



The Church of the

Good Shepherd

A Parish in the Episcopal Diocese of North Carolina

Committee Reports

January 2019

COMMUNICATIONS

Summary:

We have made some significant incremental changes to our existing communications since Kirk Royal began as communications director back in July of last year. From that foundation, we will be looking in 2019 to develop and implement a real and solid communications plan and strategy covering both internal and external audiences as well as establishing style, design and content standards complete with implementation workshops and web-based toolkits.

Our main goal is to have solid footings in place upon which the new rector can build upon his/her arrival and plot the way forward for CGS.

WHERE WE ARE:

Website

- Overall layout and design updates creating an easily recognizable visual theme on the homepage that carries over throughout the subpages
- Content reorganization ensuring that the homepage contains or has direct links to all “vital” information that a newcomer or other inquirer might be looking for on the fly such as service times, newsletter access, parking information and a diverse photographic representation of who makes up our parish in both the congregational sense and the geographic sense.
- Design work is ongoing and will continue as we move farther along in defining our voice as a parish
- Website is becoming the primary method for registrations and sign-ups

Social Media

- In addition to our presence on Facebook, we now have an Instagram page as well, with Twitter coming in the near future
- Maintaining standard of at least one post to each account each day, preferably two

Newsletter

- Redesign is complete, including new masthead incorporating an abstraction of a shepherd’s crozier
- New easy to spot templates created for weekly features such as “From Our Library” and “The EYC Corner”
- Mass emailing analytics on newsletter circulation: averaging a 45% open rate vs. 22% industry standard (industry = religious organizations) and a 30% click-through rate vs. 2.8% industry standard. These are excellent numbers indicating we are publishing relevant information and that we are well-positioned to begin exploring the option of migrating to a digital-only format

External Marketing

- This will be a major point of focus in 2019 as we mine data yielded by the search committee to help us better define the voice we wish to—paraphrasing Bishop Curry—“take into Galilee.”
- Current “advertising” venues: o 30-second spots during “Great Sacred Music” Sunday mornings on WCPE 89.7 FM o Downtown Raleigh Alliance event calendar and newsletters

General Weekly Publications

- Sunday worship bulletins and print edition of newsletter are now merged into a single shared publication
- Worship bulletin layout has been reformatted with an eye toward making our Anglican worship tradition more welcoming and accessible to newcomers from other denominations or who might be among the “nones” now comprising such a sizable demographic within our overall mission field

Miscellaneous

- Creation of uniform style implements to foster cohesion in the interim until permanent standards and guidelines are in place
- Partnered with WRAL-TV for inclement weather cancellation notifications

WHERE WE ARE HEADED:

Formation of Parish Communications Committee

- I have identified six adults and one youth I plan to invite to form a communications committee
- Committee tasks to include:
 - Development and implementation of comprehensive communications plan, strategy, standards, guidelines and accompanying toolkit
 - Delegated oversight of various communications-related volunteer needs
 - Serve as liaisons with parishioners and ministries to ensure internal communications needs are being met and addressed adequately and in alignment with the parish’s overall strategic plan
 - Other tasks as identified by the committee itself upon formation

Website

- Continue updates and optimization of visual aesthetics
- Add communications standards, guidelines and toolkits (once developed and approved) under Communications tab ☑ Add audio and video content
- Explore livestreaming options
- Add clergy blogging pages

External Marketing

- Mine data from rector search to create and define a “voice” in which to speak to and engage with our surrounding community
- Expand advertising platforms and venues
- Increased social media engagement with downtown businesses and organizations
- Increased partnerships with downtown businesses and organizations

Staff Development

Kirk is actively engaged with his peers in the diocese and across the wider church

Active and engaged member of:

- Episcopal Communicators (a trade organization made up of communications professionals at all church levels, including 815, of the Episcopal Church, The Evangelical Lutheran Church in America, The Anglican Church of Canada and The Moravian Church); Kirk pays annual dues out-of-pocket
- Caffeinated Church (a sharing organization for communications professionals in The Episcopal Church run by leadership in The Episcopal Church in Colorado); no membership fees
- Episcopal Diocese of North Carolina Communicators
- Kirk has applied for and is thrilled to have been awarded grant funds covering the conference fees for the annual Episcopal Communicators Conference! This year's conference is in Denver, Colorado the first week of May and features excellent networking opportunities, idea sharing and a smorgasbord of intensive continuing education workshops. Host congregation is St. John's Cathedral and key note speaker is Nadia Bolz-Weber. Kirk currently is exploring creative and innovative ways to defray the travel costs associated with the conference.

Respectfully Submitted,

Kirk Royal

Director of Communications

OFFICE OF FAMILY MINISTRY VESTRY JANUARY 2019 UPDATE

Children and Youth

1. Sunday school attendance is consistent with 2017/2018 data for preschool-3rd grade. It has declined in 4th-5th grade. It has improved greatly in middle and high school. The teachers and youth are enjoying the breakfast treats.
2. We have 6 youth confirmands. The class is co-taught by Jeff Whittaker and Cheryl McFadden with several guest speakers. We have received positive comments about the class from parents and the youth.
3. EYC has sponsored 20 events this Fall with an average attendance of 22. Parents have been facilitating the gatherings since November 4th. The youth will be participating in "Grocery Bags for Seniors" this Saturday, the 2nd. 19 youth and 4 chaperones will be attending the ski trip on February 8-10. The youth will sponsor Shrove Tuesday under the direction of Stephanie Bias. The youth will be sponsoring the BOD lunch on March 17th with a St. Patrick's Day theme.
4. There will be a check-in (assessment of how things are going) with the teachers on February 17th during the Sunday school hour (no Sunday school because of the Presidents' holiday). The lower school curriculum and new middle and high school piloted curriculum will be discussed. The use of Godly Play in the lower school classes will be evaluated by Elizabeth Phillips and the teachers this spring.
5. Sarah Barrett report that Children's Chapel is going well with an increase of parental support.
6. Ian Finley and Jessica Bowen did an outstanding job with the Liturgical Arts program in the Fall. Ian has stepped down from his position and we are seeking a new person in this role.
7. Camp Trinity will be visiting on February 17th after the 10:15 service. We had more children and youth attend Camp Trinity than any other church in our diocese or the Diocese of East Carolina.
8. The Youth Mission Trip to New Bern is scheduled for June 16-21.
9. VBS is scheduled for June 24-27.

Other

1. The City of Raleigh grant (\$41,000) has been approved and the Diocesan Green Grant (\$5,000) was awarded to CGS.
2. The Women's Retreat is scheduled for March 8-10 in Oriental, NC in conjunction with St. Thomas. Laura Woodall, yoga instructor, and Cheryl McFadden will facilitate the retreat. The theme of the retreat is "Jesus of the Gospel and Jesus as my contemporary." Space is limited to 20 women.
3. We are proposing a parish wide retreat at Trinity Center, August 30-September 1.
4. A Bereavement Support group facilitated by Carol Cato will begin in March for 6 weeks. The class will be limited to 8 parishioners.
5. The Mary Beth Fee Center for Pastoral Care committee is having a retreat on February 2nd to plan the program for the year and develop the communications plan.
6. The yoga class is continuing this Spring and has grown in size. The participants have spoken very favorable about the instructor, Laura Woodall.

EAGLE SCOUT PROPOSAL – HENRY JACKSON

Henry has approached Rev. Cheryl and Jan Harris with regard to doing his Boy Scout Eagle Project at/for The Church of the Good Shepherd. Cheryl and Jan will be meeting with Henry on Wednesday afternoon to finalize his concept, but the synopsis would be for him to prune the shrubs on the property and mulch the beds with triple shred hardwood or pine straw (as we have in the past) and to build two benches for the grassed area to the left of the church (bounded by the church and the sidewalk leading to the glass connector). Paul Henry is in charge of the Green Thumb Ministry and has agreed to supervise the pruning and mulching and, with input from others, Jan will supervise the bench design, construction and placement. The benches will have to be anchored to the ground to keep them from disappearing. This work is to be completed before his 18th birthday which is in mid-March. If for some reason he is not finished by mid-March, he has assured us he will complete the projects. All materials are to be purchased by Henry and all work is to be done or directed by him.

Jan Harris

1/22/19

THE CHURCH OF THE GOOD PARISH RETREAT AT TRINITY CENTER

August 30-31, 2019

Rationale:

The Church of the Good Shepherd will offer a parish-wide retreat for parishioners of all ages on August 30-31, 2019 or August 30-September 1 at Trinity Center, Salter Path, NC. The purpose of the retreat will be to create a time and space for parishioners to focus on their relationship with God and with one another. The retreat will be an opportunity for individuals and families to rest and re-connect with the God and to foster relationships with one another. The retreat will offer programs and activities for children, youth and adults with this purpose in mind.

It has been many years since a parish-wide retreat was offered and the parish would have been through a period of transition as they engaged in a rector search. The retreat would be an opportunity to celebrate the calling and welcoming of the new rector.

Logistics:

Parishioners would be able to check in between 5-7 pm on Friday, August 30 with a social from 7-8 pm. Parishioners would contribute items for the social. A morning and evening program would be offered for children, youth and adults. The afternoon would be free for beach activities and other outdoor events. A Sunday morning program followed by Eucharist would be offered. Room checkout would be by 10 am. Parishioners would be welcomed to visit the beach in the afternoon.

Meals:

Trinity Center would provide three meals on Saturday (breakfast, lunch, and dinner) and two meals on Sunday (breakfast and box lunch).

Costs:

Trinity Center 2-night:

\$183.00 per person (adults and children up to 4 people)

\$92.00 per person (5-17 yrs.)

\$24.00 per person (1-4 yrs.)

\$223.00 per person (single occupancy)

Trinity Center 3-night:

\$277.00 per person (adults and children up to 4 people)

\$140.00 per person (5-17 yrs.)

\$48.00 per person (1-4 yrs.)

\$317.00 per person (single occupancy)

Deposit is \$20 per room, so 32 Room X \$20 = \$640

Other:

\$1000 Estimated cost for supplies for programs and fee for program facilitators

Estimated Costs for Family of 4 and for Individual

Two adults and 2 children ages 5-17 for 2 night - \$582.00

Two adults and 2 children ages 5-17 for 3 night - \$866.00

Individual 2 night - \$255.00

Individual 3 night - \$349.00

*Advertising and registration would be online

The parishioners would pay for the cost of offering the retreat. A committee would plan the retreat. Jennifer Seiger and Sarah Barrett have expressed interest in serving on the committee. Chas Sharp would be an excellent consultant.