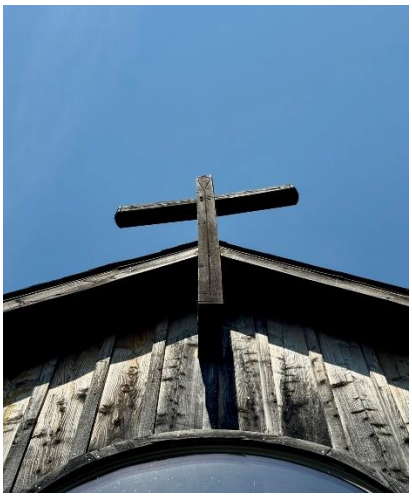
MT. IRENAEUS
FRANCISCAN MOUNTAIN COMMUNITY

Communications Committee Report / Sept



HIGHLIGHTS

- We have a strong email presence with a general email list of about 3,650 active emails and an open rate of between 30-40% depending on the topic.
- We have recently been asked to support the print newsletter by suggesting topics/ideas/content.
- Enewsletter is led by Christine Cusick, Natalie, Mary Giardini and, during the school year, interns. Strong positive response to content. We've been challenged to shorten it up.
- Three Peaks Campaign – some members of the Comms Ctte are helping with some of the written content and Greg is also supporting with website content.
- Collaborating with Advancement to support the 40 Hours of Giving with ideas and content with special thanks to Evan and Matt for their help with the written portions of the emails.
- Email with video debuting the unveiling of Fr. Dan Riley icon was sent on the 1-year anniversary of his passing, July 24 and it was well received. It was sent to about 3,650 emails, 1433 opened the email. Greg reported that the view was watched 22K times on Facebook.
- Video "Sharing the Life of Fr. Lou McCormick" was completed by Mike Camoin with help from Mary Freeman. Debuted on his birthday, July 29 with very favorable comments. Email sent to about 3,650 emails, 1413 opened the email.
- We have a strong following on Facebook (5,100 followers), our Instagram main account (2,559 followers, 4,686 posts) and our student Instagram account "Mountain_Happenings" (550 followers, 125 posts)
- Committee members: Greg Licamele (chair), Mary Giardini, Mike Fenn, Br. Kevin Kriso, Natalie Pronio, Evan McElroy, Christine Cusick, Matt Cressler, Matrecia James, Mary Domes, Mike Camoin, Jacqui Bollinger, current interns Alexis Serio, Audney Burnside

Committee Charter: Established in 2013 as a core, cooperative and collaborative team to provide professional communications guidance, skills and insight in support of the Mountain's mission. Our work will help guide many aspects of communications to help ensure a common message, voice and palette to the many people who minister on behalf of or share life with us. Our work will help shape the Mountain's voice in an increasingly fragmented communications world.