



ARCHDIOCESE
OF
SAINT PAUL &
MINNEAPOLIS

*United in Faith,
Hope and Love*

Diocesan Ministry Day

Communicating in Times of Change

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Communications Manager

September 30, 2019

Basics of Change Communications



- Preparation
- Transparency and Timing
- Audience Segments
- Don't Make Assumptions
- Consistent and Persistent
- Patience

Sample Communications Plan



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	A	B	C	D	E	F	
1	MESSAGE #1						
2	Synod Education/Updates: What is a Synod, What to Expect, How to Get Involved (PRAY and PARTICIPATE)						
3	TYPE OF COMMUNICATION	AUDIENCE(S)	RESPONSIBLE PARTIES	TIMING	STATUS		
4	The Catholic Spirit Synod package	Clergy (already received), other parish/school staff? Parishioners?	TCS	June 2019	Completed		
5	Bulletin Stuffer	Parishioners; could also distribute in school folders to families		August / Sept. 2019			
6	Social Media - Shared Content	Social media followers (vary by network)	Nicole / Michael / Annie	August 2019	Completed		
7	Social Media Text / Images / Infographics	Social media followers (vary by network)	Marci / Annie / Michael / Graphic Designer				
8	Media: Interviews, fact sheets, etc.	Media professionals	Tom				
9	Bulletin Announcement(s)	Messaging toward parishioners; sent to bulletin editors and communications professionals	Tom / Annie		Some completed; requested different announcements each week explaining process		
10	Talking points (to present at events)	Vary by event	Therese? Tom?				
11	Follow-up TCS article(s)	TCS readers (print and online); promote to parishes	Joe and TCS team	Ongoing			
12	Synod Overview				Completed		
	Types of Communications	Communications	The Catholic Spirit	MFL	Evangelization	Other ArchSPM Offices	Other Catholic Organizations

Sample Communications Plan



1	A	B	C	D	E	F
1	MESSAGE #1					
2	Synod Education/Updates: What is a Synod, What to Expect, How to Get Involved (PRAY and PARTICIPATE)					
3	TYPE(S) OF COMMUNICATION	COMMUNICATION VEHICLE(S)	AUDIENCE(S)	RESPONSIBLE PARTIES	TIMING	STATUS
4		archTODAY (intranet)	Catholic Center staff	Nicole	Permanent site; post as needed	Announced new staff and notices; use to promote focus group
5	Logos, Synod Overview, Social Media content	Archspm.org (Synod Promo page)	Clergy, parish / school staff, parish / school leaders, Catholic Center staff, other Catholic organizations	Nicole	Permanent site; post as needed	
6		Archdiocesan Update newsletter	Clergy, parish / school staff, parish / school leaders, Catholic Center staff, other Catholic organizations	Nicole	Biweekly (Next: Aug. 29)	Have included announcements since June launch; work to vary content
7		Local Media Outreach	Local Media	Tom		
8	Providing weekly bulletin blurbs; links to Synod Promo page	Bulletin Editors Email	Bulletin editors / communication professionals at parishes	Annie	Weekly (Next: Aug. 22)	Have included announcements early summer; work to vary content
	Video & message from Archbishop, Synod Commission Executive Committee	Archspm.org (main Synod page)	Site visitors (wide demographic)	Nicole	Permanent site; post as needed	

Types of Communications

Communications

The Catholic Spirit

MFL

Evangelization

Other ArchSPM Offices

Other Catholic Organizations

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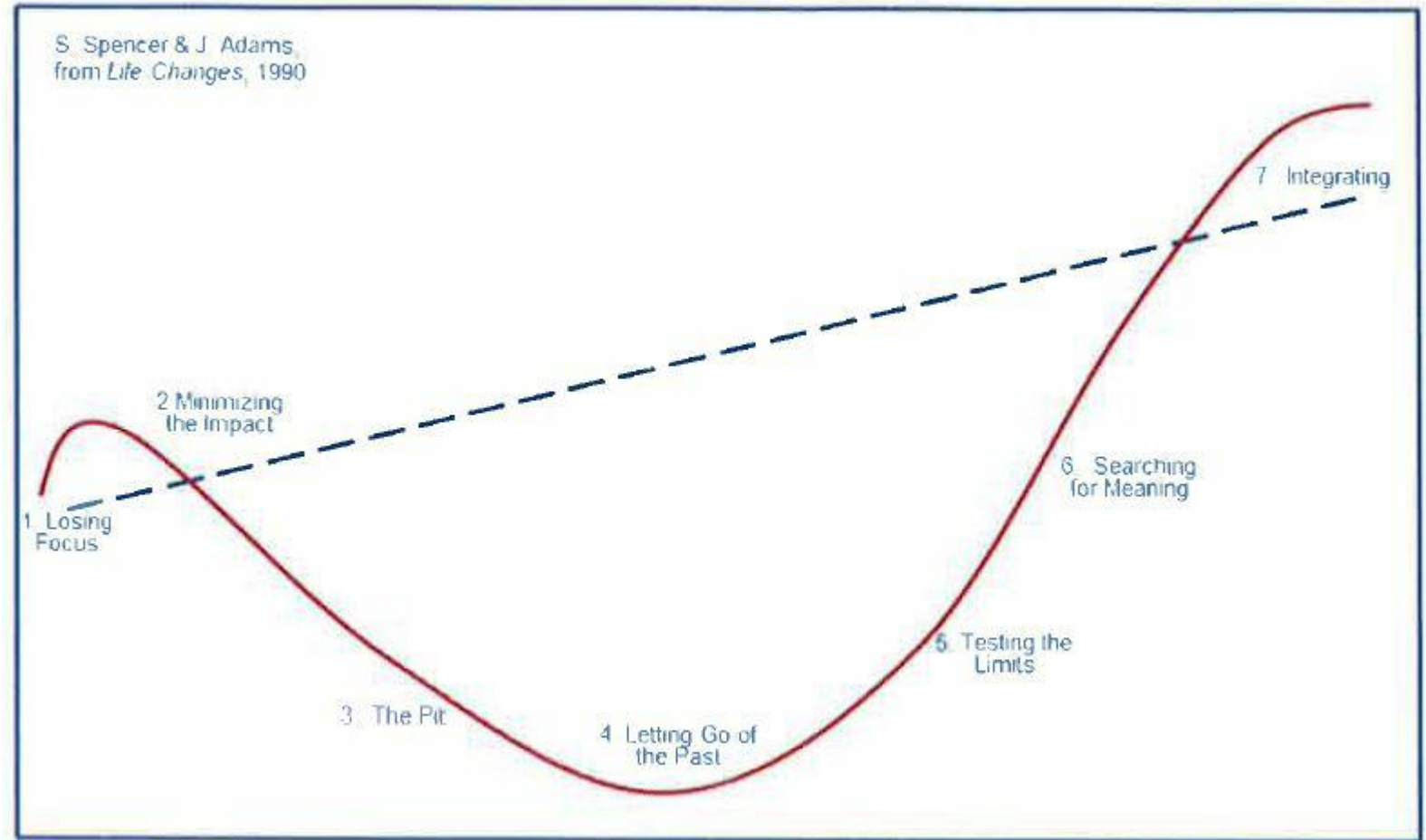
Sample Communications Plan



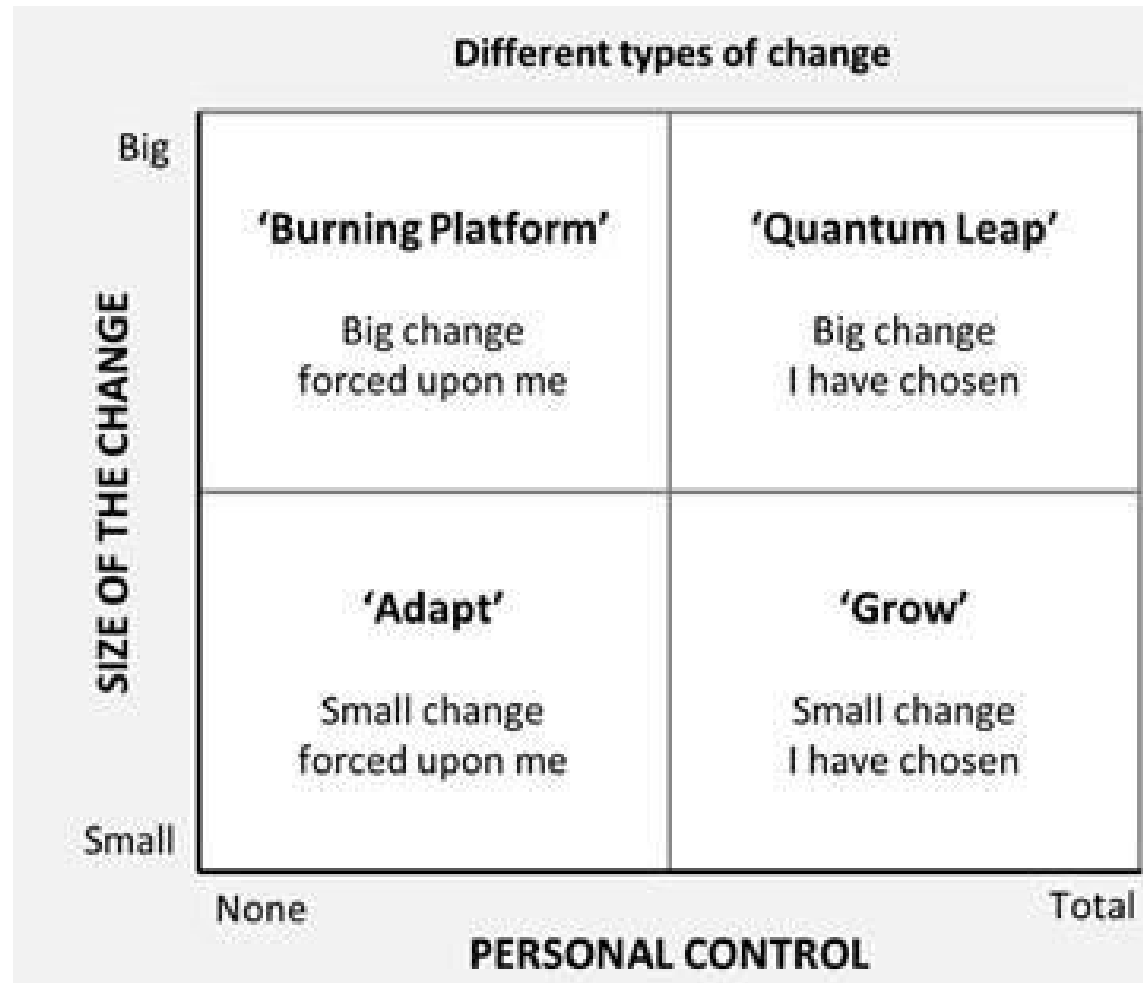
	A	B	C	D	E	F	G
3	TYPE(S) OF COMMUNICATION	COMMUNICATION VEHICLE(S)	AUDIENCE(S)	RESPONSIBLE PARTIES	TIMING	STATUS	
4		MailChimp	Full list , Respect Life liaisons, Youth Ministers, NFP Constituents Ambassadors for Life, Marriage-related groups (mentors, newlyweds, marriage retreat attendees), March for Life	MFL (based on list ownership - mostly Nancy and Bill / Katie)			
5		Event: Youth Ministry Orientation	Youth Ministers	Bill / Katie	Aug. 21-22, 2019	Synod was mentioned but no specific presentation	
6		Event: Respect Life Liaison - 2019 Fall Vicariate Meeting	Pro-life leaders in parishes	Nancy	Sept. 19, 2019		
7		Event: Living God's Love Retreat	Engaged couples	Bill / Katie	Monthly (next: Sept. 20-21, 2019)		
8		Event: Living God's Love Marriage Prep Refresher	Married couples	Bill / Katie	Oct. 2019		
9		Event: Champions for Life Awards Luncheon	Pro-life advocates	Nancy	Oct. 31, 2019		
10		Event: Archdiocesan Youth Day	Youth Ministers, youth	Bill / Katie	Nov. 16, 2019		
11		Events: Prayer Service for Life, March for Life	Pro-life advocates, youth	Bill / Katie	Jan. 2020		
12		Newly married workshop	Newly married couples	Bill / Katie	Feb. 1, 2020		
13		Mentor Couples Workshop	Mentor couples	Bill / Katie	Mar. 7, 2020		
	Types of Communications	Communications	The Catholic Spirit	MFL	Evangelization	Other ArchSPM Offices	Other Catholic Organizations

Typical Stages of Transition

- See PDF on MyParishApp for Descriptions



Change Management Matrix



Quick Reference - Communication



Requirements	Routes
<ul style="list-style-type: none">• Get process for obtaining approval from all pastors concerned when making announcements	<ul style="list-style-type: none">• Designated staff member does bulletins for all parishes/churches• Joint communications/transition committee coordinates messages• Bulletin editors confer/coordinate messages
Requests	Range
<ul style="list-style-type: none">• Contact the Director of Communications at the Archdiocese if you are unsure about speaking to the media or crafting sensitive messages• Avoid giving different messages to different parishes/church sites• Make sure all parishes/sites are aware of process for joint communications	<ul style="list-style-type: none">• <u>Minimal</u>: No joint communication or occasional bulletin insert for clusters/consolidations• <u>Intermediate</u>: Collaboration gets a corner of bulletin/websites• <u>Maximum</u>: Shared bulletin, website, etc...

- See PDF on MyParishApp for Details

- Implementing Culture Change: <https://get4sight.com/implement-culture-change/>
- Presentation and Documents to be posted to MyParishApp

Thank You!



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