

St. Matthew Catholic Church (Charlotte, NC)

Your Information

- **Consultation**
 - o 6/8/17
- **Organization Name**
(Full name as you would like it to officially appear.)
 - o **St. Matthew Catholic Church**
- **Do you prefer to go by**
 - o Church
- **Your Location**
 - o Full Info
 - **St. Matthew Catholic Church**
 - 8015 Ballantyne Commons Parkway
Charlotte, NC 28277
 - 704.543.7677 (Office)
 - 704.542.7244 (Fax)
 - Email: office@stmatthewcatholic.org
 - o Physical Address
 - 8015 Ballantyne Commons Parkway
Charlotte, NC 28277
 - o Postal Address (if different)
 - P.O. Box 49349
Charlotte, NC 28277
 - o South Campus
 - 4116 Waxhaw-Marvin Road
Waxhaw, NC 28173
 - o Your Time Zone
 - Eastern (EST)
 - o Additional Info
 - ---
- **Full Name of Pastor(s) and preferred salutation**
(example: Fr. Tom Smith; goes by Fr. Tom)
 - o ---
- **Web Development Committee**
(Please list all members that will be present for the consultation and anyone else to be involved.)
 - o **Primary Contact(s)**
 - **Erin Dunne**
 - Communications and scheduling
 - erind@stmatthewcatholic.org

- 704.543.7677 x1031
 - **Julia Turner**
 - communications and bulletin editor
 - juliat@stmatthewcatholic.org
 - x 1056
 - **Heather King**
 - communications and social media
 - hking@stmatthewcatholic.org
 - x1065
- o Additional Members (Communications Team)
 - **Antoinette Usher**
 - Director of Operations
 - ausher@stmatthewcatholic.org
 - x1025
 - **Jim Alvarez**
 - Videographer
 - jalvarez@stmatthewcatholic.org
 - x1181
- **New Website is for**
 - o Parish only
- **Current Website Address**
 - o <http://stmatthewcatholic.org>
- **Current School Website Address**
 - o 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.)

 - o N/A
- **Current Website Format**
 - o Expression Engine
- **Are you part of a Cluster or Church Merger?**
 - o No

Domain and Email Management

- **Hosting (Required)**
 - o We agree for Diocesan to host our new website(s).
 - Yes
 - **(Client to be “grandfathered” in at previous rate of \$240 per year)**
 - o Current hosting company info (if different from Domain Name below)
 - **Hosting Company Link**
 - Username
 - Password

- **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.)
 - No
 - **If yes, do you have any idea(s) already for a new address?**
 - N/A
 - **Management of Website Domain Name** (Not required)
(Choose one)
 - No, keep as-is and with our current registrar.
 - Network Solutions
 - Username: ---
 - Password : ---
- **Current Technical Support Contact**
 - Company or Individual
 - Jim Stablein
 - jim@mediafluent.com

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
- **Church Management Software**
 - **Are you a Diocesan Publications “PDS Software” client (Parish Data Systems)?**
(Choose one)
 - Yes, to include:
 - Family Registration

Help Us Get to Know You

- **New Website Thoughts and Interests**
 - Why are you interested in a new website?
 - Easier to use
 - Administration
 - Viewer, parishioner
 - Lots of information – sometimes too much
 - Clean, more linear design

- Reach new people
 - Technology
 - All ages
- o What are you looking to accomplish with the site?
 - Draw people in
 - Engage them
 - Provide information quickly and easily
- o How are you expecting it to be used?
 - **Vast majority mobile device**
- o What areas and/or categories are you expecting to **use** the most (from an administration side)?
 - ---
- o What areas and/or categories are you expecting to be **viewed** the most (from the point of the user)?
 - ---
- o Describe the identity of your organization (personality, purpose, etc.)?
 - Vibrant, large,
 - welcoming,
 - service-oriented
- o What is unique about your parish or organization?
 - One of the largest in U.S., but still super easy to feel like home here
 - **Largest parish in the country**
 - o 11,000 families
 - o Average 2,000 per service
 - 2 campuses
- o What attracts an audience to you?
 - How very active our parish is,
 - how many different ways to serve,
 - curiosity regarding our size
- o Describe your audience...
 - Multi-generational,
 - mostly transplants to area,
 - many affluent professionals
- o What do you want to improve on your current website?
 - Ease of use on our end,
 - easier for users to find things,
 - cohesive design,
 - clean design,
 - allow different staff to make updates to their own pages
- o What is your focus and/or mission?
 - The Catholic community of St. Matthew seeks salvation through Jesus Christ.
 - We are transformed through prayer, acts of love, forgiveness, service and stewardship.
 - We invite and welcome all to receive God's love and mercy.
- o Is the site more for current members and staff, or are you more evangelistic?
 - More for current members
- o Do you have a tagline, and if so, what is it?
 - "Connected in Christ, moved by the Spirit!"

- o Content migration... how much and type of content to move to the new website?
 - 211 active pages
 - Move as much as possible
- o Diocesan Bulletin Salesperson
 - Greg Duncan
- o How did you first hear about **Diocesan** (previously known as **Diocesan Publications** and **Trinity Publications**)?
 - ---

Thoughts for Website Design and Layout

- **Design**

- o **Are you interested in a new logo?**
 - Yes
 - It would be nice to either have our current logo modernized and stylized (see Christ the King's logo),
 - or take a very high-quality pic of our window to use as new logo/
 - other team members say no
- o **Logo and/or Organization Branding (Colors)**
 - Current Colors
 - Lots
 - New Colors
 - Open
- o Additional thoughts and dialogue will take place between our web designer and your organization during the next stage of the project, the Design Phase.
 - Recreate current (make hi-res)
 - Update, make cohesive
 - Try to keep Holy Spirit "ribbon" (in texture)
 - High quality, regal
 - Vatican II parish
 - Traditional, but "bringing it to the people."

- **Layout and Structure**

- o **News and Events Area**
 - Main
 - Not stated in consult
 - **Page/post combo**
 - Faith Formation
 - Adult Faith Formation
 - Youth
 - o High School
 - o Youth
- o **Homilies**
 - Not sure, check with client (recently new pastor)
- o **Important Secondary or Third Party Links**
(Please add to, modify, delete the following as needed.)
 - Local Diocese

- USCCB
- Formed
- 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
 - Saint of the Day
 - **Format** (Please display this information as...)
 - Confirm with the client
 - o Guess/Preference: full feed
 - A simple link (open in a new browser window)
 - 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)
 - Faith Direct
- o **Social Media**
 - Facebook
 - St. Matthew Catholic Church
 - Twitter
 - @stmatthewnc
 - Instagram
 - Stmatthewcatholic
 - LinkedIn
 - St Matthew Catholic Church (Charlotte) – it's a group
 - YouTube
 - 3 channels so far
 - Remove ads
- o **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 + 8 weeks

Thoughts for Website Development

- **Multilingual Option**
 - o Yes
 - Spanish
 - Malayalam
 - Polish
 - Arabic
- **Website Calendar(s)**

- o **Current Calendar(s)**
 - Our organization currently uses the following calendars (i.e. “Events Calendar”)
 - St. Matthew Events
 - Faith Formation
 - Youth Ministry
 - Links (provided separately from the names above by the client. ☺)
 - https://calendar.google.com/calendar/embed?src=9je9nk3e999k80d2i675tk8hc0%40group.calendar.google.com&ctz=America/New_York
 - https://calendar.google.com/calendar/embed?src=l5pgk0ion13apsvfqbtokc5u98%40group.calendar.google.com&ctz=America/New_York
 - https://calendar.google.com/calendar/embed?src=mlisu5mi2641qhh4e5rl3r6t0o%40group.calendar.google.com&ctz=America/New_York
- o **Google Calendar**
 - Currently using Google calendars
 - Keep as-is, no need to create more
- o **Preferred Day of Week for the Calendar Display First?**
 - Sunday (default)
- **Site Administration**
 - o Approximately how many people need to be trained on the new website?
 - 4-5
 - o Website Admin Access
 - Please list all users here:
 - Erin Dunne
 - Julia Turner
 - Antoinette Usher
 - Heather King
 - Jim Alvarez
 - Are there any admin users needing limited or special access (i.e. Mary Smith, Faith Formation category only)?
 - Yes
 - o Adult Faith Formation
 - o Ministries
 - o Faith Formation
 - o Youth
 - o Contact / Registration Forms
 - Provided
 - Contact Us
 - Will you need additional, custom forms?
 - Family Registration (PDS)
 - Adult Faith Formation (?... confirm with client)
 - o “Official” email address to use throughout the website (e.g. contact form, footer, contact page, etc.)
 - communications@stmatthewcatholic.org
- **Staff Directory**
 - o Yes
- **Image Galleries**

- o Multiple
- **Site Analytics**
 - o Basic
 - o Google
- **Other Websites and Ideas**

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

 - o We really like the following:
 - Cathedral of Christ the King (Atlanta, GA)
 - I very much like Christ the King (ATL) site, but with a smaller banner picture. All points below reference the CTK website.
 - I like the Tagline featured (ours is Connected in Christ, moved by the Spirit)
 - Like schedule, directions, explore
 - Like the banner below with buttons for Mass schedule, bulletin, etc
 - Like the upcoming events highlighted
 - Like the banner under upcoming events with calendar highlights and link to full calendar
 - Also like the banner under that with big link to Diocese, USCCB (would we want St. Matthew School or MACS link?)
 - Also like bottom banner w logo, contact info, map, social media links and email subscription option
 - Like the static header of website with location, phone, email, app and menu
 - Like the social media buttons at top of menu section as well as the search function
- **Notes**
 - o Additional thoughts, options, ideas here...
 - o Use Metaslider or similar instead of Revolution Slider
 - o Cohesive look to everything (even though separate ministries, etc.)
 - o Want to integrate and brand everything (bulletin, app, web, magazine (new), TV (eventually)
 - o Page/post combos (see post categories above)