X	Essential
Website	External	Daily	X	X	Top priority
Social Media Channels	External	Weekly	X	X	
Giving Tuesday (We Give Catholic)	External	Yearly	X	X	Diocese may dictate
Signage on Campuses	External	As needed	X	X	
Brand & Communications Guidelines	ALL	As needed		X	Critical for consistency between staff and volunteers

Additional Considerations:

- Many fundraising efforts (We Give Catholic, Malachi Run, St. Patrick's Day, etc.) use communications tools/channels (some have a separate presence). Discussion will need to include those committees when mailing to shared databases to ensure consistent messaging.
- There is still a need to list out all the current communication tools & equipment and who has access to them.
- We discussed that this may be the right time to edit Malachi to Malachy
- **Digital Signage (outdoor and indoor) Recommended:** Many churches are using these. Monitors on campus could welcome visitors and promote upcoming events. Monitors also make communications more effective between campuses.
- **Google Ads:** After new website is launched, apply for a Google Ads Grant for online ads to increase web visitors.
- **Social Media** – Unified, increased presence on social media as a way to reach younger adults.