

## Spring Overall Parish Communications Update for the PAC

The parish staff continues to work at our overall goal of improving the clarity, relevance and timeliness of communication with parishioners. We strive to use a variety of communication vehicles to ensure our message is both heard and understood by our intended audience, to be a consistent and strong source for keeping parishioners informed of parish and archdiocesan news and activities, and to serve as a resource in the ongoing catechesis of adults and the deepening of their faith.

- Our parish bulletin continues to be a primary source of regular communication to adult parishioners. In addition to the printed copy, over 1500 parishioners receive the bulletin electronically each week.
- In its second year, our parish website is continually updated and fine-tuned. In a typical week almost 2500 people visit the parish site. Other than viewing the home page, visitors most often view the bulletin online followed by the Mass schedule. The Welcome page with the updated registration form and the Giving page have recently been redesigned. Efforts are underway to encourage more parishioners to give electronically on our website.
- 2500 parishioners receive the parish's weekly "Spotlight on SJC" email that provides an overview of parish news and activities. This e-blast continues to be opened by a higher number of people than the industry average.
- New is the parish's Facebook presence. This vehicle is updated three times a week on weekdays with new items that are considered most current. At present it is used as a secondary way to promote parish activities and share news. Our efforts are focused on increasing both the number of people who connect with SJC via Facebook as well as the relevance and number of postings.
- The Parish School and Youth Catechesis Program primarily communicate new and classroom activities through the website, e-newsletters and emails. Both programs still also communicate through weekly take-home printed packets. The School and the Women's Club also have strong Facebook followings. Communication to Crossroads teens & parents is almost totally electronic through **emails**, texts, website postings, Facebook, and soon –Twitter.