

Church of St. Gregory the Great

PLT Action Items from PLT Development Day

Decline in Mass Attendance:

Town Hall & Mailing

Jason Briggs & Maureen Cozzi

PURPOSE: To afford parishioners an opportunity to ask questions and provide feedback to parish leadership about issues and concerns they have about decisions made in recent years and the overall direction of the parish.

ISSUE	SOLUTION(S)	ACTION(S)
<p>1) Decline in Mass attendance</p>	<p>Town Hall and Mailing</p> <p>1) <u>Audience:</u> The town hall will be open to all parishioners, of course, but the true target audience will be those parishioners that have stopped attending mass at St. Gregory's as well as those that are still coming but are agitated and disgruntled.</p> <p>2) <u>Who:</u> It is suggested that the following groups and/or individuals make up the panel of parish leaders who will be available to respond to questions and feedback:</p> <ul style="list-style-type: none"> a. Fr. Trammell, Fr. Kintis, Fr. Vala b. Remainder of the PLT (Briggs, Cozzi, Dotsey, Rivera, Shaddy) c. Parish Trustees d. Chair and Co-chair of the Pastoral Council e. Chair of the Finance Council <p>3) <u>Format:</u> The following is suggested for the smooth execution and success of the town hall:</p> <ul style="list-style-type: none"> a. Pre-determined and well-communicated set of ground rules b. Program agenda with topics and time frames for each c. Pre-submitted questions will be used to start the Q&A and to fill in when live audience questions hit a lull or come to an end d. Live audience questions will be given the longest time allotment e. Facilitators will provide microphones for audience participants at their seats to ask questions and/or provide feedback f. Facilitators will ensure compliance with ground rules 	<p>1) NEXT STEPS: If the PLT is committed to moving forward, the following is recommended:</p> <ul style="list-style-type: none"> a. Select organizer/coordinator and other helpers b. Get other leadership participants on board c. Select date – align with significant saint's feast day or holy day? d. Write and send letter e. Publicize event and solicit questions f. Select facilitators

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**Decline in Mass Attendance:
New Parishioner Meeting**
Michele Rivera & Clara Coleman

Purpose: Approximately 10 new families register with St. Gregory the Great Parish each month. During the summer, it may increase to as many as 10 families per week. The purpose of the new parishioner meeting is to engage new parishioners in the life of the parish, make them feel welcome and promote participation in the parish ministries.

CAUSE	SOLUTION(S)	ACTION(S)
1) Decline in Mass attendance	New Parishioner Meeting 1) Audience: The target audience will be new parishioners, inviting all new parishioners to a social event on a quarterly basis. 2) Who: The Ambassadors can host/organize the event for new parishioners. 3) Format: a. Meetings to occur 3 times per year. Suggested in August, January, April or May. b. Priests should be present. c. Invite Ministry Heads to be present, to foster involvement of new parishioners. d. Invite new parishioners with a pre-printed postcard, with a handwritten message and hand written address. e. Have new parishioners sign in as they come to the event. i. Those that do not attend can be invited to the subsequent meeting.	1) Ambassadors will take this plan and implement the new parishioner meeting.

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Decline in Mass Attendance:

Consistent Message

Fr. Ian Trammell, Fr. Kevin Kimtis, John Shaddy and Susan Scibilia

Purpose:

CAUSE	SOLUTION(S)	ACTION(S)
1) Decline in Mass attendance	Consistent Message 1) Audience: The parish community 2) Who: The priests and social media organizer will work together to promote a consistent message. 3) Format: Homilies and social media.	1) The priests will experiment with consistent messages between the homily and social media to the parish.

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Decrease in Collections

Maureen Cozzi, Bud Dotsey, & Fr. Vala

PURPOSE: During the PLT team building session, the teams outlined the possible root causes for the decrease in collections and proposed solutions to address them. This action item was to formulate a plan to enact some of these solutions in an attempt to help reverse the trend in giving. The underlying theme of the solutions and actions is “education via communication.”

CAUSE	SOLUTION(S)	ACTION(S)
1) Decline in Mass attendance	Addressed in separate PLT action items	n/a
2) Perceptions: <ul style="list-style-type: none"> • Spending – how collection monies are being used • We are a “rich” parish • Reality of the cost to operate the parish • Dislike of Christmas Wish List 	<ul style="list-style-type: none"> • Publish selected non-discretionary expenses in bulletin and on website • Explain directed donations that are made for specific purposes • Communicate information via our ministries • Suspend Christmas Wish List for 2013 	<ul style="list-style-type: none"> • Quarterly: publish monthly cost for our major nondiscretionary expenses, specifically the mortgage; electric, gas, water; phone; fire and security monitoring; diocesan assessment; basic care of grounds (lawn cutting and snow removal). • For “off” months: publish other major expenditures such as property and liability insurance, building maintenance and repairs, custodial and maintenance costs, etc. • Use Town Hall (and subsequent write-up) to explain directed giving and liturgical style (Christmas Wish List items) • Fr. Vala will stay closely connected to the outreach ministries to assist in providing information to the parish
3) Parishioners do not see impact of the decline in collections	<ul style="list-style-type: none"> • Publicize the consequences of the decrease in collections 	<ul style="list-style-type: none"> • As pastor, Fr. Trammell should initiate communication to the parish of the impact, i.e., staff reductions, cancel Hospitality Sunday, no tent for picnic, additional workload on our custodial crew (clean rectory, care of grounds, cuts in contracted cleaning staff) • Follow-up communication in the bulletin and via other venues
4) Why give? Parishioners do not understand the principles of sacrificial giving and/or how to include in their household budgets	<ul style="list-style-type: none"> • Explain the principles of sacrificial giving • Provide guidance to parishioners on how to enable giving in their budgets 	<ul style="list-style-type: none"> • Use Town Hall (and subsequent write-up) to explain sacrificial giving; also use bulletin, website, and Fr. Trammell’s blog • Explore hosting financial planning sessions for parishioners

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Increasing Academy Enrollment

Jason Briggs, Bud Dotsey & Michele Rivera

Purpose: In order to successfully stabilize the enrollment of the Academy, it is critical to increase the number of preschool and kindergarten students who enroll each year.

Issue	SOLUTION(S)	ACTION(S)
<p>1) Increasing Mass Attendance</p>	<p>Bond with young children in the Parish</p> <p>1) Form a bond with children as they are baptized and /or their parents join the parish.</p> <p style="padding-left: 20px;">a. Send birthday card/letter to each child in the parish who turns 1, 2, 3, 4 or 5 years old for the purpose of forming a bond with families even before they turn school age.</p> <p>2) Needs: Baptism list, cards, person to address and send cards.</p> <p>3) Timeframe: First cards for January birthdays mailed by last week of December 2013.</p> <p>4) PLT Assistance Required: None</p> <p>5) Persons Responsible: Jason Briggs & Mrs. Klama</p>	<p>1) Jason Briggs/Mrs. Klama obtain baptism list from Rectory.</p> <p>2) Mrs. Klama will mail the first birthday cards for January 2014, by the last week in December 2013.</p>
	<p>Video for Academy website</p> <p>1) Make it easy for parents to gain a sense of what the Academy is about by visiting our website. That is, help parents envision their children as part of the success that is the Academy.</p> <p style="padding-left: 20px;">a. Create testimonial video featuring parents, teachers, students and staff to be embedded on the Academy homepage.</p> <p style="padding-left: 20px;">b. Do a better job publicizing the successes of the Academy (Science Fair, awards, technology.)</p> <p style="padding-left: 20px;">c. Hit every possible avenue of publicity about the MULTI Chromebook program.</p> <p style="padding-left: 20px;">d. Establish a system of advertising the preschool.</p> <p>2) Needs: Videographer/editor, subjects of video, clear process and person responsible for creating and disseminating press releases, Chromebooks to arrive, organized/structured advertising plan for the year.</p> <p>3) Timeframe: videographer/editor identified and initial meeting with Principle meeting on November 8, 2013;</p>	<p>1) Susan Scibilia will call Jason on Friday November 8 to discuss video.</p> <p>2) Videographer takes video footage and edits video prior to Thanksgiving 2013.</p> <p>3) Jason Briggs will complete press release process by first week of January 2014; complete advertising plan for the year by first week of January 2014.</p>

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	<p>video footage shot by November 22, 2013; video complete by Thanksgiving; if another video is needed it will be produced by Christmas; press release process complete by first week January 2014; advertising plan for the year complete by first week January 2014.</p> <p>4) PLT Assistance Requested: identify videographer/editor, develop clear process and person responsible for creating and disseminating press releases, propose/finalize an organized/structured advertising plan for the year.</p> <p>5) Persons Responsible: School Board, CMB, Bud Dotsey, Jason Briggs, Michele Rivera, Susan Scibilia.</p>	
	<p>Academy Survey</p> <p>1) Gauge the satisfaction level of our current families, since positive recommendations are the best possible marketing and negative word of mouth is deadly. Will also survey parish families, to broaden their awareness of the Academy.</p> <p style="padding-left: 20px;">a. Conduct an on-line survey of current parents, very similar to the recent parish survey, using Google Survey. Ask four or five open ended questions:</p> <p style="padding-left: 40px;">i. What you most pleased with and would not like to see changed?</p> <p style="padding-left: 40px;">ii. What are you least pleased with and would like to see changed?</p> <p style="padding-left: 40px;">iii. Is there any particular person or people whom you have had a positive experience with?</p> <p style="padding-left: 40px;">iv. Is there any particular person or people whom you have had a negative experience with?</p> <p style="padding-left: 40px;">v. Any other thoughts?</p> <p>2) Needs: Creation of the survey in Google Survey.</p> <p>3) Timeframe: Survey sent out by November 20, 2013; soft response due date of December 15, 2013 (will continue to accept late responses.)</p> <p>4) PLT Assistance Requested: None</p> <p>5) Person Responsible: Jason Briggs</p>	<p>1) Survey will be sent out by November 20, 2013; soft response due date of December 15, 2013 (will continue to accept late responses.)</p>