

**New: Saint Mark Institute for Catholic Education (Arcadia, FL)**  
**Currently: Institute for Catholic Studies and Formation of Venice, FL (Arcadia, FL)**

### Your Information

- **Consultation**
  - 12/14/17
- **Organization Name**  
(Full name as you would like it to officially appear.)
  - **Saint Mark Institute for Catholic Education**
    - (Currently: Institute for Catholic Studies and Formation of Venice, FL)
- **Your Location**
  - Physical Address
    - 10299 SW Peace River St  
Arcadia, FL 34269
    - (941) 766-733
  - Postal Address (if different)
    - ---
  - Your Time Zone
    - Eastern (EST)
  - Additional Info
    - An educational Institute for the Diocese of Venice in Florida
- **Web Development Committee**  
(Please list all members that will be present for the consultation and anyone else to be involved.)
  - **Primary Contact(s)**
    - **David Glasow**
      - Director
      - [glasow@intitute-dov.org](mailto:glasow@intitute-dov.org)
      - 941-766-7334
    - **Kathryn Deninno**
      - Registrar
      - [deninno@institute-dov.org](mailto:deninno@institute-dov.org)
      - 941-766-7334
  - Additional Members
    - N/A
- **New Website is for**
  - Organization/school only
- **Current Website Address**
  - <http://institute-dov.org>

- **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**
  - Info on Diocese of Venice, FL site
    - WordPress
  - <http://institute-dov.org>
    - PHP/HTML
- **Are you part of a Cluster or Church Merger?**
  - N/A

### 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).
    - We agree for Diocesan to host our new website(s).
      - Yes
- **Email Setup and Management (Optional)**  
(Choose one)
  - No, okay as-is
    - Handled by the Diocese of Venice, FL
    - Microsoft 365
- **Domain Name (Optional)**
  - **Are you interested in a new website address (domain name)?**  
(We offer free domain name registration.)
    - Yes (client to purchase)
  - **If yes, do you have any idea(s) already for a new address?**
    - Initially discussed ideas similar to:
      - [www.stmarkinstitute.fl.org](http://www.stmarkinstitute.fl.org)
    - **\*Need to confirm with client**
  - **Management of Website Domain Name (Not required)**  
(Choose one)
    - Keep as-is
    - Handled by Diocese of Venice, FL
- **Current Technical Support Contact**
  - Kathryn Deninno
    - 941-766-7334
    - [deninno@institute-dov.org](mailto:deninno@institute-dov.org)
  - Additional
    - IT at Diocese of Venice, FL (Roger Navarro, etc.)

### Additional Communication Components Through Diocesan

- **Mobile Phone App**
  - **Are you a Diocesan “myParish App” subscriber?**  
Free to Diocesan bulletin subscribers, please visit [www.myparishapp.com](http://www.myparishapp.com) for more information.  
(Choose one)
    - N/A
- **Church Management Software**
  - **Are you a Diocesan Publications “PDS Software” client (Parish Data Systems)?**  
(Choose one)
    - N/A

### Help Us Get to Know You

- **New Website Thoughts and Interests**
  - Why are you interested in a new website?
    - Old one is ugly and old
  - What are you looking to accomplish with the site?
    - Attract students, gateway for educational purposes: students, certification programs etc..
  - How are you expecting it to be used?
    - By students, normal folks to watch streamed events, gateway to certification programs
  - What areas and/or categories are you expecting to **use** the most (from an administration side)?
    - Student log-in and application for school, certification log-in, and updating teaching/watching content
  - What areas and/or categories are you expecting to be **viewed** the most (from the point of the user)?
    - New materials/talks posted
  - What is your identity (personality, purpose, etc.)?
    - Continuing education in the faith/ teach the teachers
  - What is unique about your parish or organization?
    - Offers masters in conjunction with Franciscan University of Steubenville and a certification program for parish teachers.
  - What attracts an audience to you?
    - Learning opportunities in the faith
  - Describe your audience...
    - adults
  - What do you want to improve on your current website?
    - everything
  - What is your focus and/or mission?
    - Higher education and teaching catechists
  - Is the site more for current members and staff, or are you more evangelistic?
    - evangelistic
  - Do you have a tagline, and if so, what is it?
    - Going deeper...

- Content migration... how much and type of content to move to the new website?  
(Please choose one; these are rough figures only.)
  - All
    - We need to reconstruct everything. I want short, pithy explanations. If someone wants a more thorough mission statement, they can click on it, but the front pages should be short and to the point.
- How did you hear about **Diocesan** (previously known as **Diocesan Publications** and **Trinity Publications**)?
  - Our diocese used you in the past and you are currently working on our diocesan page.

### Thoughts for Website Design and Layout

- **Design**

- Are you interested in a new logo?
  - Yes
    - If you would like us to create a new logo, please state any ideas, style and direction you may have...



- Yep examples I like



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- Examples include:
  - Needs to have the full saint mark image: lion with a paw on the bible and wings.

- **Logo and/or Company Branding (Colors)**
    - Dark green
    - yellow
  - 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**
    - **Site Navigation**
      - Designer to confirm
    - **Featured Items**

- **Headline:** want to go deeper into your faith?
- **Sub headline:** St. Mark Institute hands you the keys to journey deeper into the riches of the Catholic Faith
- **Action buttons:**
  - 1) Graduate Program
  - 2) Diocesan Certification programs
  - 3) Events and Resources
  - 4) About St. Marks Institute
- **Second tier (below the fold as we scroll down)** graphic with a person looking at us with questions hovering around them
- **Third tier:** current event screen, upcoming events and talks, contact info on bottom
- **News and Events Area**
  - Newly posted talks and upcoming events: register for pilgrimage etc..
- **Homilies**
  - No
- **Important Secondary or Third Party Links**  
(Please add to, modify, delete the following as needed.)
  - Not sure, let's talk
- **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.)
    - Probably N/A; confirm with client, though
  - **Format** (Please display this information as...)
    - If needed, confirm with client whether full feed or off-site link
- **Online Giving**
  - To confirm with client
- **Social Media**
  - Facebook
    - <https://www.facebook.com/InstituteForCatholicStudiesTwitter>
  - Twitter
    - <https://twitter.com/ICSFDOV>
- **Bulletins Page**
  - N/A

### Thoughts for Website Development

- **Multilingual Option**
  - Yes
    - Spanish
- **Website Calendar(s)**
  - **Current Calendar(s)**
    - None
  - **Google Calendar**

- Confirm with client, possible N/A
  - Preferred Day of Week for the Calendar Display First?
    - To confirm
- Photo Gallery
  - Standard
    - Album with galleries
- Staff Directory
  - Yes
- Site Administration
  - Approximately how many people need to be trained on the new website?
    - 2
  - Website Admin Access
    - Full Admin
      - David Glasow (to train)
        - [glasow@institute-dov.org](mailto:glasow@institute-dov.org)
      - Kathryn Deninno (to train)
        - [deninno@institute-dov.org](mailto:deninno@institute-dov.org)
      - Roger Navarro
        - [navarro@dioceseofvenice.org](mailto:navarro@dioceseofvenice.org)
      - Scott Phayre
        - [phayre@dioceseofvenice.org](mailto:phayre@dioceseofvenice.org)
    - Are there any admin users needing limited or special access (i.e. Mary Smith, Faith Formation category only)?
      - No
  - Contact / Registration Forms
    - Provided
      - Contact Us
    - Will you need additional, custom forms?
      - Yes
        - Use Gravity Forms for custom forms
        - Confirm with client which ones (keep to a minimum and train on rest)
  - “Official” email address to use throughout the website (e.g. contact form, footer, contact page, etc.)
    - None stated
      - Confirm with client
- Other Websites and Ideas

(Please view our gallery at: [www.diocesan.com/web/website-design](http://www.diocesan.com/web/website-design))

  - We really like the following:
    - No specific website examples stated
    - Overall, “modern with classic”

- **Notes**

- Additional thoughts, options, ideas here...
  - **\*Password protect content for Student Login**
    - Unique login per student (to personalize)
      - Example, different access levels
        - Paying student
        - Non-paying student
    - Class video
  - Client wants to be able to update site colors
    - i.e. Liturgical Seasons
  - Client uses MS Sharepoint
  - Client is a separate organization from Diocese of Venice, FL; but heavily associated with them
    - Help to showcase as individual organization
  - Use Gravity Forms (or similar) for registration and submission forms unique to this organization