

Information Sheet about the Diocese of Scranton and its Website

May 4, 2018

Introduction

The Diocese of Scranton needs to redesign its 10-year old website, and launch a newly designed site by November, 2018. Its website committee has been meeting for several months, analyzing our current site and investigating other diocese websites, in an effort to hone in on the features and functionality we desire in our new site. The committee's work has led to the development and issuance of this RFI to a select group of website developers.

Organization overview

Founded in 1868, the Roman Catholic Diocese of Scranton is celebrating its 150th anniversary, led by Bishop Joseph C. Bambera. Serving approximately 300,000 Catholic faithful in 11 counties in northeastern and north central Pennsylvania, the Diocese of Scranton has 120 parishes and operates 20 schools. In addition, the Diocese operates Catholic Social Services, and two, long-term healthcare facilities. Its administrative offices are located at 300 Wyoming Avenue, Scranton, PA, 18503.

Current Website and its Usage

The Diocese of Scranton website (www.dioceseofscranton.org) is currently hosted by Custom Computers, Inc. and was originally developed by Halibut Blue. It was built using WordPress approximately 10 years ago. Our webmaster, Dan Gallagher, a member of the Communications Department, currently performs all updates (WordPress and plugins), builds all new pages and forms, and maintains the content on current pages/navigation. Google Analytics is used by Mr. Gallagher to track visits to the website. Attachment 1 provides a report of visits from February, 2017 to February, 2018. Consistently, we have found that our "Find a Parish" page is the most frequently used.

Goals for New Website

The Diocese of Scranton website is a key tool for representing the Diocese and its mission. Therefore, it is critical that the website represents all facets of the Diocese, provides a consistent experience for our visitors, as well as easy navigation and search capabilities.

- Ensure the website contains current and useful information about the Diocese of Scranton and its mission, to include all organizations which fall under the Diocese's umbrella.
- Make certain it represents all facets of the Diocese, provides a consistent experience for our visitors, as well as providing easy navigation and search capabilities.
- Provide dynamic, specialized, and relevant information to constituents of Diocesan organizations.
- Promote the growth of the Diocese and its mission.

In the attached Excel document (Attachment 2) are tables containing additional details about the functional and administrative requirements of the website we seek. These should be used for your response to the RFI. If you have additional documentation regarding your products and services, please feel free to provide this, as well.

Please email your response by May 26, 2018 to:

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