

St. Charles Borromeo Catholic Church
(Orlando, FL)

Your Information

- **Consultation Date**
 - 5/31/18
 - Approval 9/25/18
- **Timeline**
 - ASAP
 - Estimate caught in the spam nether regions of the interwebs.
- **Organization Name**

(Full name as you would like it to officially appear.)

 - **St. Charles Borromeo Catholic Church**
- **For churches, when specifically referencing your name what do you prefer to go by?**
 - "Church"
- **Organization Information**
 - Phone Number (Primary)
 - (407) 293-9556
 - Physical Address
 - St. Charles Borromeo Catholic Church
 - 4001 Edgewater Drive
 - Orlando, FL 32804
 - Your Time Zone
 - Eastern (EST)
- **Full Name of Pastor(s) and preferred salutation**

(example: Fr. Tom Smith; goes by Fr. Tom)

 - Fr. Ralph DuWell
 - "Fr. Ralph"
- **Web Development Committee**

(Please list all members that will be present for the consultation and anyone else to be involved.)

 - **Primary Contact(s)**
 - **Jonathan Toole**
 - Business Director of Parish Operations & Finance
 - c: (407) 748-4528
 - o: (407) 293-9556 x111
 - jatoole@stcharlesorlando.org
 - Background
 - IT, Finance, Facilities

- Additional Members
 - ---
- **New Website is for**
 - Parish only
- **Final Website Address**
 - <http://stcharlesorlando.org>
- **Current Website Address**
 - <http://stcharlesorlando.org/login>
 - u: jatoole
 - p: StCharles2003*
 - WordPress
- **Please list all other website addresses we need to be aware of that are associated with your organization.**
 - **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.)
 - No
- **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
 - Basic client support (phone and email)
 - And more
 - We agree for Diocesan to host our new website(s).
 - Yes
- **Email Setup and Management (Optional)**
 - No (Okay as-is)
 - We currently use Microsoft 365 business (\$4.50/mo per licensed user)
 - Already set up with Google on both the church and school side, but church can't access (no pw).
 - Help them?
- **Domain Name (Optional)**
 - **Are you interested in a new website address (domain name)?**
(We offer free domain name registration.)
 - Parish: No
 - **Management of Website Domain Name (Optional)**
 - No, keep as-is and with our current registrar.
 - GoDaddy
 - **Current Hosting Company Info**
 - GoDaddy

- **Current Technical Support Contact**
 - Company or Individual
 - Jonathan OToole

Exclusive Communication Components Through Diocesan

- Diocesan has progressively and dynamically integrated all of our communication tools (myParish Mobile App, printed bulletins and church management software) directly into our websites to simplify management and administration for you.
- Please choose which tools you currently have, or are interested in, to include in your new website.
 - **Church Bulletin**
 - Are you a Diocesan Bulletin subscriber?
 - #4232
 - Renewed in March 2018
 - 12 weeks
 - **Mobile Phone App**
 - Are you a Diocesan “myParish App” subscriber?
 - Yes
 - “But not using yet” per Jonathan
 - Waiting to roll out same time as the web
 - **Church Management Software**
 - Are you a Diocesan Publications “PDS Software” client (Parish Data Systems)?
 - Yes, include the following
 - **Church Office**
 - Family Online Registration Form
 - **Formation Office**
 - Religious Ed Registration
 - → Important ←
 - Client wants to add a payment option on same page (most likely via PayPal).
 - Jonathan realizes it will not be exactly associated with the PDS registration form (i.e. connect directly with the PDS info/form), but will allow user the option to pay from a button on the same page.
 - He will manually connect the payment to the submitted info in PDS.
 - **Facility Scheduler Room Request**
 - No, do not use

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?
 - Mobile is highly important to the client
 - Accounts for approximately 60% of web traffic
 - Update, make fresh
 - What do you want to improve on your current website?

- Current is very antiquated
- Showcase info better
- Not attractive
- What areas and/or categories are you expecting to **use** the most (from an administration side)?
 - News
 - Events
 - Calendar (client staying with Microsoft 365)
 - Slider
 - To use primarily for advertising and call to action items
- What areas and/or categories are you expecting to be **viewed** the most (from the point of the user)?
 - Mass Times
 - Communication
 - Events
 - News
 - Info
 - Bulletins
 - Online Giving
 - Photo galleries
 - FORMED
 - Registration
 - Faith Formation
 - Schedules
 - Ministries
 - Events
- Describe the identity of your organization (personality, purpose, etc.)?
 - Considered “your home town parish”
 - “Warm”
 - “Welcoming”
- What is unique about your parish or organization?
 - The “original” cathedral in the Diocese of Orlando
 - Location
 - One campus shared with three schools
 - Bishop Moore Catholic High School
 - <http://www.bishopmoore.org/>
 - Morning Star Catholic School (specialty school)
 - <http://www.morningstarorlando.org/>
 - St. Charles Borromeo Catholic School
 - <http://stcharlesschoolorlando.org/>
- What attracts an audience to you?
 - Same as above in regards to the location and schools
- Describe your audience... (demographics, etc.)
 - Pretty broad mix
 - Young to old
 - School age to seniors

- Majority under 50 years old
 - 60-65% + via mobile/tablet
- For Parishes, what is the size of your congregation? (Number of families.)
 - 850
- What is your focus and/or mission?
 - ---
- Do you have a tagline, and if so, what is it?
 - Nope
- Content migration... how much and type of content to move to the new website?
 - All of it!
 - WordPress to WordPress migration
- Diocesan Bulletin Salesperson
 - Carlos Marulanda
 - With Andy Gillhouse
- How did you first hear about **Diocesan** (previously known as **Diocesan Publications** and **Trinity Publications**)?
 - Been a bulletin client forever
 - For web, Jonathan found us via his research with contract, Diocesan info
 - Almost went with LPI

Thoughts for Website Design and Layout

- **Design**
 - **Are you interested in a new logo?**
 - Yes
 - “Modernize” current logo
 - Don’t have to completely revamp, but make it better
 - Ties into building
 - As seen on photo here: <http://stcharlesorlando.org/about>
 - Triangle and cross on outside ‘spire’
 - **Logo and/or Organization Branding (Colors)**
 - Current Colors
 - Burgundy
 - Ivory (light, off-white)
 - New Colors
 - Same
 - Use burgundy, not the red as seen on current website
- **Other Websites and Ideas**

(Please view our gallery at www.diocesan.com/web/website-design or list any others you like.)

 - We really like the following:
 - **St. Margaret Mary (Winter Park, FL)**
 - <https://stmargaretmary.org/>
 - Clean
 - Good design
 - Subtle movement

- **St. Mary Magdalen Catholic Parish**
 - <http://www.stmarymagdalen.org/>
 - Upcoming Events on the left (higher up to see)
 - Design... um, no (Jonathan agrees)
- **Others TBD**
 - “Moving pictures are always good”
- 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**
 - To simplify, will combine News and Events into one post category
 - **News Area**
 - Your Preferences Here:
 - Primary
 - “News and Events”
 - Secondary
 - Faith Formation
 - <http://stcharlesorlando.org/faith-formation>
 - Page/Post combo
 - Youth
 - <http://stcharlesorlando.org/faith-formation>
 - Page/Post combo
 - **Homilies**
 - No
 - **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
 - 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)
 - **Include the above with the News and Events and show on the home page.**
 - **Online Giving**
 - Main
 - OSV
 - <https://www.osvonlinegiving.com/1592>
 - Mother’s Cupboard
 - <http://stcharlesorlando.org/mothers-cupboard>

- https://www.paypal.com/donate/?token=Ntliu_MkSuswdBLbNP6dwkshklcJPtxaZDEs6Q_WFUYyk7mXAg_RIAePZi530Jp1jlk5W&country.x=US&locale.x=US
- **Social Media**
 - Facebook
 - <https://www.facebook.com/StCharlesOrlando>
 - A full feed
- **Staff Directory**
 - Elegant
 - We would like to showcase all essential information in regards to our staff including a photo directory.
- **Image Gallery**
 - <http://stcharlesorlando.org/saint-charles-borromeo-photo-galleries>
 - Jonathan uses Google Photos A LOT. Keep as-is (he uploads a high number of photos (100+ at a time) to stay on Google's servers). But is frustrated with the slow process ("four images at a time").
 - However, include the Standard Envira gallery set up for him to use on a limited basis. Will be faster for him to use (with uploading, etc.). Or maybe not, he may be uploading full res files. 😊
 - 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)**
 - Yes (please choose your preferred languages)
 - Spanish
- **Website Calendar(s)**
 - **Current Calendar(s)**
 - "Parish Events"
 - To stay as-is with the client's Office 365 calendar.
 - **Preferred Day of Week for the Calendar to Start With?**
 - Sunday (default)
- **E-Newsletter Integration**
 - Yes
 - Constant Contact
 - https://visitor.r20.constantcontact.com/manage/optin?v=001DtZVmvf0qyTOFN3ovpYQ1gtn9Lc70qRwK_YsFeTYe08XMDa6O0ODzCiLHMSDX4ZDHhTz8J6iE4UWB6VMAyisBk8q7sr7oRvIH71otOmNx_A3LzpFJaS0YGYm6eVRCK-pTpeIYO8SUPEHW0iQKKHorPEieJEEdw2R6
 - Looking to use FlockNote, nothing for the website yet.
- **Important Secondary or Third-Party Links**
(Please add to, modify, delete the following as needed.)
 - Standard
 - The Vatican
 - <http://w2.vatican.va/content/vatican/en.html>
 - Diocese of Orlando
 - <https://www.orlandodiocese.org/>
 - USCCB
 - <http://www.usccb.org>
 - Custom to Your Organization

- Multiple organizations listed here (but still internal to site)
 - <http://stcharlesorlando.org/organizations>
- St. Charles Borromeo Catholic School (Orlando, FL)
 - <http://stcharlesschoolorlando.org/>
 - <http://scbcs.net/> (forwards to above)
- FORMED[®]
 - G7XZTP
 - <https://formed.org/home?code=G7XZTP#modal-open>
- **Site Administration**
 - Approximately how many people need to be trained on the new website?
 - 1-2
 - Website Admin Access
 - Please list all **Full Access** users here:
 - Jonathan Toole
 - jatoole@stcharlesorlando.org
 - Fr. Ralph
 - rduwell@stcharlesorlando.org
 - Are there any admin users needing **Limited** or **Special Access** (i.e. Mary Smith for the Faith Formation category only)?
 - Yes (just no specific people to assign yet).
 - Faith Formation
 - Youth Ministry
 - Contact / Registration Forms
 - Provided
 - Contact Us
 - Will you need additional, custom forms?
 - PDS
 - “Official” email address to use throughout the website (e.g. contact form, footer, contact page, etc.)
 - stcharleschurch@stcharlesorlando.org
 - Goes to Jonathan Toole
- **Notes**
 - Additional thoughts, options, ideas here...
 - Parish Timeline
 - Great timeline feature on About Us page (<http://stcharlesorlando.org/about>)
 - One Stop Shop
 - Jonathan wants a “one-click” solution for the website to update these (and anything else)...
 - App
 - Social Media (push to Facebook)
 - Fr. Héctor A. Vázquez Saad is a HUUUUGGGEEE Star Wars fan.
 - <http://stcharlesorlando.org/staff>
 - Brother’s Keeper business / food pantry to be closing.