

“Saint” Elizabeth Ann Seton Catholic Church (Lake Ridge, VA)

Your Information

- **Consultation Date**
 - 4/13/18 (approved/received 5/7/18)
- **Timeline**
 - As soon as possible, but stressed 3-4 months average
- **Organization Name**

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

 - **Saint Elizabeth Ann Seton Catholic Church**
 - “Saint” spelled out
- **Do you prefer to go by**
 - “Church”
- **Organization Information**
 - Phone Number (Primary)
 - (703) 494-4008
 - Physical Address
 - **Saint Elizabeth Ann Seton Catholic Church**
12807 Valleywood Drive
Lake Ridge, VA 22192
 - 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)

 - Reverend Brian Bashista
 - Goes by “Fr. Bashista”
- **Web Development Committee**

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

 - **Primary Contact**
 - **Violet LaVille**
 - Communications Manager
 - Violet.laville@seas1.org
 - (703) 494-4008
 - Secondary Contact
 - **Stan Poczatek**
 - IT Committee Chair
 - stan3@stan3.com
 - (703) 965-8643

- Additional Members
 - **Rev. Brian Bashista**
 - Pastor
 - Pastor@seas1.org
 - (703) 494-4008
 - **Patrick Suess**
 - IT Committee Co-Chair,
Current website manager
 - Patrick.Suess@gmail.com
 - (703) 380-6426
 - **Jeff Gallagher**
 - IT Committee Co-Chair
 - Jeffgallagher302@gmail.com
 - (864) 207-0498
 - **Chuck Short**
 - IT Committee member
 - cshort@national-techs.com
 - **David Morales**
 - IT Committee member
 - davidcherimorales@gmail.com
- **New Website is for**
 - Parish only
- **Final Website Address**
 - **Primary**
 - **setonlakeridge.org**
 - Purchased 4/13/18
 - Additional (forward each to primary site above)
 - seas.church
 - Purchased 4/20/18
 - seton.church
 - Purchased 4/20/18
- **Current Website Address**
 - <https://seas1.org>
 - **Forwards to:** <https://seaslakeridge.wordpress.com/>
 - u: ---
 - p: ---
 - WordPress
- **Current School Website Address**
 - <https://aquinastars.org>
 - N/A
- **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.)
 - Link to only

- School
 - <https://aquinastars.org>
- Knights of Columbus Council #8183
 - <http://kofc8183.org/>
- **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).
 - **Yes**
- **Email Setup and Management** (Optional)
(Choose one)
 - Yes (Diocesan to create new)
 - Yes for now (5/4/18); to confirm if want Gmail with new domain address.
- **Domain Name** (Optional)
 - **Are you interested in a new website address (domain name)?**
(We offer free domain name registration.)
 - **Yes**
 - Primary (covered under hosting)
 - **setonlakeridge.org**
 - Additional (client to be charged for both)
 - **seas.church**
 - **seton.church**
 - **Management of Website Domain Name** (Not required)
(Choose one)
 - Yes, we would like Diocesan to manage our domain name.
 - **Current Hosting Company Info**
 - In some cases, your website(s) may be 'hosted' by a different company (Hostgator, Godaddy, etc.) from the one(s) managing your domain name(s). If so, please provide the following:
 - <http://www.ipower.com/>
 - u: seas1org
 - p: to come if needed
- **Current Technical Support Contact**
 - Company or Individual
 - Patrick Suess
 - IT Committee Co-Chair
 - Patrick.Suess@gmail.com, 703-380-6426
 - Stan Poczatek
 - IT, Committee Chair
 - stan3@stan3.com;703-965-8643

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.
 - No
 - #511437 (J.S. Paluch)
- **Mobile Phone App**
 - **Are you a Diocesan “myParish App” subscriber?**
Free to our bulletin subscribers, please visit <http://myparishapp.com/parishes> for more information.
 - Yes
- **Church Management Software**
 - **Are you a Diocesan Publications “PDS Software” client (Parish Data Systems)?**
 - 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?
 - We would like a professional site with more features and one that is easily updated.
 - We want one that is up-to-date, interactive, and convey information to parishioners and youth
 - To develop consistent, timely, and quality parish communications for all members
 - Effective communication for parishioners and non-parishioners
 - We want this site to be solely a communication tool.
 - We want parishioners to utilize the website to register; to request letters of eligibility; enroll in the RE program
 - As a central resource for parish information, events, calendars, and schedules
 - We want to be able to post articles, pictures, etc. but not allow parishioners to do the same. We want to push out information regarding upcoming events and activities. We would like the information to archive.
 - Hoping it would be used as the parishioner’s first source.
 - What do you want to improve on your current website?
 - Professional appearance and ease of use and updateability
 - How can we increase visibility of the website to the Catholics who regularly attend our church as well as Catholics in the area?
 - What areas and/or categories are you expecting to **use** the most (from an administration side)?
 - Weekly bulletins
 - upcoming events
 - contact information
 - What areas and/or categories are you expecting to be **viewed** the most (from the point of the user)?
 - Mass times
 - including holy days
 - confession times
 - inclement weather announcements
 - possible closings due to weather

- calendar items/events/activities
- We think most users will want to get information regarding Mass times, bulletins, youth events, etc.
- Describe the identity of your organization (personality, purpose, etc.)?
 - An active Roman Catholic Church serving the community of Lake Ridge, VA
 - Human Concerns – connecting needs of the community to people in the parish who can serve
 - Youth ministry for 6-12th grade, to convey information to both parents and youth.
 - Religious education (6-8) & Confirmation, to convey information to parents and youth regarding the Faith, the Church, and the Sacrament of Confirmation and to post announcements, etc.
- What is unique about your parish or organization?
 - We are centrally located in a residential neighborhood of Lake Ridge, VA.
 - Only Catholic Church in Lake Ridge
- What attracts an audience to you?
 - Easy access to pertinent information on the home page.
 - Catholics looking for a home church or on vacation looking to go to mass.
 - People looking for a Catholic Church in this area; parishioners wanting information about things going on in the parish
 - Pictures, videos, and a blog-styled calendar for events.
- Describe your audience... (demographics, etc.)
 - Anyone that might attend, visit, or have interest in the church
 - Probably mostly somewhat active Catholics
 - For youth ministry, it is overwhelmingly for the youth.
 - For religious education & Confirmation, it is for the youth and their parents.
- For Parishes, what is the size of your congregation? (Number of families.)
 - Your answer/thoughts here...
- What is your focus and/or mission?
 - To provide Roman Catholic Church services to the Lake Ridge community
 - To share the Gospel message with everyone we encounter – those who come through our doors and those we meet when we leave through those doors
 - For youth ministry
 - It is not only fun events like Laser Quest but also faith-driven to attract the youth to Jesus Christ. It is an outreach to the youth, their parents, and the other parishioners of SEAS to communicate our ministry.
 - For RE
 - To assist the parents in their role as primary educators and walk with them and their children through their Faith journeys through knowledge of the Faith.
 - To be the primary source for our parishioners.
- Do you have a tagline, and if so, what is it?
 - No
- Content migration... how much and type of content to move to the new website?
(Please choose one; these are rough figures only.)
 - All
 - WordPress migration
- Diocesan Bulletin Salesperson
 - Ron Borza; although current J.S. Paluch client
- How did you first hear about **Diocesan** (previously known as **Diocesan Publications** and **Trinity Publications**)?
 - Our new pastor suggested Diocesan

Thoughts for Website Design and Layout

- **Design**
 - **Are you interested in a new logo?**
 - No
 - See bulletin
 - Cinzel font (regular, decorative)
 - **Logo and/or Organization Branding (Colors)**
 - Current Colors
 - Red
 - New Colors
 - Royal Blue
 - Deep Maroon
 - Beige, Cream
 - Additional thoughts and dialogue will take place between our web designer and your organization during the next stage of the project, the Design Phase.
 - Site Navigation (initial ideas from client; but present best options/practices)
 - Ministries (see SEAS website)
 - Kathy: Youth Ministry with subcategories that I have not figured out yet.
 - Katlyn: Religious Education with subcategories & Confirmation
 - Bulletins
 - Parish Calendar
 - On-Line Giving
 - Sacraments (Baptism, 1st Holy Communion, Reconciliation, Confirmation, Matrimony, Holy Orders, Anointing of the Sick)
 - In Memoriam – lists Funeral Announcements/dates
 - Faith Formation (Adult Education, RCIA, RE, Youth Ministry)
 - Stay Connected – allows parishioners to update their record
 - Join our parish/I'm New – online registration
 - Media – Talks, podcasts, homilies, picture gallery of events
 - Links to Catholic Resources
- **Layout and Structure**
 - **News and Events Area**
 - Your Preferences Here:
 - “News and Events”
 - **Homilies**
 - Yes
 - Text with Audio or Video
 - “Weekly Homilies”
 - **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>

- Catholic Diocese of Arlington
 - <https://www.arlingtondiocese.org/>
- USCCB
 - <http://www.usccb.org>
- Custom to Your Organization
 - School
 - <https://aquinastars.org>
 - Knights of Columbus Council #8183
 - <http://kofc8183.org/>
 - FORMED[®]
 - <https://formed.org/custom-register?url=seas1>
 - Saint
 - St. Elizabeth Ann Seton
 - https://www.catholic.org/saints/saint.php?saint_id=180
 - Seton Shrine
 - <https://setonshrine.org/>
 - Other
 - Everything else here, in the footer and sidebar(s)
 - <https://seaslakeridge.wordpress.com/about/links/>
 - More here
 - <https://seaslakeridge.wordpress.com/about/faqs/>
 - VCC (Virginia Catholic Conference)
 - Catholic Charities – Diocese of Arlington
 - Vatican News
 - Bishop Burbidge’s Podcast
 - Specifically
 - We want links available to Human Concerns related organizations (i.e.: ACTS, Catholic Charities, VCC, etc.)
 - Add link to our MyParish APP download; Ministry Pro Scheduler website
- **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...)
 - Not stated... to confirm
 - A simple link (open in a new browser window)
 - A full feed (display as much of this content within our own website such as a scrolling list)
- **Online Giving**
 - Yes (already have)
 - <https://membership.faithdirect.net/enroll/VA105/30>

- **Social Media**
 - Put on HOLD till a later date
 - Facebook
 - Link:
 - Twitter
 - Link:
 - YouTube / Video Channel
 - https://www.youtube.com/channel/UCgnQkmg_oRgiMqVxH8qaXIQ
 - Other
 - Link:
- **Staff Directory**
 - Simple (Included)
 - We're shy and displaying the standard contact information with NO staff photos at this time is fine.
 - 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.
 - Multiple (Custom)
 - Does your organization already have a high number of images that need to be showcased right away and you would prefer us to set these up for you?
 - Yes/No
- **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)**
 - Yes (please choose your preferred languages)
 - Spanish
- **Website Calendar(s)**
 - **Current Calendar(s)**
 - Our organization currently uses the following calendars (i.e. "Events Calendar")
 - N/A
 - **Google Calendar**
 - YES (we like the template calendar of St. Mark in Highlands Ranch, CO)
 - **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?

- 4 Staff (Fr. Bashista, Fr. Perez, Christine and Violet)
 - 5 members of our IT committee
 - Website Admin Access
 - Please list all **Full Access** users here:
 - Primary
 - Fr. Brian Bashista
 - pastor@seas1.org
 - Fr. Edwin Perez
 - frperez@seas1.org
 - Christine Ohearn
 - christine.ohearn@seas1.org
 - Violet LaVille
 - violet.laville@seas1.org
 - IT Folks
 - Stan Poczatek
 - stan3@stan3.com
 - Patrick Suess
 - Patrick.Suess@gmail.com
 - Jeff Gallagher
 - Jeffgallagher302@gmail.com
 - Chuck Short
 - cshort@national-techs.com
 - David Morales
 - davidcherimorales@gmail.com
 - Are there any admin users needing **Limited** or **Special Access** (i.e. Mary Smith for the Faith Formation category only)?
 - Faith Formation
 - We would like our Religious Education Directors to have the ability to edit their pages only.
 - Contact / Registration Forms
 - Provided
 - Contact Us
 - Will you need additional, custom forms? (See if can create 1-2 and then train on the rest.)
 - RE registration
 - Update Registration Info
 - New member Registration
 - sacramental record request
 - sponsor letter of eligibility request
 - “Official” email address to use throughout the website (e.g. contact form, footer, contact page, etc.)
 - info@seas1.org
- **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:
 - Saint Elizabeth Ann Seton National Shrine
 - <https://setonshrine.org/>

- This site is consistent with our patron saint and we like the imagery; and for its simplicity and elegance.
 - Also for branding
 - Icon (royalty free?)
 - Cinzel (Decorative) font
 - <http://dioceseofvenice.org/>
 - Feature Items (Parish Locator, etc.)
 - Box look and animation on hover over icons
 - Banner
- **Notes**
 - Additional thoughts, options, ideas here...
 - We want links available to Human Concerns related organizations (i.e.: ACTS, Catholic Charities, VCC, etc.)
 - Add link to MyParish APP download; Ministry Pro Scheduler website
 - Love, Like
 - Forms
 - <https://www.hsparish.org/about-us/join-our-parish/>
 - Calendar
 - <https://stmarkhr.org/parish-life/calendar/>
 - All display options
 - Homilies
 - Two versions
 - <https://sainttims.org/>