The Linked Roman Catholic Communities of
St. Patrick's and St. Thomas Aquinas
(Binghamton, NY)

Your Information

- **Consultation Date**
  - o 5/31/18 (but older client)
- **Timeline**
  - o 3 months average (should be simple enough)
  - o Ideally by Friday, September 7th
    - ▪ For 9/9/18; Canonical Sunday on the 16th; internally the parish launches a week ahead of time on the 9th.
  - o "Sooner the better"
- **Organization Name**
  (Full name as you would like it to officially appear.)
  - o **The Linked Roman Catholic Communities of St. Patrick's and St. Thomas Aquinas**
    - ▪ Show St. Patrick always first?
      - • Yes, alphabetical (and older)
- **For churches, when specifically referencing your organization name and not the community/people, what do you prefer to go by?**
  - o "Community" as a whole
    - ▪ "Church" for individual instances
- **Organization Information**
  - o **St. Patrick's Catholic Church**
    - ▪ 9 Leroy St
      Binghamton, NY 13905
    - ▪ o: (607) 722-1060
    - ▪ e: stpatrick@sta-sp.org
    - ▪ http://stpatsbinghamton.org
  - o **St. Thomas Aquinas Catholic Church**
    - ▪ 1 Aquinas St
      Binghamton, NY 13905
    - ▪ o: (607) 797-4015
    - ▪ e: stthomas@sta-sp.org
    - ▪ http://sta-sp.org
  - o Your Time Zone
    - ▪ Eastern (EST)
- **Full Name of Pastor(s) and preferred salutation**
  (example: Fr. Tom Smith; goes by Fr. Tom)
  - o Rev. Msgr. John Putano, Pastor
    - ▪ Goes by "Monsignor Putano" verbally or "Msgr. Putano" in writing
    - ▪ "Laid back though"

- **Web Development Committee**
(Please list all members that will be present for the consultation and anyone else to be involved.)
    - o **Primary Contact(s)**
        - ▪ **Danita Fiacco**
            - Parish Administrator
            - danita@sta-sp.org
            - c: (607) 765-6208
            - Phone (spends her time at both locations)
                - o St. Thomas: (607) 797-4015
                - o St. Patrick's: (607) 722-1060
    - o Additional Members
        - ▪ Joe Ryan (summer 2018 only)
            - joeryan20@gmail.com
            - Seminarian
- **New Website is for**
    - o Parishes only
        - ▪ One website and installation only
            - However, DO NOT create individual sections such as this:
                - o http://sta-sp.org/**stpatrick**
                - o http://sta-sp.org/**stthomasaquinas**
        - ▪ Instead, all info is to be combined/shared in verbiage, content, and pages as much as possible.
            - Similar to: https://stjohndavison.org/
                - o i.e. one Ministries category for both locations
    - o Add a PCA (Pastoral Care Area) Tab/Category (see info under Cluster/Merger option below)
        - ▪ To showcase all other info and mass times for the other three locations.
- **Final Website Address**
    - o **http://sta-sp.org/**
- **Current Website Addresses**
    - o **Churches**
        - ▪ **Saint Patrick's Church (Binghamton, NY)**
            - http://stpatsbinghamton.org/
            - PHP/HTML; RVSiteBuilder
        - ▪ **St. Thomas Aquinas (Binghamton, NY)**
            - **http://sta-sp.org/**
            - PHP/HTML; RVSiteBuilder
    - o **School**
        - ▪ N/A
- **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
- **Are you part of a Cluster or Church Merger?**
    - o Yes , a PCA (Pastoral Care Area)

- **"Catholic Parishes of West Binghamton"**
  - Info per Diocese of Syracuse (https://www.syracusediocese.org)
    - https://www.syracusediocese.org/find-a-parish/display/22
    - https://www.syracusediocese.org/find-a-parish/display/23
    - https://www.syracusediocese.org/find-a-parish/display/82
- **Church of Saints Cyril & Methodius**
  - 148 Clinton St
    Binghamton, NY 13905
  - (607) 724-1372
  - http://www.sscyrilandmethod.org/
- **Church of the Holy Trinity**
  - 346 Prospect Street
    Binghamton, NY 13905
  - (607) 724-1372
  - http://holytrinitybinghamton.org/
- **St. James**
  - **St. James Church**
    - 147 Main St
      Johnson City, NY 13790
    - (607) 729-6147
    - http://stjamesjc.org/
  - **Saint James School**
    - 143 Main St.
      Johnson City, NY 13790
    - (607) 797-5444
    - http://stjamesschooljc.org/

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
      - Basic client support (phone and email)
      - And more
    - We agree for Diocesan to host our new website(s).
      - **Yes**
- **Email Setup and Management (Optional)**
  - No (Okay as-is)
    - Both churches use: @sta-sp.org (Google)
- **Domain Name (Optional)**
  - **Are you interested in a new website address (domain name)?**
    (We offer free domain name registration.)

- - - Parish: No
    - o **Management of Website Domain Name (Optional)**
      - No, keep as-is and with our current registrar.
    - o **Current Hosting Company Info**
      - 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:
        - www.srsplus.com
- **Current Technical Support Contact**
  - o Company or Individual
    - Original response
      - Kathy O'Brian
        - o Information Technology
        - o Our Lady of Sorrows Church (Vestal, NY)
        - o http://www.olsvestal.org/staff/view/id/8175
    - Possibly now
      - Fred Kelley
        - o IT Coordinator
        - o fred@sta-sp.org

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**
    - **Are you a Diocesan Bulletin subscriber?**
      - No
  - o **Mobile Phone App**
    - **Are you a Diocesan "myParish App" subscriber?**
      - Yes
        - o Two Apps, but same content except for parish info
        - o For website, just pull in St. Thomas Aquinas messages
          - Messages are duplicated on both App dashboards
  - o **Church Management Software**
    - o **Are you a Diocesan Publications "PDS Software" client (Parish Data Systems)?**
      - Yes, include the following
        - o **St. Patrick**
          - **Church Office**
            - Family Online Registration Form
          - **Formation Office**
            - Religious Ed Registration
        - o **St. Thomas Aquinas**
          - **Church Office**

- Family Online Registration Form
  - **Formation Office**
    - Religious Ed Registration

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?
    - More functional
    - Better
      - Communication
      - Web presence
    - More information
      - Events
      - PCA
      - etc.
  - What do you want to improve on your current website?
    - "Everything" ☺
    - More up-to-date
    - Linking to other Catholic resources
  - What areas and/or categories are you expecting to **use** the most (from an administration side)?
    - News
    - Events
  - What areas and/or categories are you expecting to be **viewed** the most (from the point of the user)?
    - Be sure to add, "Get Involved" featured item/button
    - Mass Times
    - Locations
    - Online Giving (need to help increase/promote this)
    - Events
      - Youth
      - Faith Formation
  - Describe the identity of your organization (personality, purpose, etc.)?
    - St. Patrick
      - Still known for its Irish background
      - "Quiet but mighty"
  - What is unique about your parish or organization? What attracts an audience to you?
    - St. Patrick
      - Fun events (party, 5k run, etc.)
    - Area
      - "Parlor City" (mansions now museums)
      - "Valley of Opportunity"
  - Describe your audience… (demographics, etc.)
    - Binghamton Area

- - "Aging population"
  - Binghamton School(s)
    - Large Sunni population
- o For Parishes, what is the size of your congregation? (Number of families.)
  - ---
- o What is your focus and/or mission?
  - "Showers for Hope"
    - Trailer(s) with showers for the homeless
  - Serving
- o Do you have a tagline, and if so, what is it?
  - Nothing official, but the goal is: "To Teach, To Serve, To Sanctify"
- o Content migration… how much and type of content to move to the new website?
  (Please choose one; these are rough figures only.)
  - None of it! (for both sites)
    - "Clean slate" per Danita
    - **Add access and training sooner than later for them to start adding/creating content as soon as possible**
- o Diocesan Bulletin Salesperson
  - N/A
    - But connected with Sales Manager, Mike Jurosky
- o How did you first hear about **Diocesan** (previously known as **Diocesan Publications** and **Trinity Publications**)?
  - Although not a bulletin client, felt our web and app options were stronger than the competition. ☺

Thoughts for Website Design and Layout

- **Design**
  - o **Are you interested in a new logo?**
    - Yes, most likely
      - Danita to confirm with Monsignor
      - Needs to be as simple as possible and cautioned Danita there is no room in the budget for anything more than updated text with a simple icon.
      - Options
        - Text only like
          - https://stjohndavison.org/
        - Simple icon with new text treatment
        - Previously mentioned a cross with a heart icon/logo that used to be shown on older bulletins
        - Sketches of both churches
          - Joe Ryan; "keep on same horizon line"
  - o **Logo and/or Organization Branding (Colors)**
    - Current Colors
      - St. Patrick
        - Green
      - St. Thomas Aquinas
        - Yellow
    - New Colors

- TBD
- **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:
    - Not 100% sold on anything at this point, but client likes the following
      - **St. Elizabeth (Port Neches, TX)**
        - o https://stepncatholic.org/
          - Mirrored in Publisher mock-up provided
          - Scrolling images
          - Key tabs
          - "Not feeling too busy"
      - **Corpus Christi Foundation (Holland/Zeeland, MI)**
        - o http://ccfoundationhz.org/
          - Clean
      - **St. Mary's (St. Clair, MI)**
        - o https://stmarystclair.org/
        - o Originally mentioned, a looooong time ago. Danita liked the look of the big, simple Featured Item buttons on this site (St. Mary's School, Food Pantry, etc.).
    - Overall
      - Monsignor likes
        - o Clean
        - o Uncluttered
        - o Rotating images
      - Keep traditional elements with modern design
        - o (texture, stained glass, architecture, etc.)
    - To unify both locations, focus on more of the vision as stated by the unofficial tagline…
      - 3 categories/columns/groupings showcasing
        To Teach | To Serve | To Sanctify
- Additional thoughts and dialogue will take place between our web designer and your organization during the next stage of the project, the Design Phase.

Thoughts for Development and Communication Components

- **Current News, Information and Events**
  - o Keep combined as a "News and Events" area
    - Primary
      - "News and Events"
        - o Combined for both churches
    - Secondary
      - None
  - o **Homilies**
    - Yes, "From the Pastor"
      - Various format options and items, depending on what Msgr. wants to showcase.
  - o **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
  - *And anything else from the App
- **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)

o **Online Giving**
  - Yes (already have)
    - St. Patrick's
      - https://stpatsbinghamton.weshareonline.org/
    - St. Thomas Aquinas
      - https://sta-sp.weshareonline.org/
  - Need to help client increase/promote this

o **Social Media**
  - Facebook
    - Link to come
    - A full feed
  - YouTube / Video Channel
    - Link / LiveStream info to come

o **Staff Directory**
  - TBD (Danita wasn't sure yet)
    - Simple (Included)
      - We're shy and displaying the standard contact information with NO staff photos at this time is fine.
    - Elegant
      - We would like to showcase all essential information in regards to our staff including a photo directory.
    - Combination
      - We would like to have incorporate a combination of the above such as having photos of the clergy, but not staff members.

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)**
  - Google
    - Primary
      - One main calendar for both churches

- o Link to come (currently under Danita's email, but client will switch to a generic gmail address such as office@sta-sp.org)
  - Faith Formation
    - o Link to come
  - PCA (Pastoral Care Area)
    - o Link to come
  - **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.)
  - o Standard
    - The Vatican
      - http://w2.vatican.va/content/vatican/en.html
    - Diocese of Syracuse
      - https://www.syracusediocese.org/
    - USCCB
      - http://www.usccb.org
  - o Custom to Your Organization
    - School
      - Link:
    - FORMED©
      - 744BBZ
    - Webcam
      - LiveStream info to come as mentioned under Social Media
- **Site Administration**
  - o Approximately how many people need to be trained on the new website?
    - 2+
      - Danita and Joe at a minimum
  - o Website Admin Access
    - Please list all **Full Access** users here:
      - Danita
        - o danita@sta-sp.org
      - Joe Ryan
        - o joeryan20@gmail.com
      - Fred Kelley
        - o IT Coordinator
        - o fred@sta-sp.org
      - churchadmin
        - o Generic
        - o Msgr. Putano
          - stpatrick@sta-sp.org
    - Are there any admin users needing **Limited** or **Special Access** (i.e. Mary Smith for the Faith Formation category only)?

- Yes
  - Evangelization
  - Faith Formation
  - Liturgy
  - Youth Ministry
- Contact / Registration Forms
  - Provided
    - Contact Us
  - Will you need additional, custom forms?
    - PDS forms listed above
- "Official" email address to use throughout the website (e.g. contact form, footer, contact page, etc.)
  - One email address for both locations
    - Email to come (xxxx@sta-sp.org)

- **Notes**
  - Additional thoughts, options, ideas here...
    - ---