

**St. Lawrence Catholic Church**  
(Tampa, FL)

**Your Information**

- **Organization Name**  
(Full name as you would like it to officially appear.)
  - **St. Lawrence Catholic Church**
- **Do you prefer to go by**
  - **Church**
- **Organization Information**
  - Phone Number (Primary)
    - **(813) 875-4040**
  - Physical Address
    - **St. Lawrence Catholic Church**
    - 5225 N. Himes Ave**
    - Tampa, FL 33614**
  - 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)
  - **Monsignor Michael Muhr, Pastor**
    - **Officially: Monsignor Michael Muhr, Pastor**
    - **Informally: Fr. Mike**
- **Web Development Committee**  
(Please list all members that will be present for the consultation and anyone else to be involved.)
  - **Primary Contact(s)**
    - **Neil Kennedy (Main)**
      - **Assistant Administrator of Pastoral Programs**
      - **nkennedy@stlawrence.org**
      - **(813) 875-4040**
    - **Deacon Cris Stout**
      - **Administrator of Pastoral Programs**
      - **deaconcris@stlawrence.org**
      - **(813) 875-4040**
  - **Additional Members**
    - **N/A**
- **New Website is for**
  - **Parish only**

- **Current Website Address**
  - <http://www.stlawrence.org>
- **Current School Website Address**
  - <http://www.stlawrencecatholicschool.org>
    - Do not include (to stay as a separate site).
- **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**
  - Weebly
- **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
  - Will be covered per Greg Lambert and Sales
- **Email Setup and Management (Optional)**

(Choose one)

  - No (Okay as-is)
    - We currently use Microsoft 365
- **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 (Not required)**

(Choose one)

    - No, keep as-is and with our current registrar. If so, please provide...
  - **Current Hosting Company Info**
    - In some cases, your website(s) may be 'hosted' by a different company from the one(s) managing your domain name(s). If so, please provide the following:
      - <https://www.weebly.com/#login>
        - Username
        - Password

- **Current Technical Support Contact**

- Company or Individual
  - **Neil Kennedy (Main)**
    - Assistant Administrator of Pastoral Programs
    - [nkennedy@stlawrence.org](mailto:nkennedy@stlawrence.org)
    - (813) 875-4040

### **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.
  - Yes; #4063

- **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, ParishSoft / ConnectNow

### **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 to connect with those seeking Jesus Christ and/or information about our parish
  - Dynamically – pictures, videos, both on mobile and desktop platforms
- What areas and/or categories are you expecting to **use** the most (from an administration side)?
  - Homepage,
  - adding/deleting events,
  - bulletins
  - Better, easier way to update info and content
- What areas and/or categories are you expecting to be **viewed** the most (from the point of the user)?
  - Homepage
  - mass times
  - priest schedule
  - calendar
  - bulletin
- Describe the identity of your organization (personality, purpose, etc.)?
  - We are a welcoming community that seeks to bring others into a deeper relationship with Jesus Christ.
- What is unique about your parish or organization?
  - Our people, our location

- One of the more older parishes
  - Draw a lot of people from outside of the parish boundaries
- What attracts an audience to you?
  - Our people
- Describe your audience...
  - Anyone who is interested in going deeper into a journey with Jesus Christ
  - Demographics
    - Multi-generational
    - 3400 families
    - All ages
    - Large Hispanic population
- What is your focus and/or mission?
  - ---
- Is the site more for current members and staff, or are you more evangelistic?
  - Both, staff and congregation
- Do you have a tagline, and if so, what is it?
  - ---
- 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
    - Neil Kennedy open to helping if it looks like it may take too much time
- Diocesan Bulletin Salesperson
  - Greg Lambert
- How did you first hear about **Diocesan** (previously known as **Diocesan Publications** and **Trinity Publications**)?
  - Long-time relationship with Diocesan
  - Bulletin subscriber

### Thoughts for Website Design and Layout

- Design
  - Are you interested in a new logo?
    - No
      - Use one from the bulletin
      - Possibly need to clean-up
  - Logo and/or Organization Branding (**Colors**)
    - Current Colors
      - Color 1 (Aqua Blue)
        - R=50, G=167, B=169
      - Color 2 (Green)
        - R=0, G=111, b=81
      - These colors do not appear on the same logo, however color 1 has been used on our website, while color two is the “traditional” color of our parish, a celtic cross.
    - New Colors
      - N/A

- 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**
    - Ideas for **Site Navigation** (please choose one)
      - Use the site navigation on our current website
        - With some modifications as we discuss them
      - Additional ideas include: Sacraments, Get Involved, I'm New, Returning Catholics, etc.
        - We are open to new ideas of a better site structure and navigation
    - Ideas for **Featured Items** ("must have" top areas to highlight)  
(Even though everything will be listed in the overall site navigation, these are the key areas that we want to exclusively showcase on our home page.)
      - Examples
        - Mass Times
        - Bulletins
        - News and Events
        - Online Giving
      - Your Preferences Here
        - All of the above and items listed on our current website in the buttons/icons in the middle of the page
          - Mass times, calendar, Priest Schedule, readings, donate, homilies, bulletins, contact us, catholic resources, formed.
          - Note: our pastor really likes these icons/buttons and these should be incorporated into any new site
      - Featured Items (Style)  
(Please see our website gallery for ideas: [www.diocesan.com/gallery](http://www.diocesan.com/gallery))
        - Icon
        - [https://drive.google.com/file/d/0B\\_Cqop7bjYPnNfNqaHpnTFBpQTA/view?usp=sharing](https://drive.google.com/file/d/0B_Cqop7bjYPnNfNqaHpnTFBpQTA/view?usp=sharing)
  - **News and Events Area**
    - Primary
      - "News and Events"
        - Currently, we are using our homepage for this purpose, with each item linking back to a page with more details. We would like to keep this same format, but have the ability to categorize these items so that they show up on the home page and on the more detailed page at the same time without having to duplicate work.
    - Subcategories
      - Page / Post Combo
        - Spanish
        - Faith Formation
  - **Homilies**
    - Yes
      - Audio
        - We currently use soundcloud as our homily host.

- Soundcloud allows the creation of an RSS feed for podcasts and code for different iframes to add to our site.
  - Name
    - “Homilies”
- **Important Secondary or Third Party Links**  
(Please add to, modify, delete the following as needed.)
  - Custom
    - School
      - <http://www.stlawrencecatholicschool.org/>
    - Higgins Hall
      - <http://www.higginshall.com/>
  - Main
    - Local Diocese
    - USCCB
    - FORMED<sup>®</sup>
- **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...)
    - A full feed (keep and display as much of this content within our own website such as a scrolling list)
- **Online Giving**
  - Yes
    - <https://www.osvonlinegiving.com/190>
- **Social Media**
  - **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)
    - Use something like FlowFlow; similar to Diocese of Venice
  - Facebook
    - <https://www.facebook.com/stlawrencetampa>
  - Twitter
    - <https://twitter.com/SaintLawrenceCC>
  - Youtube
    - <https://www.youtube.com/user/StLawrenceTampa>
- **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.

- **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 4 weeks

## Thoughts for Website Development

- **Multilingual Option (Automatic Language Translation)**

- Yes (please choose your preferred languages)

- Spanish

- Include translator even though will have manually translated section
- Similar to Diocese of Venice (<http://dioceseofvenice.org/offices/offices-departments/hispanic-apostolate>)

- **Website Calendar(s)**

- **Current Calendar(s)**

- Our organization currently uses the following calendars (i.e. "Events Calendar")
  - "Calendar of Events"

- **Calendar Link**

- CalendarWiz (support code for iframes)

- [http://www.calendarwiz.com/calendars/day.php?crd=slcc&cid\[\]=173047&cid\[\]=173046&cid\[\]=117751&cid\[\]=99703&cid\[\]=99702&cid\[\]=91678&cid\[\]=92152&cid\[\]=92227&cid\[\]=92154&cid\[\]=92577&cid\[\]=93789&cid\[\]=92151&cid\[\]=92124&cid\[\]=91941&cid\[\]=91733&cid\[\]=92127&cid\[\]=92126&cid\[\]=91732&cid\[\]=91731&cid\[\]=91542&cid\[\]=91729&cid\[\]=191149&cid\[\]=91730&cid\[\]=91728&cid\[\]=91722&cid\[\]=91720&cid\[\]=91721&cid\[\]=107427&cid\[\]=91606&cid\[\]=91604&cid\[\]=191150&jsenabled=1&winh=917&winw=1680&inifr=false](http://www.calendarwiz.com/calendars/day.php?crd=slcc&cid[]=173047&cid[]=173046&cid[]=117751&cid[]=99703&cid[]=99702&cid[]=91678&cid[]=92152&cid[]=92227&cid[]=92154&cid[]=92577&cid[]=93789&cid[]=92151&cid[]=92124&cid[]=91941&cid[]=91733&cid[]=92127&cid[]=92126&cid[]=91732&cid[]=91731&cid[]=91542&cid[]=91729&cid[]=191149&cid[]=91730&cid[]=91728&cid[]=91722&cid[]=91720&cid[]=91721&cid[]=107427&cid[]=91606&cid[]=91604&cid[]=191150&jsenabled=1&winh=917&winw=1680&inifr=false)

- **Google Calendar**

- No

- **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?

- 2-3

- Website Admin Access

- Please list all **Full Access** users here:

- Deacon Cris Stout
  - [deaconcris@stlawrence.org](mailto:deaconcris@stlawrence.org)
- Neil Kennedy
  - [nkennedy@stlawrence.org](mailto:nkennedy@stlawrence.org)

- Are there any admin users needing **Limited** or **Special Access** (i.e. Mary Smith, Faith Formation category only)?

- Yes

- Spanish
- Possibly more (unsure at this time)

- Contact / Registration Forms

- Provided

- Contact Us

- Will you need additional, custom forms?
  - Ministries
    - Each of our ministry pages has a “contact us” form on it where people can send in questions related to specific ministries.
    - Those forms go to at least two people on staff to ensure that these questions are followed up on.
  - “Official” email address to use throughout the website (e.g. contact form, footer, contact page, etc.)
    - [info@stlawrence.org](mailto:info@stlawrence.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:
    - St. Timothy (Lutz, FL)
    - <http://sainttims.org>
      - Site is visually pleasing
      - easy to find pertinent information
      - and information can be found quickly
    - Church of the Nativity (Maryland, MA)
    - <http://www.churchnativity.com>
      - Great website
      - I really like the videos going in the background
      - menus are labels make sense to someone who is not Catholic and doesn't know the catholic jargon (RCIA, APA, EMHC, etc)
    - Diocese of Venice
    - <http://dioceseofvenice.org>
- Notes
  - Additional thoughts, options, ideas here...
    - Monsignor Michael Muhr, Pastor
      - Very into design and branding (photography, video, AV)
        - Likes white space
        - Everything he does is from his mobile phone
    - Mobile responsive is key
      - Weebly's iframes do not mobile respond
    - Header
      - Very interested having video in the slider/header
        - Make so they have access to update/change video/image
        - Examples
          - <http://www.churchnativity.com>
          - <http://stpeterdeland.org>
    - Featured Items
      - Use current on home page (10 icons)