

Annual Report - 2006
Web Site Working Group

WSWG MISSION

The Web Site Working Group seeks to facilitate open communications among the various constituencies within our church family and the larger community.

HISTORICAL PERSPECTIVE

The Church Council authorized establishing a World Wide Web presence on the Internet with a domain name northhavenucc.org and hosted externally by a third party hosting ISP near the end of 2004. Our web site officially went ‘live’ on December 17, 2004. The primary objectives for this initiative is to enhance communications between and among members and friends, provide a accessible repository of shared resources, and to increase visibility to the larger community.

RECOGNITION OF NHCC’S EFFORTS

Based on our work in developing web-based privacy and publishing policies, the WSWG has been invited to assist in planning a Connecticut Conference sponsored Forum focused on helping other Connecticut UCC congregations develop policies associated with web-based publishing.

News Feed: If you haven’t already seen it, the NHCC is the only church in the Connecticut Conference that publishes a news feed. Currently, the CT UCC posts our news feed on their site which is automatically updated by us.

WEB SITE ACTIVITY

The number of web visitors in 2006 was 22,984, up 441 percent over the number of 5,216 visitors we had in 2005.

MONTH	VISITORS	DISTINCT ORIGINS
2005	5,216	2,066
January	997	344
February	1,682	549
March	1,242	437
April	1,098	394
May	1,919	458
June	2,247	457
July	1,656	435
August	1,801	377
September	2,146	494
October	2,576	584
November	2,143	516
December	3,477	760
TOTALS	22,984	

Since its inception on December 17, 2004, we’ve had 28,244, visitations [not necessarily distinct] that originated from 4,545 distinct Internet addresses.

MAJOR SITE CHANGES

From its modest beginnings, our site now consists of more than 175 displayable documents supported by some 500-plus additional files and several databases.

During 2006, the site has grown both in sophistication and in complexity, thanks to the generous feedback of members who have visited the site.

Areas developed during this year include:

- Web Emergency Broadcasting System: During last winter when we had snow cancellations, we responded by developing a method to post special emergency messages on our site that can be easily administered by our ministers.
- Lectionary Readings: Thanks to Ken Welch for suggesting this area and Carol Munson who volunteered to manage the data entry for it, we can more easily prepare for worship and review what we’ve learned.
- Weekly Sermons: Those who couldn’t attend services can now read and study the lessons summarized by our ministers.
- Council Minutes: The Church Council has approved the concept of publishing its Minutes on our web site. While the Council Minutes are not yet available, the Minutes of the Board of Finance have been online since 2004. We hope and trust that other Boards and Committees will also use this service to enhance communications.
- Gallery of Events: A place where we can post short photoessays of events that serve to characterize our community.
- The Window: We experimented with making *The Window* downloadable from the web site but were not successful. We hope to resurrect this project when we could solve certain page size and formatting issues so that people near and far can have real-time access to our newsletter.
- Monthly Pastor’s Letter: With the help of Carol Munson, we loaded all the Letters starting with

January 2005 and continue to add new items monthly as they become available

- **Library**: We developed our Online Library to be a repository of documents of interest to our members and friends. Currently, our By-Laws, Safe Church Policy, and the 2005 Annual Report are some of the items available. If there are other documents that you believe should be available from the site, please let us know.
- **Leadership**: In a continuing effort to provide open communications, the WSWG developed the technology to allow anyone to email* any Board and Committee member directly from our web site without disclosing the member's email address [*available only if the member has given permission to receive emails].
- **'Add Your Event'**: We've provided a link to a convenient, easy-to-use form on the Calendar page to allow people to add an event to the online calendar. For security reasons the form gets mailed to us for subsequent entry into the live database.
- **Volunteer Opportunities**: You can now find a list of opportunities to volunteer your time and special talents.

FUTURE EFFORTS

Projects we have on the drawing board include:

- **Streaming Audio**. We are exploring the possibility of providing a way for people to hear our minister's sermons directly from the web site.
- **Posting Meeting Agenda**. In an effort to widen member interest in the work of done by our boards and committees we encourage our

leadership to make their Agenda and Minutes available online.

ROADBLOCKS TO GROWTH

Our web site is becoming a useful tool to many in our church community. For this usefulness to continue and grow the WSWG needs your non-technical help.

- **Upload new information**. Some of the areas in need of frequent information uploads include the Calendar of Events, Sermons, Pastor's Monthly Letter, and Volunteer Opportunities. The WSWG has already developed user-friendly data entry forms to make this activity very easy for almost anyone.
- **Write short pieces about what's going on**. Shared memories are an essential building block for building community. We are involved in a rich array of events and activities that we could share. Wouldn't it be nice if we were able to read first person articles from our youth about what they learned during their Mission Trip? Pictures would help the rest of our community understand how hard they worked.

A FINAL COMMENT

Our web site can be a useful vehicle for disseminating and collecting information as well as providing a convenient way for visitors to directly contact our ministers, church office or lay leadership on an individual basis. The WSWG encourages each of us to consider how the web site might help solve communications or data collection projects. If you're not sure we can help you, please contact us to get a fresh pair of eyes to look at your project and suggest possible alternatives.

Respectfully Submitted,
Philip T. DiPeri
Web Site Working Group