



Vision In Action

improving St. Therese Parish
via

- Hands-on involvement
 - Stewardship of time, talent & treasure
- Listening and doing

Next meeting:

May 30th - 9:00

(go to 5th Saturday

because of Memorial Day)

then: June 27 / July 25 /
Aug. 22 / Sept. 26 / Oct. 24

Vision In Action - VIA

Meeting held April 25, 2009

Attending: Fr. Bill Hoffman, Andy Somers, Bill Kime, Carlos Herrera, Dick Schreiter, Ellen Vissers, Ernesto Gonzalez, Jean Pethan, Larrie Brazner, Nancy Bourassa, Sara Busch

1. Opening prayer

2. Agenda items for today:

- A. Staff reductions, parish controversy
- B. Communications committee
- C. Website update
- D. Phone Tree system
- E. Flat Screen TV
- F. follow up on Opening Greeting in Spanish
- G. Elder Care
- H. other?

3. Staff Reductions - Fr. Bill

Discussion about budget problems forcing staff reductions. Ripples in parish.
Dcn. Patrick has a new position as deacon to Wausaukee & Amberg.

4. Communications Committee – Andy Somers, Chairman

Had first meeting, see report attached. Just looking at the website at this point.

5. Website update – Ellen

Coming along. See report attached.

6. Phone Tree automated system

Bert will bring present this to Parish Council on Tuesday and ask for their approval.

7. Follow up: Opening Greeting when dialing office to give Spanish option - Did this happen?

Yes, now working well.

8. Follow up: collecting email addresses for Phone Tree, bulletin.

We could put a notice in the bulletin that we need your email address, and have people email the office; we could capture them that way. Barb has a database started with committee member emails. Question: does Phone Tree have a stand alone database that can be exported and used for other purposes?

We collected some email addresses when the communications survey pilot project was done, but never intended to collect all the parishioners' email addresses in that project. Then the Phone Tree option came into play, and the interest went in that direction. That team felt it wasn't necessary to survey additional parishioners. If the Phone Tree is approved by Parish Council there is a possibility of bringing back the callers from Advancing The Mission to collect data to update our records and get the database together.

Suggestion: Hand out business cards with web address to parishioners to get people going there. Good idea. We could have them use the "Contact Us" button and give us their email address. Or we could hand out business cards in church with the header of how the site looks, and the web address, and ask for emails; we could have a box in the back of church to collect the business cards. Ellen will design the card when the banner gets approved, Ernesto will print (\$20 for 1,000). Bill will make a drop box for the back of church. We can announce this in church and in the bulletin.

9. Elder Care - Sara

Concern about this program continuing after Dcn. Patrick leaves.

Michelle Malinski is taking leadership of this group. People are getting certified so that they can make visits. Also talking about socials: trips to LaCrosse, Wisconsin Dells, boat trip on the Mississippi, Our Lady of Guadalupe Shrine visit. The Story of A Soul group comes under this heading.

10. Does the group think we are done with “Communications” and ready to move on to another topic?

Fr. Bill wants us to look at the bulletin, maybe reinstitute The LifeLine. We have more information we need to get out to parishioners, what is the best way to do that? Expanded bulletin? We could interview new members and do “Personal Profile” We could also feature our long-married members and the newly baptized. Could we post pictures and a small write up in the back of church under a “New Members” heading? The people who went to the Dominican Republic have a story to tell, when can we publish their stories?

Continue this discussion next month.

11. Follow up on outside sign with Mass times.

Let’s revisit this topic. Our sign is small and not easy to read from a car window. Question: what do other parishes have? What’s readable when driving? Larrie & Dick will take pictures of other parish’s signs as a benchmark to get some ideas,, then talk to a sign maker for prices. Suggestion: Sign-A-Rama has been used by the parish in the past.

12. www.parishnetwork.org - Sara

This is a social interaction site - much like Facebook, but church oriented. Sara will send a link to VIA members, and we can bring the laptop and look at this at our next meeting. Might be a way to get more email addresses; would have to check regarding privacy issues. Bill will bring his laptop to the next meeting, Ernesto will bring the projector to the meeting on May 30.

13. Topics to be discussed at our next meeting:

Phone Tree follow up - Bert, Greg

Flat screen TV cost - Bill

Outside mass schedule sign - Dick, Larrie

Business cards with web address / collect email addresses - Ellen, Ernesto, Fr. Bill

parishnetwork.org site -presentation & discussion - Sara, Bill, Ernesto

Website follow-up - Ellen

What to pull from Terry Thorne’s talk - discussion

expanded bulletin / Lifeline, etc.

14. Closing prayer by Dick Schreiter

15. Meeting adjourned at 11:04

Minutes taken by Ellen Vissers

On the back burner: (did not come up at this meeting)
Communications Survey - Dick, Doug, Pethans
Other "parking lot" items????

What's next after Communications?

Projects accomplished:

1. Office survey; several recommendations implemented
2. Pilot of communications survey was completed
3. Sign out front w/Mass times - delegated to Bus. Administrator
4. Stewardship survey - handed to Parish Council for Stewardship committee to handle
5. Comm. Foundation Matching Day - communications went out, \$10,000 was raised for parish
6. We officially have a name and logo: Vision In Action / VIA

Vision In Action committee members:

Andy Somers - Andy.Somers@kplna.kpl.net
Bert & Mary Wiegand - mwiegand@new.rr.com
Bill Kime - bill.kime@menasha.com
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* Sr. Anne Arthur - aklinker@ssnd-milw.org

* currently inactive

Communications Committee Meeting

Held March 24, 2009

First meeting of this new committee.

Present were: Ernesto Gonzalez, Andy Somers, Barb Miller, Jackie Coulliard, Ellen Vissers.

Tonight's discussion: new web page - www.communityofsttherese.org

1. Calendar page

We are ready to start uploading and getting this up to date. Jackie has volunteered to input items. She previously did this, culling items from the bulletin. She will continue to do that, but we also need to get her into the loop for even more info. We need to inform committee heads to let her know things, and set up a system in the office to get her included. If info comes in by email, the email can then be forwarded to Jackie. Carlos can input items also - they will each have to check to make sure they aren't duplicating each other's work. Eric said that we can create links from within the calendar block, that people can click on the day and a longer explanation of the event pops up. Again, we'll have to get the info to Jackie or Carlos, and Eric will train them on how to create those links.

2. Question of who do we think will use / visit our site? That affects our content.

We think it should be aimed to our parishioners, visitors (mainly coming for Mass schedule info) and our parishioners' extended families looking for photos of family.

3. How long do we keep photos on the website?

Photos: Fr. Bill had said one year. Carlos says he will start fresh with photos on the new site.

Committee recommends lots of editing -- only put the very best photos up, not every one taken. Make sure they're close in enough that you can see faces, and see what people are doing. Encourage parishioners to take photos, not just staff. But edit them! They don't all get posted.

Be sure they're all clear, not blurry or out of focus. We have limited space, so be selective. Also look at the movie slideshow possibility.

4. How long do we keep news articles on the website?

Ernesto suggests we archive things under "History", like the article about Fr. Bill coming that was in The Compass.

Andy suggests a quarterly clean up of the website. Old things get deleted or archived. Don't wait for a once a year clean up - the project is too large & overwhelming at that point. Webmaster should get it on his calendar and clean up every three months.

5. Question about VIA - very new, most parishioners have not heard of it. We are a subcommittee under that group.

Suggest we put something about VIA in the bulletin to let people know.

6. Officers: we elected Andy Somers our chairperson, and Barb Miller volunteered to be recording secretary.

7. Next meeting:

We will do as much as possible by email, and only call another meeting when a problem arises that we need to discuss.

Thanks everybody!

Minutes taken by Ellen Vissers

Web site recommendations to staff

April, 2009

1. Carlos will take over as webmaster once the site is up & running and turned over from Eric Hass and Build My Own Site.
2. Any information received by Chrissy or Barb via hard copy will be forwarded to Carlos for uploading to the calendar page of the web site.
3. Information received via e-mail to Chrissy or Barb will be forwarded to Jackie for posting to the calendar.
4. Both Jackie & Carlos will enter info into the calendar, first verifying that the entry is not a duplicate.
5. Chrissy will upload the bulletin each week.
6. Carlos or Chrissy will upload committee minutes and photos.
7. Chrissy & Barb will forward all information that involves St. Therese and/or her parishioners on timely basis. The decision on what to put on the web page will be left to Jackie & Carlos. If questions arise the Computer Group should be contacted. (i.e. Ellen)
8. Webmaster to "clean up" AT LEAST once every 3 months, removing old photos & news items, or archiving as needed.

Photos stay up for a maximum of one year. Only put the very best photos up, not every one taken. (Make sure they're close in enough that you can see faces, and see what people are doing.

Encourage parishioners to take photos, not just staff. We have limited space, so be selective.)
News articles get archived under "History" after 6-12 months.

Report on website construction

April 24, 2009

1. Activity since last VIA meeting on March 14:

2. Incorporated a "Search" feature on the website

3. Meeting with Barb M., Eric Hass, Carlos H and Ellen V. on 3-24

4. Talked about creating "movies" (You Tube or Movie Maker) to be included on the photo page; Carlos & Eric to follow up.

5. Decided not to close the LPI site just yet - Eric suggested we remove most items but leave link. Revisit this in 6 months -1yr.

6. Jackie Couillard has volunteered to help update the calendar; she & Carlos will split those duties.

7. Barb contacted the Diocese and they now link to our new page

8. Ellen wrote a new greeting for the opening page

9. Added a new tab to cover special seasons and also special holy days etc. We called it Lent/Easter and added "Easter Story Cookies" recipe with bible references there. Will need to revise for future use.

10. On the LINKS tab we added links to sites for prayers, daily readings etc.

11. Posted minutes of Parish Council and VIA meetings under Committees. Chrissy has been uploading the bulletin each week.

12. Updated staff photos, to replace blurry ones under Contact Us.

13. Photos have been uploaded for Dom. Republic trip, Mardi Gras, Fr. Nieves celebration, and Lent. It was decided not to bring forward photos from the old site.

14. The new Communications Committee met and discussed the website. (Ernesto Gonzalez, Andy Somers, Barb Miller, Jackie Couillard, Ellen Vissers.) They made recommendations about selectively posting photos, archiving items under History instead of deleting the old news articles, cleaning up the site on a quarterly basis, etc. See "Recommendations" sheet.

15. Received a first draft of our "custom theme" from BMOS using Ellen's banner of 3 pictures.

16. Have decided the website is starting to lose the "clean & simple" look with the many added tabs on the left. Am investigating the possibility of putting tabs across the top with drop down menus. (Similar to the new GB diocesan site.) See example attached.

Ellen Vissers



current →

↙ proposed

