

# HUUC Website Redesign Plan

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## Introduction

Heritage Universalist Unitarian Church is developing a redesigned website. Russ Araujo, as webmaster, is doing this work. The project was presented to the HUUC Board of Trustees in February, 2023, and the target for completion is the end of 2023. The project is limited to the website at huuc.net and may also affect the *Heirloom* newsletter; other aspects of church communication are outside the scope of the project.

This effort has three main objectives: to provide a more modern-looking website, to upgrade the website technology, and to reduce the time the webmaster spends each month on website work.

This Website Redesign Plan document provides high-level information regarding website content, homepage layout, the use of images, and technology. The plan is tentative and preliminary, for discussion purposes only.

## Summary of Key Changes

Briefly described below are some of the main changes from a website user perspective.

The homepage will have a more outward focus, with more content intended for visitors surfing the web for a possible church home. The style of the homepage will be updated, and there will be no sidebar.

The site navigation will be changed. The main menu will have slightly different choices, and will not use a cascading style of submenus. A set of “tools” links will appear above the main menu. Many of the random links that are at the bottom of each page will be moved to appropriate sections.

The list of upcoming activities and meetings will be moved into the body of the website, available with one click on the homepage but no longer displayed *on* the homepage.

For the images shown for individual activities and meetings, the website will use graphics that, with repeated use, become emblems of the particular type of event or meeting. There will be fewer unique, one-time-use images on the website. People submitting to the website may include an appropriate image to use with their article. Sunday worship services will continue to have unique graphics.

Some content of the current website will not be on the new website. Most of this will be content applicable to the past but not currently needed or kept up.

## Detailed Redesign Plan

### Site Content and Navigation

This content plan for the website reflects the content that currently is typically sent to the webmaster for the website and *Heirloom*.

### Navigation Available on Every Page

A “tools” menu bar at the top of every page will have links for:

- Calendar: Leads to a page with the Breeze calendar displayed
- Events: Leads to a page where all events, regardless of type or purpose, are listed
- Search: Leads to a page where the user can search the HUUC website
- Donate: Leads to a page with the pledge donation form
- Contact Us: Leads to a page with contact information

The main menu bar at the top of every page will have links as shown below. Detail for each link is described later in this document.

- About
- Worship
- Ministries
- Community
- Support

The footer area at the bottom of each page will contain an area with the church's name, address, phone number, administrator email address, the copyright notice, and links for the following:

- Privacy Policy
- Members' Area
- Webmaster email address

## Additional Navigation Available on the Homepage

One part of the homepage area will have a panel of "Other Links." These will include:

- Guestbook for online visitors
- Directions
- Current *Heirloom* Newsletter
- COVID-19 Policy
- Rental Information
- Turpin High School Parking

## Navigation Available in Individual Sections

When a user clicks on an item in the main menu bar, they will be taken to the overview page for that section.

On the left side of the page will be a column of links that acts as a detailed menu for that section. This same column of links will appear for any page in that section. Going to a page in a different section will result in display of a different column of links for the section.

This approach to navigation has two advantages. First, to go to a given page, all it takes is a single click or touch on a menu item, and possibly a single click or touch on the section menu. The "cascading" menus of the current website, in which a user needs to "hover" over a given menu items to go to a cascading menu item, can be hard to use, and are especially difficult for people accessing the site through a touch device such as a smart phone. (Although a separate "Touch" menu has been added to the current website to address this, it is not an optimum solution.) The second advantage is that it allows listing all of the items in a section all at once,

even subsections within subsections, and thus shows a list of all content in that section at a glance.

Each website section and its content is shown below. The left-hand menus will look similar to this. As with other parts of this Website Redesign Plan, it is subject to change.

### *About*

About Heritage Church (overview of the congregation)

Beliefs (page talks about freedom of belief)

- Mission and Vision

- Our Pledge for Living in the Spirit of Community

- Beliefs FAQ

Minister and Staff (has picture and brief bio of each person, with optional email address)

Governance (overview talks about congregational polity and congregational meetings)

- Constitution

- Affiliations (UUA, MidAmerica Region, UU Justice Ohio, UU Council of Greater Cincinnati)

- HUUC Board Members

Operations (overview)

- Committee on Ministry

- Communications

- Endowment Committee

- Finance Committee

- Personnel Committee

- Volunteers (A/R Treasurer, Music, Building, Grounds, Sharing our Abundance)

Membership (how to become a member)

History (brief overview starting with unitarian and universalist beliefs in ancient times)

- Unitarian Universalist History

- Heritage UU Church History

- Clara Barton Guild History

- “From the Archives” articles

Building (overview: year building was built, rooms)

- Wheelchair Accessible (including restroom that meets disability requirements)

- Rentals for Events and Groups

- Turpin High School Parking

### *Worship*

Worship at Heritage Church (general overview)

Special Worship (water ceremony, flower ceremony, all souls Sunday, vespers, pagan, labyrinth)

Worship Services (blurbs for: Sunday services, vespers services, pagan services)

- Speaker Biographies (linked to from specific worship service blurbs)

Worship Videos

Choir (Description and invitation to join)

UU Hymn Videos

Midweek Mindfulness

### *Ministries*

Ministries of Heritage Church (overview)

RE and Faith Development (description, then posts of any upcoming RE-FD events)

Caring Circle (description and how to contact)

Social Justice Collaborative (description, then upcoming justice events both HUUC and external)

Heritage Healthy Cooking Classes (description, then any upcoming cooking class events)

End-of-Life Ministry (description, including Heritage Acres, then any upcoming events)

LGBT Ally Curriculum

### *Community*

Community at Heritage Church (overview)

Columns and Essays

Groups

- Babes with Books

- Banned Book Club (description, then upcoming and past events)

- Clara Barton Guild Women's Group

- Healthy Lifestyles

- Men's Group

- Sing Out Sisters

Potluck Meals

Announcements

News Articles (for both HUUC and the wider UU world)

Opinions

### *Support*

Support of HUUC (overview, includes discussion of congregational life and volunteerism)

Stewardship

- Stewardship Campaign (includes explanation, online pledge form, and pledging FAQ)

- Stewardship Videos (members talking about what Heritage means to them)

- Stewardship Articles

Legacy Gifts

Fundraisers

- Auction (description, then any auction events)

- Book Sale

- Rummage Sale

Shopping Programs

Volunteering

## *Members' Area*

### *Not Password-Protected:*

Constitution (Bylaws) of Heritage Church (Same as under About → Governance)

Emergency Contact Information Form

Financial Reviews (articles by the Finance Committee chairperson)

Policies and Procedures

Website and Heirloom Submitter's Guide

### *Password-Protected:*

Board of Trustees Minutes, with Minister and Staff Reports

Church Directory

Congregational Meeting Minutes and Videos

Email Addresses of Staff and Volunteers

Financial Statements

Heirloom Archive

Town Hall Meeting Videos

Website and Heirloom Reference Documents

## Content That Will Not Be Copied to the New Website

Some content will be copied from the current to the new website, and some will not. A great deal of the content of the current website exists in past issues of the *Heirloom*, and can be found there if needed. Below are some content areas that will not be copied.

- The Wider UU World information for past events
- Worship Service blurbs for past services
- Opportunities for Faith Development (the one existing article, which is on volunteering, will be moved to Support Articles)
- Columns and Essays from the past (can be accessed in the *Heirloom* archive if needed)
- Announcements that applied to past events or situations
- News Articles that are older and/or do not have major news
- New Members featured in the past (can be accessed in the *Heirloom* archive if needed)
- Policies and Procedures: Will copy the policy manual, COVID-19 policy, and website content policy & submittal procedure. A majority of the other items are either in the policy manual or are out of date.
- Members' Area – List of Committees, Teams, Groups and Special Roles (some of this information will be in other sections of the regular website)
- Members' Area – Clara Barton Guild items (contains only one item that has women's retreat pictures from 2015)
- Members' Area – Town Hall Meeting Videos that are not the most recent video

## Content that May or May Not Be Available on the New Site

Whether or not the following content is on the new website will be determined in consultation with the people most involved with the content.

- Sharing Our Abundance links. Each Sunday's link is in the Zoom chat and also displays in the video, so a link on the website may no longer be needed.
- Reflections Archive. Potential visitors to church can now get a feel for Sunday morning worship, and hear sermons, from the worship videos on the website. Having text of selected sermons of the past may no longer be as useful.

## Homepage Information

The website homepage content will be designed for two target audiences: church shoppers and Heritage Church congregants.

For people who are looking on the Internet for a church to check out, the new homepage design will have an appealing, modern look, and will name the main types of things that Heritage offers: A sense of community; a place for children to receive religious education and adults to develop their faith; a place to celebrate life in worship and other ways; and a vehicle through which to have a positive impact on the world.

The homepage will characterize Heritage as a place allowing freedom of belief and a place that promotes the full participation of all persons without regard to race, color, sex, gender identity or expression, affectional or sexual orientation, age, mental or physical challenges, or national origin. (This list of areas of personal attributes comes from the Heritage Church constitution.)

For Heritage Church congregants, the new homepage design will emphasize events to which all people of the church are invited and which many will attend. It will name, and have links to, other main areas of content of the website.

Appendix A of this document shows a layout of homepage areas.

## Use of Images

When working on the current website, the webmaster spends a large amount of time on finding appropriate photographic images. One objective of the Website Redesign Project is to reduce the time required by the webmaster on a monthly basis. Therefore, a different practice will be used for images on the redesigned website, in order to reduce the time requirements.

Some pages will continue to have photographic images that are specific to Heritage and/or the topic of the page, and that are used on only that one page. For example, worship service blurbs will continue to have a unique picture for each service.

Some pages, especially those that have information on an event or meeting, will have a photographic image that acts as an “emblem” for that type of event. For example, on the current website, all notices of annual congregational meetings have a picture of the gavel and chime sitting on the pulpit, and that picture will probably continue to be used in the redesigned website. The practice of using emblems will be expanded to other types of events and posts where they haven’t been used before. People who submit articles will have the option to also submit a specific picture to be used in place of the emblem, provided the picture meets policy standards.

Some pages will not have photographic images. For example, the page describing the Committee on Ministry will be a new page, and currently there is no photograph or emblem associated with that committee. That page will probably not have a picture.

## Technology

Information technology systems of any sort need to be kept up-to-date with current or near-current technology. If they are not kept up-to-date, a time comes when there is a change in the external technical environment that causes the installed system to not work properly.

The website will continue to be hosted at a third-party web hosting company and will run on Linux servers there. It will continue to use WordPress.org software as its content management system (CMS). WordPress is the CMS used by nearly 50% of the world’s websites. It is open-source software available for free.

WordPress has undergone a revolutionary change since it was used in 2014 for the development of the church’s current website. At that time, people updating the website worked in what is now called the “classic editor,” which works like a word processor. Beginning in 2018, the open-source WordPress development team created and continues to enhance the “Gutenberg block editor.” This gives people updating a website much greater control over the website layout by providing “blocks” that can be placed and combined in various ways. Due to its greater flexibility, the Gutenberg block editor has much greater complexity.

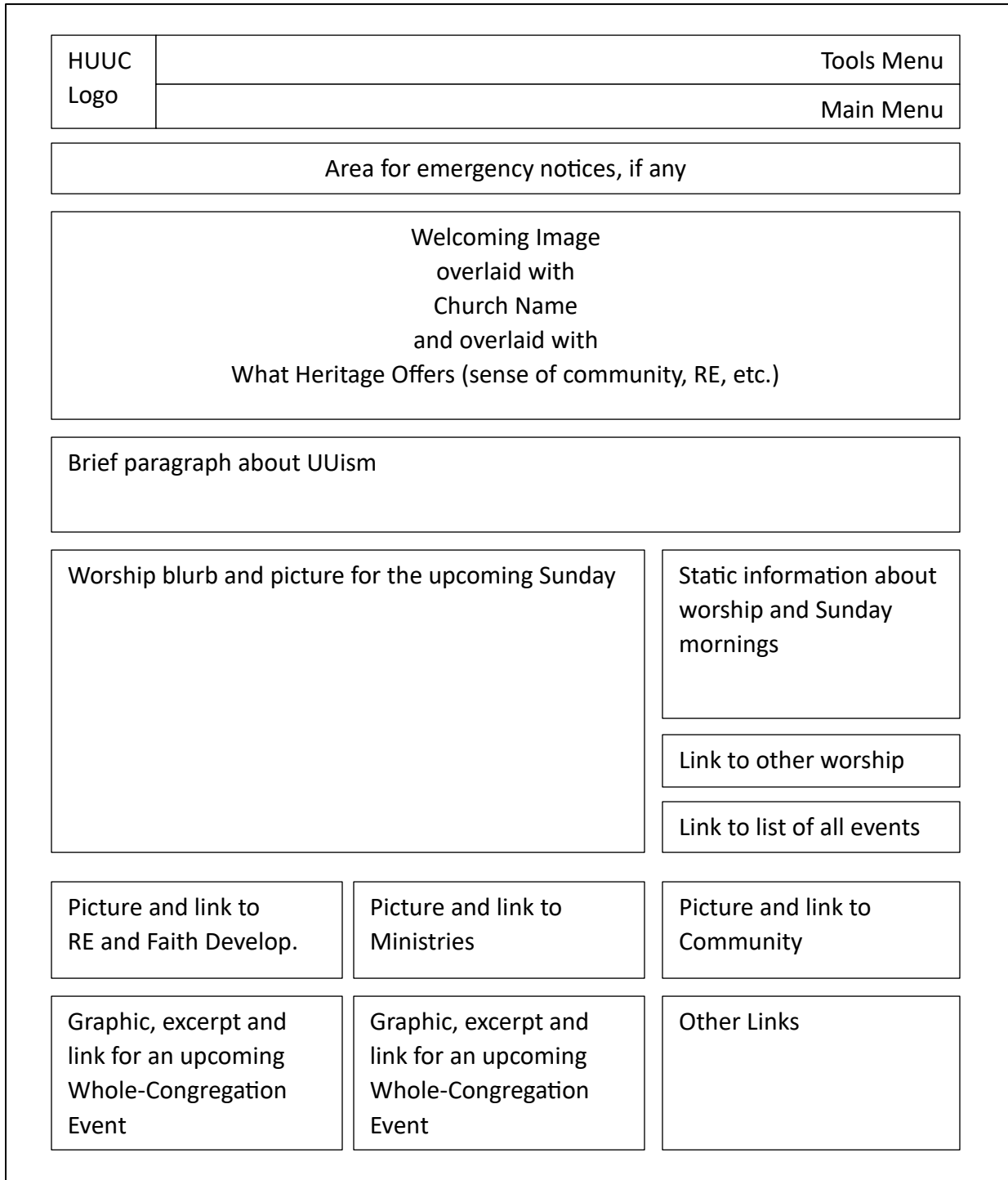
## Questions, Comments and Suggestions

If you have questions, comments, or suggestions regarding this website redesign plan, please feel free to contact Russ Araujo by email or phone call. The email address is russaraujo@gmail.com, and the cell phone number is 513-207-1336.



## Appendix A: Layout of Homepage Areas

The homepage layout is shown below on two pages.



Continued on next page.

Homepage, continued:

