

**St. Edward on the Lake Catholic Church  
(Lakeport, MI)**

**Your Information**

- **Consultation Date**
  - 11/29/17
- **Organization Name**  
(Full name as you would like it to officially appear.)
  - St. Edward on the Lake Catholic Church
- **Do you prefer to go by**
  - Church
- **Organization Information**
  - Phone Number (Primary)
    - (810) 385-4340
  - Physical Address
    - St. Edward on the Lake Catholic Church  
6945 Lakeshore Rd.  
Lakeport, MI 48059
  - Postal Address (if different)
    - ---
  - Your Time Zone
    - Eastern (EST)
  - Additional Info
    - ---
- **Full Name of Pastor(s) and preferred salutation**  
(example: Fr. Tom Smith; goes by Fr. Tom)
  - Fr. Lee Acervo, Pastor
    - "Fr. Acervo"
- **Web Development Committee**  
(Please list all members that will be present for the consultation and anyone else to be involved.)
  - **Primary Contact(s)**
    - **Fr. Lee Acervo**
      - Pastor
      - [stedwardpastor@hotmail.com](mailto:stedwardpastor@hotmail.com)
      - (810) 385-4340
  - Additional Members
    - Sarah Hunter
      - Office Manager, Bulletin Editor
      - [stedwarddre@hotmail.com](mailto:stedwarddre@hotmail.com)
      - (810) 385-4340
- **New Website is for**
  - Parish only

- **Parish**
  - **New**
    - <http://www.stedwardonthelake.org>
  - **Current**
    - <http://www.stedwardonthelake.com>
- **School**
  - <http://stedwardonthelakeschool.com>
    - Do not use/include for Parish site. Link to only.
- **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.)
  - ---
- **Current Website Format**
  - PHP/HTML
    - WebPlus
- **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)
  - Yes (Diocesan to create new)
- **Domain Name (Optional)**
  - **Are you interested in a new website address (domain name)?**  
(We offer free domain name registration.)
    - Parish: Yes
      - <http://stedwardonthelake.org>
      - Purchased 2/22/18
  - **Management of Website Domain Name (Not required)**  
(Choose one)
    - Yes, we would like Diocesan to manage our domain name.
- **Current Technical Support Contact**
  - Company or Individual
    - Network Computers (Local)

- Jeff Rader

### Additional Communication Components Through Diocesan

- **Church Bulletin**
  - **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)
    - Yes, #1337
- **Mobile Phone App**
  - **Are you a Diocesan “myParish App” subscriber?**  
Free to our bulletin subscribers, please visit <http://myparishapp.com/parishes> for more information.  
(Choose one)
    - No, but we are very interested
      - Lead sent to App team (3/8/18)
- **Church Management Software**
  - **Are you a Diocesan Publications “PDS Software” client (Parish Data Systems)?**  
(Choose one)
    - No

### 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 responsive
    - Hard to access current site (volunteer)
    - Provide more Catholic content
    - Reach out to “those fallen away” from the church
    - Resource for seekers
  - What areas and/or categories are you expecting to **use** the most (from an administration side)?
    - Schedules
    - Content
    - Info
  - What areas and/or categories are you expecting to be **viewed** the most (from the point of the user)?
    - \*Those returning to the faith
      - (Returning Catholics, “Have you been away?”, etc.)
    - Schedules
    - Contact Info
    - Bulletin
    - Giving
    - Registration
    - FORMED®

- Scrip
- Ministries
- Describe the identity of your organization (personality, purpose, etc.)?
  - ---
- What is unique about your parish or organization?
  - Location
    - Halfway between big city and rural
- What attracts an audience to you?
  - Laid back
  - Traditional
- Describe your audience... (demographics, etc.)
  - All ages – young and old
  - Connected with the school
  - Tourists
    - Seasonal audience
- What is your focus and/or mission?
  - Returning Catholics
- Is the site more for current members and staff, or are you more evangelistic?
  - Equal – staff and keeping congregation updated
  - Very evangelistic
- Do you have a tagline, and if so, what is it?
  - ---
- Content migration... how much and type of content to move to the new website?  
(Please choose one; these are rough figures only.)
  - All of it
- Diocesan Bulletin Salesperson
  - Michael Lenz
- How did you first hear about **Diocesan** (previously known as **Diocesan Publications** and **Trinity Publications**)?
  - ---

### Thoughts for Website Design and Layout

- Design
  - Are you interested in a new logo?
    - No
      - New one recently created
  - Logo and/or Organization Branding (Colors)
    - Current Colors
      - Lake
        - Blue
        - White
      - Some Yellow / Gold
      - Dark Navy (like school site)
    - New Colors

- Same
  - May need 1-2 more
- Additional thoughts and dialogue will take place between our web designer and your organization during the next stage of the project, the Design Phase.
- **Layout and Structure**
  - **News and Events Area**
    - Primary
      - “News and Events”
    - Subcategories
      - “School News”
      - “Religious Education”
  - **Homilies**
    - 1) “Fr. Acervo’s Corner” (Bulletin)
    - 2) “Fr. Acervo’s Homilies”
      - Combine these into one category on new site
        - Fr. Acervo’s Blog
          - <https://fatheracervo.com>
        - Fr. Acervo’s Homilies (Podcast)
          - <https://fatheracervo.com/homilies>
  - **Important Secondary or Third Party Links**  
(Please add to, modify, delete the following as needed.)
    - Standard
      - Local Diocese
      - FORMED<sup>®</sup>
    - Custom
      - School
        - <http://stedwardonthelakeschool.com>
      - Constant Contact
        - [https://visitor.r20.constantcontact.com/manage/optin?v=001Eg12FIYuzxqSCUgL--sn2t0Jwhl4-JL7Zkz042QX0aJRy\\_okbCI2Taj0UjPi2Lk8jbn9\\_kVuLWrWso7km2lY3x\\_3oaMX91zDn4w-sZZ\\_ITvfScgs9GtJbxVmataO97md](https://visitor.r20.constantcontact.com/manage/optin?v=001Eg12FIYuzxqSCUgL--sn2t0Jwhl4-JL7Zkz042QX0aJRy_okbCI2Taj0UjPi2Lk8jbn9_kVuLWrWso7km2lY3x_3oaMX91zDn4w-sZZ_ITvfScgs9GtJbxVmataO97md)
      - Anything else on current site
  - **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
    - **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://osvonlinegiving.com/4373>

- **Social Media**
  - Links only
    - Facebook
      - <https://www.facebook.com/stedwardonthelake>
      - <https://www.facebook.com/KOfCCouncil8274>
    - Twitter
      - <https://twitter.com/stedlakeport>
    - Instagram
      - <https://www.instagram.com/StEdwardLakeport>
    - YouTube
      - Interested, but nothing at this point
- **Staff Directory**
  - Simple (Included)
    - We're shy and displaying the standard contact information with NO staff photos at this time is fine.
- **Image Gallery**
  - Multiple
    - <http://www.stedwardonthelake.com/photogalleries.htm>
- **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...)

  - Current, plus 4 weeks

## Thoughts for Website Development

- **Multilingual Option (Automatic Language Translation)**
  - No
- **Website Calendar(s)**
  - **Current Calendar(s)**
    - "Parish Calendar"
      - Google 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?
    - 2
  - Website Admin Access
    - Please list all **Full Access** users here:
      - Fr. Lee Acervo
        - [stedwardpastor@hotmail.com](mailto:stedwardpastor@hotmail.com)
      - parishadmin
        - Sarah Hunter: [stedwarddre@hotmail.com](mailto:stedwarddre@hotmail.com)
    - Are there any admin users needing **Limited** or **Special Access** (i.e. Mary Smith, Faith Formation category only)?
      - Religious Education

- Contact / Registration Forms
  - Provided
    - Contact Us
    - Sacraments (same as Contact Us)
      - Baptism
      - Marriage
      - Funerals
  - Will you need additional, custom forms?
    - Parish Registration Form
      - <http://www.stedwardonthelake.com/Registration.pdf>
- “Official” email address to use throughout the website (e.g. contact form, footer, contact page, etc.)
  - [office@stedwardonthelake.org](mailto:office@stedwardonthelake.org)
- Other Websites and Ideas

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

  - We really like the following:
    - Match elements from the school site for branding and consistency
      - <http://stedwardonthelakeschool.com>
- Notes
  - Additional thoughts, options, ideas here...
    - Constant Contact
    - Site Nav
      - Use / start with current
    - Lots of content from separate blogs
    - For Featured Items, Fr. Acervo wants capability to update frequently and have these dynamic.
      - Similar to:
        - Diocese of Orlando (FL)
          - <http://www.orlandodiocese.org>
          - e.g. Featured: “Confirmation Schedule,” “Faith Fit Radio”
        - Mother Teresa of Calcutta School (Lutz, FL)
          - <http://mtctampa.org>
          - e.g. “Welcome,” “Take a Tour,” “Accreditation”