

**St. Francis de Sales Parish**  
**(Cincinnati, OH)**

**Your Information**

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- **Project Notes**
  - See Google Sheets for final project notes.
- **Consultation Date**
  - 11/7/18
- **Timeline**
  - Able to start 2019
    - Yes. "Not a huge rush, but the sooner the better."
    - Parish and council excited to move forward as soon as possible, but understand timeline.
  - Estimate
    - Rough estimate needed by 11/13/18 (for council meeting).
- **Allowance**
  - PDS allowance
    - \$2400
- **Organization Name**

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

  - **St. Francis de Sales Parish**
    - "St."
- **For churches, when specifically referencing your organization name and not the community/people, what do you prefer to go by?**
  - "Parish"
  - Also use the acronym "SFDS" as needed.
- **Organization**
  - Info
    - **St. Francis de Sales Parish**  
1600 Madison Road  
Cincinnati, OH 45206
    - (513) 961-1945
  - Your Time Zone
    - Eastern (EST)
- **Full Name of Pastor(s) and preferred salutation**

(For informal communication only such as via email or over the phone. Example: Fr. Tom Smith; goes by "Fr. Tom".)

  - Fr. Eugene Contadino, S.M.
    - "Fr. Gene"
- **Web Development Committee**

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

- **Primary Contact(s)**
  - Bonnie Lee Davis
    - Office Manager
    - info@stfrancisds.com
    - (513) 961-1945, x150
- **Additional Members**
  - Phil Louis (initial point of contact, but Bonnie moving forward)
    - Parish Council member
    - plouis182@outlook.com
    - (513) 379-7052
  - Fr. Gene
    - Pastor
    - fr.genesm@gmail.com
    - (513) 961-1945, x131
  - Michel Keidel ("Michael"; male)
    - Parish Council Member
    - michel@admojo.com
    - (513) 321-2797
- **New Website is for**
  - Parish only
- **Current Website Addresses**
  - **Church**
    - <http://stfrancisds.com/>
      - Login Link:
        - u: ---
        - p: ---
    - Current Website Format
      - Adobe Business Catalyst (per Client)
      - Adobe Muse (per <https://builtwith.com/detailed/stfrancisds.com>)
  - **School (N/A)**
    - <http://www.desalescincy.org/>
- **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.
    - N/A
- **Are you part of a Cluster or Church Merger?**
  - No

## **Hosting, Domain and Email Management**

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- **Hosting**
  - **Overview**

- **Web hosting** is the service that physically stores website files (pages, images and content) for viewing across the internet and is separate from the **website address** (or domain name). Here at Diocesan, we manage our own server thereby allowing for complete customer support, instant technical access and complete safeguarding of your data.
- **Hosting Company Info (Current)**
  - 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:
    - **Continental Broadband and/or MacHighway**
- **Hosting with Diocesan (New; Required Moving Forward)**
  - 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
      - **Certified** and **secure** website address (**https:**)
      - Server maintenance and security with free security suite of tools
      - Daily backups and off-site weekly backups
      - Site maintenance and updates
      - 5GB online storage and 20GB monthly bandwidth
    - Additional hosting plans available.
  - **Yes, we agree for Diocesan to host our new website(s).**
    - **Please note, this option is required in order to ensure our customer support, maintenance, security, and instant technical access.**
- **Email Setup and Management (Optional)**
  - **Please note, email addresses are typically integrated with the website domain name.**
    - We are more than happy to help you decide whether it is in the best interest of your organization to create new email accounts or change your current email to being managed through Diocesan.
    - We do not guarantee inbox migration for Microsoft or similar email services except for Google gmail.
  - Current
    - We currently use (e.g. Microsoft Outlook 365, Google Apps, Webmail, Comcast, nothing, etc.)
      - **Webmail via Continental Broadband and/or MacHighway?**
      - **Some other personal gmail accounts.**
  - New
    - **Yes, new with Diocesan**
- **Domain Name (Optional)**
  - **Are you interested in a new website address (domain name)?**  
(We offer **free** domain name registration.)
    - **Parish: No**
    - **School: No**
  - **Management of Website Domain Name (Optional)**
    - **Please note, changing the management of your domain name typically and directly relates to any email addresses associated with it, and therefore, could disrupt or cause the loss of any previous inbox messages.**
    - Current
      - **Continental Broadband and/or MacHighway**
    - New
      - **Yes, new with Diocesan**
- **Current Technical Support Contact**

- Company or Individual
  - Michel Keidel
    - Parish Council Member
    - michel@admojo.com
    - (513) 321-2797

## Exclusive Communication Components with Diocesan

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- 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?
      - #2088
    - Bulletins Page
      - 4 weeks
  - **Mobile Phone App**
    - Are you a Diocesan “myParish App” subscriber?
      - Yes
  - **Church Management Software**
    - Are you a Diocesan Publications “PDS Software” client (Parish Data Systems)?
      - Yes, we have and want to incorporate the following:
        - According to James H. (11/7/18)
        - Most likely... (per consult)
        - **Church Office**
          - Family Online Registration Form
            - Designed for allowing families the option to register or update their information with the parish and have the data feed directly into PDS. The parish is alerted to the new information and has the option to officially approve the update.
    - **Formation Office**
      - Religious Ed Registration
        - Very similar to the family registration, this component feeds into the religious education module and allows for registering students for Religious Ed classes.
    - **Facility Scheduler Room Request**
      - Allows access to submit a request to use a room or building for an event. The facility Scheduler program is able to feed directly into its calendar via staff member approval.

## Help Us Get to Know You

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- **New Website Thoughts and Interests**
  - Why are you interested in a new website and what are you looking to accomplish with it?

- Presently our site is managed by one individual and is built on a platform that has being obsoleted by Adobe called Adobe Business Catalyst.
  - We want a managed website platform that is constructed on a responsive template and empowers more parish members with the ability to create & manage content without requiring knowledge of HTML
  - We also want a platform that will be secure, backed-up, and updated in a timely manner
  - We do not want to depend on in-parish technical expertise to manage the website
- What do you want to improve on your current website?
  - As mentioned above, a sound-responsive template is important
  - Improved Navigation and organization of content
  - Better content areas representing the activities and opportunities associated with the parish organizations
- What areas and/or categories are you expecting to **use** the most (from an administration side)?
  - ----
- What areas and/or categories are you expecting to be **viewed** the most (from the point of the user)?
  - ----
- Describe the identity of your organization (personality, purpose, etc.)?
  - St. Francis de Sales is a friendly, growing parish community that draws parishioners from over 40 different Zip Codes. Our members span all age groups and demographics that are drawn to St. Francis because of welcoming, Marianist Spirit in our community.
- What is unique about your parish or organization?
  - In Cincinnati, the fact that our members span so many zip codes, is unique for a parish of our size
- What attracts an audience to you?
  - All quickly experience that they are welcome at St. Francis
- Describe your audience... (demographics, etc.)
  - ----
- For Parishes, what is the size of your congregation? (Number of families.)
  - Actual: unknown
  - VTiger: 450
- What is your focus and/or mission?
  - This will be provided after discussion at parish council
- Do you have a tagline, and if so, what is it?
  - Not at this point, but I want to challenge our Parish Council to create one
- 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!
    - I do not feel that we have a lot of content on our present website. I do feel the migration of that content will not be heavy lifting. For some of the content that might be in Facebook, I have ideas for wanting to get that on the website, such as Fr. Gene's Daily Prayer
- Diocesan Bulletin Salesperson
  - Mark Mazza
- How did you first hear about **Diocesan** (previously known as **Diocesan Publications** and **Trinity Publications**)?
  - Through searching for parish website maintenance services through Bing.

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## Website Design and Layout

- **Design**

- **Are you interested in a new logo?**
  - Yes (per consult)
- **Logo and/or Organization Branding (Colors)**
  - Current Colors
    - Color 1
    - Color 2
    - Color 3
  - New Colors
    - Color 1
    - Color 2
    - Color 3

- **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:
  - **#1 Sacred Heart in FL (<http://sacredheartfla.org/>)**
    - Love the layout, navigate easily, complimentary graphics, color combination (our colors would work well in) church in the background and people/community in the foreground which reminds me of St. Francis de Sales.
  - **# 2 Diocese of Venice in FL (<http://dioceseofvenice.org/>)**
    - Liked the simplicity, icons and mostly the video is captivating. Curious if we could use video and stills together - maybe we could work towards. could see the Good Friday clip, Holy Thursday, school concert, etc.
  - **Secondary websites....**
    - Ideas
      - **St. Elizabeth (<https://stepncatholic.org>)**
      - **Parish of the Holy Spirit (<https://www.hsparish.org/>)**
    - PROs
      - simplicity and clear tools to navigate website.
    - CONs
      - need a better use of background/wall paper color
- Additional
  - Parish and School are directly next door to each other.
  - Match branding of current school site?
    - Most likely, yes.

- Additional thoughts and dialogue will take place between our web designer and your organization during the next stage of the project, the Design Phase.

## **Development and Communication**

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- **Current News, Information and Events**

- Fresh and new content is key to a successful website. This is accomplished by adding up-to-date information and postings in an area such as the News and Events categories. Current items from the bulletin are great examples to showcase here.

- **News Area**
  - Your Preferences Here:
    - Primary
      - "Parish News" (most likely, but final TBD)
    - Secondary
      - ---
- **Events Area**
  - Your Preferences Here:
    - "Upcoming Events"
- **Homilies**
  - Yes
    - Title (TBD)
      - Various videos
        - <http://stfrancisds.com/online-mass.html>
        - Interested in a YouTube Channel?
          - Yes, in future
    - Fr. Gene's Prayer(?)
      - Currently links to Facebook
        - <https://www.facebook.com/SaintFrancisdeSalesParish/>
      - Create a new homily/post category for this.
      - Want people to stay on 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, or delete the following as needed.)
    - Overall, TBD
      - Daily Readings
      - Prayer of the Day\*
      - Saint of the Day
      - Inspiration Daily
      - Word On Fire
  - **Format** (Please display this information as...)
    - TBD
      - A simple link (open in a new browser window).
      - A full feed (keep and display as much of this content within our own website such as a scrolling list).
      - \*Please note, Prayer of the Day is only available for displaying as 50 characters or less.
- **Online Giving**
  - Yes (already have)
    - ParishSoft
      - <https://www.myowngiving.com/Default.aspx?cid=1568>
    - Add landing page to new site.
- **Social Media**
  - Facebook

- <https://www.facebook.com/SaintFrancisdeSalesParish/>
      - A simple link  
(We do not update our Facebook page a lot, so an offsite link to it in a new browser window will suffice.)
    - Twitter
      - N/A
    - YouTube / Video Channel
      - We do use Youtube for storage & streaming but I do not believe we have a channel
    - Other
      - N/A
  - **Staff Directory**
    - 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.
  - **Multilingual Option (Automatic Language Translation)**
    - No
  - **Website Calendar(s)**
    - **Current Calendar(s)**
      - Google
        - [https://calendar.google.com/calendar/embed?src=officemanager.sfds%40gmail.com&ctz=America%2FNew\\_York](https://calendar.google.com/calendar/embed?src=officemanager.sfds%40gmail.com&ctz=America%2FNew_York)
        - Currently on home page (<http://stfrancisds.com/index.html>)
      - Sunday (default)
  - **E-Newsletter Integration**  
(Instantly add new names and email addresses directly into your e-newsletter accounts.)
    - Yes
      - MailChimp
- **Important Third-Party Links (to link offsite only)**  
(Please add to, modify, delete the following as needed.)
    - Standard
      - The Vatican
        - <http://w2.vatican.va/content/vatican/en.html>
      - Archdiocese of Cincinnati
        - <http://www.catholiccincinnati.org/>
      - USCCB
        - <http://www.usccb.org>
    - Custom to Your Organization
      - St. Francis de Sales School (Cincinnati, OH)
        - <http://www.desalescincy.org/>
      - FORMED®
        - ---
      - Radio



- ---
  - Webcam / LiveStream
    - Online Mass (Streamspot)
    - <http://stfrancisds.com/online-mass.html>
  - Other
- ---
- **Site Administration**
  - Approximately how many people need to be trained on the new website?
    - 4-6
    - Full list of users to be provided.
      - Most likely listed below.
  - Website Admin Access
    - Please list all **Full Access** users here:
      - Phil Louis
        - plouis182@outlook.com
      - Bonnie Lee Davis
        - info@stfrancisds.com
      - Fr. Gene
        - fr.genesm@gmail.com
      - Michel Keidel
        - michel@admojo.com
    - Are there any admin users needing **Limited** or **Special Access** (i.e. Mary Smith for the Faith Formation category only)?
      - TBD, but probably not
  - Contact / Registration Forms
    - Provided
      - Contact Us
    - Will you need additional, custom forms?
      - Sacraments
        - Baptism
        - First Communion
        - Funeral
        - Marriage
          - [weddings@stfrancisds.com](mailto:weddings@stfrancisds.com)
  - "Official" email address to use throughout the website (e.g. contact form, footer, contact page, etc.)
    - [info@stfrancisds.com](mailto:info@stfrancisds.com)
- **Notes**
  - Additional thoughts, options, ideas here...
    - Moving forward
      - Client is looking for best tips and practices.