

Charlotte/Greece/Hilton Parishes Shared Website Initiative

June 7, 2023

Notes

Present: Gary Kern (St. John the Evangelist), Tom Miller (St. Mark), Chuck Romano (St. Lawrence), Tim Salata (St. Leo the Great), Karen Rinefiord (convener)

Excused: Doug Escher (Holy Cross/Our Mother of Sorrows), Mike Maher (St. Charles Borromeo)

Opening prayer

Questions/comments regarding the website/social media information submitted from each of our parishes

- Our parishes use a wide variety of web suppliers.
- The costs did not seem to be that different.
- There seems to be a similar ability to collect data although for St. Mark's it is hard to get analytics while St. Leo's website is too new for analytics.
- We need to look at what we would get for the cost with any particular web supplier—e.g., St. John's gets a lot of Catholic content using Our Sunday Visitor.
- Is the data for Facebook realistic? We don't know what "reaches" means vs. "likes." Are those going on Facebook using it for Mass or for social activities only? Facebook has different communities of users.
- **Decision:** focus on a shared website now rather than including social media.

Conversation about a calendar on the shared website

- It would be ideal if parish updates to their calendar could update automatically on the common calendar—have an automatic export.
- The calendar is very important—it is where parishioners would go if they needed a different Mass time. Any changes in a parish's Mass times would need to happen on the shared website/calendar as well.
- It would be valuable to include parish events where people beyond the particular parish are welcome—e.g., garage sales, bereavement groups, bible studies.

Observations after reviewing other websites (Fulton Chain Catholics; Southeast Rochester Catholic Community; Our Lady of Lourdes, Brighton and St. Anne, Rochester)

- These are all parishes clustered under one leader while we have seven individual parishes which will all continue to have their own websites.
- These websites communicate their bulletin, staff, events.

Agreement to pursue a shared website for our 7 parishes.

- We will need to have agreement on what to include on the shared website. Right now we are thinking to include Mass and confession times, links to parish websites/bulletins, church addresses or a map, calendar.
- We should start small.
- How would visitors/newcomers and parishioners find our website?
- No easy answer for visitors/newcomers. When visiting a new area, we might go to that diocese's website to find parishes.

- It would be much easier to direct our parishioners to the shared website—e.g., links on parish bulletins and parish websites.
- The parishes need to determine how the shared website will be maintained and how information from each parish will be added.
- We foresee that events would need to be updated no more than once a week.
- Ecatholic.com was mentioned as a resource for designing parish websites.
- Could the diocese set it up? If so, would they bill us? How much? **Karen will contact the diocesan IT department.** [Response from Brendan Parker, diocesan web applications developer: I'd be glad to develop a website for all seven churches. There are no costs other than the domain name, which is just \$12.99 per year. (I imagine we will need a unique name where the website will reside.) Whether we do a site with one page or many, I would take a similar approach to development. I plan to discuss your needs and interests, create a composition to illustrate the proposed concept, and then build the site in a private place where we can monitor the progress. When development is finished, I will make it available to the public and, if desired, give staff the ability to edit the content.]
- We need a requirements document.

Homework:

- Look at ecatholic.com.
- Each member will draft a requirements document beginning with an outline/table of contents. These will be shared by the next meeting where we will work on creating a single requirements document from these drafts.

Next meeting: Wednesday, June 28, 7:00 pm via Zoom (tentative depending on the availability of Doug, Mike, and Gary)

- Tim will set up the Zoom and send an invite.