

## Immaculate Conception Church (Melbourne Beach, FL)

### Your Information

- **Consultation Date**
  - 4/24/18; approved 6/6/18
- **Timeline**
  - 3-4 months okay
    - Prefer closer to 3 months
- **Organization Name**  
(Full name as you would like it to officially appear.)
  - **Immaculate Conception Church**
    - **(Church of Bob Zielke Sr.)**
- **Do you prefer to go by**
  - Church
- **Organization Information**
  - Phone Number (Primary)
    - (321) 725-0552
  - Physical Address
    - 3780 S. Highway A1A
    - Melbourne Beach, FL 32951
  - 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)
  - Fr. Ben Berinti, C.P.P.S.
    - Goes by "Fr. Ben"
- **Web Development Committee**  
(Please list all members that will be present for the consultation and anyone else to be involved.)
  - **Primary Contact(s)**
    - 1<sup>st</sup> Primary Member
      - **Donna Furfaro**
        - Parish Secretary
        - (321) 725-0552
        - Email
          - Use for general info
            - office@icparishmb.org (from consultation)
          - Okay to use personally

- 2<sup>nd</sup> Primary Member
  - Fr. Ben Berinti, C.PP.S
    - Pastor
    - (321) 725-0552
    - frben@icparishmb.org
- dfurfaro@icparishmb.org (from email signature)
- New Website is for
  - Parish only
- Final Website Address
  - <https://icparishmb.org/melbournebeach>
- Current Website Address
  - <http://icparishmb.org/>
    - u: ---
    - p: ---
- Current School Website Address
  - 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.)
  - N/A
- Current Website Format
  - eCatholic
- 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)
  - No (Okay as-is)
    - We currently use Outlook
- Domain Name (Optional)
  - Are you interested in a new website address (domain name)?  
(We offer free domain name registration.)
    - Parish: No

- **Management of Website Domain Name** (Not required)  
(Choose one)
  - No, keep as-is and with our current registrar.
  - Network Solutions through the Diocese of Orlando, FL
- **Current Technical Support Contact**
  - Company or Individual
    - Diocese of Orlando
      - Jack Paige

### 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)
    - #4118
      - New in January 2018
- **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)
    - Yes and No
      - “Cancelled” (put on hold) by our app team since client not using
      - App is still active by the church, but pulling content from the Diocese of Orlando
    - To include on new website?
      - Yes
    - Self-admittedly have done nothing with it, but want to start using again moving forward
    - We need to help client; lead sent to App team to restart the project.
- **Church Management Software**
  - **Are you a Diocesan Publications “PDS Software” client (Parish Data Systems)?**  
(Choose one)
    - Church Office
      - Family Online Registration Form

### 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?
    - “I am still interested in us exploring/pursuing our web site transfer (with the desire to eventually have unified media platforms—web, bulletin, phone app.)”
    - Current challenge is keeping up on updating platforms (administration)
    - “Want to step up game in regards to communications.”

- Looking to get more active
- Help parishioners stay connected and grounded to Immaculate Conception as a home church (despite high number that travel throughout the year)
  - Part of a family
- What do you want to improve on your current website?
  - Fuller looking home page
  - Expanding content and categories
  - More reasons to look at things
    - More areas and content that require to draw people in
- What areas and/or categories are you expecting to **use** the most (from an administration side)?
  - “Simplicity is best”
    - Not just design, but management, administration, etc.
  - News
  - Calendar
  - Sunday Homilies
- What areas and/or categories are you expecting to be **viewed** the most (from the point of the user)?
  - Information in general
  - Schedule
  - Contact info
    - Location
  - From current site
    - “Have you invited anyone to Mass recently?”
    - Stations of the Cross
      - <http://icparishmb.org/stations-of-the-cross-1>
- Featured Area
  - Save an area on home page for a featured area for Fr. Ben
    - “Featured” area, title to come
      - Pages, posts, video, etc.
    - Similar to dynamic “Featured” area on Diocese of Orlando (<https://www.orlandodiocese.org/>)
      - Use same functionality
- Describe the identity of your organization (personality, purpose, etc.)?
  - “No, not really. But would like to create one...”
- What is unique about your parish or organization?
  - About a quarter mile away from the water
- What attracts an audience to you?
  - Size
  - Geographic location
- Describe your audience... (demographics, etc.)
  - Touristy, vacationers
  - Seasonal
  - More older folks
    - But getting more younger families
- For Parishes, what is the size of your congregation? (Number of families.)
  - About 900 families registered

- What is your focus and/or mission?
  - ---
- Do you have a tagline, and if so, what is it?
  - Nope
- 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 to start with
    - Fr. open to start fresh with a top to bottom review/overhaul
      - Sooner rather than later
    - But, start with current
- Diocesan Bulletin Salesperson
  - Spencer Kreis
  - Andy Gillhouse
- How did you first hear about **Diocesan** (previously known as **Diocesan Publications** and **Trinity Publications**)?
  - One of the churches of Bob Zielke Sr.
  - Been with us for a number of years

## Thoughts for Website Design and Layout

- **Design**
  - **Are you interested in a new logo?**
    - Yes
  - **Logo and/or Organization Branding (Colors)**
    - Current Colors
      - Nada
    - New Colors
      - Blue
        - Blessed Mother
        - Water
      - Tan
        - Sand
      - Color 3
        - ---
  - Additional thoughts and dialogue will take place between our web designer and your organization during the next stage of the project, the Design Phase.
    - Location, Ocean front
      - Blues, turquoise, etc.
- **Layout and Structure**
  - **News and Events Area**
    - Keep combined as "News & Events" (site nav)
      - Calendar
        - Possibly two
          - Main
          - Featured

- “Church News” (Posts area)
    - Like
      - Ease of access, home page setup
        - St. Timothy (Lutz, FL)
          - <http://sainttims.org/>
        - Christ the Redeemer (Dawsonville, GA)
          - <https://ctrcc.net/>
- **Homilies**
  - Yes
    - Audio (for now, video to come)
      - Fr. Ben’s Homilies
    - Text
      - Fr. Ben’s “Paper Clips”
- **Important Secondary or Third Party Links**  
(Please add to, modify, delete the following as needed.)
  - The Vatican
    - <http://w2.vatican.va/content/vatican/en.html>
  - Local Diocese
    - Diocese of Orlando, FL
      - <https://www.orlandodiocese.org/>
    - Twitter Feed from Bishop Noonan
      - <https://twitter.com/BishopNoonan>
        - <https://www.orlandodiocese.org/>
  - USCCB
    - <http://www.usccb.org>
  - Radio
    - Divine Mercy Catholic Radio (Melbourne Beach, FL)
      - <http://divinemercyradio.com/>
    - Faith Fit Radio
      - <https://www.orlandodiocese.org/faith-fit-radio/>
      - <https://soundcloud.com/faithfitradio>
- **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
    - Word On Fire
  - **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://www.eservicepayments.com/cgi-bin/Vanco\\_ver3.vps?appver3=wWsk24ZWJSTZKsGd1RMKlg0BDvsSG3VIWQCPJNNxD8upkiY7JlDavDsozUE7KG0nFx2NSo8LdUKGuGuF396vbf8WlIaa3hVe6dPpvnSHm\\_-XHubq5Z7ap5JVmPFerc4ZeYHCKCZhesjGNQmZ5B-6dx8104EFKvpQml51junfTC2A=&ver=3](https://www.eservicepayments.com/cgi-bin/Vanco_ver3.vps?appver3=wWsk24ZWJSTZKsGd1RMKlg0BDvsSG3VIWQCPJNNxD8upkiY7JlDavDsozUE7KG0nFx2NSo8LdUKGuGuF396vbf8WlIaa3hVe6dPpvnSHm_-XHubq5Z7ap5JVmPFerc4ZeYHCKCZhesjGNQmZ5B-6dx8104EFKvpQml51junfTC2A=&ver=3)
- **Social Media**
  - Facebook
    - Do not use/show, though
      - <https://www.facebook.com/ImmaculateConceptionMBFL?fref=ts>
  - Otherwise, nothing to add to website
- **Staff Directory**
  - Elegant
    - We would like to showcase all essential information in regards to our staff including a photo directory.
    - Have new photos taken recently
- **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.
- **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 8 weeks

## Thoughts for Website Development

- **Multilingual Option (Automatic Language Translation)**
  - No
- **Website Calendar(s)**
  - **Current Calendar(s)**
    - Our organization currently uses the following calendars (i.e. “Events Calendar”)
      - Internal to eCatholic site
  - **Google Calendar**
    - Yes, help us use Google Calendar
      - Create new, personal gmail account for them (set up calendar events as well)
        - Done 4/24/18
          - icparishmb@gmail.com
          - Immaculate Conception
          - p: icmb0552
          - (321) 725-0552
          - Recovery: office@icparishmb.org
          - Bday: 5/28/77
            - From History page...Immaculate Conception Parish was formed May 28, 1977
    - \*Fr. wants a way to highlight certain, custom events only on the home page
      - i.e. 5 events from Google calendar from main calendar, but to only showcase 1 special item from that day

- Open to having two Calendar columns for example, Main and Special Events
- 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. Ben Berinti**
        - [frben@icparishmb.org](mailto:frben@icparishmb.org)
      - **Donna Furfaro**
        - [office@icparishmb.org](mailto:office@icparishmb.org)
    - Are there any admin users needing **Limited** or **Special Access** (i.e. Mary Smith for the Faith Formation category only)?
      - No
  - Contact / Registration Forms
    - Provided
      - Contact Us
      - Sacraments
    - Will you need additional, custom forms?
      - PDS Church Office
        - Family Online Registration Form
        - Also, include PDF download as an option as well
  - “Official” email address to use throughout the website (e.g. contact form, footer, contact page, etc.)
    - [office@icparishmb.org](mailto:office@icparishmb.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:
    - Primary
      - St. Timothy (Lutz, FL)
        - <http://sainttims.org/>
        - Clean
        - Open calendar list on home page
      - Christ the Redeemer (Dawsonville, GA)
        - <https://ctrcc.net/>
        - Clean
    - Secondary
      - Holy Spirit Parish (Grand Rapids, MI)
        - <http://www.hsparish.com/>
      - Our Lady of Lourdes (Venice, FL)
        - <https://ollvenice.org/>
    - Overall
      - Ease of access
      - Cleanly organized
- Notes



- Additional thoughts, options, ideas here...
  - Photos
    - Fr. says there are not good photos (people, or even the building)
    - Check with our archive
    - Want to showcase their one stained glass window, but don't know of a good photo
  - Images
    - Preload with lots of stock photos
  - If possible, include a scheduling system
    - Lectors
      - <http://icparishmb.org/lectors>
    - Altar Servers
    - Etc.
  - Online Giving
    - Create page, then take to external link
  - Site Nav
    - Home
    - About Us
    - Faith Formation
    - Worship
    - Outreach
    - Community Life
    - Sacraments
    - Stewardship
    - Contact