

St. John Vianney Catholic Church

2013-2014 Pastoral Council

SJV Website Report – April 2014

- Attendees: Jeremy Woolen, Jack McFadden & Jason Williams
- Jack gave the group statistics about the current SJV website
 - o Two-thirds of the visitors to the website via search
- Jeremy stated that Jesus should be the center
 - o This can be accomplished through
 - Imagery
 - Slide Shows
 - Stain Glass (The Holy Ones of Light)
 - Altar
 - Simple Words
 - Engaging categories & text
- Conclusions
 - o What is our message we would like to convey?
 - Should energize
 - Clear Vision
 - Utilized imagery from the Church
 - Should capture – This is how and who we are
 - o We need to capture our audience on the ‘first click’?
 - o We need to capitalize on our outreach Ministries
 - o Consider leveraging outsource sites such as Flickr
- Limiting Factors
 - o Lack of Communication of not only above Conclusions, but also of posting/updating accurate website information to the website
- Recommendations
 - o Need a clear and concise plan
 - o Need people to support & execute the plan
 - o Leverage those whom may be interested via public announcement (perhaps those taking Computer Literacy class in High School because it requires introduction to website design)
 - o Need to assign a sub-committee
- Websites visited during Meeting
 - o [St Ambrose Church](http://www.stambroseva.org) – www.stambroseva.org
 - o [St John the Evangelist](http://www.sjeparish.org) – www.sjeparish.org
 - o [Dynamic Catholic.com](http://DynamicCatholic.com)
 - o [AM Designs - Church Websites](http://www.amdesign.com/results/churches) – <http://www.amdesign.com/results/churches>
 - o [Cowboy Church of Ellis County](http://cowboyfaith.org) – <http://cowboyfaith.org>
 - o [Foothills Church](http://foothillschurch.com) – <http://foothillschurch.com>
 - o [Brandon Vogt](http://brandonvogt.com) – <http://brandonvogt.com>