



ANTIOCHIAN ORTHODOX CHRISTIAN ARCHDIOCESE
of North America

Department of Internet Ministry
Department Heads Meeting – April 4-5, 2017

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Mission Statement and Policies

Current from the website:

The Department of Internet Ministry serves the online communications needs of the Antiochian Archdiocese. The Department's team works to share the wisdom and expertise that exists across the workers and ministries of our Archdiocese, by sharing their stories and vital resources with the more than 90,000 monthly visitors to www.Antiochian.org.

Our work at the Department falls in to several different categories: administrative, technical, design, and editorial. Ongoing work includes the development of website content, features and functionality in support of the Archdiocese headquarters, as well as our dioceses, departments and organizations. Original content is also continually being developed and special projects completed.

Department of Internet Ministry Focus for the Next Version of the Website

Our focus will be to gradually change the current ***Archdiocese-Centric*** content and user interaction experience of the website to be more ***Parishioner- and User-Centric***.

To enable us to achieve that, we shall focus the effort on the following Content Types that would go on the website. The content types are driven by **our mission to represent the news of the Archdiocese' Hierarchs, its departments and organization, serve the liturgical needs of its parishioners and inform the seekers of knowledge about Orthodoxy.**

Content Types

- ⊕ Metropolitan and Hierarchs Activities
 - Biographies
 - Schedules
 - Daily/Weekly/Monthly.... Message to Parishioners
 - News and Activities (includes ordinations)
- ⊕ Archdiocese News
 - Categorized by Department and Diocese
 - Word Magazine Content
- ⊕ Archdiocese Resources
 - Liturgical Guide
 - Music Library
 - Daily Readings
 - Thought for the Day

- Church Calendar
 - Fasts,
 - Feasts
 - Events
- ⊕ Information on Orthodox Christianity
 - General Orthodox Christianity Information (Sacraments, Feasts, Liturgy, etc.)
 - Antiochian Orthodox Church Information
 - Saints Information (Icons and life)
 - Spiritual Guidance Information (Bible study, sermons, Bishop’s reflections, etc.)

While the above content types, describes the type of content that the website will contain, the way we present this to the website user will vary on the type of that user (new vs. returning or “information seeker” vs. “parishioner”) and be driven by how they want to interact with the website, whether on the **desktop/laptop computer**, their **mobile phone** or their **tablet**.

Pages/Focus

- ⊕ Parishioner

Flexibility to view By Day, By Week, By Month

- Church Day: Readings, Fasts, Feasts, Saints, Liturgical Guide - ***in the context of the Liturgical Cycle** (icons, images, colors, mood, etc. will reflect the liturgical calendar)
- Hierarch Activities
- Dioceses Events
- (additional features) Music or other Department events by choice (choice matches categorization of News – by department, by diocese, by word magazine content)
- ⊕ New Visitor
 - Flexible content type presentation to allow for changing user experience.

Excluded Content

It is important to note, that the following content will be excluded:

- ⊕ Any content not related to that listed in the Content Types section
 - Pan-Orthodox news, articles, job openings, events, etc. which do not have any affiliation with Content Types we are focusing on
 - Job Openings in the Antiochian Archdiocese
- ⊕ Content that has its own website
 - Parishes website and events that are purely for the local parish
 - Antiochian Village
 - Teen SOYO

We might decide to spin-off separate websites for The Order of St. Ignatius, Department of Christian Education, etc. and others, (same theme, but separate platform since they might have different content needs).

Resource Planning

- Ginny at 80hrs per month
- Peter at 40hrs per month
- Fr. Michael Habib and Michael Haddad volunteers

We handle anywhere between 6-12 post requests per week (based on the last month posts, which is also a low season). We expect in normal conditions between 15-25 posts per week.

In addition, we have recurring and daily posts going on – for example Great Lent content that gets re-cycled, Daily Readings, Liturgical Guides.

Other people working on the website:

- Fr. Andrew (Diocese of Charleston)
- V. Acker (Diocese of Charleston)
- C. Holwey (Sacred Music Department)
- Richard Barrett (Sacred Music Department)

Proposed Projects

Website Revamping Project

Two components:

1. Technology
2. User Interaction

Website Revamping Project – Technology Component

This is required due to the phased-out and unsupported technology platform that we are currently on. We will tackle this project in two steps:

1. Move the website from the current hosting provider to our own Archdiocese-controlled server so we can (a) reduce the cost of hosting, (b) properly patch and secure the unsupported technology (the current provider is requesting \$30,000 to \$35,000 to secure the current technology)

This work will be outsourced to an Indian company to ensure the proper transfer of the data and website. The estimated cost is about \$2,500-\$3,000

2. Identify the new technology which will replace the current technology. This is still in the process of being defined in parallel with the user interaction redo effort. Once the technology is identified, we will task the Indian company to transfer the relevant content from the old database and CMS system to the new technology. The estimated cost is about \$7,000 - \$12,000

For both steps, at least 2 bids will be solicited to do the work and the best offer (cost and quality) will be awarded.

Website Revamping Project – User Interaction Component

This effort is needed to revamp the website look-and-feel to match with the proposed vision for the website. The work will be primarily driven by 1 or 2 graphic designers who will be awarded the work after soliciting 2-3 bids. The graphic designer will be engaged for a period of time to allow them to:

- Wireframe and propose multiple design options
- Interact with the Archdiocese and the department decision makers
- Refine and consolidate the options into one proposed option
- Mock-up the option for desktop and mobile interfaces
- Refine the mock-ups
- Produce HTML and CSS code to reflect the new design

Once the HTML and CSS is completed, this will be handed over to the Indian company selected in the “Technology Component” of this project to deliver the final product.

Estimated Cost for the User Interaction Design and Producing the HTML/CSS Code is about \$25,000-\$30,000.

Proposed Budget

Strategy Presentation