Guardian Angels Catholic School
(Clawson, MI)

Your Information

- **Consultation Date**
  - 6/21/18; approval 9/6/18
- **Timeline**
  - Launch by end of 2018
    - 12/28/18 (ideal)
    - 1/4/18 (latest, for start of school on 1/7/18)
    - Lauren checked, FinalSite contract runs out 2/7/19 and renews again for 5 years ($6000/yr).
      - Absolute latest to launch is end of Jan. 2019 (as of 6/28/18).
- **Organization Name**
  (Full name as you would like it to officially appear.)
  - **Guardian Angels Catholic School**
    - Overall / Landing Page
      - "Guardian Angels Catholic Community"
    - Then
      - Guardian Angels Catholic School
      - Guardian Angels Catholic Church
    - Signage (outside)
      - Guardian Angels Catholic Community
- **Organization Information**
  - Phone Number (Primary)
    - (248) 588-5545
  - Physical Address
    - **Guardian Angels Catholic School**
      521 East 14 Mile Road
      Clawson, MI 48017
  - Your Time Zone
    - Eastern (EST)
- **Full Name of Pastor(s) and preferred salutation**
  (example: Fr. Tom Smith; goes by Fr. Tom)
  - Principal
    - Mr. Stephen Turk, goes by "Mr. Turk"
  - Pastor (new)
    - Fr. Gerard LeBoeuf
      - frgerry@guardiana.com
- **Web Development Committee**
  (Please list all members that will be present for the consultation and anyone else to be involved.)

- o **Primary Contact(s)**
  - ▪ **Lauren Perry**
    - Coordinator of Marketing Services for Guardian Angels Catholic Church and School
    - perryl@gaschool.com
    - (248) 588-5545
    - Only works Tuesdays and Thursdays (has July off)
  - o Additional Members
    - ▪ Trisha Ortisi
      - School Secretary
      - ortisit@gaschool.com
      - (248) 588-5545
- **New Website is for**
  - o Combination (i.e. Parish and School)
    - ▪ Yes, combine both sites into one site and one installation.
      - Have Ryan confirm all options with email migration and combining.
    - ▪ Home page to be a landing page with both Church and School options such as: https://www.divinechild.org/
- **Final Website**
  - o https://guardiana.com/
    - ▪ Ideal goal is:
      - **https://guardiana.com/church**
      - **https://guardiana.com/school**
    - ▪ However, how to reconcile both email addresses?
      - Church (email@guardiana.com) | School (email@gaschool.com)
      - May be too much of a change for users to switch – especially midyear.
        - o Option
          - ▪ Combine website to one domain now. School domain can easily forward to new website address; then over next summer update email addresses.
    - ▪ Lauren is the Church contact person as well.
      - On board with combining into one installation.
- **Current Website**
  - o **School**
    - ▪ https://www.gaschool.com
      - https://guardian.finalsite.com/admin.cfm
        - o u: ---
        - o p: ---
    - ▪ Finalsite CMS (https://www.finalsite.com/)
- **Please list all other website addresses we need to be aware of that are associated with your organization.**
  - o **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.)
      - N/A

Domain and Email Management

- **Hosting** (Required)
    - 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 own and manage our own server thereby allowing for complete customer support, instant technical access and complete safeguarding of your data.
    - 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 with free security suite of tools
            - Basic client support (phone and email)
            - Daily backups and off-site weekly backups
            - Site maintenance and updates
            - 5GB online storage and 20GB monthly bandwidth
        - We agree for Diocesan to host our new website(s).
            - **Yes**
- **Email Setup and Management** (Optional)
    - No (Okay as-is)
        - Combine with, do the same as Church.
            - We currently use Google.
        - Options with combining Gmail for the Church and School accounts:
            1. Combine both church and school accounts under one domain (https://guardiana.com).
                - But can't merge previous inboxes; would need to turn off then move.
                - Could create new accounts and…
                    - Auto FF from School to new (preferred over using an alias for the initial, time-being).
                    - Use Google migration tool to move everything over.
                        - Would possibly lose inbox folder/organization hierarchy, though.
            2. Create a Domain Alias.
            3. Stay as-is with separate domains.
        - Suggestion (6/28/18; with Ryan)
            - Should be good to go in combining all into one domain and using option #1 above.
        - Yes, combine both sites (web and email) into one (verbal confirmation per Laura and Trisha 6/28/18 in consult).
- **Domain Name** (Optional)
    - **Are you interested in a new website address (domain name)?**
      (We offer free domain name registration.)
        - Parish: No
        - School: TBD
            - Ideally, move to
                - https://guardiana.com/school
            - At a minimum, to stay as-is.
    - **Management of Website Domain Name** (Optional)
        - No, keep as-is and with our current registrar.
            - Interested in moving to us, but paid through 2022.
                - Move to us soon, but not by launch.

- - - By then, client could probably just drop the domain since the school will be on just the one domain with the church (https://guardiana.com/).
  - o **Current Hosting Company Info**
    - ▪ Dotster
      - • https://www.dotster.com/
- **Current Technical Support Contact**
  - o Company or Individual
    - ▪ John Crombe
      - • Bishop Foley Catholic High School
      - • Director of Technology
      - • (248) 585-1210 x147
      - • https://www.bishopfoley.org/apps/staff/

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.
  - o **Church Bulletin**
    - o **Are you a Diocesan Bulletin subscriber?**
      - • #1454 (Guardian Angels Church)
    - o **Bulletins Page**
      - ▪ N/A for school site
  - o **Mobile Phone App**
    - o **Are you a Diocesan "myParish App" subscriber?**
      Free to our bulletin subscribers, please visit http://myparishapp.com/parishes for more information.
      - ▪ Yes (Guardian Angels Church)
        - o Include on School site? No
  - o **Church Management Software**
    - o **Are you a Diocesan Publications "PDS Software" client (Parish Data Systems)?**
      - • N/A for School site
      - • Church: ConnectNow through ParishSoft

Help Us Get to Know You

- **New Website Thoughts and Interests**
  - o Why are you interested in a new website and what are you looking to accomplish with it?
    - ▪ Our parent group asked me to research different options to limit cost and I was wondering why our parish and school sites were different companies
      - • Finalsite = $6000/yr (paid by the Guardian Angels Parents group).
      - • Lauren is not sure about termination fees with them, though, and is looking into.
    - ▪ Showcase everything better.

- - "Simpler is better"
- o What do you want to improve on your current website?
    - - Ease of use
    - - Engagement (interactivity)
    - - Make more engaging (visually)
    - - Too many "stagnant" items that need updating
    - - Editing on Finalsite is a lot more difficult (granted, they are on an older version)
        - "WordPress is very user friendly."
- o What areas and/or categories are you expecting to **use** the most (from an administration side)?
    - - Calendar
    - - News
    - - Registration
- o What areas and/or categories are you expecting to be **viewed** the most (from the point of the user)?
    - - Tuition pages
    - - extra offerings
    - - Outside links (QuickLinks buttons)
- o Describe the identity of your organization (personality, purpose, etc.)?
    - - The mission of Guardian Angels Catholic School is to proclaim Jesus Christ through sacraments and prayer by teaching Christ-centered values while encouraging academic excellence.
- o What is unique about your parish or organization?
    - - Only PreK – 8th Grade Catholic School in Clawson.
        - Some others close by in neighboring towns.
- o What attracts an audience to you?
    - - Smaller class sizes
    - - Community feel
- o Describe your audience… (demographics, etc.)
    - - Average middle class family looking to provide Catholic education to their students.
- o For Parishes, what is the size of your congregation? (Number of families.)
    - - N/A
- o What is your focus and/or mission?
    - - Demonstrating a love of God with a focus on academic excellence.
- o Do you have a tagline, and if so, what is it?
    - - "We're not sure! Nothing set…"
    - - From header on website
        - "A Parish-Based Catholic School Serving Grades PreK-8"
- o Content migration… how much and type of content to move to the new website? (Please choose one; these are rough figures only.)
    - - 50%
        - We want Diocesan to move the majority of current content to provide us with a good head-start.
- o Diocesan Bulletin Salesperson
    - - Scott Barnes
- o How did you first hear about **Diocesan** (previously known as **Diocesan Publications** and **Trinity Publications**)?
    - - Our Church bulletin/app/website are all through Diocesan

Website Design and Layout

- **Design**
    - o **Are you interested in a new logo?**
        - ▪ No
            - Okay to change font in the name next to the icon in the header, though, but keep as live text.
            - Most likely keep as sans serif, but freedom to update.
    - o **Logo and/or Organization Branding (Colors)**
        - ▪ Current Colors
            - Green
            - Gold
        - ▪ New Colors
            - ---
- **Other Websites and Ideas**
    (Please view our gallery at www.diocesan.com/web/website-design or list any others you like.)
    - o We really like the following:
        - ▪ Top Two
            - **Mother Teresa of Calcutta Catholic School (Lutz, FL)**
                - o https://mtctampa.org/
                    - ▪ The bright, crisp home page with the circular navigation buttons.
                    - ▪ Add functionality of the dynamic, featured pages (Welcome to MTC, Admissions, etc.).
                        - Customizable by the admin
            - **Santa Catalina Lower and Middle School (Monterey, CA)**
                - o https://www.santacatalina.org/lower-school
                    - ▪ Again the clean site, with the student testimonials!
                    - ▪ Pictures
        - ▪ Additional
            - Cayman International School (Cayman Islands)
                - o https://www.caymaninternationalschool.org/
                    - ▪ The cute photo on the homepage (but I still might prefer a slider revolution of some kind, not sure) and the Fast Facts at the bottom.
            - Detroit Country Day School (Bloomfield | Beverly Hills, MI)
                - o https://www.dcds.edu/page.cfm?p=1
                    - ▪ I also like the simple Call to Action button on the side, "Ask".
        - ▪ Various
            - Showcase activity
                - o Especially with photos of kids, etc.
            - Landing page like
                - o https://www.divinechild.org/
- 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 Areas

- **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 a News and Events category. Current items from the bulletin are great examples to showcase here.
  - **News Area**
    - Your Preferences Here:
      - Primary
        - "School News & Announcements"
      - Secondary
        - Page/Post Combos
          - Athletics
          - Academics/Classroom
          - Events
          - Guardian Angels Parents (GAP)
          - Alumni
  - **Events Area**
    - Your Preferences Here:
      - "Upcoming Events"
        - I really like how this looks on our current school website…
        - I don't like how it scrolls on our current church website, not my favorite.
  - **Homilies**
    - N/A
  - **Automated Content**
    - N/A
  - **Online Giving**
    - Interested (nothing at the moment, but please add / save space for)
      - https://www.gaschool.com/page.cfm?p=640
  - **Social Media**
    - Links only
      - Facebook
        - School
          - https://www.facebook.com/Guardian-Angels-Catholic-School-222680445002/
        - Parents (GAP)
          - https://www.facebook.com/Guardian-Angels-GAP-Page-435068096545274/
      - Instagram
        - https://www.instagram.com/guardianangelscatholicschool/
      - Twitter
        - N/A
      - Video
        - YouTube / Video Channel
          - https://www.youtube.com/channel/UCWqt0AEm-JZTgiw4bcB4ElQ

- o Vimeo
  - Yes they have, but <u>do not</u> include (do not have the login information to keep updating it)
  - https://vimeo.com/user16042251
- o **Staff Directory**
  - Elegant
    - We would like to showcase all essential information in regards to our staff including a photo directory.
  - Lots of staff, will need to organize and group similar ones together.
    - Current site already has a great start:
      - o https://www.gaschool.com/page.cfm?p=644
    - Teachers
      - o Combo of the following
        - http://www.stlawrence-school.com/faculty/
          - Reduce size of photos
        - https://scosparish.org/staff/
          - Not necessarily the same shape, bar, etc., though
- o **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.
- o **Multilingual Option (Automatic Language Translation)**
  - No
- o **Website Calendar(s)**
  - **Current Calendar(s)**
    - Our organization currently uses the following calendars (i.e. "Events Calendar")
      - o "School Calendar"
  - **Google Calendar**
    - School
      - o Email TBD
        - Start with (same as contact info)
          - community@gaschool.com
        - Or, it may come from Lauren's email
          - perryly@gaschool.com
      - o Yes, help us use Google Calendar
        - Be sure to showcase details on hover same as
          - https://stmarkhr.org/parish-life/calendar/
        - Lauren likes look/customization of horizontal list similar to
          - https://www.hsparish.org/
            - o (close match to client's current one on homepage)
    - Church
      - o https://guardiana.com/events/ (Google)
  - **Preferred Day of Week for the Calendar to Start With?**
    - Sunday (default)
- o **E-Newsletter Integration**
  - No

- **Important Secondary or Third-Party Links**
  (Please add to, modify, delete the following as needed.)
  - Custom to Your Organization
    - Guardian Angels Catholic Church
      - https://guardiana.com/
    - FORMED©
      - N/A for school
    - Various
      - Guardian Angels Catholic School Teachers and Homework Pages
        - https://gahomework.weebly.com/
      - Guardian Angels Catholic School Athletics
        - http://angelsathletics.com/
      - PowerSchool Student and Parent Sign-In
        - https://powerschool.aod.org/public/
      - FACTS Tuition Payment Program
        - https://online.factsmgt.com/signin/3YBQ7
      - Accelerated Reader Home Connect
        - https://hosted101.renlearn.com/125076/homeconnect/
      - Accelerated Reader Bookfinder (one word according to official site)
        - http://www.arbookfind.com/default.aspx?client=HomeConnect
      - Scrip
        - https://www.gaschool.com/page.cfm?p=642
      - Volunteer Sign-up
        - https://www.signupgenius.com/index.cfm?go=c.SignUpSearch&eid=0DC3C1D7FACEFE67&cs=09B7BADC8FCC8B627B7E64725BB39BC9
      - Alumni Survey
        - https://docs.google.com/forms/d/e/1FAIpQLSeB4nUtOs26e--LcgGPoPi50jQdL6C6LNTL098oNU_F6QsqsQ/viewform?c=0&w=1
      - Spiritwear Store (Athletics)
        - http://angelsathletics.com/Store/Store.asp?id=7501&n=71130&org=ANGELSATHLETICS.COM
  - Catholic Resources
    - List here: https://www.gaschool.com/page.cfm?p=582
  - Additional Standard Links
    - N/A; no need to include unless for Church development
      - The Vatican
        - http://w2.vatican.va/content/vatican/en.html
      - Archdiocese of Detroit
        - http://www.aod.org/
      - USCCB
        - http://www.usccb.org

- **Site Administration**
  - Approximately how many people need to be trained on the new website?
    - 1
  - Website Admin Access

- - Please list all **Full Access** users here:
    - Lauren Perry
      - perryl@gaschool.com
    - schooladmin
      - gatech@gaschool.com
  - Are there any admin users needing **Limited** or **Special Access** (i.e. Mary Smith for the Faith Formation category only)?
    - Teachers (approx. 20)
      - One page only for each.
      - They will then be able to maintain offsite links and websites (i.e. Weebly or Google Classroom).
        - To stay as-is such as
          - https://www.gaschool.com/page.cfm?p=635
- Contact / Registration Forms
  - Provided
    - Contact Us
  - Will you need additional, custom forms?
    - Yes
      - Request Information
        - https://www.gaschool.com/page.cfm?p=518
        - Convert to an "Ask" widget similar to (https://www.dcds.edu/page.cfm?p=1)
          - This will then replace the typical form on a standard interior page.
    - No (previous possibilities)
      - Forms to stay as-is, DO NOT convert the following to online submission ones.
        - Registration (Preschool) and Registration (Kindergarten through 8th Grade)
          - Both are exact same except for days of week (i.e. preschool option)
            - https://www.gaschool.com/uploaded/PDFs/Documents/SchoolRegistration_PreSchool_2018-19.pdf
            - https://www.gaschool.com/uploaded/PDFs/Documents/SchoolRegistration_K-8_2018-19.pdf
        - Latchkey
          - https://www.gaschool.com/uploaded/PDFs/Latchkey/GACS_Latchkey_Registration_Form_2017-2018.pdf
      - Client is not totally sold on going completely digital with registration forms.
        - Database option is possible.
        - Trisha likes visual look and printing of current PDF files.
          - 6/25/18
            - Samples of Gravity Forms module and how it comes through via email sent to Lauren.
          - 6/26/18
            - On Tue, Jun 26, 2018 at 11:03 AM, Lauren Perry <perryl@gaschool.com> wrote: I think we won't worry about the online registration form. Trish said she'll just keep deciphering parents' handwriting! She prefers the formatting of our registration form. Thanks though!
- "Official" email address to use throughout the website (e.g. contact form, footer, contact page, etc.)

- community@gaschool.com
- **Notes**
  - Additional thoughts, options, ideas here…
    - Current client, apply reduced rate of $50/hr.
    - Per Lauren,
      - "Just a reminder, this is solely information and I'm not sure who else I will need to check with before making decisions as we are in limbo between pastors, I believe."
    - Thoughts for Design and Development
      - Be sure to include extra dynamic and interactive areas (both visually and development-wise) for the client as those already mentioned and any others such as:
        - Interactive feedback
          - "Ask" submission form on https://www.dcds.edu/page.cfm?p=1
        - Dynamic testimonials
        - Searchable / sortable functionality
          - http://saintbrigid.diocesanweb.com/message-of-the-week
        - Better way to do a price chart
          - Example: https://www.gaschool.com/page.cfm?p=597
          - Idea: price chart plugin, etc.
        - Meta Slider on main pages(?)
        - Overall, more "flair" and "wow factor"
          - Engaging
          - Subtle transitions
          - Elegant
    - Various
      - SEO
        - Help Lauren learn more SEO even from start of project.
        - Add plugin
        - Check into why Google search shows particular text.
      - Change "Current Students" to "Parents"
      - For top nav area (next to Search)
        - Add link to Parent Portal (similar to mtctampa.org)