

State of the Parish

2023 Report from Mission Communications

Communications Report

The communication team consists of a bulletin, website and live stream teams made up of staff and approximately eleven volunteers. Highlights over the past year include building a team to cover live-stream of 4 Sunday Masses plus special events. We have 1033 subscribers to our live-stream YouTube channel. In addition to the USA viewers (primarily in Fremont, Hayward, San Francisco and San Jose) we also have frequent viewers in Vietnam, Taiwan, the Philippines and India. Since we started recording on Palm Sunday at the beginning of the pandemic in 2020, we've done a total of 559 live-streams. Our next goals are to surpass 2000 subscribers as well as setup a permanent live-stream equipment booth in the renovated church, similar to the live-stream booth hidden in the choir loft of the Mission church.

Website usage over the past year averages 2416 users/month. Peak usage is at Christmas and Easter, reaching about 750 users per day. We currently have 132 published posts and 120 published pages. We typically update about 40 posts/month and 20 pages/month. The most popular pages are the home page, Mass schedule, Online bulletin, About us, and very recently the Church Renovation Project page. 62% of website users are on mobile, 36% on desktop, 2% tablet. The majority of the users are in the USA (93.5%) followed by Ireland, China, Philippines, India, Canada and UK. Goals for the coming year include; Increase training for individual ministries to update their own areas (where appropriate), simplify the update process through additional automation,

The Sunday Bulletin is available weekly in print (500 copies) and online. It received a facelift with a new design layout. The Weekly eNewsletter received a new streamlined layout and includes information from the School, Mission and Parish. We've added the addition of FlockNotes for parish text messaging, emails, eNewsletter, sign-ups, class check-in and more. Our goals for the coming year include; building a social media presence, unifying our communication channel between Parish, School and Mission, and training all staff and ministry leaders on using FlockNote to communicate with their ministries. Additionally, restore control of Parish's Facebook page to the communication team.

Mission San Jose Report

We had a big year of growth at the Mission. In April we added a new Mission Administrator. Our Museum Admissions, Guided tours and 4th Grade field trips continue to be our number one source of income. (\$109,000) We're on target to hit our budget of \$225,000 for our operating budget. From July 2022-June 2023 we hosted over 11,800 visitors through our self-guided, docent guided and field trip tours. We increased our Mission visibility to 4th grade teachers through a planned email campaign. Our bi-monthly email newsletter is now going to 1872 inboxes. The field trips alone increased from 66 schools to 110 schools this past year. And, our Gift Shop continues to flourish with updated merchandise and increased shoppers. Goals for this coming year include updating our field trip management software and office computer, fixing the foundation decay on the south end of the museum (which begins in early August) and building a strong docent team of missionary disciples.