

## ***St. Joseph 2011 Communication Survey Results***

St. Joseph's Parish loves its bulletin. The weekly newsletter is the parish's most preferred method of communication regardless of age, Mass attended or language spoken, according to the communication survey conducted earlier this year.

The survey was conducted by the Parish Council because communication was one of the key concerns voiced at the Parish Outreach and Ministry Fair of 2010. Parishioners of all ages were surveyed during all five Masses the weekend of Jan. 29-30, and 1,162 parishioners responded. A breakdown of responses by age and Mass attended will be posted on the parish website: [www.stjoseph-elkgrove.net](http://www.stjoseph-elkgrove.net). Several parishioners gave written feedback on their surveys. A chart of those comments and Council responses is also posted on the website.

The Council reviewed the survey results at several meetings over the past few months. Councilors have made several recommendations to Fr. Llamas as a result of the survey results. They are as follows:

- Keep the bulletin, but educate parishioners about its limitations. The size of the bulletin depends on the amount of advertising sold. Parishioners are asked to support the businesses that advertise in our bulletin, and to consider advertising.
- Use the survey results to show potential bulletin advertisers that a majority of parishioners see the bulletin as their preferred church news source.
- Use the survey results to help ministry leaders target their audience when recruiting or advertising events. While most people prefer the bulletin, certain age groups also like other forms of communication, e.g., e-mail and Facebook.
- Survey older parishioners to determine whether they would benefit from social services offered at the church. A large percentage of survey respondents are over the age of 50.
- Encourage parishioners to use the website by making reference to it in the bulletin. Encourage parishioners to submit photos of church events to Nez Lourence in the parish office for posting on the website. Alert the parish of new photos by running updates in the bulletin.
- Recruit a parish volunteer to maintain electronic methods of communication, e.g., a parish Facebook page and general e-mail announcements.
- Set up an automated e-mail system that would allow parishioners to receive news by e-mail. Parishioners would sign up for the service, and could opt-out.
- Recruit a volunteer to maintain the vestibule bulletin board with parish news.
- Develop guidelines for posting information inside the church and on church grounds so that news is accessible, but the church does not look cluttered.
- Encourage all parishioners to register and use the collection envelopes each weekend. Although this was a survey on communication methods, several people wrote on their surveys that they wanted to know in advance when a second collection is planned. The best way to know is to receive the envelopes. They are dated and they give the reason for the second collection. Those who use envelopes can also get an accurate end-of-the-year donation receipt as well to be used for tax preparation. A registration drive was recommended.

Is anyone interested in volunteering for one of these tasks?

Please contact the parish office at 685-3681.