

DIOCESE OF PALM BEACH

PARISH COMMUNICATION MEETING

August 24, 2022

Wifi: Cathedral Guest24

Password: C@thedral



WELCOME AND PRAYER



Goals of the meeting

Survey, gift, handouts

Mentimeter- Go to Menti.com and use the code 55159855

OFFICE OF COMMUNICATIONS GOALS

Use

- Use data-driven, comprehensive initiatives to reach and grow our audiences

Build

- Build consensus and collaborate with Diocesan offices, ministries, departments, parishes, and schools using best practices

Promote

- Promote and clearly communicate the greater work being done in the five-county area in print and electronic forms of communication

Implement

- Implement strategic programs to assist in branches of our Diocese reaching their goals



OUR COMMUNICATIONS TEAM



Jennifer M. Trefelner, APR, CPRC, Director
of Communications and Development

Jackie Nadel, Multimedia Graphic Design
Coordinator

Cynthia Pashley, Communications Manager

Bill Cone, Reporter/Photographer/ Digital
Production Coordinator

INTRODUCTIONS



Name, parish, title, what enticed you to attend today's meeting

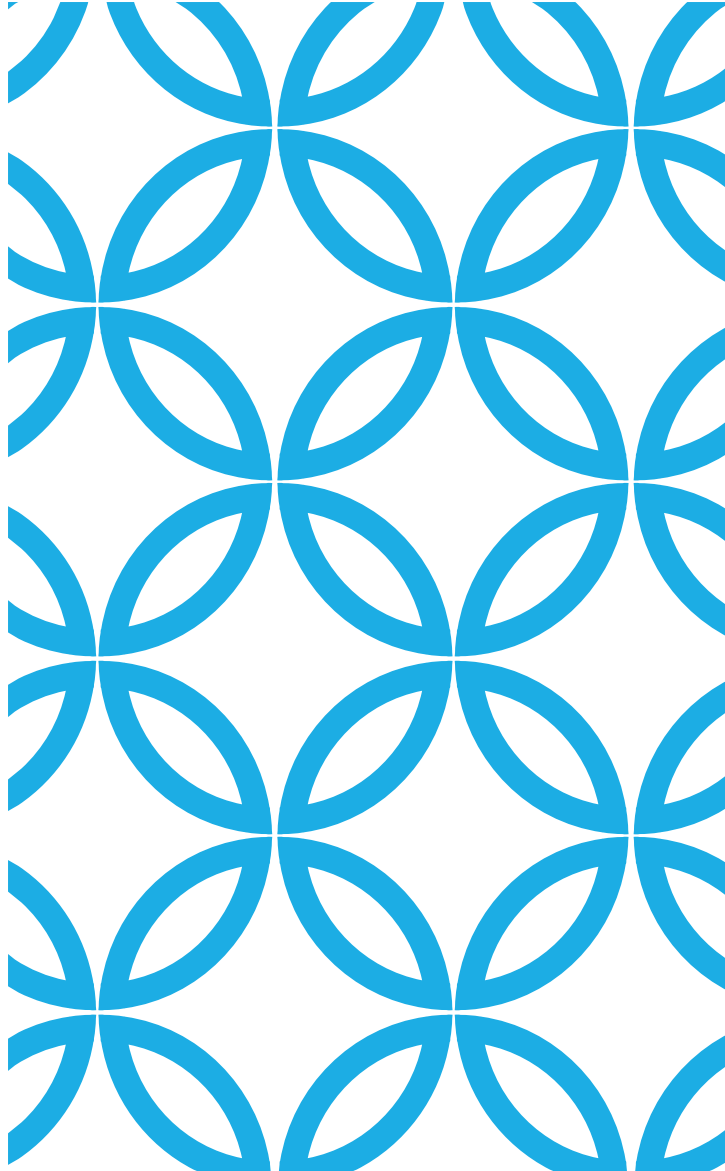


Are you all receiving our emails?



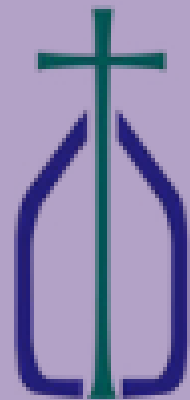
FLOCKNOTE- MICHAEL HAGAN AT 10:15 A.M.

<https://us02web.zoom.us/j/81398040813?pwd=OGVrdk5tWkVjNzI0UWUrN0hQbzFBQT09>



CATHOLIC CHARITIES UPDATE- DR. ELLEN WAYNE

Mission, Vision, Ministry



Catholic Charities

Diocese of Palm Beach

Serving People in need and
creating hope in all stages of life

Programs and Ministries

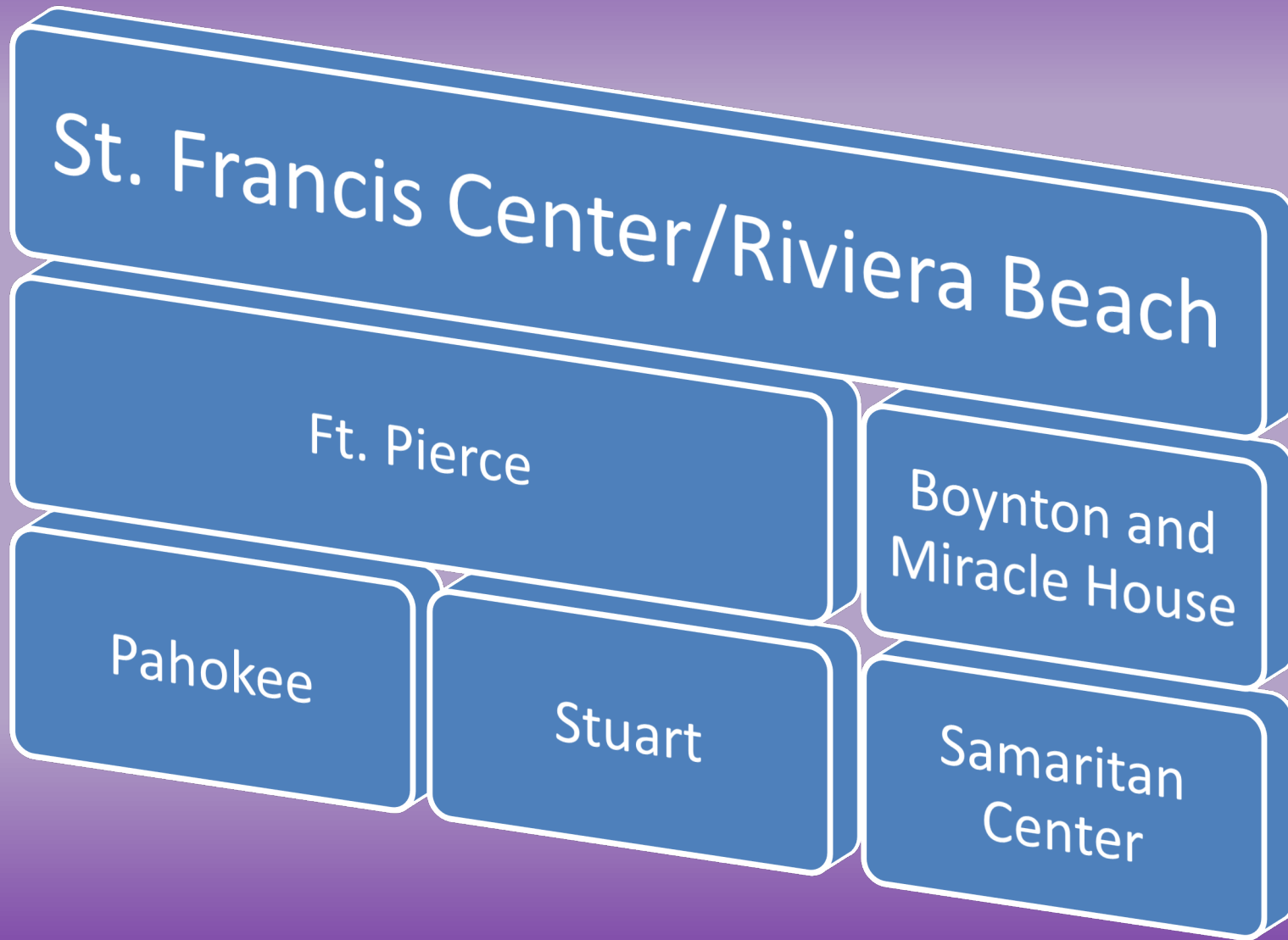
Programs

- Bakhita Empowerment Program
- Birthline/Lifeline/Women's Pregnancy Solutions
- Counseling
- Elder Affairs
- Hunger Homeless Outreach
- Immigration and Legal Services
- Samaritan Center

Ministries

- Interfaith Health and Wellness
- Parish Social Ministries
- Prison Ministries
- Respect life Ministries

Locations



CREATING A MEDIA MINISTRY
TEAM-
MELANIE WILES AND JARRETT
ROMANELLO



We Complement and Collaborate with



Parishioners



Staff

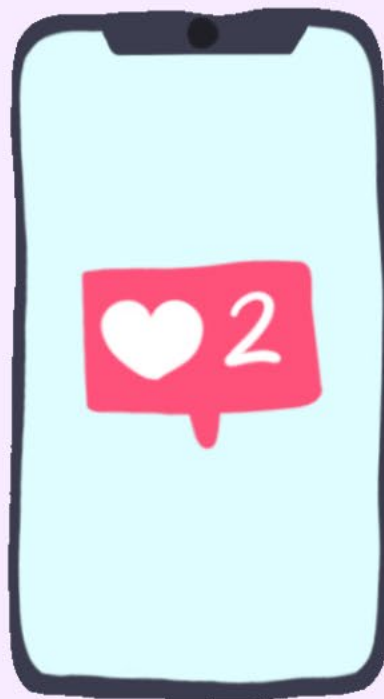


Students



The Apostles

Spread the Word of Christ through evangelization and writing.



St. A's Media Ministry

Continues the Apostles work by using technology to produce gripping content and memorable graphics to reach multiple audiences.



Melaine Wiles

Director of Parish Development

To Spread St. A's Good News

We send easy to understand messages with eye-catching graphics that send a powerful message.



Bulletin

To reach our mature audience
Publisher



Text Messaging

To reach our busy audience
Flocknote



Emails

To reach our business professionals
Constant Contact



Social Media

To reach our younger generation
Canva



Video Production

To engage all
Canva



Drone Operators



RED, WHITE, & BLUE MASS



A CELEBRATION OF HEROES



IN HONOR OF PATRIOT DAY



SUNDAY

9.11.22



MASS STARTS at 9:30 A.M., FOLLOWED BY CATHOLIC
COFFEE CONNECTION IN THE PARISH CENTER.

Graphic
Designers



Saint Anastasia
CATHOLIC CHURCH

ONE • HOLY • CATHOLIC • APOSTOLIC CHURCH



For all First Responders,
Veterans & Healthcare Heroes

407 S. 33rd St. Fort Pierce, FL 34947 | www.stanastasiachurch.org | 772-462-2233

Young Entrepreneur Fair raises money for Catholic Charities



FORT PIERCE | Teams of sixth graders at St. Anastasia School debuted products and business models during a Young Entrepreneur Fair, May 5, 2022, in the parish center. Family, staff, students and community members interacted with sales teams to learn about the products and purchase gifts.

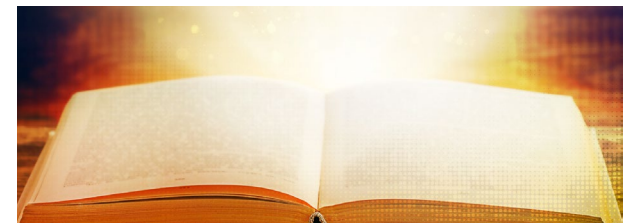
In March, the students began developing business proposals through the school's project-based learning curriculum. The young entrepreneurs teamed up to create business plans and learn critical



Photographers

OFFICE OF CATHOLIC SCHOOLS- JENNIFER TREFELNER

- Lumen Christi Scholarship Appeal 2022-2023 theme: "Guided by Christ's Light" will be live September 7, <https://www.diocesepb.org/ministriesoffices/offices/development/lumen-christi.html>
- Please share materials that are sent with your school communities in September
- Appeal will run September through June, with a push on Giving Tuesday (November 29)
- Enrollment is up 6.5% this year and 15% over the last two years
- Faith Inspiring Excellence link <https://www.diocesepbschools.org/faith-inspiring-excellence.html> with resources
- Hiring Resources (postcard, stand up banner, graphics to personalize)



STEP UP FOR STUDENTS UPDATES-

KATIE KERVİ, DAVE HEROUX, MARIE BESTMAN

General updates with emphasis on the newly added eligible parties – police officers, etc.

SUFS is still accepting applications. There is a waitlist for FES-US, but the other scholarships are still being funded

SUFS would like to extend the offer to speak at parish events to inform families about the different scholarships available

Income guidelines have been increased. Even if a family has applied for several years in a row, it is beneficial to apply again with the updated income guidelines.

Review the expanded list of FES-UA diagnosis list



Scholarship Updates 2022-2023 Academic School Year

Step Up For Students



What private school scholarships are administered by Step Up for Students?

FES-EO / FTC

- Eligible Florida students whose household income level does not exceed 400% of the federal poverty level

No Income Eligibility Requirement:

- Dependents of active duty or reservist US Armed Forces
- Dependents of Florida Law Enforcement Officers
- Foster, Out-of-Home Care, & Homeless
- Siblings of FES-UA

Income-Based Scholarship Guidelines

2022-2023 School Year

Household Size	Income-Based Scholarships Annual Maxim Gross Income Cap
1	\$ 54,360
2	\$ 73,240
3	\$ 92,120
4	\$ 111,000
5	\$ 129,880
6	\$ 148,760
7	\$ 167,640
8	\$ 186,520
9	\$ 205,400
10	\$ 224,280
11	\$ 243,160
12	\$ 262,040
13	\$ 280,920

Go to sufs.org for scholarship information, additional household sizes and eligibility details.

FES-UA

- Florida students with eligible diagnoses
- Only scholarship that can also be used for homeschooling
- Funds are within families' control via an "Education Savings Account" (ESA)
- Currently a waitlist, but those students are prioritized + students can be awarded "outside the cap"

Eligibility Criteria (FES-UA)

Overview



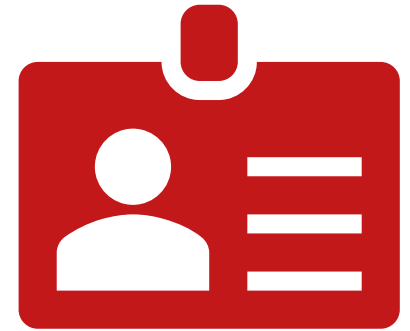
Student Diagnosis

1



Florida Residency

2



Age

3

Eligible Diagnoses for FES-UA

- Anaphylaxis
- Autism spectrum disorder
- Being a high-risk child
- Cerebral Palsy
- Down syndrome
- Emotional or a behavioral disability
- Hearing impairment, including deafness
- Hospital or homebound
- Identification as dual sensory impaired
- Intellectual disability
- Language impairment
- Muscular dystrophy
- Orthopedic impairment
- Other health impairment
- Phelan-McDermid syndrome
- Prader-Willi syndrome
- Rare diseases
- Specific learning disability
- Speech impairment
- Spina bifida
- Traumatic brain injury
- Visual impairment, including blindness
- Williams syndrome

Other health impairment means having limited strength, vitality or alertness, including a heightened alertness to environmental stimuli, that results in limited alertness with respect to the educational environment, that is due to chronic or acute health problems. This includes, but is not limited to, asthma, attention deficit disorder or attention deficit hyperactivity disorder, Tourette syndrome, diabetes, epilepsy, a heart condition, hemophilia, lead poisoning, leukemia, nephritis, rheumatic fever, sickle cell anemia, and acquired brain injury. This definition is found in State Board of Education Rule 6A-6.030152, Florida Administrative Code (F.A.C.).

Step Up By the Numbers

as of 8/23/2022

235,675 FTC/FES-EO apps submitted so far

170,344 students enrolled in FTC/FES-EO

67,613 students found eligible for FES-UA

9,588 students on a waitlist (but due to drop dramatically)

11.4% overall increase from year prior in new students on apps

HOW CAN YOU HELP?

Catholic Schools encompass ~9% of private schools in the state of Florida, but ~15% of income scholarship enrollment!

In the seven school years from 2015-2022, Florida Catholic school scholarship enrollment grew from 20k to 35k.

In the DoPB alone, scholarship enrollment tripled during the same time, from 947 to 2,949.

-
- Educate existing & eligible families on the availability of scholarships
 - Use our marketing toolkit for fliers, social media, website banners, and bulletin adds
 - Participate in social media blitzes
 - Use us! We'd love to come to your Masses, family events, open houses, and other gatherings to spread the word.

Contact Us!



Step Up For Students

877.735.7837

stepupforstudents.org



David Heroux

Asst. Director, Customer Experience

dheroux@sufs.org

Marie Bestman

Manager, Customer Experience

mbestman@sufs.org



HISPANIC MINISTRY UPDATES- FATHER DUVÁN BERMUDEZ, ARMANDO GARCIA

School of Christian Formation

Ministries of the Love of God for
Families

Pastoral Plan 2022 – 2030

Hispanic social media using QR

Eucharistic Revival for our Hispanic
Communities



DIOCESE OF PALM BEACH



*PASTORAL
PLAN
2022-2023*





PASTORAL OF FAMILY



The family is a lifelong dynamic and contemplative process that involves struggle, rebirth, reinvention, and new beginnings.

AL 124

Objective

Strategies



PASTORAL YOUNG ADULTS



The mission of the youth is to be friends of Christ, as His watchful disciples of tomorrow. They are not afraid of sacrifice, but of a life without meaning.

DA 5

Objective

Strategies



PASTORAL OF SOCIAL JUSTICE



As a Christian, I am called to be
an instrument of GOD for the
freedom and protection of the
most destitute.

MT. 25, 31-46

Objective

Strategies



PASTORAL OF COMMUNION IN MISSION

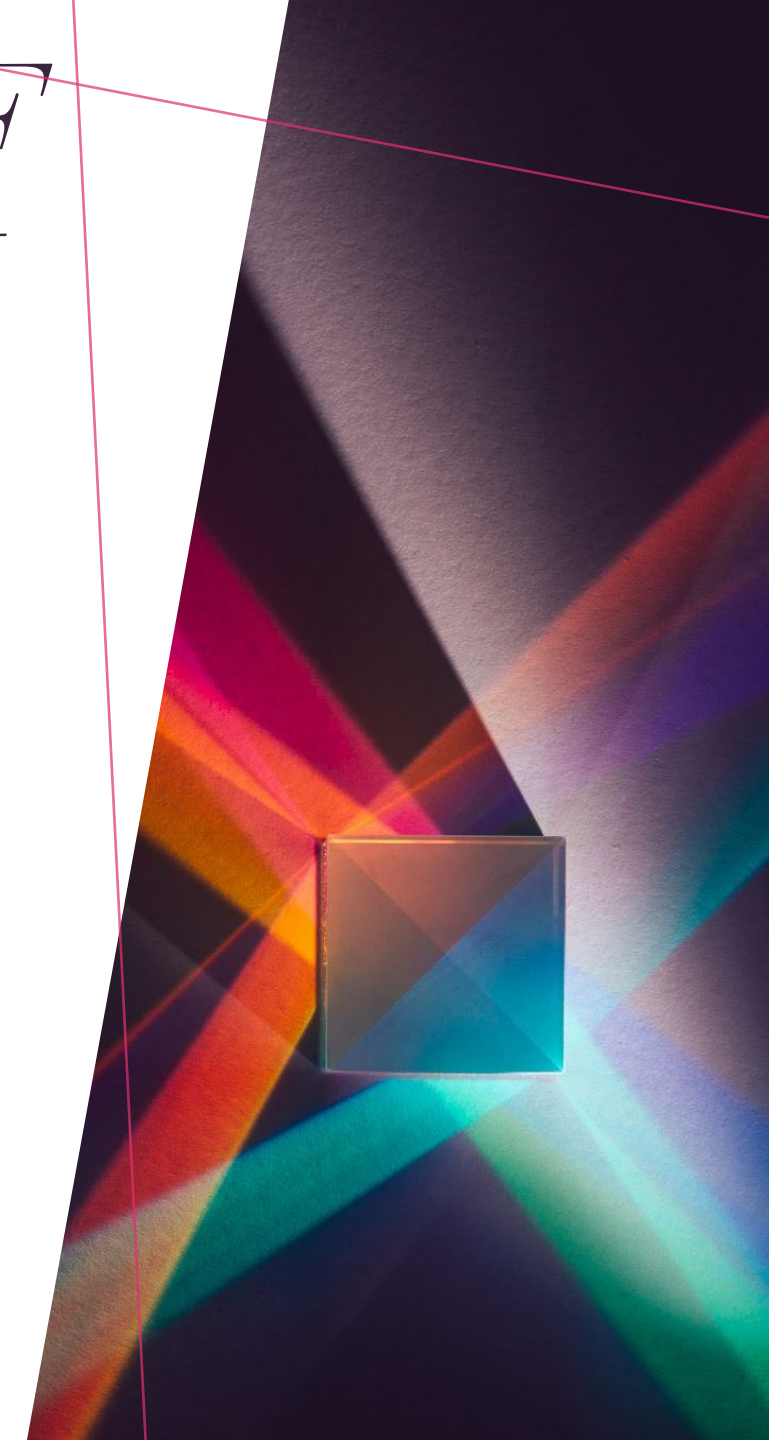


All faithful ones, as members of the living Christ, joined and likened to Him by Baptism, Confirmation, and the Eucharist, have the duty to cooperate in the expansion and extension of His spiritual body.

A.G. 36 (CFR. EF 4,13)

Objective

Strategies



VOCATIONS UPDATE- FATHER DANIEL DAZA-JALLER

Mission of the Office of Vocations and
Seminarians

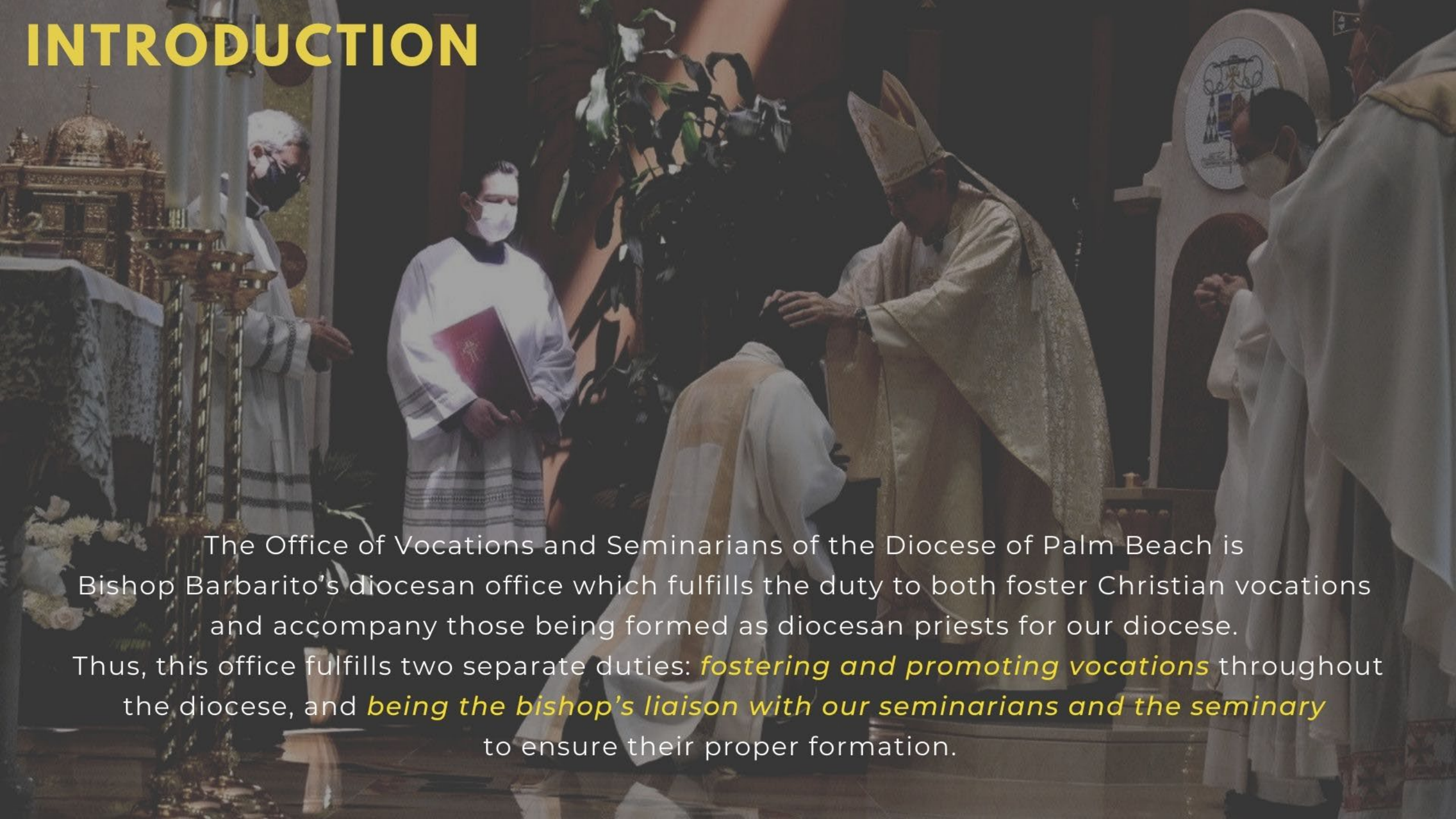
Key role that communication plays in parishes
to encourage vocations throughout our diocese

Best resources for parish communications

<https://palmbeachvocations.com>



INTRODUCTION

A photograph of a religious ceremony in a cathedral. A bishop, wearing a mitre and ornate white vestments, is blessing a kneeling priest. Other clergy members in white vestments and face masks stand around them. The background features a large potted plant and a golden altar.

The Office of Vocations and Seminarians of the Diocese of Palm Beach is Bishop Barbarito's diocesan office which fulfills the duty to both foster Christian vocations and accompany those being formed as diocesan priests for our diocese. Thus, this office fulfills two separate duties: *fostering and promoting vocations* throughout the diocese, and *being the bishop's liaison with our seminarians and the seminary* to ensure their proper formation.

A photograph of a man from behind, wearing a blue sweater over a checkered shirt, looking towards a large wooden crucifix mounted on a wall in a church. The scene is dimly lit, with light coming from the left.

Mission

We foster a culture of
lifelong openness to God's will
throughout the diocese
and accompany those
responding to the vocation to
diocesan priesthood.



Diocese of Palm Beach
Office of Vocations and Seminarians



Vision

To have a steady stream of *missionary disciples* of Jesus Christ discerning their vocation in order to ensure an abundance of ministers to serve the pastoral needs of the diocese.



Diocese of Palm Beach
Office of Vocations and Seminarians



How can I help?



PRAY

- Seminarian Poster & Prayer Card, Prayers of the Faithful
- Celebrate National Vocations Awareness Week, Good Shepherd Sunday, Priesthood Sunday & World day of Prayer for Consecrated Life.



INTEGRATE

- Help to integrate a culture of vocations in all aspects of parish & school life such as religious education, youth & young adult ministries, grandparents ministries, etc.



INVITE

- Personally invite young men (especially altar servers) to consider the priesthood
- Invite interested men to diocesan events (harvest dinner, VAW, discernment groups & retreats)
- Invite the Vocations Director for a weekend at your parish for Masses & to meet parish groups

For more info contact:
vocations@diocesepb.org
561-775-9552



Diocese of Palm Beach
Office of Vocations and Seminarians



Cast Out INTO THE DEEP

Every Catholic should consider their vocation as a call for their life. How is the Lord calling you?



WEBSITE- CYNTHIA PASHLEY



Website updated daily, www.diocesepb.org



Parish Bulletin Editors and Communication Staff Link,
<https://www.diocesepb.org/ministriesoffices/offices/communications/parish-bulletin-editors-communication-staff.html> organized in the following way:

New Important Information
Expected Information to be published
Bulletin Announcements
Office and Ministry Updates
Resources for Communication Staff



Please submit events at <https://www.diocesepb.org/news/event-submission.html>

SOCIAL MEDIA- JENNIFER TREFELNER AND JACKIE NADEL

<https://www.diocesepb.org/news/social-media-links.html>

Social Media Administrators Agreement

Join “Catholic Social Media Managers” FB group

<https://www.facebook.com/groups/catholicsocialmediamanagers>

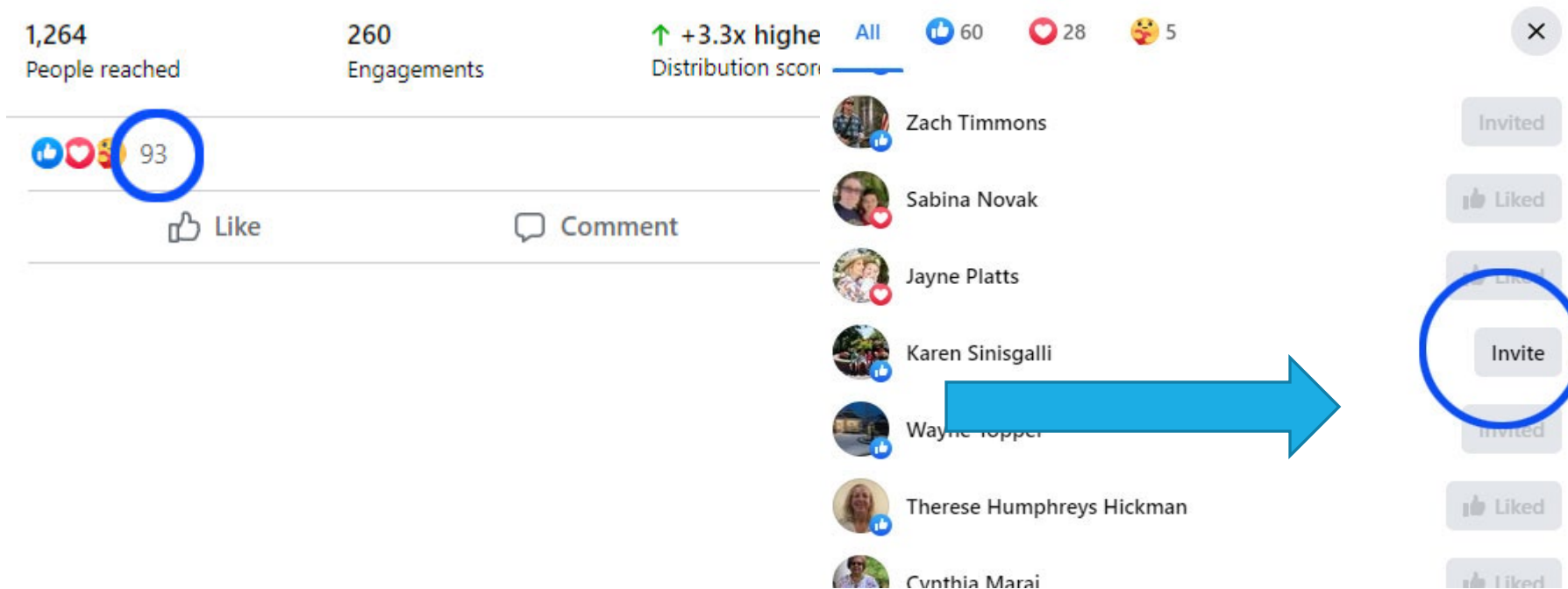


FACEBOOK — WHAT WE TRACK

Page Followers

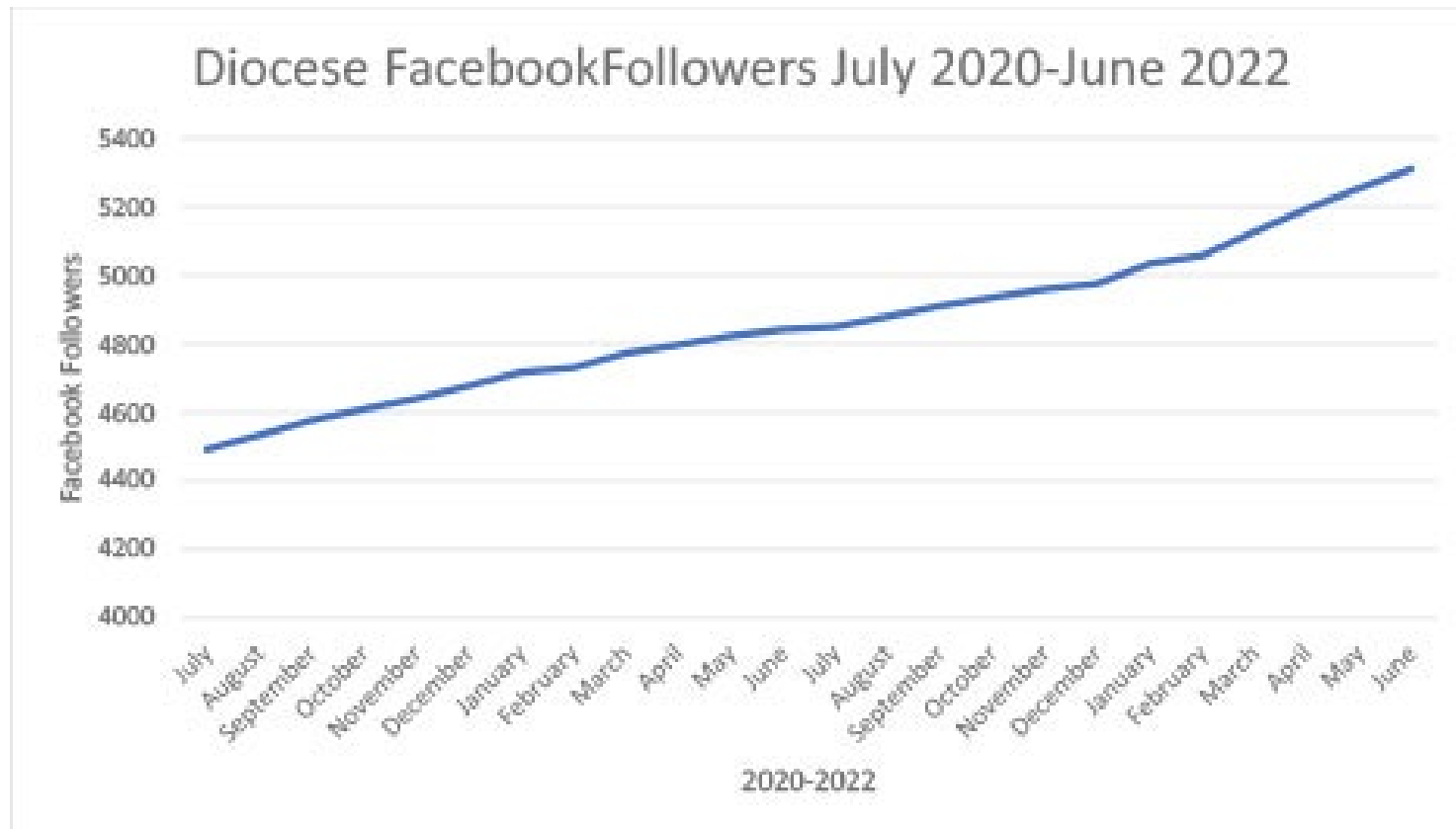
Who are they?

- Facebook followers are people who have opted-in to “follow” your profile or page, meaning that they will receive your updates in their timeline.
- If you have less than 100,000 likes then you will want to invite people who react with your page to follow it.



FACEBOOK — WHAT WE TRACK

Page Followers - +881



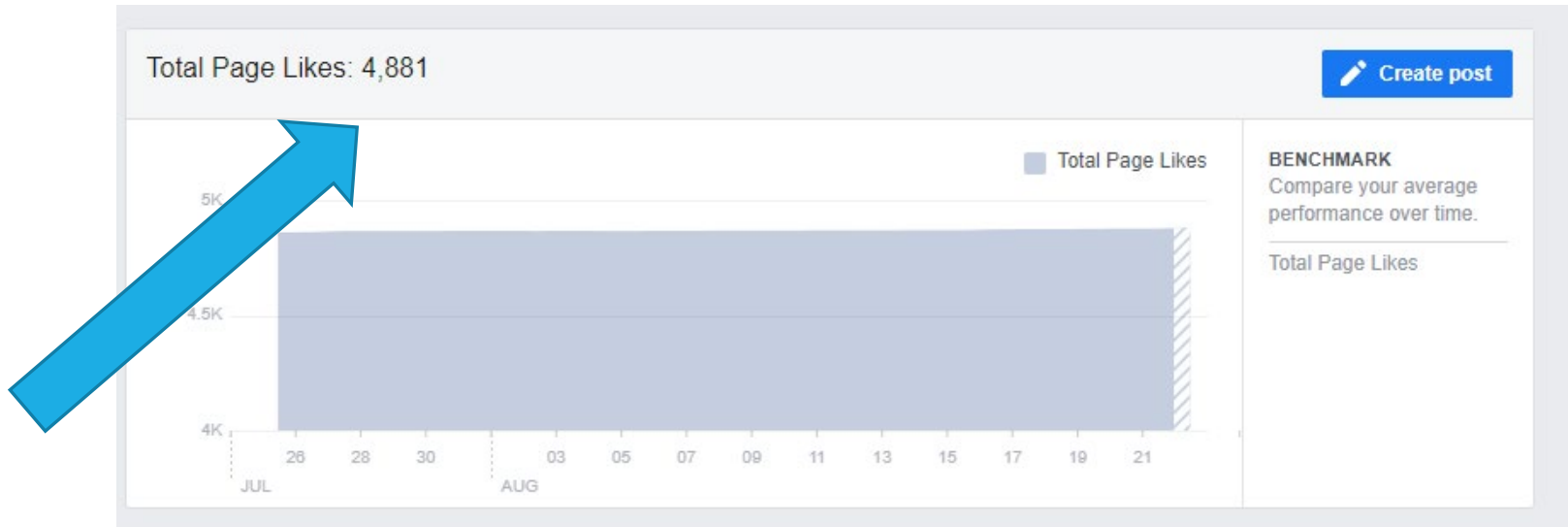
Started with 4492 July 2020 – Current as of July 31, 2022 - 5373

FACEBOOK — WHAT WE TRACK

Page Likes

Why?

- Learn which posts people love to interact with. The more likes, shares and comments you see on a post, the more you can produce content that helps you drive similar engagement.




FACEBOOK — WHAT WE TRACK

Who brings in the likes?

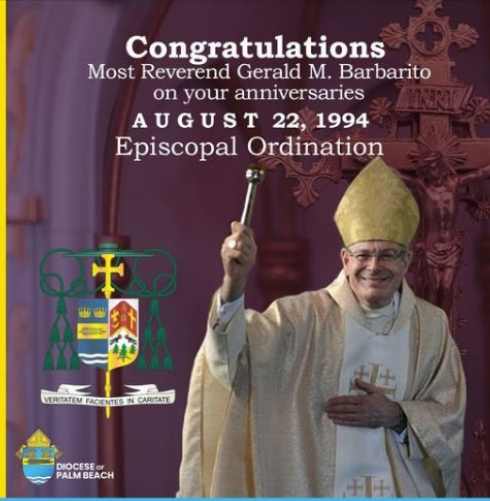
Of course, Bishop Barbarito




**Diocese of Palm Beach**
Published by Cath Comm (P) · 6h ·

August 22, 1994 – On this day, 28 years ago, Bishop Gerald M. Barbarito was ordained an Auxiliary Bishop of the Diocese of Brooklyn, New York. Join us in praying for our Bishop and sending your best wishes in the comments below.

The Ordination Mass is a liturgy full of rich symbolism and promises. His promises include discharging his sacred duty until the end of his life, remaining faithful and constant in proclaiming the Gospel, maintaining the deposit of faith that the apo... See more




**Get more likes, comments and shares**
Boost this post for \$56 to reach up to 1,944 people.


1,380
People reached


276
Engagements


Boost post


 102

36 Comments 12 Shares

 Like

 Comment

 Share

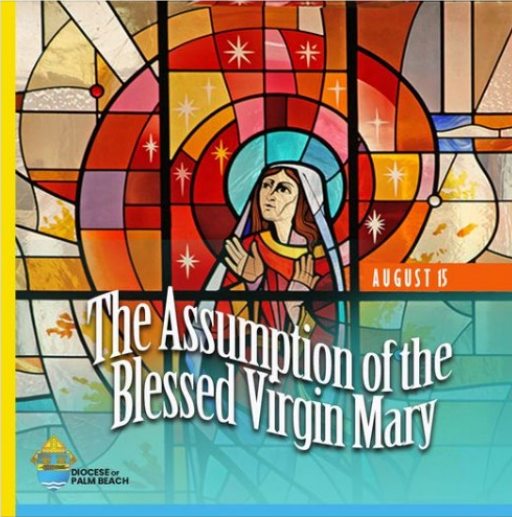


FACEBOOK — WHAT WE TRACK

Who brings in the likes? Mary the Mother of God

Diocese of Palm Beach
Published by Cath Comm [?] · August 15 ·

And Mary said:
"My soul proclaims the greatness of the Lord;
my spirit rejoices in God my Savior
for he has looked with favor on his lowly servant.
From this day all generations will call me blessed: ... See more



The Assumption of the Blessed Virgin Mary
AUGUST 15
DIOCESE OF PALM BEACH

Get more likes, comments and shares
Boost this post for \$56 to reach up to 1,084 people.


1,799 People reached **118** Engagements [Boost post](#)

47 4 Comments 9 Shares

Like Comment Share

Diocese of Palm Beach
Published by Cath Comm [?] · 4d ·

This prayer takes 30 seconds to say and will change your life.
Remember, O Most Gracious Virgin Mary,
that never was it known
that anyone who fled to thy protection, ... See more



The Memorare Prayer
DIOCESE OF PALM BEACH

Get more likes, comments and shares
Boost this post for \$56 to reach up to 1,944 people.

2,612 People reached **336** Engagements [Boost post](#)

119 26 Comments 25 Shares

Like Comment Share

FACEBOOK — WHAT WE TRACK

Who brings in the likes?

Events

Diocese of Palm Beach
Published by Bill Cone [?] · 5d ·

As the School of Christian Formation prepared for the start of its 2022-23 year, Father Duván Bermúdez, director of the school, thanked teachers, parish coordinators and others at a dinner Aug. 3 at the cathedral hall.
Read more:
https://www.thefloridacatholic.org/.../page_1bfbc006-98cc-526...



 Get more likes, comments and shares
Boost this post for \$56 to reach up to 1,652 people.

1,280
People reached

140
Engagements

[Boost post](#)

  Marisol's Photography and 38 others

3 Comments

 Like  Comment  Share 

Diocese of Palm Beach
Published by Bill Cone [?] · 4d ·

It was joyful and prayer-filled at the recent Knights of Columbus 2022 Silver Rose ceremonies at St. Helen Parish in Vero Beach and St. Paul of the Cross in North Palm Beach. "The Silver Rose is a symbol of the Knights of Columbus's dedication to the 'sanctity of life,' honoring Our Lady of Guadalupe," said Michael Glatz, faith director for the St. Helen council.
Read more:
https://www.thefloridacatholic.org/.../page_3e0d92be-0eb1-506...



 Get more likes, comments and shares
Boost this post for \$56 to reach up to 1,652 people.

1,216
People reached

123
Engagements

[Boost post](#)

   24

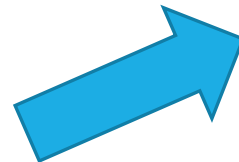
1 Share

 Like  Comment  Share 

FACEBOOK — REMEMBER YOUR AUDIENCE

Remember to engage with your audience.

Like nice comments, respond to not so nice comments (leave the hard ones to your boss), answer questions and throw in some fun!



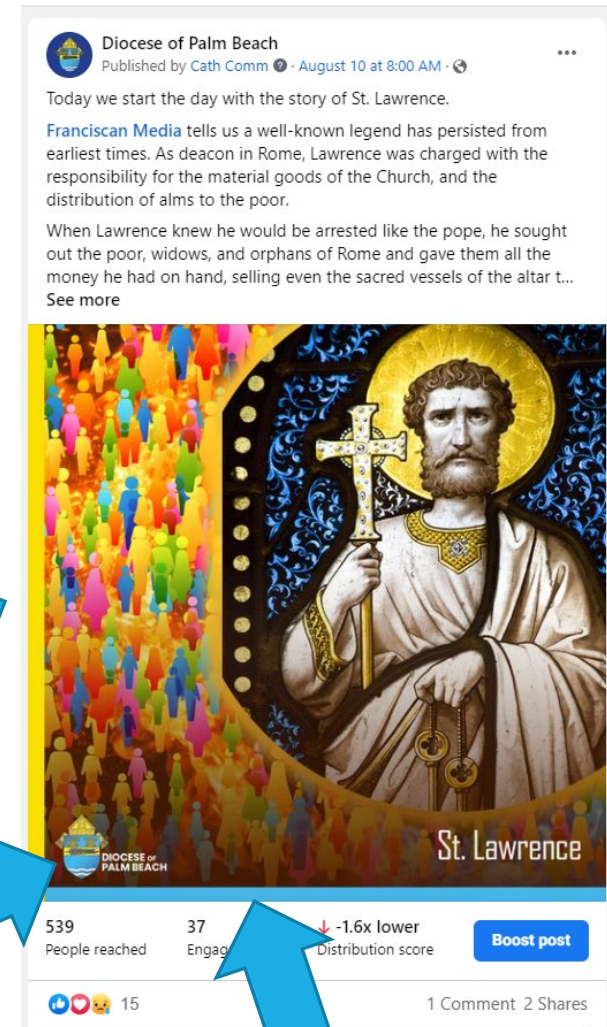
FACEBOOK — CREATE A BRAND

Create a look and feel for your posts.

General posts and posts about the saints

have the yellow and blue lines with

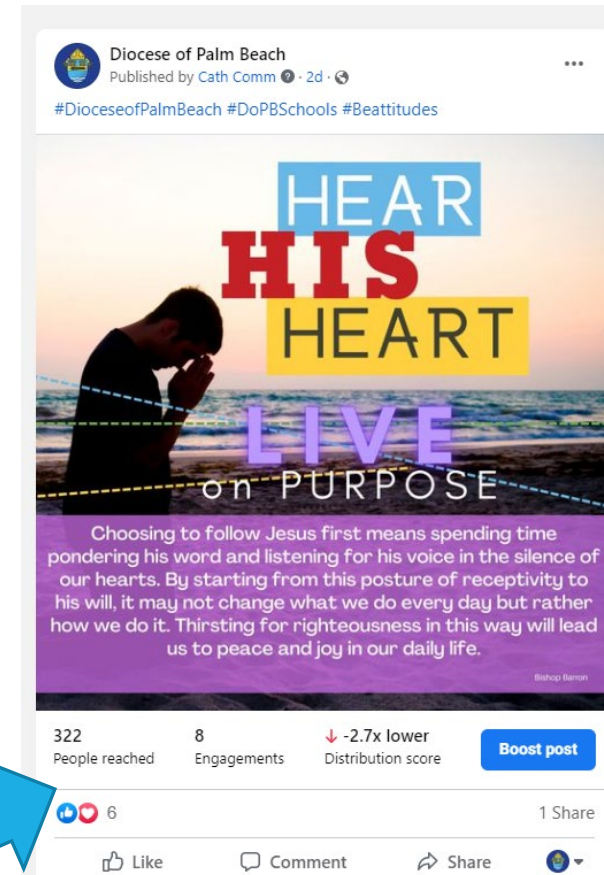
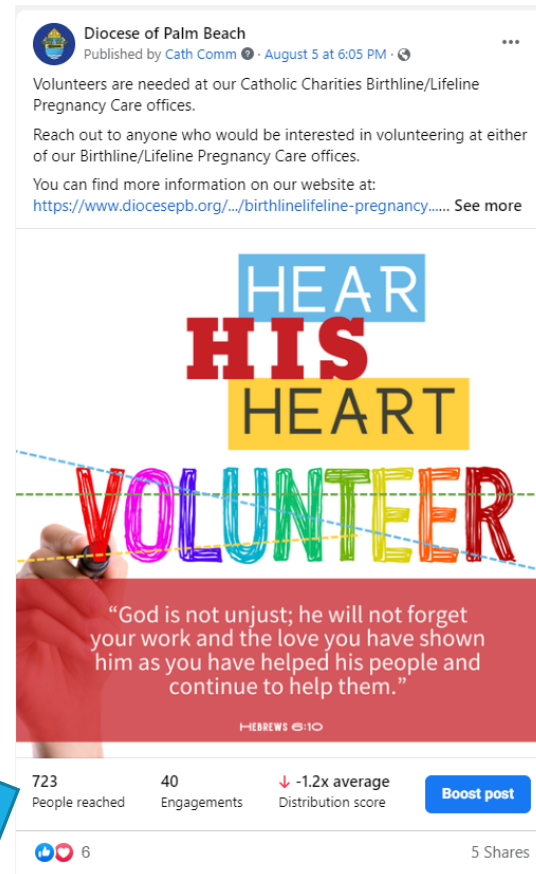
Diocese logo in bottom left.



FACEBOOK — CREATE A BRAND

Create a look and feel for your posts.

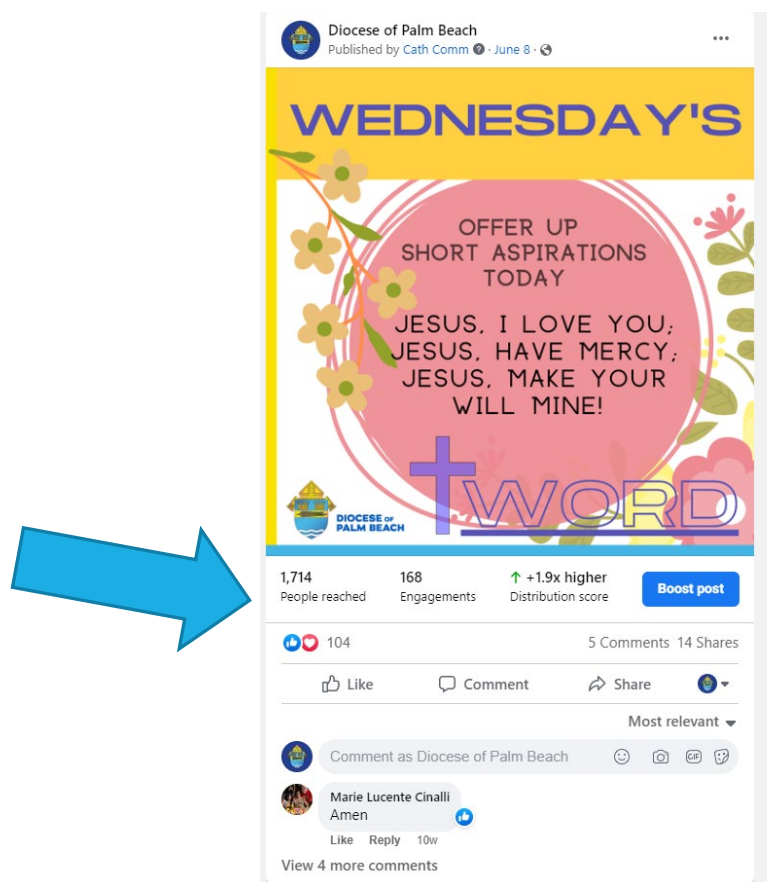
Friday posts have a theme “hear His heart”.



FACEBOOK — CREATE A BRAND

Create a look and feel for your posts.

Wednesday posts have a theme “Wednesday’s Word”.





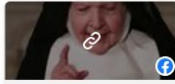
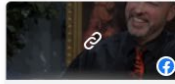


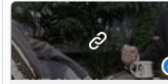














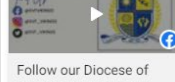

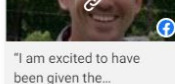

If you have a post that has received a lot of attention, BOOST it.

FACEBOOK — SCHEDULE IT

Use the Planner tool to schedule posts.

Planner

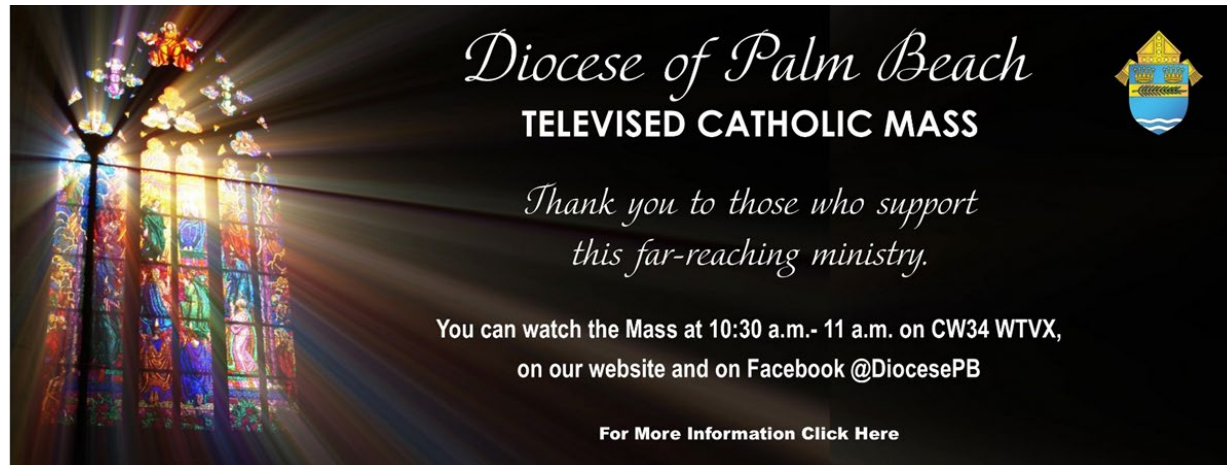
Week Month < Today > Jul - Aug 2022

Sun 24	Mon 25	Tue 26	Wed 27	Thu 28	Fri 29	Sat 30
Parent Appreciation Day						International Day of...
 <p>Thank you Reverend Antony Pulikal, Pastor of...</p> <p>9:06 AM</p> <p>35 1 4</p>	 <p>Join St Jude Church, Boca Raton, Florida...</p> <p>10:06 AM</p> <p>31 3 4</p>	 <p>Sister Donna Gunn retells the story of the Sisters o...</p> <p>8:00 AM</p> <p>3 1</p>	 <p>Dr. Tim Gregson retells the story of his journey...</p> <p>7:00 AM</p> <p>8</p>	 <p>Jesus isn't looking for a world full of Marys,...</p> <p>8:03 AM</p> <p>21 4 5</p>	 <p>Welcome! Joann Foster</p> <p>As she continues her teaching career, she is...</p> <p>10:17 AM</p> <p>15 2</p>	 <p>Need a little chuckle today? Listen to the...</p> <p>9:00 AM</p> <p>1 2</p>
 <p>"If we truly love the Lord, then we must share a..."</p> <p>3:20 PM</p> <p>11 5</p>	 <p>Embracing the theme "Let's Make Some Wave..."</p> <p>11:19 AM</p> <p>9 1</p>	 <p>On the feast of Our Lady of Mount Carmel, July 1...</p> <p>8:25 AM</p> <p>113 1 5</p>	 <p>"Come to me, all you who are weary and burdened,..."</p> <p>8:30 AM</p> <p>10</p>	 <p>Follow our Diocese of Palm Beach, Office of...</p> <p>7:00 PM</p> <p>4</p>	 <p>Check out this week's Palm Beach e-edition wi...</p> <p>10:44 AM</p> <p>3</p>	
 <p>Thank you Reverend Antony Pulikal, Pastor of...</p> <p>11:30 PM</p> <p>7</p>	 <p>National Catholic Register retells us that the...</p> <p>4:30 PM</p> <p>15 1</p>	 <p>Posted on Vatican News: Pope Francis after...</p> <p>9:18 AM</p> <p>93 6 7</p>	 <p>9:31 AM</p> <p>9 2</p>		 <p>"Bring His presence out into the world, we can b..."</p> <p>11:53 AM</p>	
	 <p>Did you know?... Child abuse comes in many...</p> <p>7:00 PM</p> <p>2 1</p>	 <p>Summer is an active time for the men in formation...</p> <p>11:00 AM</p> <p>40 2 3</p>	 <p>Today is the Feast of Saint Titus Brandsma...</p> <p>1:49 PM</p> <p>4 1</p>		 <p>Follow our Diocese of Palm Beach, Office of...</p> <p>12:04 PM</p> <p>3</p>	
		 <p>The Lord's is the earth</p>	 <p>"I am excited to have been given the..."</p> <p>2:05 PM</p>		 <p>Welcome! Stephanie Murphy</p> <p>She is inspired by St. Rose Philippine...</p>	

FLORIDA CATHOLIC MEDIA- BILL CONE

- a. Thank you for continuing to send story ideas, photos/captions/briefs for us to run! Please email WCone@DiocesePB.org or submit ideas online at <https://www.diocesepb.org/ministriesoffices/offices/communications/the-florida-catholic/submit-a-story-idea.html> with any future story ideas!
- b. Seen incremental growth on e-edition, app, FCM website and stories on our social media
- c. Example of monthly stats (for April): DPB e-edition pageviews, 12,568; e-edition subscribers, 4,489; FC/DPB website pageviews, 6,193; FC website pageviews, 105,091; FC social media Facebook, 11,662; Twitter, 13,100; Instagram, 918; YouTube, 188; FC app downloads, 319. DPB Facebook reach (ads, posts and stories) for April: 95,400
- d. Total engagement with all six methods (DPB website, DPB Facebook, FC website, FC social media, FC app, FC e-edition): 249,946
- e. Grammar resources
https://www.diocesepb.org/file_download/inline/8e6b927e-25b9-45c4-98ed-2fb167504ab9
- f. Going back to print for DSA donors in 2023
- g. Resources to promote the app, e-edition and website

TELEVISED CATHOLIC MASS- CYNTHIA PASHLEY



Available every
Sunday on CW34, on
website and FB,
<https://www.diocesepb.org/ministriesoffices/offices/communications/2022-masses.html>

Average 9,000
viewers per week

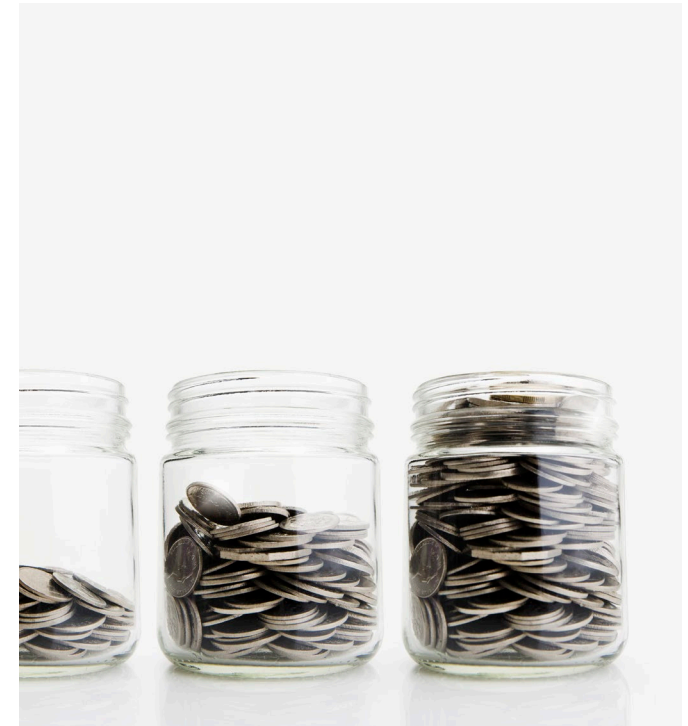
RESOURCES NEEDED TO SUPPORT PARISHES IN THE DSA- JENNIFER TREFELNER

Current resources located at
<https://www.diocesepb.org/ministriesoffices/offices/development/diocesan-services-appeal/materials-2022.html>

2022

2023

What would you like to see for 2023?



OFFICIAL DIOCESAN DIRECTORY
IS UPDATED
(JANUARY AND JULY EACH
YEAR)- CYNTHIA PASHLEY

<https://dioceseofpalmbeach.sharepoint.com/sites/DPBIntranet/Diocesan%20Printed%20Directory/Home.aspx>



MISCELLANEOUS- JENNIFER TREFELNER

National Eucharistic Revival,
<https://www.diocesepb.org/revival.html>

Blue Mass- September 29 at 8:30 a.m.

Second collection letters

Photo releases

Promotional videos

Safe Environments Information to run twice a month

Crisis Communications

NEXT STEPS

Meeting in
November

Topics to be
discussed

Please complete
survey before
leaving

