

North Parish Website Redesign

North Parish of North Andover
Unitarian Universalist

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Ctr for Spiritual Renewal

Crossroads Coffeehouse

Interweave North Parish

North Parish is a Welcoming Congregation, consistent with the guidelines of the Unitarian Universalist Association. We actively welcome gay, lesbian, bisexual,

*a welcoming spiritual community,
where all are safe and free to
search*

Sunday services
9:00am and 11:00am
190 Academy Road, North Andover,
Massachusetts,
978-687-7948

- Join us for coffee after each service

Welcome Visitors!

Minister's Welcome
Visitor FAQ
Sunday Worship
New to UU?
Renting Space
Welcoming Congregation

Community Events

Date: Event name title etc blurb about the event. It shouldn't be all too long. There could be a bulleted list:

- this is item 1
- this is item 2
- this is item 3

More info...

Date: Event2 name title etc blurb. It shouldn't be too long.

More info...

Member Announcements

April 11: Budget Informational Meetings at 10:15 and 12:15. Please

Project Summary

Goals for website

Reflects and supports North Parish goals / plans

- As an **external marketing tool**, visually reflects North Parish identity, welcomes visitors, and makes it easy to find information
- Enables **internal communications** and marketing
- Supports **congregational operations** through extended functionality as workgroup tool
- Enables efficient, safe **content updates / maintenance**
- Meets section 508 **accessibility standards** and best practice web standards

How to do this?

- **Organizationally**

- Change our operational processes over next couple of years to support a site that is updated by more people

- **Technically**

- Improve site marketability and usability
- Increase functionality, features, content
- Use a Content Management System (CMS)

- **Culturally**

- Make people aware of the site, and ways they can interact with it. The more it gets used the more it will grow!

Implementation approach

3 Stages

- **Stage 1: “Fix it fast”** (June 2006) (this is where we are now)
- **Stage 2:** Add / increase CMS functionality (December 2006)
- **Stage 3:** Implement enterprise application interoperability (TBD)

Stage 1 details

- **Identify and fix worst problems**
 - Resolve broken or dead-end links
 - Clean structure, organization, and navigation
 - Update look and feel (minimal)
- **Improve accessibility and usability**
- **Add new content**
 - Develop minimal amount of missing content to accommodate new organization and navigation
- **Train Cindy** to safely update content

Current project status

- **Core team** and project infrastructure established
- Team email ([webteam@north parish.org](mailto:webteam@northparish.org)) set up
- Many **liaisons** identified (still gaps)
- **Coordination with Cindy** has begun
- **Content gaps** being identified
- **Improved navigation** schemes drafted
- **Improved visual look** drafted
- Website **survey** drafted
- **Content Management System** research has begun

Next Steps

- **Elicit essential content** from key stakeholder groups to fill gaps for June release
- Continue to **identify liaisons**
- **Create protosite**; user-test and review
- Establish **maintenance plan** for stage 1 site
- Begin to administer **survey**
- **Marketing ministry, anyone?**

Supporting information

The following slides detail the talking points presented in the previous section

Why a redesign?

- **Current site is broken**
 - Architecture not scalable
 - Navigation confusing and inconsistent
 - Broken links
- **Inadequate as a marketing tool**
 - Doesn't reflect NP at its best
 - Hard for visitors to find information
 - Visual presentation needs improvement
- **Doesn't support congregational operations**
- **Difficult to maintain and update**

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External marketing tool

- Highlighted **“visitor” portion** of site lets visitors quickly find the kind of information they need
- **Friendly, usable interface** draws in visitors and reflects North Parish identity.
- **Extended features and functionality** support communication with visitors (on-line forms, guestbook, streaming media of recorded sermons, etc.)
- **Content is current** and site well-maintained technically and architecturally

Internal communications tool

- **Easy to find, current information** about congregational community activities, services, events, committees
- **Important and timely information** is “pushed” to front page)
- **Online community** features engage members, create new avenues of communication, expression and data collection (e.g., discussion boards, wikis, polls, surveys, etc.)

Congregational operations enabler

- **Liaisons (and others) can update** discreet portions of content without risk to site structure and global features.
- **Members-only portion** with secure login lets members upload and download documents, update their own profile information, etc.
- **Database-driven** site — integrates with other technical applications, streamlining administrative functions such as updating member information and calendars, processing form data, etc.

Meets Section 508 and web standards

- **People with disabilities and the aging** population can access the site and retrieve information as easily as others
- **Site displays properly** in different browsers and internet appliances (e.g., cell phones, PDAs, as well as computers)
- **Interaction** with site is a pleasurable experience (usable, friendly interface)

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What is a CMS?

- A **Content Management System** is a computer software system for organizing and facilitating collaborative creation of documents and other content.
- There are **different types** of CMSs, such as Publication and Learning Management Systems
- A **Web Content Management System**
 - helps automate and decentralize various aspects of web publishing
 - provides secure way for non-technical people to contribute to the site through updating content, uploading and downloading documents

Scope, assumptions, constraints

- Scope is **redesign**, but **definition changes** with each stage
- **Limited budget** for development and maintenance
- Development team is **volunteer**
- **Schedule has most flexibility**, but still important to make critical changes quickly
- **Steady improvement** with periodic assessments, and reports from users, will measure success

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Stage 2

- **Architecture and design**: Revise
- **Content Management System**: Implement or verify and extend functionality
- **Content delivery plan**: Design role-based content delivery workflow and pilot training materials
- **Train** remaining liaisons to update content

Stage 3

- **Integrate CMS** with other church applications
- Implement other **complex functionality**
- **Modify** site as needed based on real-world feedback
- Finalize role-based **content delivery** plan
- Finalize documentation and training materials, **maintenance** plan

Phases for each stage

- **Project Definition:** Analyze organizational requirements and set up project
- **Architecture:** Design site architecture, analyze technical requirements, etc.
- **Visual Design:** Design interface, user and functional testing
- **Site Production:** Develop the actual site
- **Launch:** Test and go live
- **Maintenance:** Update and fix

Parallel work goes on

- **Stages and phases are overlapping** and iterative: As we work towards Stage 1 “Fix it Fast” completion, we are gathering information and making design decisions that will provide context for further Stages
- **Example:** Information from surveying liaisons will have more impact on Stage 2 than on Stage 1 implementation.

Roles and responsibilities

- **Webteam:** Design and develop website
- **Consultants:** Help Webteam with specific aspects (e.g., marketing, usability)
- **Web Liaisons:** Representatives of key stakeholder groups (e.g., staff, committees, affinity groups)
- **Reviewers:** Web liaisons + a set of individuals with high stakes (e.g., ministers, DRE)

Stakeholders

- **North Parish community:**
 - **Governance and committees** (key)
 - **Program participants** (e.g., parents of RE children, Adult spirituality participants)
 - North Parish **Members and Friends** at-large
- **Website visitors**
- **Worship service visitors**
- **Groups** that use our space regularly
- **North Andover/Merrimack valley** community
- **Social Action** partners
- Local **UU congregations** and wide world UU community

Web Liaisons

As stakeholder group representative, you

- **Facilitate communication** between the Webteam and your group
- **Help set requirements** by completing survey and reviewing website at different times
- Eventually, **ensure that your group updates** content for your part of the site
- Be a “**Website Evangelist**” !

Reviewers

- **Review** the site from time to time and give **feedback** to the Webteam, particularly as regards the goals of your stakeholder group
- Assist Webteam in **identifying liaisons**, as needed
- Be a “**Website Evangelist**” !

Liaisons for key stakeholder groups

- Still **gaps** for major stakeholder groups
- Groups have different “**weightings**” based on:
 - How important content is to marketing
 - How much content currently on site
 - How often need to update
 - Type of updating (e.g., create new pages vs. upload a file)
 - Level of involvement with site development
- “**Lighter**” groups may combine and use one liaison, especially at beginning
- **One liaison may serve 2 or more** groups (e.g., Laura is both Webteam and Interweave liaison)
- **Eventually, many people will be able to do simple updates** (e.g., changing details about an ongoing event of their group) with “member” access

Key Stakeholder Groups

LIAISON	STAKEHOLDER GRP
TBD	Governance
Paul Stewart.....	Finance
Cindy Sulesky.....	Staff
Jim Kazmer.....	Membership
TBD	Worship
Jen Shaw.....	Music
TBD	Building
Laura Landy.....	Webteam
Paul S, Bob J	Tech. Task Force
TBD	Publicity, Steepletalk

LIAISON	STAKEHOLDER GRP
Lauren Hartell.....	Sr Youth Group
Kevin/Lena Sparks...	Jr Youth Group
Bob Johnson.....	RE
TBD	CSR
Pat Grimm.....	Social Action
Mark Lemire.....	Coffeehouse
Laura Landy.....	Interweave
TBD	Program
TBD	Special Events
Cari Marchese (?) ...	People's Pantry
Dee Reimer (?)	Jericho Road

Secondary Stakeholder Groups

LIAISON	STAKEHOLDER GRP	LIAISON	STAKEHOLDER GRP
TBD	Caring Team	Leslie YL	Hospitality
TBD	Denomin. Affairs	TBD	Shawl Group
TBD	House & Grounds	TBD	Quilting Group
TBD	Building	TBD	Men's group
Joan Kulash	Green Team	TBD	Small Group Ministry
TBD	Partner Church	TBD	Ad Hoc and future groups and projects

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Marketing ministry, anyone?

- **North Parish needs a Marketing and Communications (Marcom) Ministry!**
- Could function similarly to Center for Spiritual Renewal, to coordinate marketing and communication activities
- Wouldn't be only group *doing* these activities, but would oversee efforts, provide framework, lend support, ensure some level of consistent message, etc., provide people to update website to fill voids
- Website team should be part of this ministry