St Brendan the Navigator Church
St Brendan School
(Hilliard, OH)
no period after "St"

Your Information

- **Consultation Date**
  - 5/16/18
- **Timeline**
  - **7/1/18**
    - "Possible deal breaker" per Melissa
      - Content
        - **Set up site and train client as soon as possible**
    - Minimum
      - "Testing" by 7/1/18
      - Then, maybe flexible to extend a week
  - Deadline for
    - New fiscal year
    - Want to launch for Parish Festival in August (2nd weekend)
    - Registrations
      - School
      - Athletics
- **Organization Name**
  (Full name as you would like it to officially appear.)
  - Church
    - **St Brendan the Navigator Church** or **St Brendan the Navigator**
      - Use "St" even though Saint is spelled out in numerous places (including current logo)
      - No period (".") either after St
  - School
    - **St Brendan School**
- **For churches, when specifically referencing your name what do you prefer to go by?**
  - "Church"
    - But used very rarely
    - Either just "St Brendan the Navigator" or "St Brendan"
- **Organization Information**
  - Phone Number (Primary)
    - (614) 876-1272
  - Physical Address
    - Church

- **St Brendan The Navigator Church**
    4475 Dublin Road
    Hilliard, Ohio 43026
  - p: (614) 876-1272
  - f: (614) 876-1482
  - parish@stbrendans.net
  - School
    - **St Brendan School**
        4475 Dublin Road
        Hilliard, Ohio 43026
      - p: (614) 876-6132
      - wgruber@cdeducation.org
  - Postal Address (if different)
    - ---
  - Your Time Zone
    - Eastern (EST)
- **Full Name of Pastor(s) and preferred salutation**
  (example: Fr. Tom Smith; goes by Fr. Tom)
  - Fr. Robert Penhallurick (Pastor)
    - "Fr. Bob"
  - Fr. Tom Gardner (Parochial Vicar)
    - "Fr. Tom"
- **Web Development Committee**
  (Please list all members that will be present for the consultation and anyone else to be involved.)
  - **Primary Contact(s)**
    - **Melissa Zuk**
      - Marketing & Communications Coordinator
      - (614) 876-1272 x221
      - mzuk@stbrendans.net
  - Additional Members
    - **Tom Kollar**
      - Business Manager
      - (614) 876-1272 x222
      - tkollar@stbrendans.net
- **New Website is for**
  - Combination (i.e. Church and School)
    - Design
      - Same for both
    - One installation
      - Example
        - https://stbrendans.net/church
        - https://stbrendans.net/school
- **Final Website Address**
  - https://stbrendans.net/

- **Temp Website Address (Use this for all new/latest content)**
  - https://610.sites.ecatholic.com
    - u: MZuk
    - p: StIsidore11
  - eCatholic
- **Current Website Address**
  - www.stbrendans.net
    - u: MZuk
    - p: StIsidore11
  - eCatholic
- **Current School Website Address**
  - www.stbrendanschool.us
    - u: MZuk
    - p: StIsidore11
  - eCatholic
- **Please list all other website addresses we need to be aware of that are associated with your organization. This is only for any content needing to be included (migrated) to the new site.**
  (Examples include: sub-domains, missions, groups such as Knights of Columbus or Youth Ministry, etc.)
  - N/A
- **Are you part of a Cluster or Church Merger?**
  - No

Domain and Email Management

- **Hosting** (Required)
  - All of our sites are hosted on a secure platform for only $25 per month (billed annually at $300 per year).
    - Includes
      - Free domain name registration or transfer
      - Server maintenance and security
      - Client support (phone and email)
      - And more
    - We agree for Diocesan to host our new website(s).
      - **Yes**
- **Email Setup and Management** (Optional)
  (Choose one)
  - No (Okay as-is)
    - We currently use Microsoft 365
- **Domain Name** (Optional)
  - **Are you interested in a new website address (domain name)?**
    (We offer free domain name registration.)
    - Parish: No
    - School: No
  - **Management of Website Domain Name** (Not required)
    (Choose one)

- No, keep as-is and with our current registrar (parish and school)
    - o **Current Hosting Company Info**
        - eCatholic
- **Current Technical Support Contact**
    - o KTech Solutions
        - http://www.ktechsolutionsllc.com/
        - Bobby Kneisel
            - bobby.kneisel@ktechsolutionsllc.com

Additional Communication Components Through Diocesan

- **Church Bulletin**
    - o **Are you a Diocesan Bulletin subscriber?**
      Connect and communicate with your parish and community with our free Sunday bulletin service. Visit https://diocesan.com/print/bulletins for more information.
      (Choose one)
        - #2437
- **Mobile Phone App**
    - o **Are you a Diocesan "myParish App" subscriber?**
      Free to our bulletin subscribers, please visit http://myparishapp.com/parishes for more information.
      (Choose one)
        - Yes, but we haven't had access since I came on board at the end of September 2017
            - Melissa tried 3 times to contact dept with no luck ☹
            - Sent to App Team (5/16/18) and all taken care of
- **Church Management Software**
    - o **Are you a Diocesan Publications "PDS Software" client (Parish Data Systems)?**
      (Choose one)
        - Yes, we have and want to incorporate all of the following
            - **Church Office**
                - o Family Online Registration Form
                    - Designed for allowing families the option to register or update their information with the parish and have the data feed directly into PDS. The parish is alerted to the new information and has the option to officially approve the update.
            - **Formation Office**
                - o Religious Ed Registration
                    - Very similar to the family registration, this component feeds into the religious education module and allows for registering students for Religious Ed classes.
            - **Facility Scheduler Room Request**
                - o Allows access to submit a request to use a room or building for an event. The facility Scheduler program is able to feed directly into its calendar via staff member approval.
                - o **Want sub calendars to show on different pages**
                    - **Youth, etc.**

Help Us Get to Know You

- **New Website Thoughts and Interests**
  - Why are you interested in a new website and what are you looking to accomplish with it?
    - Our current website has become large and clunky.
    - We want to
      - slim down our content,
      - simplify our navigation,
      - and refresh our design a bit to provide our site visitors with a better, less overwhelming experience.
  - What do you want to improve on your current website?
    - Navigation
    - Amount of content – right now we bombard and overwhelm people
    - Add calendar of events, integrated with PDS
    - Add new member online registration
    - Have a "Portal" for staff members
  - What areas and/or categories are you expecting to **use** the most (from an administration side)?
    - Navigation (see file "Proposed Site Map.pdf" from client)
      - About Us
      - Sacraments
      - Get Involved
      - Grow Your Faith
      - Events
      - Bulletins
    - Other
      - I'm New
  - What areas and/or categories are you expecting to be **viewed** the most (from the point of the user)?
    - Bulletins
    - Mass Times
    - calendar of events
    - contact info
    - new member info & registration
  - Describe the identity of your organization (personality, purpose, etc.)?
    - Very informal (per Melissa, "no period in name")
    - Very approachable
  - What is unique about your parish or organization?
    - "Inviting Catholics Home"
      - Only one of two in the Diocese for returning Catholics
    - Lots of focus on community events
      - Festival(s)
      - Trunk or Treat
      - Live Nativity
      - Football Tailgating
  - What attracts an audience to you?
    - We have a reputation for having a lot of good things going on at our parish.

- - We're known for being friendly to young families.
  - Describe your audience… (demographics, etc.)
    - Our demographics skew much younger than a lot of parishes.
    - We have a LOT of young families.
    - However, we do of course have a sizeable group of older parishioners, so we need a format that can serve both demographics.
  - For Parishes, what is the size of your congregation? (Number of families.)
    - 2,700 families
  - What is your focus and/or mission?
    - To meet people where they are on their voyage of faith and offer them opportunities to know, share, and live their faith.
    - Evangelistic
  - Do you have a tagline, and if so, what is it?
    - Kind of… we use "We're all on a voyage of faith."
  - Content migration… how much and type of content to move to the new website?
    (Please choose one; these are rough figures only.)
    - In order to meet deadline, client okay with moving majority of content (50+ %)
    - Provide access/training ASAP
    - **Use this test/cleanup site for migration (latest, most current content)**
      - https://610.sites.ecatholic.com/
        - u: MZuk
        - p: StIsidore11
      - Currently trying to cut content down by 50% or so from current site
  - Diocesan Bulletin Salesperson
    - Ed Clark
  - How did you first hear about **Diocesan** (previously known as **Diocesan Publications** and **Trinity Publications**)?
    - We print our bulletins through Diocesan
    - Martha R. at St. Joan of Arc in Powell, OH (https://www.stjoanofarcpowell.org) recommended our web services ☺

Thoughts for Website Design and Layout

- **Design**
  - **Are you interested in a new logo?**
    - No
    - **Logo and/or Organization Branding (Colors)**
      - Current Colors
        - Color chart and brand guidelines in client folder
- **Other Websites and Ideas**
  (Please view our gallery at www.diocesan.com/web/website-design or list any others you like.)
  - New direction, mock-up
    - https://610.sites.ecatholic.com/
  - We really like the following:
    - **Per contract, client must choose a previously built site in order to meet the short deadline.**
      - **Our Lady of the Hills (Columbia, SC)**

- o https://ourladyofthehillssc.org/
  - o Like the large hero image, love that the mass times are very prominent.
  - o The structure of the overall homepage is great, but the design is a little too 1-color
  - **Cathedral of Christ the King (Atlanta, GA)**
    - o https://cathedralctk.com/
    - o Love the large hero image, the sticky nav header, the footer, and the calendar concept.
    - o I don't like that all of the nav is hidden under the hamburger menu
  - **Additional site, but not ours. Okay to incorporate any "likes" if it will work with the above.**
    - o **Our Lady of Loreto (Foxfield, CO)**
      - ▪ https://www.ourladyofloreto.org/
      - ▪ Love the large header, the open, clean feel of the homepage
      - ▪ Like the graphic treatment for the quick links under the hero slider
      - ▪ Love how they organized their "Parish Opportunities"
        - • https://www.ourladyofloreto.org/wings-gala/
      - ▪ Overall navigation is great, logical
      - ▪ Footer is too big
- 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**
  Fresh and new content is key to a successful website. This is accomplished by adding up-to-date information and postings in an area such as a News and Events category. Current items from the bulletin are great examples to showcase here.
  - o **Archives**
    - ▪ How far back to include?
      - • A year at most
        - o Probably 1-4 months
  - o **News Area**
    - ▪ Church
      - • Primary
        - o "Church News"
      - • Secondary
        - o Too many to list (see left sidebar)
          - ▪ https://stbrendans.net/news
            - • Keep all of these subcategories?
              - o Yes, should be able to minimize; use new site map
        - o Page/Post combos for main categories
          - ▪ Athletics
            - • Use from school side
            - • Do not have to be a student to join their athletics teams
          - ▪ Faith Formation
          - ▪ Youth

- - - ▪ Etc.
  - ▪ School
    - • Primary
      - o "School News"
    - • Secondary
      - o TBD
        - ▪ Athletics
        - ▪ Etc.
- o **Events Area**
  - ▪ Church
    - • "Church Events"
  - ▪ School
    - • "School Events"
- o **Homilies**
  - ▪ Yes
    - • "Weekly Homilies" (Parochial Vicar; Fr. Tom)
      - o Text with Audio
    - • "A Message from Our Priest" (Fr. Bob)
      - o Text from Bulletin
- o **E-Newsletter Integration**
  - ▪ Yes
    - • FlockNote
      - o https://stbrendans.net/keeping-in-touch
      - o https://app.flocknote.com/navigator
- o **Important Secondary or Third Party Links**
  (Please add to, modify, delete the following as needed.)
  - ▪ Standard
    - • The Vatican
      - o http://w2.vatican.va/content/vatican/en.html
    - • Diocese of Columbus
      - o http://columbuscatholic.org/
    - • USCCB
      - o http://www.usccb.org
  - ▪ Custom to Your Organization
    - • Church
      - o FORMED$^{©}$
        - ▪ https://stbrendans.net/news/formed
      - o Ministry Scheduler Pro
        - ▪ Link still needed from Melissa
      - o Radio
        - ▪ http://stgabrielradio.com/
      - o Publications
        - ▪ On hold for now, do not worry about migrating
          - • Print Publications

- - - https://stbrendans.net/the-compass
        - The Compass
        - Curragh Magazine
    - Various
      - Throughout site
        - https://stbrendans.net/resources-1
  - School
    - School Speak
      - https://dcoh.schoolspeak.com/Public/CommunityMain.aspx?group=All&Community=43026001

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.)
  - Yes, include as "unobtrusive as possible"… small links in footer, on home page that link to interior page, etc.
    - Daily Readings
    - Prayer of the Day
    - Saint of the Day
    - Word On Fire
- **Format** (Please display this information as…)
  - A full feed (keep and display as much of this content within our own website such as a scrolling list)

- **Online Giving**
  - Yes (already have)
    - https://www.eservicepayments.com/cgi-bin/Vanco_ver3.vps?appver3=tYgT1GfNxRUldiimjHMvOZdiSics2eIweUa3cC_I7Srbto7rg8irIX1_lb7hFlma2evTpo0mId6BrVzd2nG0p2h59ww9lhvSbc_-fgSSrkI=&ver=3

- **Social Media**
  - Links or full feeds?
    - Suggestion
      - Use something like Flow-Flow plugin, or similar, to showcase all social media content
        - Example: https://dioceseofvenice.org/
    - Confirm with client
  - Facebook
    - Church
      - https://www.facebook.com/StBrendanHilliard/
        - Various subgroups
    - School
      - N/A
  - Instagram
    - Will have three
      - Church
        - Main (?)
          - Link to come
        - Youth Group

- https://www.instagram.com/stbvine/
  - u: @stbvine
  - p: Thevine16
  - School
    - https://www.instagram.com/saintbrendanschool/
      - u: @saintbrendanschool
      - p: stbrendan
  - Twitter
    - Church
      - Pastor has one, but rarely using
        - https://twitter.com/@stbrendanpastor
      - Melissa wants to start new ones down the line (2-3)
  - YouTube
    - https://www.youtube.com/channel/UCt8ysrwxz7AGFIghhnWmjnA
      - Serves everyone (parish, school)
- **Staff Directory**
  - Church and School
    - Elegant
      - We would like to showcase all essential information in regards to our staff including a photo directory.
- **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.
- **Bulletins Page**
  (Your new site will automatically load and display your weekly parish bulletins, up to 12 weeks. Please state the preferred number of weeks to showcase. This bulletin archive will display the current week, plus an additional...)
    - 12 weeks

Thoughts for Website Development

- **Multilingual Option (Automatic Language Translation)**
  - No
- **Website Calendar(s)**
  - Google
  - Use from PDS Facility Scheduler
    - "Parish Calendar"
    - "School Calendar"
  - **Preferred Day of Week for the Calendar to Start With?**
    - Sunday (default)
- **Site Administration**
  - Approximately how many people need to be trained on the new website?
    - 3 (minimum)
      - Most likely more

- o Website Admin Access
    - ▪ Please list all **Full Access** users here:
        - • **Melissa Zuk**
            - o mzuk@stbrendans.net
        - • **Tom Kollar**
            - o tkollar@stbrendans.net
        - • **Secretary**
        - • Others, TBD
    - ▪ Are there any admin users needing **Limited** or **Special Access** (i.e. Mary Smith for the Faith Formation category only)?
        - • Final list TBD
        - • Church
            - o Faith Formation
                - ▪ Adult Faith Formation
                - ▪ Youth Faith Formation
            - o Youth (Youth Group)
            - o Registrations
                - ▪ Secretary
            - o Fr. Tom Gardner
                - ▪ Homilies
        - • School
            - o TBD
                - ▪ Full school access
- o Contact / Registration Forms
    - ▪ Provided
        - • Contact Us
    - ▪ Will you need additional, custom forms?
        - • We need the ability to create custom forms ourselves, as we do a lot of registration for various events on our website
            - o Gravity Forms (?)
        - • Church
            - o PDS
                - ▪ Family Registration
                - ▪ Religious Ed Registration
            - o Create one or two, then train on rest
                - ▪ New Member Registration
                    - • https://stbrendans.net/new-members
                - ▪ Faith Formation (K-8th)
                    - • https://stbrendans.net/online-enrollment
                - ▪ Stewardship
                    - • https://stbrendans.net/stewardship
                - ▪ Volunteers
                    - • http://www.stbrendans.net/volunteers
        - • School
            - o Not sure, confirm with client

- - o "Official" email address to use throughout the website (e.g. contact form, footer, contact page, etc.)
      - ▪ Church
        - • parish@stbrendans.net
      - ▪ School
        - • wgruber@cdeducation.org
- **Notes**
  - o Additional thoughts, options, ideas here…
    - ▪ Access and Login Areas
      - • We would like a limited-access portal for our staff members for employee information
        - o New
        - o Open to this as a stage 2
      - • Catechist Login
        - o eCatholic credentials above will give you access to this area
      - • Faith Formation
        - o eCatholic credentials above will give you access to this area
      - • Altar Server Videos
        - o https://stbrendans.net/altar-serving
          - ▪ eCatholic credentials above will give you access to this area
      - • Home Faith Resources for Parents
        - o http://www.stbrendans.net/parent-log-in-1
          - ▪ eCatholic credentials above will give you access to this area
    - ▪ Site Nav
      - • Stay with mega menu
      - • See site map from client
    - ▪ Mobile-responsive is very important to client
      - • "Approximately 50% of our users view on their phone."