St. Augustine & St. Edward Catholic Parishes
(Austin, MN)

Your Information

- **Consultation Date**
  - 5/29/18; approval 7/25/18
- **Timeline**
  - 3-4 months okay
    - St. Augustine restoration project to finish Oct. 7th.
    - Prefer to be live by end of Sept.
- **Organization Name**
  (Full name as you would like it to officially appear.)
  - St. Augustine & St. Edward Catholic Parishes
- **For churches, when specifically referencing your name what do you prefer to go by?**
  - "Parish"
    - Okay to say church individually for each, though.
- **Organization Information**
  - Phone Number (Primary)
    - (507) 437-4537
  - Physical Address
    - **St. Augustine Catholic Church**
      405 4th Street NW
      Austin, MN 55912
  - Postal Address (if different)
    - We use one address for both locations
  - Your Time Zone
    - Central (CST)
  - Additional Info
    - St Edward is listed as location of Church only, but our offices are headquartered at St. Augustine for both parishes.
    - **St. Augustine Catholic Church**
      405 4th Street NW
      Austin, MN 55912
      (507) 437-4537
      - 1800's, larger
      - Office for both
    - **St. Edwards Catholic Church**
      2000 Oakland Avenue W
      Austin, MN 55912
      (507) 433-1841
      - 1960's

- **Full Name of Pastor(s) and preferred salutation**
  (example: Fr. Tom Smith; goes by Fr. Tom)
  - o Fr. James Steffes
    - ▪ " Fr. Steffes"
    - ▪ Pronounced "Stef iss"
- **Web Development Committee**
  (Please list all members that will be present for the consultation and anyone else to be involved.)
  - o **Primary Contact(s)**
    - **Rebecca Gust**
      - Director of Catechesis
      - rgust.ae@gmail.com
      - (507) 437-4537
  - o Secondary Members
    - **Jaci Brennan**
      - Volunteer
      - tjbrennan2@charter.net
      - (507) 279-4459
  - o Additional Members
    - **Jim Urlick**
      - Volunteer
      - jurlick@acosta.com
      - (507) 434-2382
- **New Website is for**
  - o Parish only
    - ▪ One installation, with shared info (e.g. Faith Formation, Ministries, etc.) will be the same for both.
    - ▪ Except Contact Us / location page(s) to be individualized.
- **Final Website Address**
  - o **https://www.staugustinestedward.org/**
- **Current**
  - o **Church**
    - ▪ **http://www.staugustinestedward.org/**
      - Login
        - o WIX login link located in footer, or…
        - o http://editor.wix.com/html/editor/web/renderer/edit/ae195043-6c1f-425e-9370-0302b44af4dc?metaSiteId=ee24d9ec-64f6-4c4b-a936-9593a0ccbb78&editorSessionId=fff1c631-c8f9-4cf1-88fd-f6537640f183
      - Info
        - o u: sase@transfigured.com
          - ▪ sase10
        - o p: SASE1867
  - o **School**
    - ▪ N/A
- **Please list all other website addresses we need to be aware of that are associated with your organization.**
  - o **Separate websites that need to be included in your new website development.**

- ▪ These are for any content needing to be included (migrated) to the new site.
  (Examples include: sub-domains, mission churches, groups such as Knights of Columbus or Youth Ministry, etc.)
    - • None
  - o **Separate websites that <u>are not</u> to be migrated to the new website development, but referenced.**
    - ▪ These are okay to be showcased via a button or link only.
      - • None
- • **Are you part of a Cluster or Church Merger?**
  - o Yes
    - ▪ **St. Augustine**
      - • http://www.staugustinestedward.org/
      - • Austin, MN
    - ▪ **St. Edward**
      - • http://www.staugustinestedward.org/
      - • Austin, MN

Domain and Email Management

- • **Hosting (Required)**
  - o All of our sites are hosted on a secure platform for only $25 per month (billed annually at $300 per year).
    - ▪ **Yes**
- • **Email Setup and Management** (Optional)
  - o TBD
    - ▪ Not provided in quote.
      - • Already Gmail under staugustinestedward.org domain according to MX Toolbox (https://mxtoolbox.com/SuperTool.aspx)
    - ▪ Per client, though
      - • "BUT, we want to keep them as they are with @gmail.com instead of changing to our long domain name. For example, rgust.ae@gmail.com. Basically, we just want to upgrade to the business version."
- • **Domain Name** (Optional)
  - o **Are you interested in a new website address (domain name)?**
    (We offer free domain name registration.)
    - ▪ Parish: No
  - o **Management of Website Domain Name** (Optional)
    - ▪ Yes, we would like Diocesan to manage our domain name.
      - • http://whois.domaintools.com/staugustinestedward.org
        - o John Gust
        - o Domain.com LLC
  - o **Current Hosting Company Info**
    - ▪ Wix.com
- • **Current Technical Support Contact**
  - o Company or Individual
    - ▪ **Rebecca Gust**
      - • Director of Catechesis
      - • rgust.ae@gmail.com

▪ **John Gust**
- Director of Ministry
- jgust.ae@gmail.com
- (507) 437-4537

Exclusive Communication Components Through Diocesan

o **Church Bulletin**
- o **Are you a Diocesan Bulletin subscriber?**
  - No, we us LPI
  - Organization Number: MNWIN133 (no Bulletin ID)
    - o Outside of Diocesan's territory and deliverable range
- o **Bulletins Page**
  - ▪ N/A
o **Mobile Phone App**
- o **Are you a Diocesan "myParish App" subscriber?**
  - ▪ Yes
o **Church Management Software**
- o **Are you a Diocesan Publications "PDS Software" client (Parish Data Systems)?**
  - No, we currently use ParishSoft

Help Us Get to Know You

- **New Website Thoughts and Interests**
  - o Why are you interested in a new website and what are you looking to accomplish with it?
    - ▪ Our website is too busy and complicated
    - ▪ We are looking to update it to be more attractive and more user friendly
  - o What do you want to improve on your current website?
    - ▪ Cut down the amount of info on it
    - ▪ re-organize the data to make sense to the average user
    - ▪ make it easier to get to Mass times/events/contacts
    - ▪ create a new "brand" and consistent themes that we can use throughout our publications
      - o (and that can be consistent between several users/employees)
    - ▪ make the website feel clean and simple and uplifting (too dark and busy currently)
    - ▪ we need a better web host as ours has been difficult to work with
    - ▪ Easier to update
      - Content, titles, headers
      - Make it "foolproof"
      - "Some of your sites are nicely designed"
  - o What areas and/or categories are you expecting to **use** the most (from an administration side)?
    - ▪ Updating events/calendar
    - ▪ updating youth webpages
    - ▪ adding/changing photos from recent events

- What areas and/or categories are you expecting to be **viewed** the most (from the point of the user)?
  - Mass times
  - events/calendar
  - contact info
  - How to get involved
  - Faith Formation (registration forms)
  - Catholics Come Home
- Describe the identity of your organization (personality, purpose, etc.)?
  - A community focused on living and growing as disciples.
  - A large and energetic community that offers a welcoming, small town feel.
  - A place for beauty, peace, and faith.
- What is unique about your parish or organization?
  - see above
- What attracts an audience to you?
  - The presence of Christ is what attracts our members, the feeling of a parish family keeps them supported in coming
- Describe your audience… (demographics, etc.)
  - We have a full range of ages and stages in our parishes, but our web users are mostly age 18-34 (61%).
  - Approximate families:
    - 900 St. Augustine
    - 300 St. Edwards
- What is your focus and/or mission?
  - Our mission is the Catholic Church's mission, but specifically we are focusing as a parish and diocese on evangelization
    - Encounter, Accompany, Community, Mission
  - working to become evangelistic
- Do you have a tagline, and if so, what is it?
  - We don't. But we considered adding one - something like, "Encounter Christ with us"
  - Mission Statement
    - We are a Catholic Faith Community united as Disciples of Christ to build the Kingdom of God through prayer, worship, ministry and service.
- Content migration… how much and type of content to move to the new website?
  (Please choose one; these are rough figures only.)
  - 30%
    - Most likely, will pare down to a minimum and start fresh.
      - We should discuss - not sure if we should cut down/organize our current site before you move it, or give guidelines for you to do as you move it, or what is best.
      - There's LOTS that is stored on our site that is trash.
  - Additional Content
    - Welcome
      - http://docs.wixstatic.com/ugd/65b876_d1c7e41dd86d4d8dad702bd8a92a2f16.pdf
    - Restoration Project
      - http://www.staugustinestedward.org/st-augustine-restoration-project-
- Diocesan Bulletin Salesperson
  - N/A
- How did you first hear about **Diocesan** (previously known as **Diocesan Publications** and **Trinity Publications**)?
  - We have the parish app, discovered the company during that selection process

Thoughts for Website Design and Layout

- **Design**
    - o **Are you interested in a new logo?**
        - ▪ Yes
            - • "Change the whole look… (emblem, colors, etc.)"
            - • "Generic, Christian, Catholic symbols that feel like."
    - o **Logo and/or Organization Branding (Colors)**
        - ▪ Current Colors
            - • Burgundy
            - • Gold
        - ▪ New Colors
            - • Something lighter, more calming and clean
                - o blues, greens, greys, a tasteful use of white?
            - • We like the St Mark's, CO website as an example
                - o we are Minnesotans, so natural, rich, earthy tones appeal to us… :)
- **Other Websites and Ideas**
    (Please view our gallery at www.diocesan.com/web/website-design or list any others you like.)
    - o We really like the following:
        - ▪ **St. Mark Catholic Church (Highlands Ranch, CO)**
            - • https://stmarkhr.org/
                - o We like this site overall, can we copy it?
                - o Color feel, the cleanliness, layout of info on main page (although we would reverse Mass Times and Bulletin placements) and also organization of info under menu, etc…
                - o Really like the font choices
                - o Designer… be sure to use all Google fonts for client to download and use internally for business collateral and bulletin
        - ▪ **St. Paul University Catholic Center (Madison, WI)**
            - • https://uwcatholic.org/
                - o We just like the pinstriping/shadowing that makes the images feel like part of the page, not just stuck there randomly
                - o Client likes text/image overlay on slider
                    - ▪ https://builtwith.com/?https%3a%2f%2fuwcatholic.org%2f
- Additional thoughts and dialogue will take place between our web designer and your organization during the next stage of the project, the Design Phase.

Thoughts for Development and Communication Components

- **Current News, Information and Events**
    - o **News and Events Area**
        - ▪ Just one "News and Events" category is all we need - again, we like the St Mark's CO website
    - o **Homilies**

- - "Dear sisters and brothers in Christ" (from Bulletin and already on current site)
    - Text format
    - http://www.staugustinestedward.org/blog
- Automated Content
  (Your new site may dynamically showcase the following content that is vital to keeping the faith. Please state the automatic feeds to include and preference on how to display.)
    - **Options** (Please add to, modify, delete the following as needed.)
      - Daily Readings
        - include as a link that takes to separate page
      - Saint of the Day
        - could display on page, but not the front page, keep that clean
    - **Format** (Please display this information as…)
      - see notes above
- **Online Giving**
  - No, do not include
- **Social Media**
  - Facebook
    - https://www.facebook.com/sasecatholic
    - Format
      - A simple link (open in a new browser window)
- **Staff Directory**
  - Simple (Included)
    - We're shy and displaying the standard contact information with NO staff photos at this time is fine.
- **Image Gallery**
  - Standard (Included)
    - Includes one "Album" comprised of 2-3 image "Galleries".
    - Upon training, you will be able to create as many albums and galleries as needed.
- **Multilingual Option (Automatic Language Translation)**
  - No
- **Website Calendar(s)**
  - **Current Calendar(s)**
    - Gmail Calendar called "Austin MN Website Calendar"
      - <iframe src="https://www.google.com/calendar/embed?src=558fdh7e1c92cnj0f4p255o960%40group.calendar.google.com&ctz=America/Chicago" style="border: 0" width="100%" height="95%" frameborder="0" scrolling="no"></iframe>
      - Client thinks it is Mary Gorman's email
        - mgorman.ae@gmail.com
      - http://editor.wix.com/html/editor/web/renderer/edit/ae195043-6c1f-425e-9370-0302b44af4dc?metaSiteId=ee24d9ec-64f6-4c4b-a936-9593a0ccbb78&editorSessionId=4a076c60-1b47-44c4-80cf-1dc4854ffe1f
    - We also have a gmail calendar that is just internal and doesn't push to the web.
  - **Preferred Day of Week for the Calendar to Start With?**
    - Sunday (default)

- o **E-Newsletter Integration**
  - ▪ No
- **Important Secondary or Third-Party Links**
  (Please add to, modify, delete the following as needed.)
  - o Standard
    - ▪ The Vatican
      - http://w2.vatican.va/content/vatican/en.html
    - ▪ Roman Catholic Diocese of Winona-Rochester
      - https://www.dow.org/
    - ▪ USCCB
      - http://www.usccb.org
  - o Custom to Your Organization
    - ▪ http://www.staugustinestedward.org/links
      - FORMED©
        - o ---
      - Pacelli Catholic Schools
        - o http://www.pacellischools.org/newpacelli/index_new.php
      - Minnesota Catholic Conference
        - o https://www.mncatholic.org/
      - Queen of Angels Parish
        - o http://www.queensaustinmn.net/
      - Knights of Columbus
        - o http://www.kofc.org/en//index.html
      - USCCB Vocations
        - o http://www.usccb.org/beliefs-and-teachings/vocations/
      - Birthright
        - o http://birthright.org/minnesota.html
- **Site Administration**
  - o Approximately how many people need to be trained on the new website?
    - ▪ 4
  - o Website Admin Access
    - ▪ Please list all **Full Access** users here:
      - Rebecca Gust
        - o rgust.ae@gmail.com
      - Jaci Brennan
        - o tjbrennan2@charter.net
      - John Gust
        - o jgust.ae@gmail.com
      - Mary Gorman
        - o mgorman.ae@gmail.com
      - Fr. James Steffes
        - o fathersteffes.ae@gmail.com
    - ▪ Are there any admin users needing **Limited** or **Special Access** (i.e. Mary Smith, Faith Formation category only)?
      - No

- o Contact / Registration Forms
    - ▪ Provided
        - • Contact Us
    - ▪ Will you need additional, custom forms?
        - • Possibly a registration for Faith Formation programs
            - o "We are currently deciding whether to purchase a ParishSOFT module that might also do this for us instead of the website." Hold off on this for now.
        - • Perhaps a new member registration form.
            - o http://docs.wixstatic.com/ugd/65b876_3e02d4b80e9848c0a225abb3f059e4b9.pdf
            - o No, keep as a PDF
        - • "I Have a Question", turn into "Returning Catholics"
            - o http://www.staugustinestedward.org/i-have-a-question
            - o Currently not working, but use same form as Contact Us
        - • Volunteer
            - o http://www.staugustinestedward.org/ministry-c1qkp
- o "Official" email address to use throughout the website (e.g. contact form, footer, contact page, etc.)
    - ▪ staugustinestedward@gmail.com
        - • Not created yet, most likely will be using though
- • **Notes**
    - o Additional thoughts, options, ideas here…
        - ▪ Use Revolution Slider
            - • Client wants to go deeper down the rabbit hole and have available all functionality, options, layout/design capabilities, and craziness that will ensue. ☺
        - ▪ Questions to discuss -
            - • "Can we auto delete old messages that push on the app (once obsolete)?"
                - o Yes
            - • "Can we add text on photos so that we can say what they are from? (see UWCatholic website)"
                - o St. Paul University Catholic Center (Madison, WI)
                    - ▪ https://uwcatholic.org/
                - o Yep, via Revolution Slider
        - ▪ Add FAQ functionality
            - • Content example: http://www.staugustinestedward.org/calendar-and-content