

**FALL 2018 PULSE OF THE PARISH NEIGHBORHOOD MEETINGS**  
**SUMMARY – *COMMUNICATIONS***  
**St. Ignatius of Loyola Parish, Cincinnati Ohio – Sunday, April 7, 2019**

It goes without saying that communications have changed drastically in our world in recent decades. Institutions – religious and secular – to keep up with the times and the demands of their constituents have had to change their modes of communications. It is no small task! What are perceived as contemporary communications can quickly be outdated with something “new.” It becomes unavoidable for institutions, including our parish, to always be abreast of the ever-changing world of 21<sup>st</sup> century communications. This is especially true in terms of evangelization since every form of communication is an opportunity to “[G]o into the whole world and proclaim the gospel” (Mark 16:15).

### **GENERAL**

**The vast majority of comments indicate that communications at St. Ignatius of Loyola Parish are adequate but there is room for innovation and renovation.**

- Parish use of technology seems strong in some areas and weak in others
- Parish communications (both church and school) are sometimes inconsistent in content and quality
- There are many rumors and conflicting information among parishioners as to why the fund drive (i.e. the effort a few years ago to build a gathering space) was abandoned

### **WRITTEN COMMUNICATIONS**

- Written communications (Sunday bulletin, monthly INSIGHT) need a 21<sup>st</sup> century visual makeover
- Monthly INSIGHT newsletter is repetitive from weekly Sunday bulletin
- People should be able to “opt out” of parish mailings to save money
- Could a weekly calendar be put in the Sunday bulletin?
- Could there be more school news in the Sunday bulletin for the benefit of non-school parish families?
- The parish directory has wrong information about contacts for parish groups... some of the parish groups listed don’t exist anymore
- Could there be a “Did You Know?” or Q-&-A section in the Sunday bulletin?
- If something is in the Sunday bulletin, why do we have do many announcements?
- We have too many paper forms – why can’t we have more electronic forms, i.e. registrations?
- We need more challenging and catechetical articles in the monthly INSIGHT, Sunday bulletin and school WILDCAT WIRE

### **ELECTRONIC COMMUNICATIONS**

- Our website needs to be revamped
- NB A newly revised parish website was launched in late 2018, combining the church and school websites into one parish website.*
- Some people use FACEBOOK, TWITTER, etc. to air their grievances – hurts the whole community
  - Our social media presence needs to be improved
  - Could we have more options for electronic financial transfers?
  - Why don’t we have a parish app?
- NB We have had a parish app for many years. This needs to be re-communicated to the parish.*
- We would appreciate an up-to-date calendar on the parish website
  - Do we ever use CONSTANT CONTACT for emails?
  - SIGN-UP GENIUS is awesome!