

Charlotte/Greece/Hilton Parishes Shared Website Initiative

May 3, 2023

Notes

Present: Doug Escher (Holy Cross/Our Mother of Sorrows), Gary Kern (St. John the Evangelist), Mike Maher (St. Charles Borromeo), Tom Miller (St. Mark), Chuck Romano (St. Lawrence), Tim Salata (St. Leo the Great), Karen Rinefield (convener)

Opening prayer

Introductions

- Karen: facilitating the work of the Pastoral Planning Task Force; will serve as convener and communications link with the task force
- Mike: computer engineer, software developer, Knights of Columbus, was part of the St. Charles task force that created their website
- Chuck: member of pastoral council, applications developer, doing a Master's in Theology online
- Tim: network administrator, software instructor, has previously served on pastoral council
- Tom: recently retired from SUNY RF, has 38 patents for printed circuit board development, set up AIM Photonics facility in the Rochester area
- Gary: member of pastoral council, IT at Kodak, teaches at MCC and St. John Fisher, webmaster and social media at St. John's
- Doug: member of Stewardship and Evangelization Committee at Holy Cross, on the Catholic Courier board

Discussion on creating a 7-parish website

- We need to develop clarity about the purpose of the shared communications, the content to be included (it should be a portal to different topics), what devices it can be viewed from, whether it will be multilingual
- Target audiences: newcomers, visitors, parishioners' area of interest
- Design: have categories rather than by church
- Share content for the following:
 - Mass and confession times on homepage
 - Directions to the churches
 - Holy Cross and St. Lawrence Schools, CYO (at Holy Cross, St. Charles, St. Lawrence)
 - An events calendar with shareable content—note: all parishes should have a standard one
 - A “blast” section about activities where parishioners from the other parishes are welcome
- Creating a website will be easier than maintaining it
- Who will be adding information? One from each parish? How frequently?
- This could be a tool for evangelization efforts and the work of the new evangelization committee
- We need to know the cost.
- Would we suggest other communications methods than a website? The parishes do already occasionally publicize events at neighboring communities—e.g., today Karen received notice about the St. Mark's “The Chosen” Season 2 through a flocknotes distribution from Holy Cross/Our Mother of Sorrows.
- We need to design something simple and easy to maintain.
- The shared website will not have a “contact” form and will not divert inquiries to a specific parish.

Homework

- Find out what your parish(es) pays for its website (e.g., hosting, domain registration, who maintains the website (manages content), what platform, tools used for content management, security, how much time is spent managing the parish website, event calendar technology, statistics (*below is a draft version of the information to collect from each parish*)
- Look at some other websites for multiple parishes or parishes with multiple churches, e.g.
 - Fulton Chain Catholics <http://fultonchaincatholics.org/>
 - Southeast Rochester Catholic Community <https://southeastrochestercatholics.org/>
 - Our Lady of Lourdes, Brighton and St. Anne, Rochester <https://www.ololsa.org/>

Next meeting (via Zoom): Wed., June 7 at 7:00 pm--Tim will set it up (or we can use the 40 minute free version and resume when necessary)

Information to collect as suggested by Gary—we will finalize by email on Tuesday, 5/16

WebSite (cost and platform)

- Domain Name
- Cost
 - Domain Registration
 - Hosting (who, cost, tools, content and services provided)
 - Content Management (effort or cost)
- Platform
 - Content Management Tool/Capability
 - Calendar

Analytics

Web Site:

- Source of Analytics
- Page Views
- Devices used to view website
- Viewed from locations (Domestic, International)

Facebook

- Page Views
- Followers
- Content/links

Twitter

- Number of Tweets
- Number of Followers

Other Social Media