

St. Irenaeus web design Kickoff

Expectations

Siena Mara Design & St. Irenaeus Institute Web design Kickoff meeting

The goal of this meeting is to provide an overview of what it's like to work with Siena Mara Design, and to outline project expectations and processes.

General overview

- Overview of the Siena Mara Design process (workflow, communication expectations, communication tools, office hours, etc.)
- Identify decision makers and roles & responsibilities:
 - Aaron is decision maker
 - Josh is a "consultant"
 - Josh must always review
- Overview your organization's mission and general goals
 - Primary goal: 2/3 brand awareness
 - Secondary goal: 1/3 donor facing
 - Overall institute goal: developing own internal programs and initiatives, making them known to Catholics in the greater MKE area
 - Fostering legitimacy for Institute (i.e., cultivating proper brand image) *so that* others engage and spread the word
 - *or so that* the Institute can be widely known as the go to for deeper intellectual formation for MKE Catholics *so that* the Catholic intellectual tradition in Church in MKE
- Drive engagement to events
- Branding notes:
 - Retrieving Tradition, Renewing Faith
- CTA to support and connect build partnerships/donor/volunteer

Project overview

Deliverables

- Mobile-responsive website, up to 4 pages (not including 404 page, privacy page)
- Analytics integration (if opting for Webflow), account and third-party software linking (such as newsletter API and donation portal)

Timeline

- 6 weeks, second week of May (May 10) at latest

Project expectations

- Visually appealing website that adds credibility to the website and brand
- A website that draws someone in

Web development platform options

- Squarespace or Webflow
- @Joshua M @Aaron E We can determine this at a later date, no later than final approval for high-fidelity wireframes

Web fees, licenses, etc.

- Fees and licenses are paid for by the client, however the first year of hosting is complimentary
- @Joshua M @Siena H : Another thought I had recently. We currently have the domain @stirenaeusinstitute.org. Having used it for a few months now, I can say it's quite a mouthful to both say and type. I recall Siena once suggested a .institute domain (e.g., starenaeus.institute). I've found myself intrigued by this option recently. It feels more elegant and balanced than starenaeusinstitute.org. Two questions: (1) What are your guys' thoughts about it from a practical/aesthetic perspective; (2) I don't think it would be difficult to change now, being so early, but I wonder how disruptive it would be and how that disruption could be managed (if we wanted to make the change).

Brand guidelines & brand strategy

- Primary audience: Intellectually curious lay Catholics in the Archdiocese
 - 20s-30s: single, lay Catholics, students, seminarians
- Secondary audience: Next steps are expanding to college age and priests
- Generally: students, scholars, lay Catholics in MKE

Action items

- ✓ [@Aaron E](#) write up persona for Chris Suhomsky
- ✓ [@Joshua M](#) write up for Simeon
- ✓ [@Siena H](#) Send Webflow & Squarespace comparison guide, project milestone guide
- ✓ [@Aaron E](#) [@Siena H](#) Determine date of Milestone 1: Page Structure strategy meeting (note this will be a 1.5 hour long meeting)

Audience Personas

Simeon B. [@Joshua M](#)

Age: Early 20s

Occupation: student

Education level: bachelors degree (in progress)

Religious beliefs/political identification/etc.: faithful Catholic

Marital Status: single

Income:

Location:

Personality traits: involved at Newman Center and Cor Jesu, intellectually sharp and curious

Interests/hobbies:

Social networks (facebook, instagram, etc.):

Preferred method of communication:

Where they get information from (specific news outlets, publications, podcasts, personalities, etc.):

Goals: desiring to learn more about the Catholic faith and to take a course for credit if offered

Fears:

Obstacles to goals:

How they feel in response to these obstacles:

Other notes: not yet a regular participant in St. Irenaeus Institute events (i.e., Fides Patrum) but likely would if something fit with his school schedule/coursework or was integrated with his other social engagements (such as bringing together other college students from the Newman Center)

Chris S. @Aaron E

Age: mid-30s

Occupation: works in business world in IT

Education level: bachelor's at Ave Maria Univ.

Religious beliefs/political identification/etc.: strong Catholic / conservative

Marital Status: married with five children (hoping for more!)

Income: very rough guess ... \$120K?

Location: rural area just outside Mukwonago

Personality traits: devoted and intellectually curious lay Catholic; seeking to raise his children deep in the Catholic faith; children are homeschooled (using [Kolbe Academy](#)); associated with nearby Catholic classical school ([St. James the Less](#)),

which is run by a very close friend; has a particular love for the riches of historic Catholic tradition (e.g., once/month family attends Latin Mass at St. Stanislaus)

Interests/hobbies: avid small farmer/homesteader (lover of Wendell Berry and connection of Catholic faith + agrarianism + localism)

Social networks (facebook, instagram, etc.): none, I believe

Preferred method of communication: text and email (though perhaps also old-school mail)

Where they get information from (specific news outlets, publications, podcasts, personalities, etc.): subscribes to [New Polity](#)

Goals: see the Church recover/lean into the fullness of her faith and practice (in liturgy, doctrine, etc.)--this is more like a hope, and it's related exclusively to the faith; I don't know what Chris would say his life goals are; perhaps a more personal goal related to the faith might be to grow in understanding of how the Catholic tradition speaks with sophistication and nuance to the cultural (and ecclesial) challenges of the day (e.g., technology/AI; politics and the economy; food, farming, local agriculture; the vocation of the family (& father) in the modern world)

Fears: related to first Goal above—that the Church would fall either back into 80s low-Church accomodationism (e.g., low/modern architecture; movement away from Latin and Gregorian chant at Mass, etc.) or into progressive moral teaching (e.g., on marriage and sexuality); related to second, more personal Goal above—not to connect the dots (e.g., to perpetually wonder how the Church might speak with sophistication and nuance to the cultural and ecclesial challenges of the day)

Obstacles to goals: lack of a trustworthy, stimulating, and insightful voice/guide/forum for thinking deeply into these issues; limited time (e.g., nearly impossible to carve out Saturday mornings for himself alone)

How they feel in response to these obstacles: desire for a trustworthy, stimulating,

and insightful vocie/guide/forum—perhaps in a way he can access given his conditions of life (e.g., I know he listens to podcasts when he drives, periodically reads New Polity; occasionally attends wider, one-off Archdiocesan/regional events that pique his interest).

Other notes: (from email): devoted and intellectually curious lay Catholic in his mid-thirties; father of five seeking to raise his children deep in the Catholic faith; children are homeschooled (using [Kolbe Academy](#)); associated with nearby Catholic classical school ([St. James the Less](#)), which is run by a very close friend; has a particular love for the riches of historic Catholic tradition (e.g., once/month family attends Latin Mass at St. Stanislaus); undergraduate studies at Ave Maria which included a substantial core of liturgical and theological formation; works in the business world (IT); loves to maintain his small farm/homestead; subscribes to the journal [New Polity](#); in the past regularly attended Cor Jesu (when he and Meghan lived in town); does not currently attend regular St. Irenaeus events but that may be due to either schedule conflict or lack of knowledge or both.

§ ▶ Additional persona if needed

Webpage and section strategy

Homepage

- [@Aaron E](#) [@Joshua M](#) Leave comments for each page and section (note: this can be more of a sketch and blueprint to structure our next meeting—don't spend more than 5 minutes on each section and don't feel the need to draft up actual copy. Outlines will do)

Page Goals

- brand awareness
- earning trust and interest of audience
- [@Siena H](#) and [@Joshua M](#) : last night, Lewis Ayres (an eminent Catholic patristics scholar) said he thinks there are four institutions currently changing and enriching the landscape of American Catholicism: the [Lumen Christi Institute](#); the [Thomistic Institute](#); the [McGrath Institute for Church Life](#) (Notre Dame); and Bishop Barron's [Word on Fire](#). We see the St. Irenaeus Institute, if not yet at the caliber/level of these established institutes, carrying out a very similar mission. I think the St. Irenaeus Institute combines elements from Lumen Christi

(robust intellectual offerings, in dialogue with the highest level of intellectual engagement in the modern academy/university) and Church Life (forming leaders, especially lay leaders, in the Church; intellectually a step or two “below” Lumen Christi. Of these four institutions, Church Life and Word on Fire have the most beautiful websites; more than we need and can afford right now, but the right ethos, pathos, and logos. // I’ll add two other institutes I’ve recently encountered: the [Center for Catholic Social Thought](#) in Twin Cities, MN and [St. Gregory’s Hall](#) in Chicago. Both of these are parish-based (but large parishes, so they have money and resources and can gather from a wider network) and have more of a niche than SII (CCST is focused specially on Catholic Social Thought; SGH on the arts) but to me they both represent initiatives similar in spirit to SII, namely, grass-roots efforts to *ressource*, deepen, and enrich Catholic thought and practice today by drawing on the riches of her tradition and bringing them to bear on the questions, challenges, needs, and desires of the present moment.

What is the main action we want our audience to take on this page?

Aaron: to keep reading with bubbling interest because they resonate with and are intrigued by the mission, purpose, and offerings of the St. Irenaeus Institute—**they find that it meets a need/desire they have for a deeper encounter with the Catholic intellectual tradition**, or a more robust presence of that tradition in the Church and academy in the greater Milwaukee area. Also, to **subscribe to the email list** and potentially to sign up for a program or consider supporting the Institute.

Josh:

Final answer:

Functionalities that support this goal:

- Upcoming events loop
- Mailing list signup
- Donation link

What page sections support the page goal?

Section 1: Hero section

Notes:

Headline: Retrieving Tradition, Renewing Faith (this was the original tag; one question I have is whether in the current climate “retrieving tradition” will sound more antagonistic than we intend, as if we’re trying to retrieve and reconstitute a

pre-Francis or even pre-Vatican II version of Catholicism against the wave of progressive/accommodating modernism); other words that come to mind are *deep, rich, robust, encounter, wealth, wisdom*

Paragraph: A Catholic Intellectual Institute for Milwaukee

Image(s): MKE skyline with cathedral visible? Holy Hill? St. Josaphat?

Call to action (CTA) button: "Learn More" ? Which takes reader down to next section?

Additional: quick mission statement here?

Key questions to ask: what do you do? why do you do it? why does it matter (to your target)?

Section 2: Identifying with audience goals/pain points

Notes: Keep viewers on the page by entering into the conversation already happening in their heads. This section lets them know your brand is *meant for them*. **Aaron:** I'm not sure what should go here but I like the way the [Beatrice Institute's second section](#) (after the Hero section) contains three small windows (About, Programs, Events) with an inviting sentence and image about each and a CTA button for each that takes you to the respective page. These three windows seem to me to accomplish the goal of keeping viewers on the page/website by entering into the conversation already happening in my head. // Alternatively, below is an attempt at this section:

Headline: In Search of Wisdom and Understanding

Paragraph: The St. Irenaeus Institute seeks to share the riches of the Catholic intellectual tradition with all those in the greater Milwaukee area who desire a deeper understanding of the faith and wisdom in knowing that faith bears on the challenges, questions, and needs of our day. Our programs and initiatives nourish the minds of students and scholars in the university, priests and seminarians in the Church, and lay Catholics around the Archdiocese. The touchstone of our work is the witness and writings of the Church Fathers. (N.B., this is similar to what I've written up for Section 3a below).

Image(s):

CTA:

Additional: future long-term: video?

Section 3a: About/programs/events?

Notes:

Headline: About

Paragraph: The St. Irenaeus Institute exists to make the Catholic intellectual

tradition a vital part of the Church and the academy in the greater Milwaukee area. We serve students, scholars, priests, and lay Christians throughout the Archdiocese of Milwaukee.

Image(s): icon of St. Irenaeus?

CTA: Read Further

Additional:

Section 3b: About/programs/events?

Notes:

Headline: Programs

Paragraph: Want to get involved? View our current programs and offerings.

Image(s): one of the photos (taken by Josh Van Hecky) from the January lecture?

CTA: Discover How

Additional:

Section 3c: About/programs/events?

Notes: skip this section since we don't have separate events and programs yet?

Or perhaps this can be a spot where, for the next year or so, we advertise the Legacies Conference? (We also have the Annual St. Irenaeus Lecture in Patristics).

Headline: Events; or, Legacies Conference

Paragraph: In September 2025, we will commemorate the 1700th anniversary of the Council of Nicaea (325) together with the 60th anniversary of the closing of Vatican II (1962-5), reflecting on the Church's rich conciliar tradition in the wake of the Synod on Synodality. The conference will gather scholars, Catholic clergy, and lay participants. Two prominent bishops will deliver the keynote addresses each evening.

Image(s): [@Joshua M](#) do we know if there is an image for the Conference yet? Or will be one soon?

CTA: Join Us

Additional:

Section 6: Contact/Subscribe/Donate?

Notes: do we want two separate sections here? One small, simple one (e.g., a rectangle) for support/donate? And a second section (slightly larger) for Subscribe?

Headline: Make a gift

Paragraph: Support the mission of the St. Irenaeus Institute

Image(s): ?

CTA: just an arrow next to the paragraph?

Additional: for the Subscribe/Connect section, the Heading could be Get Connected and the paragraph could read: Sign up to receive news about upcoming events and programs in the Milwaukee area; CTA: Subscribe (with a box for entering email address)

Support page

Page goals

- Aaron: that readers encounter a warm and non-mercenary invitation to support the work of the St. Irenaeus Institute through prayer, participation (e.g., sign up for our emails), and giving.
- Josh:
- Final Answer:

What is the main action we want our audience to take on this page?

Aaron: to sign up for our emails; to give/donate to the Institute; and to be moved to pray for our work in the greater Milwaukee area

Josh:

Final answer:

Functionalities that support this goal:

- email sign-up box
- donation portal
- prayer of St. Irenaeus?

Section 1:

Notes:

Headline: Support our work

Paragraph: The work of the St. Irenaeus Institute depends upon the prayers, participation, and generous giving of Christians and Catholics, like you, in the greater Milwaukee area. Please pray for us, reach out to us with questions and interest, and consider making a one-time or recurring donation to our work.

Image(s):

Additional:

Section 2:

Notes:

Headline: Donate

Paragraph: none

Image(s):

Call to action (CTA) button: I like the setup Word on Fire has on their [Donate](#) page for one-time and monthly giving (with suggested amounts but also room for a custom amount; plus an option to “leave us a comment.”)

Additional:

Section 3:

Notes:

Headline: Subscribe

Paragraph: none

Image(s):

Call to action (CTA) button: box for entering email address and optional box for leaving a comment?

Additional:

Programs page

Section 1: Hero section

Notes:

Headline: Programs

Paragraph: Making the Catholic intellectual tradition a vital part of the Church and academy in Milwaukee

Image(s):

Additional:

Section 2a:

Notes:

Headline: Fides Patrum

Paragraph: Fides Patrum (“The Faith of the Fathers”) is a seminar series dedicated to exploring the rich and extensive theology of the Church Fathers. Each fall and spring we run a new five-part series. Past series have explored such texts and topics as St. Irenaeus’ *Against Heresies*; Origen’s *On First Principles*; St. Athanasius’ *On the Incarnation*; St. Gregory the Theologian’s *Five Theological Orations*; Asceticism; and the Holy Spirit. This coming year (2024-25) Fides Patrum will be exploring the theology of St. Augustine in two parts. The Fall

series will proceed topically: (1) Faith, Reason, and Authority; (2) the Church; (3) Sin, Grace, and Freedom; (4) Politics and the City; and (5) the Trinity. The Spring series will be a reading, over five meetings, of St. Augustine's *Confessions*. Specific dates are forthcoming. Fides Patrum meets on select Saturday mornings at the UWM Panther Newman Center at 10:30AM, following 9:00AM Mass and 9:30AM coffee hour.

Image(s): photo from January lecture?

Call to action (CTA) button: Register for the Fall '24 seminar series

Additional:

Section 2b:

Notes:

Headline: An Inheritance Unfolding: The Legacies of Nicaea I and Vatican II

Paragraph: The Legacies Conference, scheduled for September 2025, in Milwaukee, will commemorate the 1700th anniversary of the Council of Nicaea (325) together with the 60th anniversary of the closing of the Second Vatican Council (1962-5). In doing so, it will reflect on the Church's rich conciliar tradition in the wake of the Synod on Synodality. The conference will gather scholars and Catholic clergy, along with students, seminarians, and lay participants, to reflect on these significant events and their legacies in a context aimed at benefiting both the Church and the academy. Two prominent bishops will deliver keynote addresses each evening, and additional papers and lectures will be delivered during the days by esteemed scholars of Nicaea and Vatican II.

Image(s): whatever advertising image the committee puts forward?

Call to action (CTA) button: Register

Additional:

Section 2c:

Notes:

Headline: Accredited course: Early Christianity (RELIGST 309)

Paragraph: In conjunction with Sacred Heart Seminary and School of Theology, the St. Irenaeus Institute is working to establish a course at the University of Wisconsin-Milwaukee that students can take for credit as an elective through the UWM Religious Studies Program. The course will be focused on the development of Christian thought, practices, and institutions over the first five to eight centuries of the common era. The course is free for UWM students, with the opportunity for an optional pilgrimage to Rome after the semester. Projected for Spring 2025, pending final approval.

Image(s): something like the cover of Wilken's [The First Thousand Years](#)

Call to action (CTA) button: Learn More (takes you to the syllabus I've drawn up for the course? or to the course listing on UWM site?)

Additional:

Section 2d:

Notes:

Headline: The St. Irenaeus Lecture in Patristics

Paragraph: The annual St. Irenaeus Lecture in Patristics is delivered each January by an esteemed patristics scholar. It aims to provide a high-level and stimulating orientation to the text, topic, or figure under discussion in the Spring Fides Patrum series. The lecture, which is free and open to the broader public, also serves as the kick-off event for the Spring Fides Patrum series. Past lectures have been delivered by Marcus Plested (on Origen's *On First Principles*) and Fr. Andrew Summerson (on St. Gregory's *Theological Orations*).

Image(s): Fr. Andrew at 2024 lecture?

Call to action (CTA) button: register for 2025 lecture

Additional:

About page

Section 1: Hero section

Notes:

Headline: Purpose

Paragraph: The St. Irenaeus Institute exists to make the Catholic intellectual tradition, especially its patristic expression, a vital part of the Church and the academy in the greater Milwaukee area. To accomplish this, we offer lectures, seminars, conferences, reading groups, and other opportunities for intellectual friendship and catechesis for students, scholars, priests, and lay Christians throughout the Archdiocese of Milwaukee. The work of the Institute is inspired and guided by the example and patronage of St. Irenaeus: exemplary bishop, heroic martyr, preeminent teacher, and "Doctor of Unity."

Image(s): ??

Additional: I like this quotation from JP II on the importance of learning from the Church Fathers: "The church still lives today by the life received from her fathers, and on the foundation erected by her first constructors she is still being built today in the joy and sorrow of her journeying and daily toil" (*Patres Ecclesiae*, 5).

Section 2a:

Notes:

Headline: People

Paragraph: Executive Director: short bio

Image(s): headshot of me?

Call to action (CTA) button: Contact (link to my email address)

Additional:

Section 2a:

Notes: small section, perhaps parallel or adjacent to 2a, listing board members?

Sub-Headline: Board of Directors

Paragraph: Joshua Miller (Secretary); Jeanne-Nicole Saint-Laurent; Fr. Justin Kizewski; Matthew Levering

Image(s): n/a

Call to action (CTA) button: n/a

Additional:

Section 3:

Notes:

Headline: Past

Paragraph: The St. Irenaeus Institute for Catholic Thought grew out of the Fides Patrum seminar, which began as a small gathering of Catholics in the Archdiocese of Milwaukee devoted to reading and discussing texts from the Church Fathers in order to learn the Christian faith as taught by its early exemplars. As this seminar continued, interest grew among various members for its expansion into something more than a mere patristics forum. Through various conversations with local scholars, university representatives, Archdiocesan employees, and participants in Fides Patrum, it became apparent that there was need for a broader institute devoted to promoting Catholic intellectual formation in the Milwaukee area. The St. Irenaeus Institute was born from this desire. It carries forward Fides Patrum's commitment to the "faith of the fathers" by continuing to prioritize the study and teaching of the patristic heritage common to all Christians, while expanding this mission into a broader vision for cultivating the Catholic intellectual tradition in a variety of ways throughout the Archdiocese.

Image(s): ??

Call to action (CTA) button:

Additional:

Section 4:

Notes:

Headline: Patron

Paragraph: three to four sentences introducing St. Irenaeus

Image(s): another icon of St. Irenaeus?

Call to action (CTA) button:

Additional:

§ ▶ **Link to donation page**

§ ▶ **404 Page**

§ ▶ **Privacy Policy page**