

Web Development Client Consultation



DIOCESAN PUBLICATIONS
One God. One Church. One Company.

Date 9/22/17

Phone # (517) 420-0735

Consultation Length

Client / Parish (Location)

ST. CASMIR CATHOLIC PARISH LANISING, MI
PREFER "PARISH" NOT CHURCH 48910

Primary Contact

(Role / Position)

SANDY ENNESS SOCIAL MEDIA COORDINATOR

Consultation by (Designer)

Est. Date (1st Proof)

Date Live (Preferred)

Date Live (Absolute)

KEVIN FERGUSON

OKAY WITH 1ST OF YEAR

Bulletin Subscriber

Budget

100% (\$4550)

myParish App Subscriber

PDS Software Client

O # 1067

☒ Allowance \$

w/ NEW 6YR

☒ Yes

(Free to bulletin subscribers)

O Yes

O Direct (Cash)

CONTRACT

O No

BUT NEEDS FOLLOW-UP

O No

For Internal Follow-up

Estimate

Sent to (Client Name)

Sent (Date)

Estimate Type

Approved (Date and Name)

\$ 4200-4550

SANDY ENNESS

9/22/17

☐ PDF ☐ Email ☒ Verbal

SANDY 9/22/17

100% ALLOWANCE = \$4

Multisite ☐ Yes ☐ Yes (Update church only) ☐ No

Current Website Type ☒ Wordpress ☐ PHP/HTML ☐ Joomla

☐ Other DPI SITE

Current Website Address (Parish)

WWW.STCAS.ORG

Current Website Address (School)

- KNIGHTS OF COLUMBUS

WEBSITE

New Address (Parish) ☐ Yes ☒ No

New Address (School) ☐ Yes ☐ No

- BUT TOTALLY SEPARATE

(Ideas)

(Ideas)

- LINK TO ONLY

- UNDER GROUPS

Consultation with

(Role / Position)

Cluster ☐ Yes ☒ No

* Primary Name SANDY ENNESS

SOCIAL MEDIA

Email SANDY ENNESS @ GMAIL.COM

Cluster Name

Phone (517) 420-0735

2) Name NO ONE ELSE - CONSULTATION OR COMMUNICATION

Email _____ Phone _____

Parishes in Cluster

(Website Address)

Name / Location _____

Name / Location _____

Name / Location _____

Name / Location _____

3) Name _____

Email _____ Phone _____

Web Development **Client Consultation**

Why are you interested in a new website and what are you looking to accomplish with it?

- BETTER FOCUS ON ONLINE PRESENCE
- MORE FLUIDITY
- BETTER USE & EFFICIENTLY DISPLAYING INFORMATION
- EASIER TO POST CONTENT, NEWS, INFO, EVENTS

How often and what areas are you expecting to use the most?

(Quick information areas like News and Events or page content?)

What do you want to improve on your current website?

- NOT HAPPY WITH LOOK ("OUTDATED")
- NEW COLORS
- NEW FUNCTIONALITY
- SEE WORD DOC

What is your focus and/or mission? Is the site more for current members and staff, or are you more evangelistic? Do you want to change this?

- YES, NEW DIRECTION PER LAWSING BISHOP FOR "RETURNING CATHOLICS" & EVANGELIZATION
- FACE-TO-FACE ENCOUNTERS
- SEE WORD DOC

What is your identity? (Personality, purpose, etc...?)

/

Number of pages on current site? (Rough estimate only)

What is unique about your parish? What attracts parishioners to you?

SEE WORD DOC

Content migration (How much and type of content to move?)

ALL - CURRENTLY OUR SITE

Describe your audience:

~ 600+ FAMILIES

Do you have a tagline, and if so, what is it?

/

How did you hear about Diocesan Publications?

/

Web Development Client Consultation



Current Website Access

Link DPI SITE
Username _____
Password _____

Domain Registrar

☐ Keep with Current

☒ New with DPI *PREFER w/ US*

Current Domain Registrar / Link _____

Username PARISH SECRETARY (HARPER @ STCAS.ORG)

Password _____

Hosting (\$20 month; billed annually at \$240 per year)

All of our sites include server maintenance and client support via phone and email.

Confirmed with client ☒ Yes ☐ No

Email Mgmt

☐ Yes (DPI to create new)

☒ No (Okay as-is)

☐ Not Sure

Current Email Type _____

Notes GOOGLE, BUT NOT WITH US

Current Technical Support Contact (Company or Individual)

Name SANDY ENNESS

Email _____

Phone _____

Slider ☐ Yes ☐ No ☒ Full ☐ Designer Discretion

Notes AS MUCH AS POSSIBLE

Image Gallery (Included) ☐ Multiple

Notes / Names _____

2 GALERIES OR 3

1 ALBUM

Calendar(s)

How Many? 1

Names / Calendar ID(s) _____

"PARISH CALENDAR"

Currently Using Google Calendar(s) ☒ Yes ☐ No

If "No," What Type? _____

Create New Google Calendar(s) ☐ Yes ☒ No

How Many? _____

Names _____

Day of Week to Start on? ☐ Sun ☒ Mon

How Many People to Train? 1

Parish Admin Access

1 generic user is automatically provided for all login purposes.

Do you require additional? ☐ Yes ☒ No How many? _____

User / Role SANDY ENNESS

User / Role _____

User / Role _____

User / Role _____

Any users needing limited or special access? ☐ Yes ☒ No

User _____

Limit To (Specific Page or Section) _____

User _____

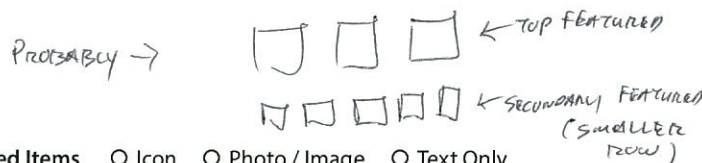
Limit To (Specific Page or Section) _____

Online Giving ☒ Yes (Already have) ☐ None (Please add) ☐ No

Multilingual Site ☐ Yes ☒ No

☐ Spanish ☐ Other Language(s) _____

Web Development Client Consultation



Site Navigation ☒ Horizontal ☐ Vertical

(About Us, Sacraments, Ministries, Faith Formation, Bulletins, Calendar, Contact Us, etc.)

- 1) _____
- 2) USE CURRENT
- 3) _____
- 4) _____
- 5) _____
- 6) _____
- 7) _____
- 8) _____
- 9) _____

News and Events Categories

(Names: Parish News, Upcoming Events, News and Events, Weekly Happenings, etc.)

- 1) "PARISH HAPPENINGS"
- 2) _____
- 3) _____

Contact / Registration Forms (Generic)

(New Member, Sacraments, Server Schedules, etc.)

- 1) Contact Us — WITH CHECKBOXES FOR — 1. — I'M NEW
HOW DO I JOIN PARISH
- 2) _____ — INFO ON RELIGIOUS
ED FOR CHILDREN
- 3) _____ — BAPTISM

Contact / Registration Forms (Custom)

(New Member, Sacraments, Server Schedules, etc.)

- 1) ONE CUSTOM ONE (ABOVE)
- 2) TO SERVE AS MAIN CONTACT FORM
- 3) _____

"Official" Email Address to Use on Contact Form(s)

OFFICE@STCAS.ORG

Featured Items ☐ Icon ☐ Photo/Image ☐ Text Only

(Returning Members, "I'm New," Mass Times, Bulletin, News, Calendar, Giving, etc.)

- 1) _____
- 2) MOSTLY SAME AS-IS — MOVE GIVING
- 3) ADD-FB FEED — TO HEADER & FOOTER
- 4) — HOMILIES CATEGORY
- 5) — CALENDAR AS A LIST —
- 6) NEW BUTTONS — I'M NEW
- 7) — RETURNING CATHOLIC
- 8) "I'VE BEEN AWAY, HOW DO I COME BACK?"
- 9) — ONE MORE TBD

Homilies ☒ Text Only ☐ Audio Only ☐ Text and Audio

(Names: Pastor's Corner, From the Father, Homilies, etc.)

- 1) "FROM FR. BILL" (SAME AS "FROM OUR PASTOR" IN BULLETIN)
- 2) _____
- 3) _____

Secondary or Third Party Links

(Local Diocese, USCCB, Daily Readings, Saint of the Day, FORM®, Radio, Webcam, etc.)

- 1) — DISPLAY AUTO FEEDS FULLY WITHIN THE SITE
- 2) — OTHER ONES ON CURRENT SITE — JOIN OUR PARISH — BECOMING CATHOLIC — EDUCATION — LITURGICAL — ETC...
- 3) _____

Social Media ☒ Facebook ☐ Twitter ☐ Other

- 1) — FB = "VERY ACTIVE" — SHOW FULL FEED
- 2) — NO OTHER SOCIAL MEDIA EXCEPT APP
- 3) _____

Footer

(Address, Map, Social Media, etc.)

- | | HEADER |
|---------------------|--------------------|
| 1) GIVING | GIVING |
| 2) LOGO | FACEBOOK ICON ONLY |
| 3) MAP | |
| FB ICON | |
| REMOVE USEFUL LINKS | |

Web Development Client Consultation



New Logo ☒ Yes ☐ No

Text Only ☐ Yes ☐ No

With Icon ☐ Yes ☐ No

REMOVE - "PARISH COMMUNITY"

REPLACE - "CATHOLIC PARISH"

New Logo Ideas

- INCORPORATE "OUR ROSE WINDOW" (2ND IMAGE ON BANQUET)

- IN THE MIDDLE IS ST. CASMIR ← WANT TO INCORPORATE

- ICON w/ ST. CASMIR - ICON

OPTIONS ⇒ - PHOTO - ST GLASS

- STATUE

Logo / Branding (Colors)

Current / ~~Church~~

New / ~~School~~

Parish

GOLD

BLUE

RED

WHITE

~~School~~

↓ FOR WHITE

+ GREENISH / LIME

+ ON OTHER COLOR

Other

FROM STAINED

GLASS PHOTO

Logo / Branding (Ideas))

Current / ~~Church~~

New / ~~School~~

Parish

"ST. CASMIR CATHOLIC PARISH"

~~School~~

Other

Additional Website Ideas and Notes

✓ ADD GOOGLE ANALYTICS + ✓ BETTER GENERIC ANALYTICS PLUGIN THAT GOES BACK A YEAR OR SO

← ASAP
- EMAILED DANIEL
9/22/17

- STAFF DIRECTORY w/ PHOTOS, BIO

* - LIKES * ST. MARK (HIGHLANDS RANCH, CO)

* - DIOCESE OF ORLANDO (KEY BOXES, FEEDS)
DISPLAY OF INFO

- SANDY "INHERITED" CURRENT WEBSITE WHEN SHE CAME
ON BOARD A LITTLE OVER A YEAR AGO

- TRAINING - EVEN THOUGH CURRENTLY USING WP,
WANTS UPDATED TRAINING STILL

* 100TH ANNIVERSARY COMING UP 2021

- FLESH OUT MORE CONTENT FOR HISTORY PAGE

* - WORDPRESS VIEW SHOWS QUICK LINKS MENU NOT MAIN

→ EMAILED DANIEL
9/22/17

Help us get to know you better. Please answer as many items below in red. If unsure, answer as best you can or feel free to leave blank.

- **Today's Date**
 - **Sept 22, 2017**
- **Organization Name**
(Full name as you would like it to appear.)
 - ✓ ◦ **St. Casimir Catholic Parish**
- **Do you prefer to go by:**
 - **Parish** **Parish**
 - **Church**
 - **Other**
- **Location**
 - Physical Address
 - ✓ ▪ **815 Sparrow Ave Lansing, MI 48910**
 - Postal Address (if different)
 -
 - Other
 -
- **Web Development Committee**
(Please list all members that will be present for the consultation and anyone else to be involved.)
 - Primary Contact(s)
 - ✓ ▪ **Full Name / Title / Email / Phone** **Sandy Enness/Social Media Coordinator/ sandraenness@gmail.com 517-420-0735**
 - Members
 - **Full Name / Title / Email / Phone**
 - **Full Name / Title / Email / Phone**
- **New Website is for**
 - **Parish/Organization only**
 - **Both Parish and School**
 - **Other**
- **Current Website Address**
 - ✓ ◦ **Stcas.org**
- **Current School Address**
 -
- **Please list all other website addresses we need to be aware of that are associated with your organization**
(Missions, sub-domains, groups, etc.)
 - ✓ ◦ **<http://kofc9711.org/> **this site is maintained by another entity, we have a link to the site in our Groups page****
- **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
 - Free phone and email support
 - Current Info (if different from Domain Name)
 - **Hosting Company Link**
 - **Username**
 - **Password**

- **Management of Website Domain Name / Website Address** (Not required)

(Choose one)



Yes, we would like Diocesan to manage our domain name.

(Included with our hosting for free)

- Diocesan will manage your website address and provide automatic renewal on an annual basis with convenient billing in one location.
- Your organization will always "own" the name.

☐ **No, keep as-is and with our current registrar. If so, please provide...**

- Current company name/link that your website address is registered through such as: Network Solutions, Godaddy, etc.)

- **Domain Registrar Website Link**

- ☐ **Username**

- ☐ **Password**

- **Email Migration**

(Choose one)

☐ **Yes (Diocesan to create new)**

- New client email is developed through Google Apps (now called G Suite) for non-profit organizations. This is the same as the full business suite/version of Google products, but for free.
- Includes email account setup and configuration (does NOT include inbox migration).
- Email will be administered through gmail, but with your professional domain name (i.e. asmith@yourdomain.com).



No (Okay as-is)

- We currently use...

☐ **Not Sure**

- Email addresses are typically tied in with the website domain name. We can help you decide whether it is in the best interest of your organization whether to change either or both of these options.

- **Current Technical Support Contact**

☐ **Company or Individual**

- **Full Name / Title / Email / Phone**

- **Phone App**

☐ **Are you a Diocesan Publications "myParish App" subscriber?** (Free to bulletin subscribers.)

(Choose one)



Yes Yes, but it just doesn't seem to be of interest among parishioners

- **No**
- **No, but we are very interested**
- **No, we currently use...**

- **Church Management Software**

☐ **Are you a Diocesan Publications "PDS Software" client?**

(Choose one)

- **Yes**
- **No**
- **No, but we are very interested**
- **No, we currently use...**

- **Diocesan Salesperson**

☐

- **Current Website Format**



WordPress WordPress



PHP/HTML

DP

- Joomla
 - Drupal
 - eCatholic
 - What are those? I have no clue.
 - Other
- **Are you interested in a new website address (domain name)?**
 - ☒ Parish Yes / No NO
 - School Yes / No
 - Other Yes / No
- **If yes, do you have any idea(s) already for a new address?**
 - www.
- **Are you part of a cluster or church merger?**
 - Yes / No NO
 - Parishes in Cluster
 - Full name
 - Website address
 - City, State
 - Full name
 - Website address
 - City, State
 - Full name
 - Website address
 - City, State
- **Help Us Get to Know You...**
 - Why are you interested in a new website?
 - Your answer/thoughts here...
 - What are you looking to accomplish with the site?
 - Your answer/thoughts here...
 - How are you expecting it to be used?
 - Your answer/thoughts here...
 - What is your identity (personality, purpose, etc.) ?
 - Your answer/thoughts here...
 - What is unique about your parish or organization? ?
 - Your answer/thoughts here... Our parish is a good mix of older parishioners with limited web knowledge and young families with web savvy who expect something dynamic
 - What attracts an audience to you?
 - Your answer/thoughts here...
 - Describe your audience...
 - Your answer/thoughts here...
 - What do you want to improve on your current website?
 - Your answer/thoughts here... The current site is very static looking and not the greatest of color scheme. I'd like to have a more interactive home page that allows for posting hot news items, show our Facebook posts, and have a nice contemporary look (e.g., St Mark's site in your gallery)
 - What is your focus and/or mission?
 - Your answer/thoughts here...
 - Is the site more for current members and staff, or are you more evangelistic?
 - Your answer/thoughts here... We are in the process of ramping up to have a strong evangelization ministry in the parish, so we need to get that kind of vibe. Additionally, our parish 100th anniversary is in 4 years so

we'll want to begin celebrating that in a year or two with more history documentation, and hopefully some more images from parishioners from the early days of the parish.

- Do you have a tagline, and if so, what is it?
 - Your answer/thoughts here... No
 - Number of pages on current site (rough estimate only)?
 - Your answer/thoughts here... 25
 - Content migration... how much and type of content to move to the new website?
(Please choose one; these are rough figures only.)
 - ☒ 100% *DPI site*
 - We want Diocesan to move everything from our current website(s) to the new site(s) and realize this will require more development time, and therefore, a higher cost.
 - 50%
 - We want Diocesan to move the majority of current content to provide us with a good head-start.
 - 30%
 - We want Diocesan to move just the top level pages (main site navigation and parent category pages only). Once trained, we feel confident we can manage the rest before launching.
 - Not sure, let's talk Yes, let's talk about it
 - How did you hear about Diocesan Publications?
 - Your answer/thoughts here...
- **Multilingual Site**
 - ☒ No NO
 - Yes (please choose your preferred languages)
 - Spanish
 - Other
- **New Logo**
 - No
 - Yes (please provide your preference of style)
 - Text only
 - ☒ With an icon/image YES, please. We can use an image of our large "rose" window with the image of St. Casimir in the center, along with the name of the parish
 - No preference, not sure. Let's discuss.
- **New Logo Ideas**
 - If you would like us to create a new logo, please state any ideas, style and direction you may have...
 - Your answer/thoughts here...
- **Logo / Branding (Colors)**
 - Parish/Organization
 - Dominant color(s)
 - Color 1 (Current) Gold
 - Color 1 (New) BLUE
 - Color 2 (Current) Red
 - Color 2 (New) WHITE
 - Secondary or other color(s)
 -
 -
 - School
 - Dominant color(s)
 - Color 1 (Current)
 - Color 1 (New)
 - Color 2 (Current)

- Color 2 (New)
 - Secondary or other color(s)
 -
 -
- **Logo / Branding (Ideas)**
 - Parish/Organization
 - Your answer/thoughts here... St. Casimir Catholic Parish
 - School
 - Your answer/thoughts here...
- **Current Calendar(s)**
 - Current number in use: 1 Google Calendar linked into the site
 - Preferred number to use on new site: xx
 - Calendar names (i.e. "Events Calendar")
 - Calendar name here...
 - Calendar name here...
 - Current calendar ID's
 - Calendar ID, login link, or email address
 - Calendar ID
 - Calendar ID
- **Currently Using Google Calendar(s)**
 - Yes YES
 - No
 - Not sure
 - If "No," what type?
 - Your answer/thoughts here...
 -
- **Create new Google calendar(s)?**
 - Yes
 - New calendar name here
 - New calendar name here
 - No
 - Not sure
 - Wait a minute, why Google for a calendar?
 - Dynamic sharing
 - Google calendars automatically sync with all of our communication channels. Updating the calendar once through Google filters to all components sharing that calendar ID such as: the website, myParish mobile app, and PDS church management software.
 - Simplicity and ease of access.
 - The calendar is conveniently accessed through any web browser.
- **Preferred day of week calendar is to start on?**
 - Sunday
 - Monday
- **Site Administration**
 - How many people to train on new website?
 - XX 1 – Sandy Enness
 - Website Admin Access
 - 1 generic user is automatically provided for all login purposes and may be easily shared by all staff.
 - For example, username = "parishadmin"
 - Do you require additional?

- Yes / No No
- If yes, please list all users here:
 - Full name / email address (Mary Smith, msmith@parishname.com)
- Any users needing limited or special access (i.e. Mary Smith, Faith Formation category only)?
 - Yes / No
 - If yes, name of user and category description here...
- **Layout and Structure**
 - Ideas for Site Navigation (please choose one)
 - Use the site navigation on our current website I like the current site map structure, so yes.
 - New.
 - Please use the following example (modify as needed, or send in an additional Word document or similar).
 - Home
 - About Us
 - History
 - Staff
 -
 - Mass Times
 - Bulletins
 - Calendar
 - Contact Us
 - Additional ideas include: Sacraments, Get Involved, I'm New, Returning Catholics, etc.)
 - List here
 - Featured Items ("must have" top areas to highlight)
(Even though everything will be listed in the overall site navigation, these are our key areas that we want to exclusively showcase on our home page.)
 - Mass Times Yes
 - Bulletins Yes
 - News and Events Yes
 - Online Giving YES
 - Etc...
 - Featured Items (Style)
(Please see our website gallery for ideas: www.diocesan.com/gallery)
 - Icon
 - Photo / Image
 - Text only
 - Not sure / whatever
 - News and Events Area
 - Name(s) for postings in the up-to-date information area (more than one category is possible)
 - News and Events Parish Events
 - Parish News Parish News
 - Other
 - Homilies
 - No No
 - Yes
 - Type
 - Text
 - Audio
 - Video

"PARISH HAPPENINGS"

- Text with Audio or Video
 - Name
 - Pastor's Corner Yes, I'd like to add this to copy in his weekly bulletin article and be teased on the front page to allow a click through to the full article on a new page to be added, Pastor's Corner
 - From the Father "from FATHER BILL" (FR.) ←
 - Other
- Contact / Registration Forms
 - Provided
 - Contact Us
 - Additional?
 - (e.g. New Member, Sacraments, Server Schedules, etc.)
- "Official" email address to use throughout the website (e.g. contact form, footer, contact page, etc.)
 - info@yourdomain.org (please update here)
- Footer Ideas
 - We would like to include the following in the footer area at the bottom of every website page:
 - Contact Info/Address
 - Basic info (just the name, phone number, etc.)
 - As much as possible (all phone, fax numbers, full physical and mailing addresses, etc.)
 - Map
 - Social Media
 - Online Giving
 - Important Links
 - Other
- Secondary or Third Party Links (please add to, modify, delete the following as needed)
 - Local Diocese
 - USCCB
 - Daily Readings
 - Saint of the Day
 - FORM©
 - Radio
 - Webcam
 - Other
- Online Giving
 - Yes (already have) Yes
 - Link here
 - None (nothing at the moment, but please add / save space for)
 - No
- Social Media
 - Facebook
 - Link: stcasimirparish
 - Twitter
 - Link:
 - Other
 - Link:
- **Other Websites and Ideas**
(Please view our gallery at: www.diocesan.com/gallery)
 - We really like the following:

- Name, website address here
 - Comments, thoughts of what we like about this site...St. Mark's like the look of the home page!!
- Name, website address here
 - Comments, thoughts of what we like about this site...
- Name, website address here
 - Comments, thoughts of what we like about this site...

- **Notes**

- Additional thoughts, options, ideas here...
 -
 -
 -