

St. Mary Catholic Parish and School (Pinckney, MI)

Your Information

- **Consultation Date**
 - 2/1/18
- **Organization Name**
(Full name as you would like it to officially appear.)
 - **St. Mary Catholic Parish** (stated by client)
 - St. Mary Catholic Parish and School (or “Church and School”) ?
 - Confirm with client
- **Do you prefer to go by**
 - Parish
- **Organization Information**
 - Phone Number (Primary)
 - (734) 878-3161
 - Physical Address
 - 10601 Dexter Pinckney Rd
 - Pinckney, MI 48169
 - Postal Address (if different)
 - ---
 - Your Time Zone
 - Eastern (EST)
 - Additional Info
 - ---
- **Full Name of Pastor(s) and preferred salutation**
(example: Fr. Tom Smith; goes by Fr. Tom)
 - Fr. Dan Kogut
 - “Fr. Dan”
- **Web Development Committee**
(Please list all members that will be present for the consultation and anyone else to be involved.)
 - **Primary Contact(s)**
 - **Debbie Miller**
 - Financial Coordinator
 - (734) 878-3161 x219
 - dmiller@stmarypinckney.org
 - **Heather Shamp**
 - Administrative Assistant
 - (734) 878-3161
 - hshamp@stmarypinckney.org
 - Additional Members

- **Kim Hogan**
 - Administrative Assistant
 - (734) 878-3161
 - khogan@stmarypinckney.org
- **Sarah Salow**
 - Director of Religious Education
 - (734) 878.2217
 - ssalow@stmarypinckney.org
- **Veronica Kinsey**
 - School Principal
 - (734) 878.5616
 - mrskinsey@stmarypinckney.org
- **New Website is for**
 - **Combination (Parish and School)**
 - One site/install
- **Current Websites**
 - **St. Mary Catholic Parish**
 - <https://stmarypinckney.org>
 - **St. Mary Catholic School**
 - <https://stmaryschoolpinckney.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.)
 - **Employment Opportunities**
 - <https://www.dioceseoflansing.org/human-resources>
 - **Ministries & Teams Tab**
 - www.pinckneyknights.org
 - **PowerSchool**
 - <https://ps.selcs.org/public>
 - <https://icci.com/powerschool>
- **Current Website Format**
 - **WordPress**
 - Both, church and school sites
- **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 Google Apps
- **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.**
 - **Godaddy**
 - u: ---
 - p: ---
 - **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:
 - **ICCI Premier Technology Consultants**
 - **<https://icci.com/>**
 - u: ---
 - p: ---
- **Current Technical Support Contact**
 - Company or Individual
 - **Emilie**
 - **Technology Coordinator**
 - **stmaryadmin@stmarypinckney.org**

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 for more information.
(Choose one)
 - **Yes**
 - **Lead sent to app team (2/8/18)**
- **Church Management Software**
 - **Are you a Diocesan Publications "PDS Software" client (Parish Data Systems)?**
(Choose one)
 - **No (ParishSoft)**

Help Us Get to Know You

- **New Website Thoughts and Interests**
 - Why are you interested in a new website?
 - To create a stronger outreach tool
 - What are you looking to accomplish with the site?
 - To continue outreach
 - To turn visitors into potential parishioners/school families and for current parish members/school families to access resources quickly for their needs.
 - And someone who may not know about us, showing them how to take the next step.
 - How are you expecting it to be used?
 - By **potential** parishioners/school families
 - By **current** parishioners/school families
 - ...to access information about our Parish and School
 - What areas and/or categories are you expecting to **use** the most (from an administration side)?
 - Current Events/Calendar
 - School info
 - Prospective Families
 - Current Families
 - Religious Education
 - Sacrament-specific tabs with registration portal/form storage
 - RCIA tab - box for people to contact when interested/want more info
 - Youth Tab - space for form storage/ activity registration
 - Bulletins
 - Mass Times
 - Conferences
 - What areas and/or categories are you expecting to be **viewed** the most (from the point of the user)?
 - General information on St. Mary Parish
 - Mass Times
 - Bulletin info
 - Religious Education Info
 - Upcoming Events
 - Directions
 - Location
 - Describe the identity of your organization (personality, purpose, etc.)?
 - Fun loving
 - Open
 - Transparent
 - Service Oriented
 - Community Based
 - What is unique about your parish or organization?
 - Parish and School are under one roof.
 - Diverse community

- members from both the city and the country
 - variety of age-groups/life stages
 - (We might reach all of them right now, but they are in the pews!)
 - School is a safe haven where education, faith, preparation for life and service meet and take root in every child.
 - Noted for high test scores, small class sizes
- What attracts an audience to you?
 - Having a clear and concise website to attract potential parish and school families and yet be a one stop shop of resources for our existing parish and school families.
- Describe your audience...
 - Potential parish members who are Catholic and possibly Non-Catholic (potentially looking for info on the Catholic Church, in general).
 - Current parish members looking for current events on the calendar.
 - Members looking to see how to get more involved in St. Mary.
 - Seeking information on existing conferences within our parish and within the Diocese of Lansing.
 - Potential school families looking for the school accreditation, scores, unique information about the school that would make the family send their prize possession in life to St. Mary School.
 - An up-to-date website will demonstrate that our school is current with technology and is promoted in the school. Location of the school.
 - Families looking for a change from the public schools to send the students to St. Mary School.
- What do you want to improve on your current website?
 - To ensure the ease of uploading information to the website.
 - To add more compelling visual display with banners and use of weblinks.
 - Reduce number of clicks needed to access information.
 - Make the layout clean and clear, but provide us with more opportunities to house info on the site
- What is your focus and/or mission?
 - For both websites to be more clear and concise in a visual format.
 - Our current Parish mission is listed as:
 - As disciples of Christ, we the people of St. Mary's in Pinckney, desire to model ourselves after Mary, the Mother of God, by opening our hearts wide to Jesus Christ the Redeemer of the world. We dedicate ourselves to faithfully following the Vicar of Christ on earth, through the shepherd of the diocese. Inspired by the Holy Spirit, we commit ourselves to spreading the teachings of Christ by: evangelizing the youth of our parish, providing a sound Catholic education to all, and reaching out with fellow Christians to the greater community in charitable and loving service. Our goal as a parish family is to strengthen our life together by focusing on prayers and the sacramental life of the Roman Catholic Church.
 - School Mission:
 - We partner with parents providing a Catholic school rooted in the gospel teachings of Jesus Christ, modeled by Mary our mother, encouraging a virtuous life following the Catholic faith and pursuing academic excellence.
 - (We need to shorten and be more concise)
 - Maybe start with a motto that sits at the top or bottom of every page and leave this only on the home page/about us page?
- Is the site more for current members and staff, or are you more evangelistic?
 - More evangelistic for both the parish and school website
- Do you have a tagline, and if so, what is it?

- Parish
 - ---
 - School
 - Excellence in Faith, Scholarship and Service
- Content migration... how much and type of content to move to the new website?
(Please choose one; these are rough figures only.)
 - All
 - We want Diocesan to move everything from our current website(s) to the new site(s) and realize this will require more development time, and therefore, a higher cost.
- Diocesan Bulletin Salesperson
 - Brian Morano
- How did you first hear about **Diocesan** (previously known as **Diocesan Publications** and **Trinity Publications**)?
 - ---

Thoughts for Website Design and Layout

- **Design**
 - Are you interested in a new logo?
 - Yes
 - Logo and/or Organization Branding (**Colors**)
 - Current Colors
 - Blue (on current website)
 - White
 - New Colors
 - ---
 - 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**
 - **News and Events Area**
 - Parish
 - Main
 - "News and Events"
 - Sub
 - Religious Ed
 - Youth
 - School
 - Main only
 - "News and Events"
 - **Homilies**
 - Yes
 - Format options
 - Audio
 - Name
 - Title(s) here (e.g. "Pastor's Corner," "From the Father," "Weekly Homilies," etc.)

- To confirm with client
- **Site Navigation** (Initial Ideas from Client)
 - Welcome
 - Getting Started
 - What to Expect
 - Become a Parishioner
 - Become Catholic
 - Meet our Staff
 - Weekly Inspiration
 - Celebrate
 - Baptism
 - Confirmation
 - Eucharist
 - Reconciliation
 - Anointing of the Sick
 - Marriage
 - Holy orders
 - Funeral planning
 - Parish Life
 - How do I volunteer?
 - Faith Formation/Religious Education/Youth Ministry
 - All Groups
 - Give
 - Online Giving
 - Faith in the Future
 - To Do list
 - Give Feedback
 - Information
 - Parish Info
 - Event Calendar
 - Bulletins
 - Announcements
 - Facilities
 - Online Resources
 - Website Index
- **Important Secondary or Third Party Links**
(Please add to, modify, delete the following as needed.)
 - Local Diocese
 - USCCB
 - FORMED[®]
 - Radio
 - <https://avemariaradio.net>
 - Other
 - Alpha

- Get link from client
- **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 (already have)
 - <https://stmarypinckney.org/connectnow>
 - Additional info: <https://www.parishsoft.com>
- **Social Media**
 - Facebook (full feeds)
 - St. Mary Catholic Church
 - <https://www.facebook.com/stmarypinckney>
 - St. Mary Catholic School
 - Get link from client
 - St. Mary Catholic School (Parents)
 - Get link from client
 - Instagram
 - St. Mary Catholic School
 - <https://www.instagram.com/stmarypinckney/?ref=badge>
 - Confirm with client if above is correct, want Youth page only
 - YouTube / Video Channel
 - Links to come from Client
 - Want video for Parish
 - Want video for School
 - Other
 - ---
- **Photo Galleries**
 - Multiple (Parish and School)
- **Staff Directory**
 - Confirm with client whether they want just a standard staff page or fancier one with photos.
- **Bulletins Page**
(Your new site will automatically load and display your weekly parish bulletins, up to 12 weeks. Please state your preferred number of weeks to display for this bulletin archive.)
 - Current, + 4 weeks

Thoughts for Website Development

- **Multilingual Option**
 - **No**
- **Website Calendar(s)**
 - **Current Calendar(s)**
 - Google
 - Parish Calendar
 - School Calendar
 - **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?
 - 5-6
 - Website Admin Access
 - Please list all **Full Access** users here:
 - Parish
 - Debbie Miller
 - dmiller@stmarypinckney.org
 - Heather Shamp
 - hshamp@stmarypinckney.org
 - Kim Hogan
 - khogan@stmarypinckney.org
 - Sarah Salow
 - ssalow@stmarypinckney.org
 - School
 - Veronica Kinsey
 - mrskinsey@stmarypinckney.org
 - Vicki Smith
 - vsmith@smtamarypinckney.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?
 - Parish
 - None
 - School
 - Get in Touch
 - Scholarships
 - "Official" email address to use throughout the website (e.g. contact form, footer, contact page, etc.)
 - info@stmarypinckney.org
- **Other Websites and Ideas**

(Please view our gallery at www.diocesan.com/web/website-design or list any others you like.)

 - We really like the following:

- **Our Lady of Sorrows Community (Farmington, MI)**
 - <https://www.olsorrows.com>
 - **Possible landing page for new site**
 - 3 options
 - Parish
 - School
 - Religious Ed
 - Confirm with client, but they initially liked this format
- **Christ the King (Ann Arbor, MI)**
 - <https://www.ckcc.net>
 - Personally, I am not a fan of CKCC at all.
 - It is crowded at the top, and the tan on tan makes it hard to differentiate the buttons.
 - Also, the “Announcements” section on the bottom on the home page has too many words.
 - *(Not sure why client listed site, then. 😊)*
- **Our Lady of Good Counsel (Plymouth, MI)**
 - <https://www.olgcparrish.net>
 - Personally, I like the set-up of the calendar on the OLG home page better.
 - I think it’s easier to read.
 - I also love the “To the parents of young children” note found here <https://www.olgcparrish.net/new-here>
 - It’s such a beautiful message!
- **Holy Redeemer (Burton, MI)**
 - <http://www.holyredeemerburton.org>
 - Out of the three we provided, this is my favorite hands down.
 - It is clean and clear.
 - The few tabs across the top get visitors where they need to go easily.
 - And the index is an amazing idea.
- **Notes**
 - Additional thoughts, options, ideas here...
 - Client really wants to showcase and exemplify that they are one organization
 - Unify both parish and school
 - Want school on home page (one building)
 - Want a Testimonials widget