

The Congregation of the Passion, Holy Cross Province
Communications Vision Fulfillment Team Minutes
April 15, 2020

Attendees: Keith Zekind; Sandra Arnould; Christopher Gunn; Alan Phillip, CP; Cedric Pisegna, CP
Guest: Tim O'Brien, Vision Fulfillment Facilitator

The meeting began at 11:00 am, CDT. Keith opened the meeting with the Province's pandemic Prayer for Hope.

Keith welcomed everyone to the Communications Vision Fulfillment Team (Team).

The Team checked in with each other as to how they were doing physically, emotionally and spiritually during this time of pandemic. All are doing well and doing their best to navigate this time of uncertainty.

Keith then invited the Team to share their thoughts on the communication observations that were included in the March 25 minutes. Below are the thoughts of the Team as it relates to communications:

- We need to be an encouraging group.
- We need to applaud what is being done.
- We need to encourage people.
- We need to acknowledge what is being done.
- Caution was given to the retreat centers that the online 'retreats' do not become the new normal. There is something about being at a retreat center in person.
- We need to make sure we are sharing with each other, but we need to be careful that people do not become oversaturated with information or each other.
- We need to make communication accessible to all.
- There are common themes that are being identified across all seven of the VFTs.
- Innovation is already happening across Holy Cross Province.
- We need to make sure our outreach includes the Configuration of Jesus Crucified (CJC).
- It would be good to hear what is going across the worldly Passionist Congregation.
- There needs to be intentionality with the CJC.
- The immediate needs are dealing with the COVID-19 pandemic, but how are we looking to communicate in the mid- or long-term?
- We need to continue to keep in touch with people on whatever communications platform works best for them.
- We need to begin welcoming in and engaging the next generation(s) of the Passionist Family.
- There are two kinds of communication that is going on concurrently: inreach and outreach.
 - Inreach is within our Province
 - Consider using instant messaging across the Province.
 - Outreach is beyond our Passionist Family
 - There is lots of competition.
 - Much is performed with technology.

- There needs to be quality programs.
 - We need to market.
 - We need to grow the following.
 - We need to promote ourselves.
 - There is a financial cost to doing outreach.
- We should look at the possibility of hiring a Province marketing and information technology person.
- What makes the Passionists unique with our content?
- How can we go about creating a Province-wide database of names?
- How can we use project management for the Province?
- What are the other VFTs doing with communications?
- How can the Communications VFT become a resource for the Province?
- We need a marketing calendar to share Province-wide events/happenings.
- How do we deal with those in the Province that have trouble and struggle communicating with others?
 - How do we get them to follow-up on communications?
 - How do we motivate people to communicate?
- We need to begin a communication plan to lead people back to our retreat centers once they can return safely.
 - We need to calm their fears and tell them what is being done to keep them safe.
 - We need testimony and inspiration to bring them back.
 - The previous two point could be accomplished through a short video and emailed, distributed through social media and added to websites.

The Team then discussed what the expectations will be for Assembly, which is now being held by Zoom rather than in person. The Team talked about the rationale, purpose and prioritization of the communication projects that will be proposed at Assembly.

The Team then identified the following possible projects to propose at Assembly:

- Information technology resources:
 - Hiring a person to look at the possibility of Province-wide
 - Database
 - Instant messaging
 - Project outreach
 - Calendar
 - Audio/visual
- Marketing
 - Hiring a person to look at the possibility of
 - A Province-wide marketing schedule
 - Managing inreach and outreach
 - How to better communicate
 - Creating best practices
 - Taking an inventory of who is doing what

- Branding of The Passionists of Holy Cross Province
 - Who are the Passionists?
 - Creating a consistent Province-wide message and look
- Non-technology communications
 - Reaching out to those that are not technologically savvy

Between now and the next meeting, the Team is to “marinate” on the ideas above. At the next meeting, it was agreed we would look at and discuss the possible projects listed above in more detail. Team members were to begin identifying what resources we have available to execute our possible communication projects and to begin thinking what our project statement(s) might look like for Assembly presentation.

The next meeting will be held Wednesday, April 29, 2020, at 11:30 am, CDT.

The meeting adjourned at 12:30 pm, CDT.