



**CSJ Ministries Inc. Board of Directors
Board Education Session/Special Meeting
Thursday, July 25, 2024; 8:00-9:00 AM
CSJ Administration Center & Zoom**

DRAFT

In Attendance: Kevin Berg; Marjie Blevins; Anita S. Duckor, CSJ-C; Karen Gervais; Stacy Jacobson; Steve Kenney; Brian Mallaro; Brian Mullen; Maya Missaghi; Susan Oeffling; Colleen O’Malley, CSJ; Adele O’Sullivan, CSJ; Joel Rainville; Gabrielle Rohde; Angela Schreiber, CSJ; Jill Underdahl, CSJ; Anne Weyandt; Jean Wincek, CSJ

Staff: Cheryl Behrent; Matt Halley; Elisabeth O’Toole; Ralph Scorpio; Lacy Sietsema

Not Present: Comfort Dondo; Mary Lydon; Mark Richards; Kristine Smyth; Fr. Larry Snyder

Special Guest: Meg Gillespie, CSJ; Dan Ryan

The CSJ Ministries Inc. Board of Directors convened for an education session/special meeting in-person on Thursday, July 25, 2024. Kevin Berg called the meeting to order at 8:06 a.m.

Board Education Session/Special Meeting

Matt stated that as of July 1, 2024, the NDO is 1-year old. The purpose of this session is to review the naming process. The Branding and Communications Committee has been working with Mercury Creative Group to come up with a new name and logo for the NDO. This work was briefly paused because of a need to identify the mission, vision, and values. A name and a tagline will be presented to the Board for approval today.

Matt introduced special guest Dan Ryan. Dan has extensive knowledge in the non-profit sector and in branding. Dan reviewed his expertise in marketing. His prior experience involves working in business innovation, advertising, and marketing with Target. He has since started a non-profit called Inspire MSP. Dan explained the branding process and why it is important.

Name/Tagline

Accola

Community. Spirit. Justice.

Dan explained the uniqueness of this name. Accola is Latin for “neighbor.” It also means “together.” He went over the history of this word and its meanings. He added that Accola is even more unique because the NDO can shape its meaning to fit the mission, vision, and values.

Matt added that Mercury came up with a handful of names. Ultimately, Board and Committee member Joel Rainville is the one who presented Accola as a possible name for the NDO. There was a discussion about committee processes. Matt added that the name has been vetted by the attorneys, who

determined that there are no negative connotations attached to Accola. The attorneys submitted a 125-page report to the committee. The tagline is three words, is simple and easy to remember, and easily relatable to the name.

Staff provided initial reactions to the name. These reactions were positive.

Susan expressed the need to be conscious of the possibility that, for some audiences, emphasizing the use of a Latin word and its connection to Latin as the official language of the Catholic Church could be interpreted as supporting a pre-Vatican II perspective. Kevin added that Latin is commonly used in science as well.

A motion was made to approve Accola as the new name of the NDO. Gabi moved to approve the motion and Steve seconded. All present members voted to approve the name Accola.

Anita moved to approve the proposed tagline as part of the brand. Jean seconded. All present members voted to approve the tagline.

Other

Matt stated that the Province Leadership Team, working with the Advancement Office and Lori True, will announce the name and officially launch Accola at a public ritual. This will be an important symbol of the transition. It will take place Wednesday, August 21 at 4 p.m.

Board Adjournment: The meeting adjourned at 9:09 a.m.

Respectfully Submitted,

Lacy Sietsema, CSJ Ministries Inc.