

St. Gregory the Great Church Strategic Plan
FINAL

COMMUNICATIONS					
OBJECTIVE 1: To foster a parish community that is collaborative, mutually supportive, and well informed about parish life so that all parishioners feel welcome and empowered.					
Action	Responsibility	Timeline for Completion	Resources Needed	Indicators of Success	Current Status
Strategy 1.1 - Establish a Communications and Marketing Board (CMB) that will be a resource to the parish and its ministries and support them in achieving their vision, mission, values, and strategic plans.					
1-Create and implement a recruitment program for the CMB	Director of Development	May-2011 and ongoing	Staff time	Parishioners are recruited for CMB	March-11
2-Define the role of the CMB with input from staff and the ministries and from the results of the communications and marketing assessment (See 1.2, #4 below)	Director of Development/CMB	November-11	Volunteer and staff time	Mission and role of CMB defined	June-11
Strategy 1.2 - Define and implement a communication and public relations /marketing plan so that information and resources can be shared within ministries, between ministries, and between the parish and the community at large.					
Action	Responsibility	Timeline for Completion	Resources Needed	Indicators of Success	Current Status
1-Assess ministry and staff communications and public relations (marketing) needs and resources via survey and focus groups	CMB, Director of Development	November-11	Volunteer and staff time; funds for printing; meeting rooms	Completed assessment	June-11
2-Engage a part time public relations (marketing) person (perhaps share with neighboring parishes)	Director of Development	January-12	Volunteer time or salary, benefits, office space, and other supports	Volunteer engaged or staff hired	November- 11
3-Analyze assessment results	CMB, Director of Development	January-12	Volunteer and staff time	Analysis of strengths and weaknesses	November- 11
4-Establish a communications and public relations (marketing) plan and outcome evaluation mechanism	CMB, Director of Development, Public Relations Person	July- 12	Volunteer and staff time	Communications and public relations plan defined and evaluation mechanisms established	January- 12
5-Fully implement the communications and public relations (marketing) plan and evaluate outcomes of efforts	CMB, Director of Development, Public Relations Person	July-13 and ongoing	Volunteer and staff time, funds to address technology and public relations needs	Implement actions defined in the communications and public relations plan, communications outcomes evaluated	July-12