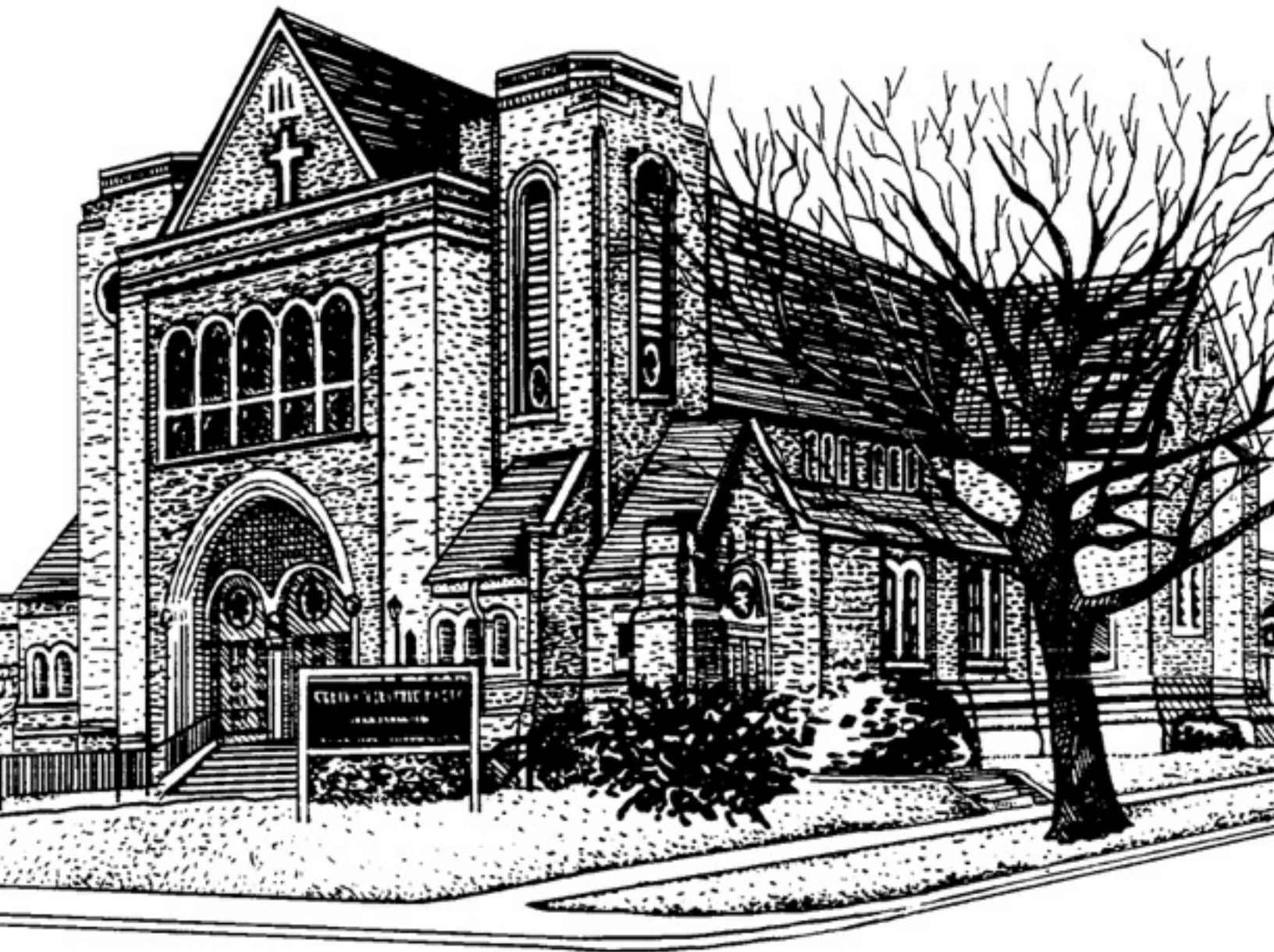


Corpus Christi Online

Web Ministry Two Year Plan



Corpus Christi online

Overview

Vision

The founding vision for the Corpus Christi web ministry is described in St Paul's first letter to the Corinthians.

...we, though many, are one body, for we all partake of the one loaf. ^{1 Cor 10:17}

Mission: the virtual in support of the real

Corpus Christi's online presence is meant to enhance the vibrancy of parish life and to serve as its natural extension of the real world experience of community enjoyed by our parishioners. These encouraging words guided us when we began:

"Without fear we must set sail on the digital sea facing into the deep with the same passion that has governed the ship of the Church for two thousand years. Rather than for, albeit necessary, technical resources, we want to qualify ourselves by living in the digital world with a believer's heart, helping to give a soul to the Internet's incessant flow of communication." Pope Benedict XVI, April 24, 2010

Today, we continue in our mission with Pope Francis's words as our compass:

"Let us boldly become citizens of the digital world. The Church needs to be concerned for, and present in, the world of communication, in order to dialogue with people today and to help them encounter Christ. She needs to be a Church at the side of others, capable of accompanying everyone along the way. The revolution taking place in communications media and in information technologies represents a great and thrilling challenge; may we respond to that challenge with fresh energy and imagination as we seek to share with others the beauty of God."

Pope Francis, 24 January 2014.

The Church in the community

The parish's digital activities serve as evidence of its presence in the online world, much like the church building serves as evidence of its presence in the physical world.

The public home page is accessible to everyone without registration or membership and it provides information on parish timings, contact details and announcements; it also lists parish groups and ministries. In addition to this, when parishioners sign up as members of the parish website, they join an online community in which they can interact with other parishioners and parish groups and ministries in a supportive online environment. This is also the case with the parish Facebook group.

Composition of the Web Ministry

Corpus Christi maintains its online presence through a website and a Facebook group and listings on Yelp and Foursquare. (there is an additional listing on joinmychurch.com which is not run by this ministry). Admins: Gavin Barrett and Rachel Fonseca. The site's monthly hosting fees and annual domain fees are funded by their direct donations.

Website: <http://www.corpuschristichurch.ca/>



Website Membership

The website has grown to 398 members since our last report (when it had 314 members). Members continue to come to us by way of (ranking in descending order) a web search such as Google, Bing or Yahoo, through referrals from parishioners or friends, via the Archdiocese of Toronto parish directory listing, or after seeing the url

in the parish bulletin. 95 members are men, 208 are women. 48 are people who would like to join Corpus Christi Parish. Speaking on a purely numerical basis, parishioners are fully represented on the website, with more than one web member for every parish household.

Community activity

The site lists 24 parish groups. Since its inception 130 parish events have been promoted via the site.

Facebook: <http://www.facebook.com/groups/corpuschristitoronto>

The parish Facebook group lists 30 members (up from 24) and promotes the same events as seen on the site. Members are active sharers on a number of topics ranging from liturgical music to Catholic leadership and evangelization to Vatican news and news from parishes and archdioceses around the world.

The screenshot displays the Facebook interface for the 'Corpus Christi Church Toronto' group. At the top, there is a cover photo of a church building with a 'Change Group Photo' button. Below the cover, the group name 'Corpus Christi Church Toronto' is shown as a 'Public Group'. Navigation tabs for 'Discussion', 'Members', 'Events', 'Photos', and 'Files' are visible, along with a search bar. A post by Christopher Klerens is highlighted, dated 23 June at 17:15. The post text asks if 'Alpha' could be tried at the church and includes a video player for 'Alpha in a Catholic Context Introductory DVD (extended version) - English'. Comments from Linda Taylor and another user are visible below the post.

Two Year Plan

The two year plan for the web ministry is divided into two themes/ goals and planned actions designed to meet those goals. They are: 1. Unity in Community and 2. Ministering to Ministries.

Unity = Community: Goals

- ❖ Enhance the vibrancy of parish life and to build parish unity.
- ❖ Continue to act as a natural extension of the real world experience of community enjoyed by our parishioners.
- ❖ Be an active online presence and model within our own Archdiocese and a model for other parishes and Archdioceses
- ❖ Act as a digital conduit of information and sense of body between the parish and The Holy See.

Unity = Community: Actions

- ❖ Web “community” promotion; encourage online expression of community by promoting participation of parishioners across 3 streams: web, FB and mobile (possibly Twitter). *Mobile by July 2016. Twitter by July 2017.*
- ❖ Maintain and update Archdiocesan information on our site as and when it becomes available. *Current/Ongoing*
- ❖ Contact Vatican for the use of the Vatican.va widget for web and mobile and implement once access is granted, stream the Pope Francis’s twitter feed @Pontifex and post his sermons in the discussion forum set already for this purpose. *Vatican response: 1 August 2015; for implementing 1 September 2015*
- ❖ Enhance site for multi-screen use by providing mobile optimized version. *By July 2016.*

- ❖ Support coordination for other groups outside on FB as/if required; for example; parish youth group (currently dormant). *Current/Ongoing*
- ❖ Act as a record of successful parish community events through posts and the photo gallery. *Current/Ongoing*
- ❖ Keep most current bulletin posted on the site; requires timely logistical support from parish office. *Weekly/Ongoing*
- ❖ Maintain updated announcements of parish births (if supported by parish office) and deaths/funerals. *Current/Ongoing*
- ❖ Promote the use of the website by introducing it to parishioners as part of Sunday announcements. *May 7/8, 2016 - May 8 is World Communications Day and Ascension Sunday.*

Ministering to Ministries: Goals And Actions

- ❖ Goal: strengthen the presence and ministry of the Church in both the online and geographic community senses.
 - ❖ Action: Keep website current and updated: *Weekly/Ongoing*
 - ❖ Action: provide mobile optimized version to allow members mobile access to: Latest Activity feed, Forum, Events, Forums, Photos, Groups, Donate, Catholic News and the pope's twitter feed @Pontifex. *by July 2016.*
- ❖ Goal: support and encourage participation in the liturgy and other parish devotions.
 - ❖ Action: Keep mass and devotion timings current and updated, in the events section of the site; requires timely logistical support from parish office. *Weekly/Ongoing*
 - ❖ Action: provide a music player with streaming liturgical music for the current cycle of the liturgy: *With each liturgical cycle.*
 - ❖ Action: provide mobile and web site viewing of iBreviary. *by July 2016.*

- ❖ Use e-blast judiciously to promote awareness of services / timings / timing changes (possible when supported by pastor / parish office). *Current/Ongoing*

- ❖ Goal: support and encourage participation in parish community events.
 - ❖ Action: Continue posting and promotion of parish community events / activities. (when supplied by ministry heads / organizers). *Current/Ongoing*
 - ❖ Action: Keep events and activities current and updated, in the events section of the site; requires timely logistical support from parish office. *Current/Ongoing*

- ❖ Goal: support and promote new initiatives for youth, young adults, families, and seniors.
 - ❖ Action: Continue posting and promotion of youth and family activities. (when supplied by ministry heads / organizers). *Current/Ongoing*

- ❖ Goal: support and promote the efforts of the archdiocese.
 - ❖ Action: Ongoing coordination with archdiocesan web services and integration with them as / if required *Current/Ongoing*
 - ❖ Action: post updates and letters from the Archdiocese *Current/Ongoing*
 - ❖ Action: add Archdiocesan Online Giving tools to the website. *by July 2016.*

- ❖ Goal: support parish governance, capital resource management and promote transparency as per Canon Law.
 - ❖ Action: Continue posting of parish financial reports and similar documents as before. *by July 2015.*
 - ❖ Action: maintain and forward the suggestions in the suggestion box forum on the site, and implement website suggestions whenever possible. *Current/Ongoing*

- ❖ Action: add Archdiocesan Online Giving Parish page to the website. *by Dec 2015.*
- ❖ Action: support and promote capital campaigns online. *by Dec 2015.*

- ❖ Goal: support and promote collaboration within and between ministries.
 - ❖ Action: offer one-on-one telephonic walkthroughs with ministry heads to guide them on how to use the website to best advantage for communicating with ministries. *Begin by Dec 2015.*
 - ❖ Action: Post ministry updates and activities in the events section of the site; requires timely logistical support from ministry heads. *Current/Ongoing*

- ❖ Goal: support and promote a sense of connection to the universal Church.
 - ❖ Action: continue posting updates and links from the Vatican *Current/Ongoing*
 - ❖ Action: continue posting updates and links from archdioceses around the world. *Current/Ongoing*

- ❖ Goal: greater online accessibility for parishioners, in keeping with AODA.
 - ❖ Action: Begin accessibility education for parishioners:
 - ❖ Action: Orientation on how to use built in browser tools. *by July 2016.*
 - ❖ Action: two workshops modelled on the Seniors In Cyberspace programme to help seniors and the disabled with navigating the website or the FB group *One by July 2016 and the 2nd by July 2017.*
 - ❖ Action: Continue high standards of web community moderation as reflected in the detailed terms and conditions, as laid out on the website and in the Facebook group. *Current/Ongoing*

- ❖ Goal: help the parish grow / support parish growth
 - ❖ Action: respond rapidly and efficiently to parish website membership requests .
Current/Ongoing
 - ❖ Action: maintain thorough statistical reports of website use. *Monthly*
 - ❖ Action: connect applicants who want to become parishioners to the parish office so that they can register. *Current/Ongoing*