

EXECUTIVE SUMMARY:

The Eparchy of Edmonton consists of 84 parishes and missions throughout Alberta. Parishes consist of adults of all ages, from all walks of life, youth and children, in urban and rural communities throughout the province.

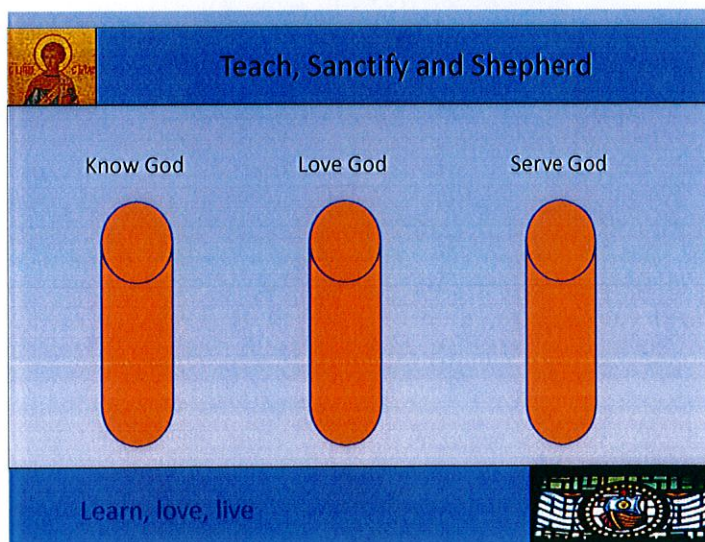
The Eparchy has developed a 25-year plan of renewal for its member parishes to become vibrant, welcoming communities of faith. The goals focus on the understanding, living and propagating of the faith through the three pillars of teaching, sanctifying and shepherding (see "Background" below).

To facilitate the renewal process, the Eparchial Pastoral Council created a communication plan to keep all parishes informed and engaged in the fulfillment of the common goals addressed by the 25-year plan of renewal.

The communication plan incorporates methodology, vehicles and tools to guide the eparchy's fulfillment of the goals. It outlines the required steps and consistent messages, will enables the monitoring of progress, and provides insight into the most effective approaches to be used going forward on an ongoing basis.

BACKGROUND

The [25-year plan of the Edmonton Eparchy](#) focuses on the three pillars of parish renewal: to Teach (Know God), Sanctify (Love God) and Shepherd (Serve God). Over this period of time, it is hoped that Alberta's Ukrainian Catholic community will become increasingly committed to, and engaged in, understanding and sharing (evangelization) of the Ukrainian Catholic faith, its growth and development, and in the development and maintenance of strong intra- and inter-parish relationships.



COMMUNICATION VISION AND SCOPE

Vision: "...that the pastoral plan for a new springtime of evangelization outlined (in the [*Evangelization: A New Springtime "Encountering the Person of Christ" 25 Year Pastoral Plan of the Edmonton Eparchy 2012*](#)) will help prepare us and our parishes to become the Church God intends for us to be in the next twenty-five years, to become people and places in which we encounter the living Christ...truly disposed to knowing, loving, and serving God more perfectly." We envision a welcoming Ukrainian Catholic community within the Edmonton Eparchy that is engaged with its Ukrainian Catholic faith and personal spiritual development, has an understanding of, and enthusiasm for, evangelization and each person's role in sharing the faith with others, within and outside the Ukrainian Catholic community.

Scope of the plan: to engage, one step at a time, individuals of all ages and circumstances – from young children to adults – those

- currently belonging to parishes and Ukrainian Catholic organizations within the eparchy,
- who have left the Church entirely or gone to Roman Catholic parishes or to other denominations, and
- who have not yet made a connection with a church community.

Transformation: maximizing feedback and involvement from parishioners in the eparchial community, fostering ownership, generating enthusiasm for the goals of the 25-year plan, and increasing understanding of the Ukrainian Catholic faith.

The Eparchy's communication plan will be "evergreen," always adapting to changing needs as we grow as an eparchy and in our Christian responsibilities.

AUDIENCES:

Audiences	Participants (if known)
Audience 1 (primary)	Parishes: <ul style="list-style-type: none">• Pastoral councils• Pastors• Parish secretaries Current Parishioners: <ul style="list-style-type: none">• Mature adults• Baby boomers• Generations X and Y• Millenials• Youth/teens• Elementary school children 6 – 12• Preschoolers
Audience 2 (secondary)	Potential members in whom we can generate interest in joining our parishes (those who have left and those who have never engaged with a church)

COMMUNICATION PURPOSE (GOALS):

Primary purpose (goal) of communication by the Edmonton Eparchy

The Ukrainian Catholic community in the Edmonton Eparchy is welcoming and all parishioners are well-informed about activities, concerns, available programs and opportunities and feel personally invited to participate and contribute to the renewal of the community.

Secondary goal:

To help parishes within the Ukrainian Catholic community in the Edmonton Eparchy to develop a positive relationship with each other that encourages them to interact regularly with each other and the Eparchial office.

COMMUNICATION STRATEGIES

Using communication best practices, the Eparchial Pastoral Council (EPC) will endeavour to persuade clergy and the religious community, parish organizations and parishioners to become well-informed about

- activities,
- concerns,
- available programs and opportunities

in the parishes within the province, feel personally invited to participate and contribute to the renewal of faith communities and develop positive interactive relationships between Ukrainian Catholic parishes.

COMMUNICATION OBJECTIVES

- An annual 10 percent increase in eparchial website hits
- An annual 10 percent increase in new survey responses
- 10 percent increase in positive responses to questions addressed in the 2014 survey and revisited in a future survey
- Beginning from a base of no current parish partnerships (outside of the parishes served by one priest), a 10 per cent increase in parishes within the eparchy establishing interactive relationships with other parishes in the Eparchy.

COMMUNICATION TACTICS

A variety of information dissemination vehicles and tools will be used to reach the greatest number of parishioners of all ages from all walks of life.

The eparchial clergy, parish pastoral councils, publications, broadcast, print and social media, will be engaged and participating in the promotion of the goals.

Communication messages will be developed and transmitted using a variety of vehicles and tools, including:

Verbal (Face-to-face)

- Clergy announcements during services
- Parish committee announcements
- Community leaders (organizational heads at events/organizational activities)
- Parish annual meetings

Publications

- Parish newsletters, bulletins, and bulletin boards
- Eparchial newsletter
- Brochures
- Commercial publications:
 - [The Western Catholic Reporter](#)
 - [Ukrainian News](#)

Internet/Social Media

- Eparchial website
- Parish websites
- Twitter
- Facebook
- Blogs
- YouTube

Media (print, broadcast)

- Advertising (e.g., posting eparchial and parish website addresses)
- Articles – potential articles, topics such as survey, 25 year plan, welcome committee profiles, welcome kit
- Interviews

COMPLETED COMMUNICATION EVENTS

The dissemination of information about, and promotion of, the Eparchy's 25 –year plan, the Welcoming Parishes initiative and the Shroud replica visit to the Edmonton Eparchy were noted as communication projects that have been completed to date.

Completed Communication Events					
Event/Action	Target Audience	Communicator(s)	Vehicle(s)	Timing	Results
1. Survey- Welcoming Parish	All parishes in Eparchy	Bishop, Eparchial Pastoral Council, Eparchial website, parish pastors, parish pastoral councils	Announcements through - eparchial website - parish bulletins - pastors' and pastoral council verbal	Fall 2014- spring 2015	459 people completed the survey questionnaire; clergy were engaged in the results through the Bishop's

			announcements - parish AGMs - community leaders (organizational heads at events/ organizational activities		communication and a clergy events
2. Message regarding compiling of survey results and upcoming publication of results	All parishes in Eparchy	Bishop, Eparchial Pastoral Council on Eparchial website	Announcement - eparchial website - pastors were asked to provide information to their parishioners, notably through parish bulletins	Feb. 2015	Limited results
3. General survey results	General - All parishes in eparchy	Bishop and Eparchial Pastoral Council	Eparchial website Parish pastors and pastoral councils were asked to share Presentation to Priests' Conference (February 2015)	Feb. 2015	Bishop and presentation at Clergy Conference (Feb. 2015) by Jayne Buryn, Chair, Eparchial Pastoral Council. Majority of Eparchial clergy were present and participated in table discussions.
4. Individual parish survey results	Individual parishes	Bishop	Individual parish results were provided to pastors & pastoral councils	Feb. 2015	A number of pastors shared and discussed the results with their parishioners.
5. Announcement about going forward, first action in response to survey findings - announcement about development of a Welcoming Committee Profile and a Welcome kit	All parishes in the eparchy	Bishop and Pastoral Council	- eparchial website - pastors - parish bulletins	Mar. 2015	Announcement posted, limited feedback.

UPCOMING COMMUNICATION EVENTS: PROJECTS COMPLETED IN 2015 BY THE EPC

Upcoming Communication Events					
Communication Event/Action	Target Audience	Assigned to	Tactics to be Engaged	Timing	Results
Communicating the EPC profile of a welcoming committee	Primary – Parish pastors and pastoral councils, if available Secondary – all parishioners	Bishop and EPC Chair	Verbal (provide a script, including for email message) - clergy announcements during services - parish committee announcements - community leaders (organizational heads at events/organizational activities) - parish annual meetings	Upon approval by Bishop David	
			Publications (provide a script, including for email message) - parish bulletins, - parish bulletin boards - parish newsletters - brochures - parishioner emails		
			Internet/Social Media • Eparchial website • Parish websites* • Eparchial Twitter acct. • Eparchial Facebook page • Blogs – who		

			has a blog? <ul style="list-style-type: none"> • YouTube • Infographics 		
			Other Media <ul style="list-style-type: none"> • Advertising/articles in newspapers, online sites, etc. • Articles/interviews for publication in broadcast, online and print media • Commercial publications: <ul style="list-style-type: none"> • The Carillon (Calgary)** • The Western Catholic Reporter • Ukrainian News 		
Welcome kit components have been created and are available on the Eparchial website	Primary – Parish pastors and pastoral councils, if available		Parish pastors and pastoral councils Eparchial website Eparchial Twitter acct. Eparchial Facebook acct.	Upon approval by Bishop David	
Parish invitations to Bishop to engage with parishes regarding welcoming committees	Primary – Parish pastors and pastoral councils, if available		Parish pastors and pastoral councils Eparchial website Eparchial Twitter acct. Eparchial Facebook acct.	Upon approval by Bishop David	
Definition of “parishioner”	Primary – Parish pastors and pastoral councils, if available		Parish pastors and pastoral councils	Upon approval by Bishop David	

Electronic subscription site	Primary – Parish pastors and pastoral councils, if available Secondary – all parishioners		See Verbal, Publications, Internet/Social Media and Other Media above	Upon approval by Bishop David	
Communication about the EPC and its mandate at organizational events such as the biannual eparchial convention			See Verbal, Publications, Internet/Social Media and Other Media above	Upon approval by Bishop David	

**The Carillon addresses faith issues pertinent to social and family life in our diocese. Content adheres to magisterial and scriptural teaching of the Catholic Church. Non-Catholic material published in the newsletter is to foster ecumenism and to affirm values espoused and taught by the Catholic Church. The magazine is published nine times per year, December/January, February, March, April, May, June, September, October and November. The deadline for article and advertising submissions is the first Thursday of each month preceding publication. Each issue strives to focus on a theme laid out for that month, as well as articles on a wide range of topics affecting family and church life in the new millennium. From the [Carillon's website](#) style guide.*

****Parishes with websites (13)**

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| <ol style="list-style-type: none"> 1. www.abvmcalgary.com 2. www.protomartyr.ttw.net/ 3. http://www.ehcucp.ca/ 4. holyeucharist.eeparchy.com 5. pbvmary.eeparchy.com 6. www.stbasilschurch.com 7. ukrainianstgeorge.com | <ol style="list-style-type: none"> 8. http://www.stjosaphat.ab.ca/ 9. http://www.stnicholasucp.ca/ 10. www.gp.eeparchy.com 11. http://sites.google.com/site/ssppparish/home 12. stsophiaparish.com 13. http://hspl.ca/hspl.ca/ |
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EVALUATION OF THE SUCCESS OF THE COMMUNICATION PLAN:

Measurement Tools	Measure/Results
Survey Questionnaires (Survey Monkey)	Online and hardcopy surveys – 459 responses received
Increased participation in events	•
Increased volunteerism	•
Monitor eparchial website hits	•
Monitor parish website hits	•
Facebook activity	•
How much Welcoming Parishes reprints are required	•
Variance in number of parish bulletins distributed	•
Variance in telephone inquiries to parishes	•

WHAT HAVE WE LEARNED?

Project	Learnings	Going Forward
1. All projects completed to June 2015	Recurring/reiterated communication tactics will have to be used to engage parish priests and councils, as the take-up has varied from parish to parish	Prepare and regularly implement several different versions of each request or announcement, using the appropriate channels noted in <i>Tactics to be Engaged</i> above
2.		
3.		
4.		