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WEB USE IN SMALL CHURCHES

An Interactive Qualifying Project Report
submitted to the Faculty of
WORCESTER POLYTECHNIC INSTITUTE
in partial fulfillment of the requirements for the
Degree of Bachelor of Science
by

Douglas A. Choy

Cinthia Chung
Cinthia Chung

Kara E. Hartling
Kara E. Hartling

Date: March 1, 2002

Approved:
Denise Nicoletti
Professor Denise Nicoletti, Advisor

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Authorship Information

All three of the project members conducted research and contributed to every section of the final report. Cinthia Chung created the website for the First Congregation Parish of Petersham. All of the project and report decisions were made as a group.

Abstract

This project's goal was to implement computer technology in a small church to help facilitate communication and provide better publicity to the church. Using surveys and interviews, we studied the First Congregational Parish of Petersham, MA. We examined the parishioners' response to computer technology and whether they would accept the creation of a website for their church. The response was positive; subsequently, we implemented the website. We generalized our project research so others can use our project as a resource.

EXECUTIVE SUMMARY

Technological advancements have made human beings more efficient and people's lives easier by reducing the amount of work. Less work, time, and effort are required by people because machines now easily handle many of the tasks that used to fall to humans. Computers, for example, have become an important part of life in the 21st century.

Computers are commonly used for applications such as database, Internet, word processing, publishing, and entertainment. These are only a few of the basic applications, and the capabilities of computers are endless. In this project, we hoped to investigate the use of computer technology in a small church setting to see how it could possibly benefit the church. We are working in conjunction with the First Congregational Parish, a Unitarian Universalist church in Petersham, Massachusetts.

Throughout the three terms of the project, we carefully followed our planned methodology in order to achieve our intended goals. We analyzed the parish's response to computer technology through interviews and surveys. We learned how the parish communicates and functions. We questioned the probability of the parish housing a computer for public use. We hoped to prove whether or not the parish accepts or rejects the idea of computer technology in their church. At the onset of the project, we decided that if the parish accepts computer technology, we would implement a church website. Through analyzation of other websites, we developed an idea for the layout and used it as a guideline for similar projects. We also researched a possible web host and a possible webmaster to maintain the content of our website. We tested the website and analyze the

results after it was completed. However, these results would only be short term. We could not predict the long term results because of the time restrictions of our project. Overall, we wanted to broaden our project so others could use it as a guideline in creating their own website.

The "Literature Review" section contains background information of the topics covered in this project. To familiarize ourselves with the Unitarian Universalist (UU) faith, we first researched Unitarian Universalism. We also researched computer and web technology so we could better understand how they could be used in the church. Through this research, we were able to develop the project goals and start the development of our methodology.

The "Assessment of the Church" section contains details of how we selected our assessment tools and how they corresponded to the target groups. With interviews, we were able to assess the Minister and the committees and surveys were used to assess the rest of the parish and to examine the reaction computer technology generated. An analysis of the data collected disclosed the response of the parish and in effect, impacted the creation of a website in the end. The overall response we received from the Minister and the committees was positive. Many of them were enthusiastic about the idea of the website and were very helpful in providing us with the information needed. The results from the survey showed that 76% of the people who responded were supportive and agreed that the development of a website was a good idea. Over 60% said that they would use the website on a regular basis. With these percentages, we assumed that a good number of parishioners would use and benefit from the church website. An analysis of the surveys also provided us with information on whether the members of the church were computer literate and if there was a need for instructional seminars.

The "Website Development" section provides the different steps taken to implement the website. We first discuss the gathering of information and the initial creation of the website. We contacted key people through telephone and e-mail and asked them to provide us with information to include on the website. Once the website was completed, we tested it by surveying people who have viewed the website. The results we obtained were generally positive. 92% of the responses indicate that the surveyed thought the website was easy to navigate. We also made suggestions how the site could be maintained in the future. 76% of the responses indicate that surveyed agreed or strongly agreed that it would facilitate communication. Over 87% of the people surveyed either agreed or strongly agreed that the creation of the website was a good idea and 13% remained neutral. One major complaint, however, were the pop-up advertisements. The problem will remain as long as the church continues to use the free server. Based on survey results, we still believe we were successful in meeting of our goal of introducing computer technology to the church. In the "Website Maintenance" subsection, we provided a list of duties that the webmaster is responsible for.

In the "Conclusions" section, we states what we had learned throughout the project and made recommendations to the church on how the website might be improved in the future. Recommendations include that the parish purchases their own web server in order to eliminate the pop-up advertisements and to ensure the security of the church website.

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INTRODUCTION

Computer usage has become an increasingly significant part of everyday life in a technological society. People are moving towards a more computer-oriented world. They use computers daily for common tasks such as writing documents, researching, scheduling, or as a source for communication. One can expect to find computers in a variety of places like cafes, shopping malls, and even in some churches. Many churches have created websites containing general information, events, and updates of the church. Some have also created mailing lists, bulletins, and message forums for the members to communicate. The theme of our Interactive Qualifying Project (IQP) is computer usage in small churches. Worcester Polytechnic Institute (WPI) developed this project for the First Congregational Parish of Petersham, MA.

Problem Statement

Many times, technology is thought to be a bad thing because it destroys the traditions and culture of older generations. Modernization has made the human race lazy and machines now do many tasks that used to belong to humans. People are less responsible and hard working than in times past. Computer technology has even helped in discouraging people from communicating directly with one another. Despite its disadvantages, technology also has many benefits. It has made possible the many miracles of modern day science. It has made unequivocal advancements in the area of medicine. It has taken great strides to improve communication and the transfer of information from person to person. It has made society more efficient. Working with the First Congregational Parish of Petersham, we examined how computer technology might be used to improve communication and accelerate the transfer of information between the Parish members.

Project Goals

Using methods such as surveys and interviews, we created a comprehensive analysis of the parish's overall response to the idea of the project. We surveyed the members and committees of the parish to learn the interest level and the reaction computer technology would generate. An analysis of the surveys provided information on whether the members of the church are computer literate and if there was a need for instructional seminars. They also gave us an overall idea on whether the church would be willing to accept the change computer technology would induce. In addition to the surveys, we observed how the parish functions and the current means of communication between the members of the parish. We also inquired about the parish's ability to afford and/or house a computer. We gathered information on where the parish could post a website and how it could be maintained. We explored other church websites and examined how they are used. By evaluating other sites, we developed ideas about the creation and layout of a future website for the First Congregational Parish of Petersham. Upon completion of our project, we developed comprehensive evidence of whether the First Congregational Parish would accept or reject the idea of computer technology in their church. We also generalized our project so other churches would be able use our idea for their own needs.

In the following sections, we will propose the method in which our project was conducted. To help us in the implementation process, we conducted a literature review to gather background information on the topics covered in this project. The Literature

Review includes research on the Unitarian church, computer technology, and web technology. The methodology section contains details of how we achieved our goals, how we selected our assessment tools, how they corresponded to the target groups, and how an analysis of the data collected disclosed the response of the parish and in effect, impacted the creation of a website in the end.

LITERATURE REVIEW

Unitarian Universalism

According to encyclopedia.com, "Unitarianism in general is the form of Christianity that denies the doctrine of the trinity, believing that God exists in only one person." The fundamentals of Unitarianism say that God is the creator, the higher power (Thayer iii). "Unitarianism refers to a belief in the unity of God, distinguishing early Unitarians from Trinitarians; and Universalism affirms Salvation for all people. The two come together to form the most doctrinally free of all denominations which, ironically, has two doctrines in its name," (Buehrens 42). Unitarian Universalism is a unique religion based on the values and religious truths each of these denominations shared (Robinson 3). In his book Unitarianism in America written in 1902, Cooke suggests "the future of Unitarianism will depend on its ability further to reconcile individualism with associative action, the spirit of free inquiry with the larger human tradition," (Cooke 443).

History

Origins of Unitarian Universalism

In the beginning, both religions were theologically opposed to Calvinism although the theology of John Calvin did play an influential role in the shaping of Unitarianism. Calvinism was the primary religion of the early Puritan church and the first Americans. Calvinism preached that people had no effect on their salvation at all, that they were chosen to be saved before they were born and if not; there was no hope of changing their eternal destiny. The early liberals agreed that Calvin produced good questions but they disagreed with his answers (Wright xii). John Murray came to America from England in 1770 but his preaching was different than Calvin's. He pronounced hope, that all people had a chance of salvation. As people began to accept this idea, Universalism was founded (Robinson 3). At the same time, many Puritan preachers in New England began to doubt the teachings of their Calvinistic religion. "They began to emphasize God's benevolence, humankind's free will, and the dignity rather than the depravity of human nature," (Robinson 4). The Great Awakening in New England was causing religious revolutions at the time. This only helped to speed up the birth of Unitarianism. "It was a product of the impact on New England Puritanism of the eighteenth century currents of thought that we refer to, in shorthand expression, as the Enlightenment or the Age of Reason," (Wright xi). "Many Puritan churches of Massachusetts became Unitarian," (Robinson 5).

Growth of Unitarian Universalism

Unitarian Leadership

Around 1734, the idea of Armenianism spread through New England. It was a more rational way to look at religion. Two types of natural religion, Supernatural rationalism and uncompromising Deism were formed from Armenianism. New Englanders of the early eighteenth century were prone to agree with this way of thinking rather than that of the Deists (Wright xiv). Soon after, people began to question the trinity and the validity of that doctrine. Dr. George de Bennville was one of the first to pronounce a Universalist way of thinking in America. He preached to people while practicing medicine in the Pennsylvania area in the early to mid-18th century. Murray voiced a similar but different way of thinking when he began to preach after his arrival from England. Based on these concepts, John Mayhew and Charles Chauncy also tried to promote salvation through logical interpretation of the scriptures and human reason (Cassara 8). The Great Awakening was lead by Chauncy. His message could mainly be embodied in three ideas: "a commitment to logic and reason in theology, a biblicism that was strict but that demanded critical and historical analysis, and an overriding concern for moral aspiration as the focal point of the Christian religion" (Cassara 9). These ideas were the founding principles on which Unitarianism was based. "The rebelliousness of the time which was to lead to the War of Independence manifested itself in other areas of American life, not the least of which was theological thinking" (Cassara 1). The revolutionary period caused many upheavals in ways of thinking and viewing life. The people who took to study this new way of life and completely rejected the scriptures were called Deists. Many revolutionary people of the Enlightenment Period such as authors and political representatives and teachers at Harvard University took a leading role in promoting this new vision (Cassara 2). From 1805-1835, the new Unitarian belief was highly controversial. Spiritual Leaders who had supported Calvinism were now changing their theological views to a more Unitarianistic point of view. Harvard went through a "college revolution" according to their Historian Eliot Morison, when they had to select a new chair for Professorship of Divinity. Harvard had always been a bolster of Calvinism but during this time, the leadership changed and liberals took over (Wright 8).

Unitarian Universalist Association

The Unitarians and Universalists had differences that kept them separate for much of the previous two centuries. There was a distinct difference in that many of the Unitarians were well educated and of a higher class while Universalists were of a lower uneducated class. While many Unitarians came to this view from a Puritan or Calvinistic-type theology, the Universalists were from a more diverse denominational background. The Unitarians took a more trancendentalist view of theology and strayed away from the Bible while the Universalists still held on their biblical truths. The main distinction between the two was that the Unitarians emphasized how good actions would ensure salvation, and the Universalists emphasized God's love and how salvation was possible for all (Cassara 5-6). "The merger of the American Unitarian Association and the Universalist Church of America was completed in May of 1961, and through that merger, the Unitarian Universalist Association was founded," (Robinson 168). Both of the religions shared a liberal doctrine that eventually united them. "In the eighteenth and early nineteenth centuries, that meant first the rejection of Calvinism and, ultimately, of evangelical Protestantism generally,"(Robinson 169). There was friction among the distinct denominations at first but eventually people began to come together. Local congregations are supported by the Unitarian Universalist Association, and supplied with leaders and curriculum for their churches. The Association produces religious reading material to publicize and introduce the faith to people. It also supports the community's service organizations and manages national offices in large cities in the United States.

Modern Unitarian Universalism

Beliefs

Today, Unitarianism and Universalism have been united as they hold many ideas in common. The Unitarian Universalists believe that people should be free to choose their own way to study God and express their ideas freely. Everyone is free to discover their own truths and form their own opinions on religion. They assert that responsibility is necessary component in the fulfillment of such freedom (Mendelsohn #3025 p. 5). Unitarian Universalits consider logical reasoning to be key in understanding the scriptures and that the democratic process should be part of the church. They promote the worth of human beings and the sacredness of life. They profess the power of love and the application of it in everyday life. They believe in sharing of faith with the community (Beuhrens xxii). These beliefs are universal in their very nature, which shows the all-encompassing character of the Unitarian Universalist faith today. Their concepts of God and Jesus are general and many faiths can share in the truths (Wesley #3017). "Our congregations make no official pronouncements on God, Scripture, salvation or any other theological questions generally answered with finality by more traditional religious groups," (Mendelsohn #3025 p.4). The Unitarian Universalist church does not have doctrine, dogma and creeds as other modern religions do. "Unitarian Universalists believe that people can work together for the betterment of character and the advancement of humanity without conforming to a set pattern of theological doctrines," (Mendelsohn #3025 p.6). They try to put emphasis on doing good works, without which they believe faith is useless. "Such biblical injunctions as "Be ye doers of the word, and not hearers only" and "Faith without works is dead" are the cornerstones of our liberal faith," (Buehrens 42). People are encouraged to live morally and treat others with justice and human concern (Flanagan #3047). Service is a big part of the community. Most other religions have clergy who oversee matters of the church and lead the services. This is not true in most Unitarian Universalist Churches. The people of the parish usually oversee matters by committee and individual involvement. They search and vote for their ministers. Some churches do not even have ministers. The parishioners lead services with witness talks and sharing of experiences with one another. "Our congregations are self-governing. Authority and responsibility are vested in each membership of the congregation," (Flanagan #3047). The Unitarian Universalists run their churches according to democratic principles with governing bodies and elections. They hold that every member is a prophet, maybe even more sometimes than the minister (Buehrens, 68). Marta Flanagan asserts that personal experience and logic should be the governing factors in religion. "We uphold the free search for truth. We will not be bound by a statement or belief," (Flanagan #3047). Unitarian Universalists believe that human understanding is important and always changing. They study revelation and prophets continuously. They study the prophets of today as well as the past. Although Unitarian Universalists learn from the past, they do not allow it to dictate how they think. The freedom of thought on religious matters today, is what makes Unitarian Universalism a distinct faith (Mendelsohn #3025 p. 4). "In continuity with our forbearers, today Unitarian Universalists expect new scientific disclosures to cohere, not conflict with our religious faith. We embrace the challenge and the joy of intercultural religious fellowship," (Alice Blair Wesley #3017).

Computer Technology

History of Computer Technology

People usually think that the history of computers dates back to the period following World War II. This belief is inaccurate. In fact, much of the theoretical foundation for modern computers is derived from the mid-19th century. English inventor and mathematician Charles Babbage created the first computer in 1822. His first invention, known as the Difference Engine, was a very limited mechanical binary computer that performed differential equations. Even though the machine was functional, it was only able to solve simple problems and could not precisely compute more complex calculations. Babbage later invented a more advanced machine called the Analytical Engine. The basic design of the Analytical Engine consisted of over 50,000 parts. It used perforated cards to input operating instructions and it had a memory that could store up to 1,000 numbers. The machine could also perform operations in any sequence and results could be printed ("Jones"). The construction of Babbage's second invention was never completely finished. However, it provided the basic elements of a modern computer and was a breakthrough concept at that time.

New attempts to design a computer were not made until 100 years after Babbage's inventions. In the 1930s, a young German engineer, Konrad Zuse, "developed a simple computer using telephone switching devices that were capable of being programmed," (Provenzo 24-27). His work was interrupted when World War II began. The United States government realized that fast and efficient computing would be advantageous in the war. As a result, the development of more advanced computing machines was greatly encouraged. One of the more famous computers developed during the time of the war was the Electronic Numerical Integrator and Computer (ENIAC). The ENIAC was made up of 18,000 vacuum tubes, 70,000 resistors, 10,000 capacitors, 6,000 switches, and 5 million soldered joints. The size of this computer was so massive that it took up the same amount of space as would a double garage and it consumed 160 kilowatts of power. Despite all the mechanics going into the ENIAC, it was not fully functional. Its vacuums kept burning out, causing the computer to operate for only brief periods of time. Also, "the logic chip in most watches today is a far more sophisticated calculating device than was the ENIAC," (Provenzo 28). This computer, however, computed at speeds 1,000 times faster than the other computers developed before it ("Sample").

The invention of the transistor by Bell Laboratories in 1948 greatly changed the development of computers. Transistors replaced the large vacuum tubes, significantly reducing the overall size of the computer. They were also very cheap to manufacture, generated less heat, and unlike vacuum tubes, they rarely burnt out, (Provenzo 28). By the late 1950s, the microchip was created. With this new creation, entire sections of a computer's memory could be compacted into a very small space. By 1971, there was yet another significant invention, the microprocessor, which is the main computing and control device of a computer. Later, the invention of the integrated circuit (IC) made possible the production of the microcomputer. The IC combined many components onto a single miniature chip. Therefore, computers no longer had to be assembled from numerous different, massive parts. With all these new inventions and developments, the computer was now much more efficient and was cheaper to produce, thus enabling people to purchase it at an affordable price (Provenzo 29).

In 1974, a New Mexican company, MITS, developed an idea to sell a computer assembly kit. The Altair 8800, considered to be the first personal computer, cost about $621 when it was purchased assembled. It cost only $395 when the customers assembled the computer themselves (Provenzo 31). In addition to its numerous flashing lights and switches and small memory, the Altair 8800 was rather difficult to use. Within a short time, Steven Wozniak developed the Apple, a computer much easier to use. The Apple was an immediate success and quickly evolved into the Apple II, Apple II+, Apple IIE, and the Apple IIGS. In 1984, Apple became one of the leading computer companies in the world. Many companies like Atari, Timex, Osborne, Texas Instruemnts, and IBM quickly followed Apple's lead into the personal computing industry (Provenzo 31).

Almost three million personal computers had been sold by 1982, and by the end of year 2001, there will be about 625 million computers in use around the world, ("Juliussen"). Besides business and educational uses, people use computers for mainly entertainment and communication purposes (Provenzo 32).

Questioning Technology

Technology and Human Values

As technology improves lives, it also complicates people's way of living. Sometimes, human values can conflict with technology on issues of great importance.

Over the years, there has been an immense increase in the use of the Internet. People use the Internet for popular applications such as email, chat, research, banking, and transfer of information. The notion that there is no need to leave your house if almost everything can be accomplished through the Internet has raised a few questions. If people just sit in front of their computer, when will they find time to socialize? For example, today, many people manage their banking online. This has caused a decrease in the need of bank tellers and ultimately the closure of local branch banks. The banks used to be a place where people met and socialized, but now, they have one less place to do so (Zerzan 169).

Technology and its Consequences

One of the major issues concerning the use of computers today is Internet security. There are numerous reports of viruses, scams, and credit card fraud all the time. When will it be safe to freely use a credit card to purchase items online, without having to worry that hackers will steal account and pin numbers? Must people fear that others can read private emails? The answers to these questions depend on one's personal feelings of security. "Easy access to vast information may be as dangerous as easy access to great quantities of high explosive," (Zerzan 123).

Some people believe that computers will overpower humans in the future. Computers today are so advanced that they are able to perform a wide variety of tasks in a short amount of time. Considering this, many employers might choose to "employ" computers rather than humans. The use of computers would be more time-efficient and cost-efficient in the long run. If this holds true and computers replace human workers, many people will be left unemployed. "It is obvious that computers have the power to abolish whole areas of human employment – without creating enough jobs to balance this adverse effect. And as computers become more intelligent, more competent…the impact on jobs will increase…," (Zerzan 123). Hollywood producers have taken this notion that computers are going to take over and displayed it in "The Matrix." In this movie, there were two worlds, the virtual world and the real world. Humans were living in a virtual world because in the real world, computers had overcome humans.

Computers have become a standard educational tool over the past few years. Students use the computer on a daily basis to perform a variety of different tasks. One can chat with their friends using instant messaging services such as American Online Instant Messenger (AIM) and Microsoft Network (MSN) Messenger. One can use the Internet to research topics for reports. One can also use Microsoft PowerPoint to create slideshows for presentations. Database, spreadsheet, graphing software, and publishing software are some other common uses of the computer as a tool. Two other potential roles of the computer in education are "tutor" and "tutee." For example, as a tutor, computers can be used for drill and practice, tutorial, simulation, and problem solving, all of which are traditional responsibilities of the teacher. As a tutee, the computer can be programmed by a student to accomplish specific tasks by using programming languages such as C++, Java, Basic, Pascal, and HTML (Provenzo 77). Despite all the positive uses, there are also a few negative points in using a computer in the curriculum. Some feel that by using certain "tutor" programs, the need for knowledge of grammar is diminishing. For example, since children do not find grammar an interesting subject, programs have been developed to bypass grammar. "...The structure of a poem, within which words are selected from a random list to fill in that structure. The students play around inserting various words into the general structure until an error-free poem is produced..." (Zerzan 146). The criteria in determining an error-free poem, is if the grammatical structure is correct. It does not evaluate the whole poem to determine if it makes sense. In the end, a child can feel accomplished, having written a poem, when, in reality, they have only effortlessly learned the parts of speech. Another example is Microsoft Word, a very popular word processing application used world-wide. There are some flaws in its spelling and grammar tool. When the structure of a sentence is grammatically incorrect, a green line underlines the incorrect section and suggestions are made to improve it. Most of the time, this tool is very helpful but some mistakes do pass by undetected. As a result, many people just search for the green lines and when there are none present, they just assume that all the grammar is correct. The spell checker is not flawless in its application either. It does not have the spelling of every word in the English language and sometimes it has an incorrect spelling programmed for words it does contain in its memory bank.

In addition to the two cases previously mentioned, there are plenty of other programs that students can use to bypass curriculum. For example, without much effort, students are able to write entire foreign language essays with the help of language translator programs. Students can use computer programs to complete math applications as well. For example, Maple can calculate derivatives and integrals with only a few commands and the program will evaluate these commands and output an answer within a second. These programs were created to aid students in their learning, not to do the learning for them. However, some students have taken advantage of these helpful programs and have no knowledge of how to solve the problems themselves. Instead, they have only learned how to implement these programs in their assignments.

Traditional Societies vs. Technological Change

Living in an industrial society, changes are inevitable. New ideas and products are constantly being introduced to the people. Most people would experiment with the new notions out of curiosity or to keep updated with the changes in technology. Many people tend to believe that if they do not follow the current trend, they might be left behind in the "dark." Some cultures, on the other hand, are opposed to change. These societies prefer to keep to their traditional ways and avoid changes. They fear that change might bring about negative effects. "Some cultures value novelty and change positively... The fact that something is new and different is sufficient reason to examine it and perhaps try it..." (Foster 82) "In contrast, in most nonindustrial parts of the world, novelty and change have less positive appeal. Rather, the individual is conditioned to view new things with skepticism and, if he is uncertain, not be tempted," (Foster 83)

Future in Computer Technology

What is the future of computer technology going to be like? The answer to this question is rather obscure now. It cannot be answered by experiments, because "experiments cannot be designed to determine which technologies will be discovered or which technologies will be accepted by society. The success of technology depends upon the society in which it is developed," (Spike). The growth of computer technology is making an impact on the developing world. With new technology being introduced to the public, the consumers of it must sense that the value of the new technology surpasses all the other aspects of it, such as the cost of supplying it. Looking back in the history of computer technology, we might be able to foretell the future of it (Spike). In the near future, it is safe to say that the web will continue to grow and have a great influence on the people.

Gordon Moore of Intel Corporation created Moore's Law, which simply states, the capacity of computer technology will double every 1.5 to 2 years. This "law" has held true for over 25 years. According to Moore's Law, a computer that is bought today has four times the capacity of a computer bought three years ago, and the costs would be about the same.

> "The computer that I bought three years ago still performs as well as it did new, but today I can buy a new computer for the same price with quadruple the capacity. New software and peripheral attachments are created assuming the latest hardware. If I decide to continue to use the old computer, I run the risk of my becoming obsolete," (Spike).

In today's society, the key to survival seems to be the ability to adapt to change. What will the future in computer technology bring to our lives? Predictions are unclear, but if we can adjust to the environment, the chance of being outdated is reduced.

Web Technology

Introduction

The improvement on computer technology has created another media for communication throughout the world. This leads to another field of research known as web technology. There are different areas of focus on web technology. The World Wide Web can basically be described as a massive interconnected community. With it, the sharing of information between people is effective. Internet is an excellent media for the distribution of information. HTTP (Hypertext Transfer Protocol) is a very simple information retrieval protocol. It provides an extensive basis for a number of applications. HTML (Hypertext Markup Language) is a simple structured document representation. This type of web base programming language is capable of representing many common forms of communication. URLs (Uniform Resource Locator) comprise a simple hierarchical document address space that can accommodate many of the existing information systems on the Internet.

Analysis of Web Technology

Economics

Web technology's impact on the economy is massive. For example, the New York Stock Exchange created an entirely new sector, NASDAQ, just on technology stocks. This shows how important technology is on the United States economy. The Web fundamentally changes the economics of information production and distribution. For the first time, it is possible for anyone to cheaply make information widely available to other people. "The existence of large publishing conglomerates today is largely a result of the prevailing economics of information production and dissemination," (Web). The Web significantly changes those economics.

The differences between industrial economy and information economy are shown in Table 1 below.

Industrial Economy	Information Economy
Top Down	Networked
Based on Quantity	Based on quality
Batch-processed	Customized
Producer-driven	Customer-driven

Table 1: Differences Between Industrial and Information Economy

Top Down structured economy means to have a high-ranking person govern how the whole company functions (Holtz 17). In terms of information economy, control of information provides different ways to gain access to information. Even though the hierarchical organization chart is an effective tool in the industrial economy, it is not very liable to the adaptation of the constantly changing environment. Now successful companies are developing a network of people and information, readily accessible by any employee to facilitate any problems or decisions they have to make.

For the industrial economy, the companies make a profit by selling as many units of products as possible. Yet, from an information economy perspective, it does not focus on quantity but depends entirely upon the quality of the product.

"The information economy turns the quantity imperative on its head. The number of items an organization sells depends entirely on the quality of the item," (Holtz 18).

During the age of the industrial economy, batch-processed was the preferred choice. Due to the massive quantity produced, people were sure to find a product to meet their needs. For instance, "Henry Ford when introducing the Model A to the public, wryly noted that the car was available in any color a customer might want – as long as it was black! If a customer wanted a Model A, black was the only option," (Holtz 19). Now with the facilitation of web technology, information is substantially easier to spread around the world.

Companies still governed by industrial economy, either the CEO, or the people of high standing in the organizational hierarchy make the decisions. On the other hand customers make the decisions that will satisfy their own needs in the information economy.

Facilitation of Communication

Living in the 21st century, it is clear that Internet is a new medium for communication. Different conditions must be met in order for it to become a better tool of communication. These conditions are:

More People Online: Are there enough people online?

Ease of Use: Is the point-and-click nature of the World Wide Web simple enough?

Speed: Are download time and webpage loading time fast enough?

Convergence: Is the media of the quality that people have become accustomed to?

(Holtz, xiv)

The idea of the Internet originated from the Bulletin Board System (BBS). The BBS can best be described as a chat room that has simple graphical representation for people with similar interests to share information. At first, the idea of the Internet was not quite appealing to the public. With the growth of the BBS community, the idea of the World Wide Web had changed from a concept to reality. As compared to the Windows Operating System, which is more of a GUI (Graphical User Interface) medium, the BBS is still too complicated for the general public or even educated businessmen to use due to its nature as a text based environment.

"Configuring a modem was complex, the speed at which a modem worked was pitifully slow, and the text-based commands that users had to employ were far from intuitive," (Holtz 5).

In the transition from the age of industrial economy to information economy, web technology has played a crucial role in the process. Without the aid of the Internet and other online forums, this shift would not have occurred with such ease. We would have to consider four new communication models in the analysis of the shift in the two different economies. "The internet has changed communication forever," (Holtz 15).

Communication traditionally is based on the few-to-many communication model. The few-to-many communication model is how the organization sets the agenda and exercises control over the nature of information published. While the Internet provides a platform for publication that anyone could use, it helps individuals target their audience. "In the many-to-many environment, an individual's or institution's credibility is based on the value of the information posted. That credibility is assessed by the individuals who read it, but it is tested in the discussions in which those individuals can engage with one another," (Holtz 24).

Producer-driven communication was the way to communicate before the invention of the Internet. Producer-driven communication is basically linear and logical in a sequential order. In this linear environment, the public had no choice but to start from the beginning and find information from start to finish. This leads to unnecessary stress of information overload. The Internet has changed the whole concept of communication by adopting receiver-driven communication. This gives the public a choice in what to read or research and reduces the effect of information overload. Following the receiver-driven communication, the Internet also provided another form of communication. "Today, you need to make the information available specifically in the media they are most likely to use when they pull information," (Holtz 32). This is known as access-driven communication because information is always readily available whenever one needs it.

The Internet also provides a large community of people with different interests. In order to obtain the best result from a survey or promotion, people must know how to target an audience (target market). As long as everything is relevant to the task, it will draw a substantial target audience. An example of irrelevance would be publishing tax tips on a cooking oriented website.

Website Development

Content of Web Site

Websites can have a variety of purposes. Personal homepages are usually created by individuals to express themselves and their creativity. Companies create websites to introduce themselves to the public and promote their products. There are also many online stores where one can purchase items, as compared to mall shopping. Websites can be used to provide information on a number of different topics, such as weather, news, driving directions, or any other topic that one can possibly research.

HTML Guide

"The World Wide Web is the collective name for all the computer files in the world that are

a. Accessible through the Internet
b. Electronically linked together, usually by "tags" expressed in Hypertext Markup Language (HTML)
c. Viewed, experienced, or retrieved through a "browser" program running on your computer"

(Horton, 10) HTML is a structured markup language that supports tagging based on the structure and relationship of the document components. There are also different types of web programming languages. PERL and XML for example, are the more complicated forms of web programming language. HTML code elements look arcane and alchemical but are not too complicated to implement. "Many codes have a beginning tag, like `<P>`, and an ending tag, like `</P>`; ending tag usually put a slash "/" prefix in front of the beginning tag. Most tags are also fairly logical: the "P" in this case stands for paragraph," (Horton, 19). (Refer to Appendix A for a table of common HTML source codes) (Source).

Aesthetics Presentation

Aesthetics are an important factor in the development of a website. It helps to attract or discourage people from visiting the website. Websites can range from being simple to very extravagant. The layout and graphics can play a major role in making the website aesthetically pleasing. Color can also affect a person's emotion, and ultimately, affect how they react to the website. For example, blue is a soothing color whereas red is a passion color. Yellow symbolizes energy and green symbolizes life (Emode).

Maintenance

Websites should be updated to ensure that the information remains current. In addition, the webmaster should make sure all the links are functional. If there is a bulletin board or forum, the webmaster should screen the messages posted to maintain the decency of the website.

Ease of Use/Flexibility

Websites should be designed so they are user-friendly. The layout should be simple enough so that the visitors will not have any difficulties navigating throughout the website. Also, graphic should be limited or the file size should be small to minimize content loading time. Webmasters should consider readability when choosing color and font. The programming code used for to create the website should be able to support different browsers to maximize the number of viewers.

Creation of Website

In order to create a good website, six different processes should be kept in mind. These include planning, analysis, design, implementation, promotion and innovation (December).

To plan a good website, one should consider the purpose and the objectives of the website. Time and thought must be put into the planning. The target audience should be taken into account when planning the site. One should also collect all the necessary information to be included. Planning beforehand makes fulfilling the objectives straightforward. The next step in creating a good website is to analyze your product, making sure it meets the goals set and presents its purpose in an understandable manner. One also needs to verify all the information and ensure that it is updated and correct. The website should be designed so that it is easily navigable and provides a consistent look and feel throughout the website. Implementation is the process of creating the website and ensuring that it is compatible with different browsers. Promotion presents the website in a creative way that it is appealing to the public. Innovation is the process of using new ideas to modify the website to meet the audience's changing needs.

Analysis of Assessment Tools

Purpose for Analysis

The purpose of analyzing the assessments tools is to find the best one for a given target population ("Sampling"). One wants to be sure that the assessment tool they choose will fit the audience they are trying to gather information from. For example, one would not give a paper survey to a group of environmentalists that are trying to save trees. The surveyor must develop the right questions to obtain the best response from the target audience. One must also consider the different types of bias that might be encountered when conducting the survey. If the surveyor chooses the correct assessment tool, the amount of responses obtained from the people will be greater, leading to more accurate results.

Advantages and Disadvantages of Assessment Tools

Before conducting any type of survey, one must consider every assessment tool and the advantages and disadvantages of each one individually. Personal interviews work well, when time and money are not a big factor. One can use this tool to observe the reactions of the audience. These first hand results are often the most accurate because people can explain their perspective to the surveyor directly. Paper Surveys are cheap and take little time to conduct. Therefore it is easier to survey a large number of people. However people may be unwilling to participate and the surveyor is unable to observe their immediate reaction to the questions. Telephone surveys are not as time consuming as personal interviews but they still take a great amount of time and effort as well as money if long distance is required. They allow the surveyor to hear but not see the immediate response of the person. They may not produce good results because many people will be unwilling to participate in the surveys and one may find people unavailable or not at home when they call. Mail surveys are costly and the results may take a long time to correct depending on how quickly people respond. Email and Internet surveys can include visuals to go with the survey and they are free to produce and distribute, but they are limited to only those people that have Internet access.

Personal Interview:

Advantages	Disadvantages
Interviewee are able to see or experience first-hand	Costly
Easy to target population	Time consuming
More reliable results	Unwilling participants
Interviewer able to see immediate reaction	

Table 2: Advantages and Disadvantages of Personal Interviews

Paper Surveys:

Advantages	Disadvantages
Inexpensive	Interviewer are not able to experience first-hand reaction of interviewee
Easy to sample large population	Unwilling participants
Not time-consuming	
More reliable results	

Table 3: Advantages and Disadvantages of Paper Surveys

Telephone Surveys:

Advantages	Disadvantages
Faster Contact	Unwilling participants
More random sampling	People might be unavailable
Less labor needed	Interviewee are unable to see or experience first-hand

Table 4: Advantages and Disadvantages of Telephone Surveys

Mail Surveys:

Advantages	Disadvantages
Only need name and address to get target population	Illiterate people
Interviewee can answer at their own time	Time consuming
Include visuals on survey	Unwilling participants
	Costly

Table 5: Advantages and Disadvantages of Mail Surveys

E-mail Surveys:

Advantages	Disadvantages
Quicker response time	Must have internet access
No cost involved	Findings are too general
Ability to attach files	People might not response by themselves
Better response due to ease of use	Must have email address
	Unwilling participants

Table 6: Advantages and Disadvantages of E-mail Surveys

Internet/Intranet Surveys:

Advantages	Disadvantages
Surveys might be completed quickly due to popularity of web site	Internet is not universal
No cost required	Unwilling participants
Visuals available	Findings are too general
Bored people might give longer response	Multiple response are possible
More returns due to good aesthetics	

Table 7: Advantages and Disadvantages of Internet/Intranet Surveys

ASSESSMENT OF CHURCH

In order to achieve a comprehensive analysis of the parish's overall response to the idea of the project, we gathered opinions from the both the committee members and the parishioners.

Selection of Assessment Tools

After analyzing all the possibilities, we selected to use paper surveys and personal interviews for our assessment tools. To discover the average parishioner's access to the Internet, we distributed a paper survey that asked for information on their opinions and experience with computer technology. We also attended some of the committee meetings and conducted personal interviews with the key members to observe the reactions of those very involved in the Parish. An advantage of the paper survey is that it is relatively inexpensive as compared to phone and mail surveys. Paper surveys are distributed by hand or picked up voluntarily whereas mail surveys are paper surveys mailed to a specific address. It would have cost approximately $85 for postage in sending out mail surveys to each of the 125 registered parishioners if we included self-addressed stamped envelopes. It would have cost approximately $44 for long distance calls at $0.10/minute in making telephone surveys for 10 minutes calls to each of the 44 committee members. Since most of our target population resides in Petersham, it would be rather time-consuming and expensive to conduct the interviews over the telephone due to the long distance calls to each of the 125 members of the Parish. Postage for the mail surveys would be costly and it would take a great amount of time to receive the returns and even then, we would not be assured of getting them back. Another advantage to using paper surveys is that it is easier to sample a large group of people in a short period of time. It did not make sense to use email surveys in this case because we were not guaranteed that all the citizens of Petersham, a rural community, had email service. Like email surveys, Internet surveys are not universal and parishioners may not have access to the Internet. Therefore, they are not practical to use.

To overcome the disadvantages of a given assessment tool, we decided to use two. By conducting a paper survey with the Parish members, we limited the cost and time we needed to spend. We compensated the lack of observation by conducting personal interviews with key members of the Parish, specifically the committee members who are really involved. This way, only a small number of interviews needed to be conducted, thereby reducing the time and expense involved. The paper surveys helped reach the individual members while the interviews focused more towards the leaders of the parish. This helped us obtain a wide range of results and gave us different perspectives in answer to our project questions. With these two assessment tools, we had hoped to achieve the best results for our project.

Minister Access

We first contacted the minister of the First Congregational Parish of Petersham, Reverend Adele Smith-Penniman. We conducted an interview with her on October 3, 2001 at the parish church. We explained our project proposal and asked her a series of questions (Questions can be found in Appendix B) about the church and computer technology. We were able to meet some of our goals at this meeting including obtaining knowledge of how the church runs and communicates, learning whether or not the church can house or afford a computer, and learning the minister's personal view on computer technology. At First Parish Unitarian,

> "the congregation is the governing board and they have ultimate power. Some of the power is delegated, some to the minister and some to the Parish Committee. The committee makes the day-to-day operating policies and decisions. In addition to that, there are a number of committees that focus on specific aspects of what is happening in the Congregation."

Adele explained the church was not interested in financing a computer. The district had provided the parish with an old computer, which they had recently sent back because it was outdated and inefficient. They are still waiting for the district to upgrade the computer and return it to the church. As for her opinion on computer technology, she is

> "learning over and over again that there are disadvantages as well as advantages though…I'd much rather have a face to face contact, but email is great…I'm in a doctoral program, and for research I get on the Internet…I can communicate with people around the country, around the world. I use it quite a bit, so I'm glad it's there."

She also provided us with information on UU and possible contacts to aid us in our research. Overall, the minister seemed very enthusiastic and favorable towards the project. She appeared really glad and excited that we were working for the First Congregational Parish. She even suggested a few ideas that we add to our project.

Parish Committee Access

We also interviewed some of the committees of the First Congregational Parish, namely the Parish Committee and the Program Committee. Because the Parish Committee is the main governing body of the First Congregational Parish Unitarian of

Petersham, Adele suggested we meet them first. On October 25th, 2001, we attended the parish committee meeting at 7:30. All the committee members were in attendance. Adele first briefly stated the project idea and gave a summary of the meeting we had with her on October 3rd, 2001. We then proceeded to give a presentation. We had prepared a poster board that highlighted the project's problem statement and all the project goals we planned to accomplish by the end of C Term. We also outlined the timeline for the project and the work we plan to carry out within each of the three terms. We then presented them with possible web servers that we could use to host the church's website. Such servers include Geocities, Homestead, Angelfire, and Ampira (For a list of the servers, refer to Appendix C). At this meeting, we also presented the committee members with the different layouts of other church's websites. In the last segment of our presentation, we did a brainstorming activity in which we had asked the committee members to participate and give their opinion and ideas on what they think should or should not be included on the church website.

- *No Password* – Member Login is not necessary.
- *Religious Education Page* – Information and schedule of the Religious Education program.
- *Liberal Faith Presence* – The website should portray the Unitarian Universalist liberal faith.
- *Finance Report* – A report of the financial status of the church.
- *Vision Statement* – A statement of the church's vision to embrace diversity.
- *Handicapped Access to web page* – Include a text only version of the website.
- *Youth Page* – Information and schedule of the Youth Group.
- *Link to Petersham Site* – Include a link to the town of Petersham website.

- *Photo Gallery* – A gallery of pictures of the church and church events.
- *Archives* – A web accessible version of the church's documents.
- *History* – A brief history and important dates of the church.
- *Special Events* – Information and dates of special events of the church.
- *Featured Parishioners* – A brief biography and photo of a parishioner.
- *Link to newsletter* – Include a link to the church's monthly newsletter.
- *Church calendar* – A calendar of church events.
- *Place for Quick Announcement* – Include a place for quick announcement.
- *Mission Statement* – A statement of the church's mission to follow the seven principles of the Unitarian Universalist.
- *Map/Directions/Location* – Include directions to the church, address of the church and a map of where the church is located.
- *Attraction Features/Membership Growth* – Include features that will attract new members.
- *Literary Corner* – Include a place where people can post literary works of art.
- *Define North Quabbin* – Portray the fact that the members are from all around the North Quabbin area.
- *Key People Phone number/Emergency/Resources* – Directory of phone number of key people and resources.

Specific suggestions made by the committee were to include a programs page, a religious education page, and a youth group page on the website. Since other committees could provide information for these three suggestions, we decided to contact them.

The meeting with the Parish Committee was successful. Most of the members were very thrilled with the project idea and the possibility of a church website. They were really appreciative of what we were doing for the First Congregational Parish. We felt that this interview was very successful and a lot of important ideas were collected.

Although some members were confused by the technical terms we used, they were still able to grasp the main concept and provide valuable suggestions and ideas for website development.

Program Committee's Access

We met with the Program Committee shortly after service on Sunday, November 4th, 2001. Due to the fact that the Program Committee had rescheduled their meeting time without notifying us, we are unable to have a lengthy discussion with them.

They also felt that the development of a website was a good idea. They suggested the website might promote the different programs the church offers on alternate Sundays. In addition, they recommended that we advertise the website in the local newspaper and on the local radio stations for better publicity.

Director of Religious Education Access

Next, we met with the Director of Religious Education, Leah Penniman. We contacted her via email and scheduled a meeting on November 16th, 2001 at Clark University. At the meeting, we briefly explained our project and she provided us with information on the religious education curriculum and their upcoming events (To view the correspondence information between Leah and ourselves, refer to Appendix D). The response we obtained from her was good. She was interested in the project and she felt that it would provide a way to link the churches and share the curriculum.

Other UU Churches' Access

We went to the Clara Barton District Fall Rally on October 27th, 2001 to gather information on how computer technology is being used in other UU churches in the district (This information can be found in Appendix E).

We interviewed Dawn Shiltz, the webmaster of numerous Clara Barton District (CBD) UUA websites, at the Fall Rally. She has been maintaining some of the CBD websites for five years now. She believes that it would be beneficial for a church to have a website if they are able maintain it. She thinks websites provide a good means of publicizing the UU faith and their congregations.

At the Fall Rally, we also determined that many churches had websites. Some of them are updated frequently with meeting minutes, newsletter, and sermons. For examples, All Souls Unitarian in New London Connecticut has a website and it is updated with the newsletter and minutes of parish meetings. The Unitarian Universalist Society of Greater Springfield has a website that includes a church calendar and some of the minister sermons. The First Unitarian Church of Worcester maintains a website that includes the sermons and music programs. The Universalist Church of West Hartford maintains and updates their site frequently with the newsletter and monthly events. We tried to deduce what the main purposes of the churches' website were and how they functioned in aiding the churches. Some churches used their websites solely to increase membership whereas others contained updated information for existing members. We found this experience very informative. We learned more about UU and we gathered a range of opinions concerning computer technology.

Although the responses to creating a website for a church were mostly positive, it is still pertinent to address the negative comments and concerns. In order to make this project universal, we must consider what others might say not only in our church, but in others. The comments from the Fall Rally are rather helpful in this instance, because they provide an outsider's view of the project. There, we collected comments from random people from various churches around the area. Many of the people had concerns with the project.

Some felt the learning curve was too steep or the generation gap was intimidating. Some said they did not understand how to use search engines and navigating the web was difficult. In our church, there does not seem to be an overwhelming amount of people who need instructional seminars on computer and web usage, although that may be an option for other churches with less computer savvy parishioners. In our case, we developed a detailed instruction sheet on how to find a computer at the Petersham Memorial Library, access the Internet, and visit the website (The instructional sheet can be found in Appendix F).

Some people we talked with had concerns with privacy issues. The best way to deal with this issue is to make sure the people understand privacy and how it works on a computer. Perhaps, creating pamphlets with facts about computer and web privacy would be a good idea. Some people may be confused about it or have questions; this would help to answer them. A set of instructions on how to stay safe when using the Internet would also be very useful to people with similar concerns.

Some felt that public access to computers and the Internet was a problem because it would promote class differences. However, most public libraries house computers with internet connections. Many complained about pop ups and advertisements being a nuisance. Others said using the computer is time consuming and creates more paperwork. While all of these concerns cannot be resolved, it is best to explain why some decisions are necessary. For example, a web server with advertisements might be necessary when balancing it with cost and disk space. It is also up to the individual to choose whether or not they use the computer as a tool.

One major concern of both the Fall Rally attendees and our own parishioners is that they feel the Internet reduces human interaction. There is no denying that this is a possible negative side effect of using the Internet. However, we can only point out that the website is meant to post church information. The information is there to help people in case they cannot make it to service, or they are looking for a worship community. Its purpose is not to decrease the amount fellowship between parishioners, merely to make their lives more convenient by adding one more place where they may find information on church events. Also, the Internet can be used as a means to keep in contact with people over far distances.

Parishioner Access

We value all the parishioners' opinions and we wanted to ensure that we got as many of them as possible. However, due to time constraints, we were unable to schedule a personal meeting with everyone. Therefore, a survey (see Appendix G) was designed to give us a better idea of how the church members feel and how they are affected by computer technology. First we studied our target group and developed questions for the survey. We reviewed them to ensure that they were relevant, free of bias, and stated in an easily comprehendible manner. The survey questions were designed to examine the parishioners' level of computer and Internet knowledge. This information reflects the frequency and the means by which the parishioners use the computer and Internet. It also provides us with the parishioners' views on computer technology and a church website.

To ensure the quality and clarity of our questions, we tested the survey on a fellow student who had no prior knowledge of the project. The impartial party thought that the questions were stated simply in a manner that was easy to comprehend. She did not feel persuaded to think a certain way because there were a sufficient number of choices to choose from.

In the parish's monthly newsletter, we announced that we would be visiting the church and distributing the survey. On November 4th, 2001, we gave a short presentation and distributed surveys during the Sunday service. We explained our project, listed our goals, and how we planned to accomplish them. We asked them to complete the survey at the end of our presentation. We collected many of the surveys that same day. We left additional copies of the survey at the pamphlet table for individuals who were unable to complete them before. Denise Nicoletti offered to make a short announcement during service to remind the parishioners to complete the survey if they had not already.

Of the 125 members of the parish, approximately 35 members attended service on November 4th, 2001. Refer to Appendix H for samples of the returned surveys. A copy of the entire set of returned survey can be found at the First Congregational Parish Unitarian in Petersham. Since we did not obtain as many responses from the paper surveys as we had hoped, we were unable to acquire a good representation of the parishioner's overall response. As a result, we resorted to using mail surveys to contact the rest of the committee members that we did not meet, hoping that we would receive a reply from them since they are the most active in the church. Refer to Appendix I for a copy of the letter sent to the committee members. We felt that their response would best represent the whole congregation and they would be the parishioners who would use the website the most. The mail survey sent to the committee members cost $9.52 for postage. If we sent it to the entire parish, it would have cost an additional $33.00.

Like the personal interviews, the results from the surveys were mostly positive. We distributed approximately 30 surveys at the service on Nov. 4th. We left extra surveys at the back of the church for any members to fill out if they had not already. We also mailed out 28 surveys to committee members. Although there are 125 registered members of the parish, only about 58 people received surveys. Only 33 were returned to us, yielding a 26.4% return rate. Our margin of error would be relatively large because less than half of the sample size took the survey.

We carefully reviewed the answers to the questions and created a graphical representation of the data (Refer to Appendix J for the complete set of graphs). Of all the parishioners that responded to the survey, 30% were age 40 to 49, 26% were older than 60, 26% were between the ages of 50 and 59, 12% were 20 to 29 years of age, and only 6% were age 30 to 39 as seen in Figure 1.

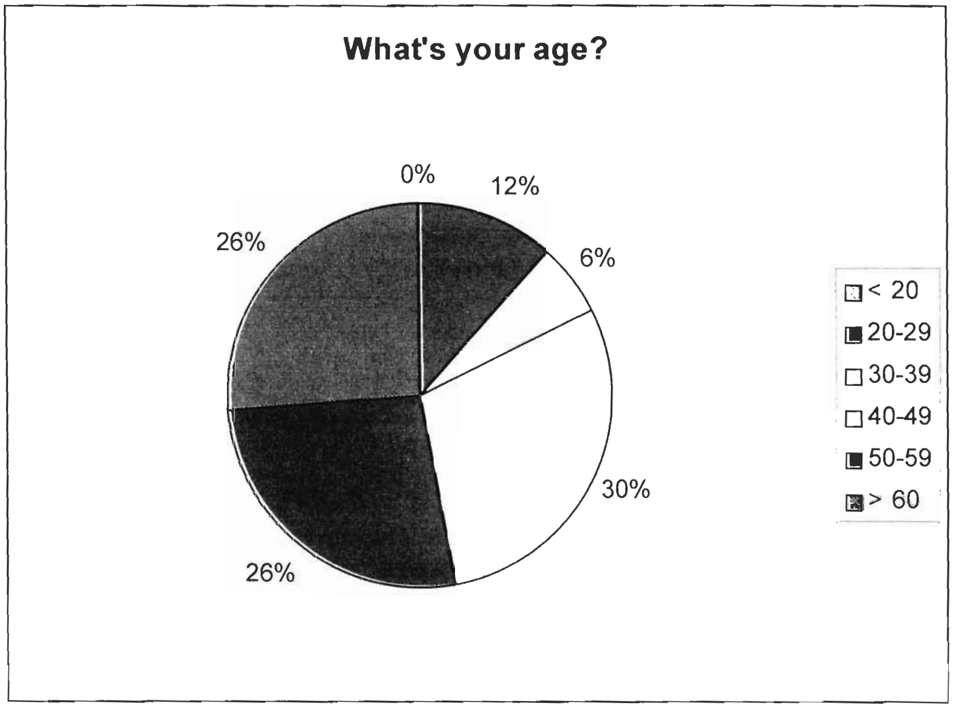


Figure 1: Result of question 'A' from survey

As seen in Figure 2, 31 out of the 33 people who returned surveys can access the Internet from home, 11 of them can access it from their workplace, 4 of them use the library to access the Internet, 4 access it from school and 2 out of the 33 use other means to access the Internet. This shows that if the website is created, people should be able to access it easily because many of them have internet connections at home.

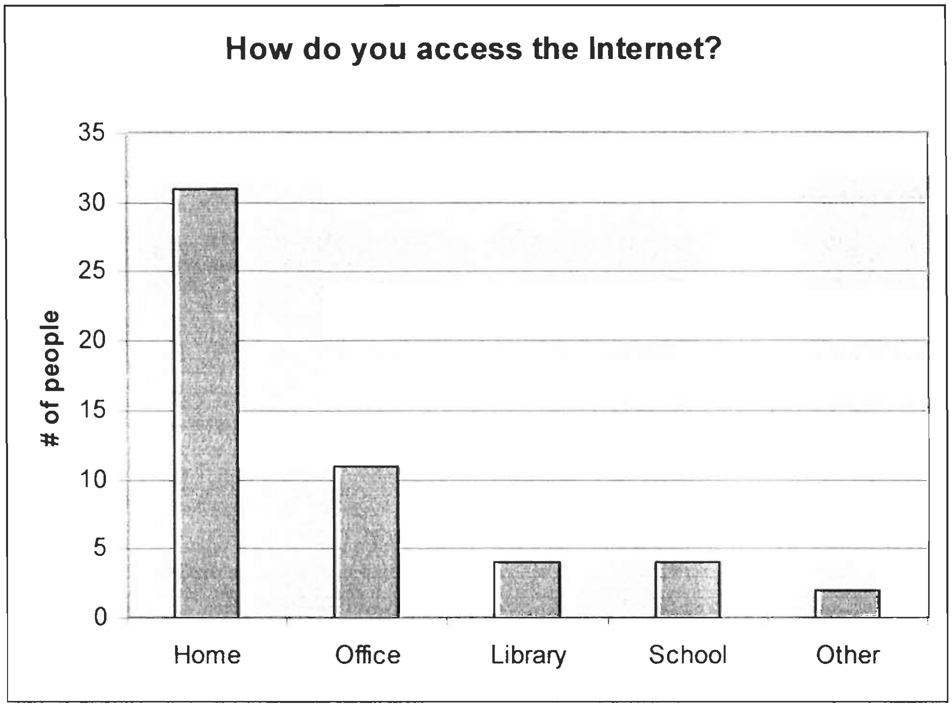


Figure 2: Result of Question 'F' from survey

Based on Figure 3, 67% agree that computer technology is beneficial to a church, 15% strong agree, 12% remain neutral and only 6% disagree. This shows that 82% of the people surveyed agree that computer technology could be helpful if used in a church.

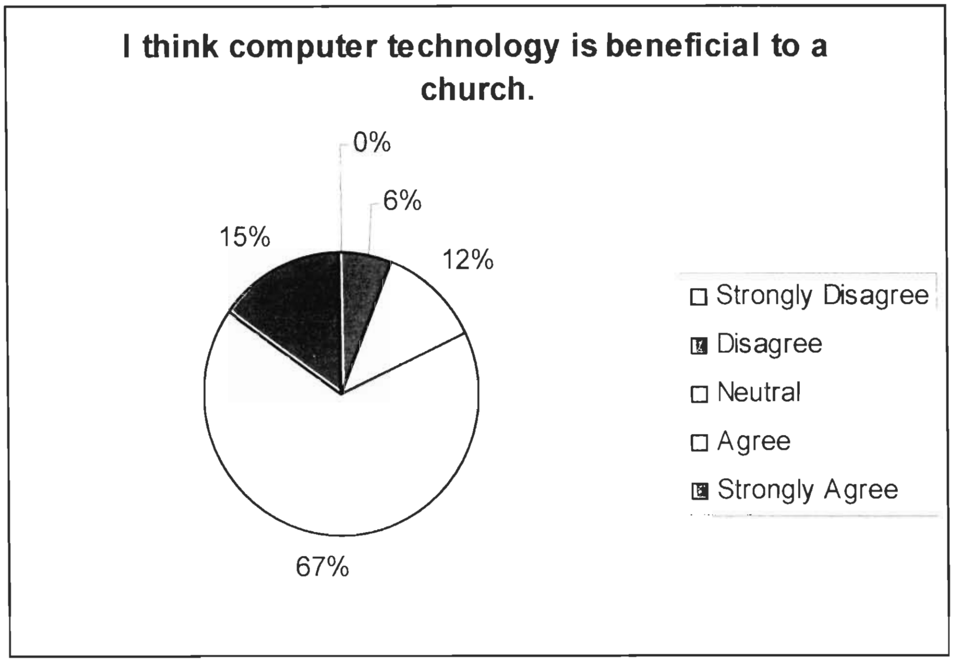


Figure 3: Result of Question 'I' from survey

Responses to the questions regarding "Development of the church website is a good idea" and "If the church had a website how often would you use it?" can be found in Figures 4 and 5 respectively.

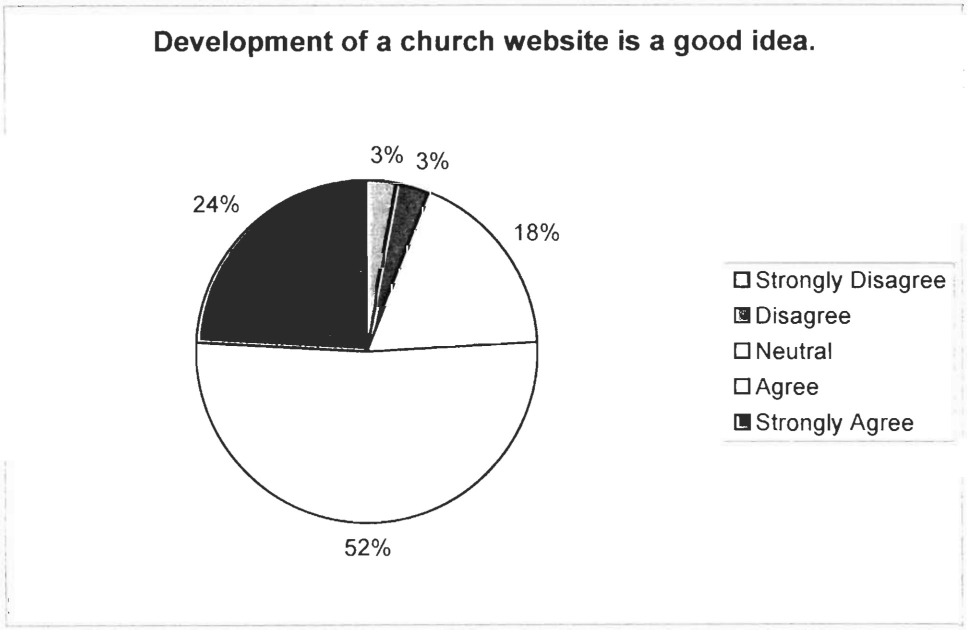


Figure 4: Results of Question 'J' from Survey

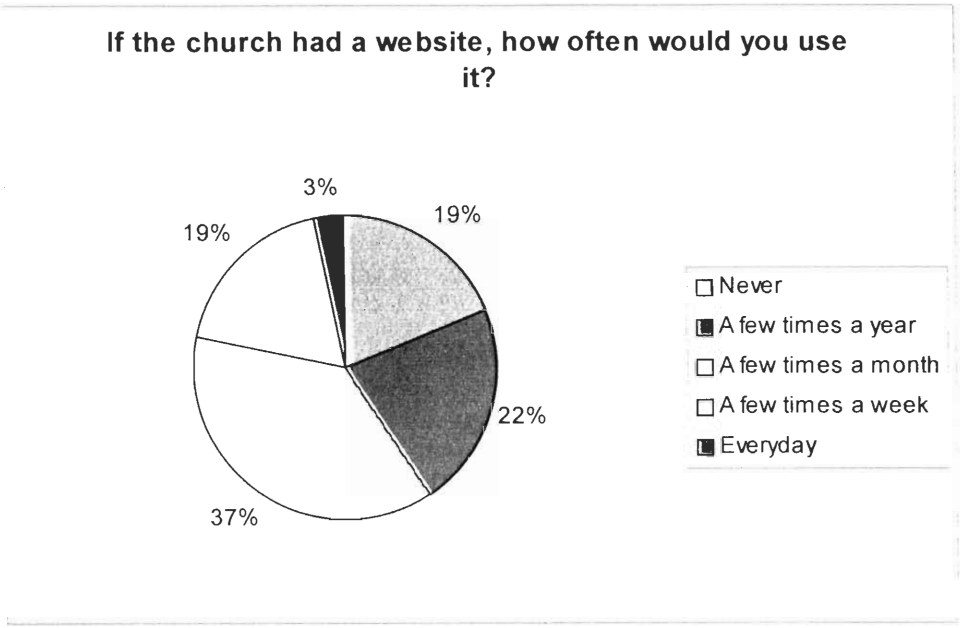


Figure 5: Results of Question 'L' from Survey

From Figure 6, we can see that 55% of the respondents agree that a website will provide better publicity to UU and the church, 24% strongly agree, 3% disagree, 3% strongly disagree and 15% remain neutral.

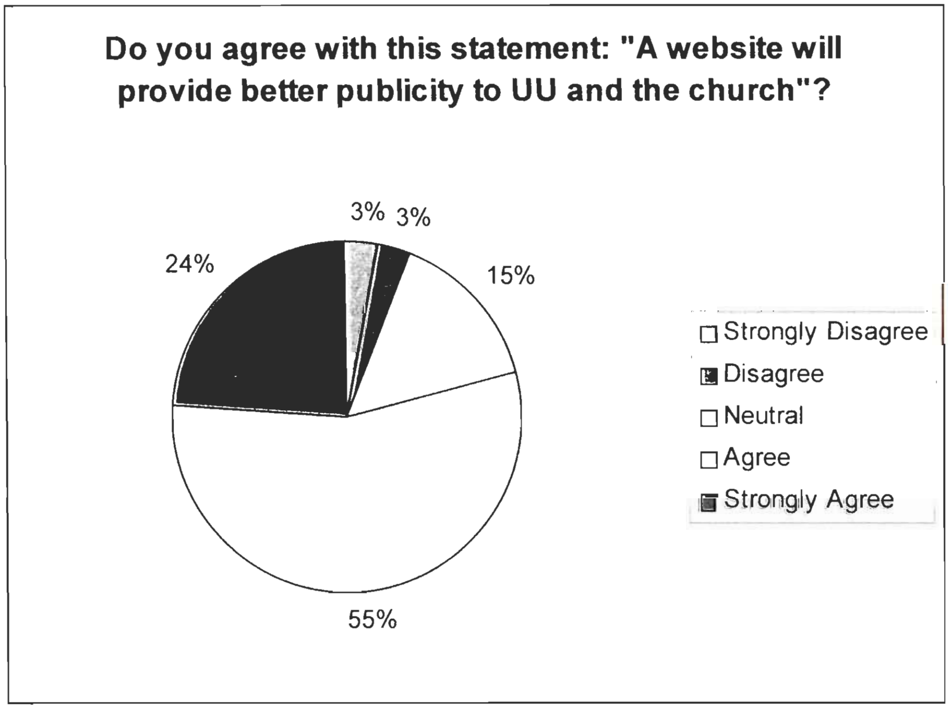


Figure 6: Results of Question 'K' from survey

Based on the surveys returned, over 75% of the responses agreed that a church website would be beneficial and the responses suggest that over 60% of the people surveyed would use the church website at least a few times a month.

In review of the many positive responses, we decided to create a church website. With these percentages, we can assume that a good number of parishioners will use and benefit from the church website. As to addressing the goal whether the parishioners are computer literate, by referring at Figures 7 and 8, we can see that many parishioners use the computer and Internet on a daily basis.

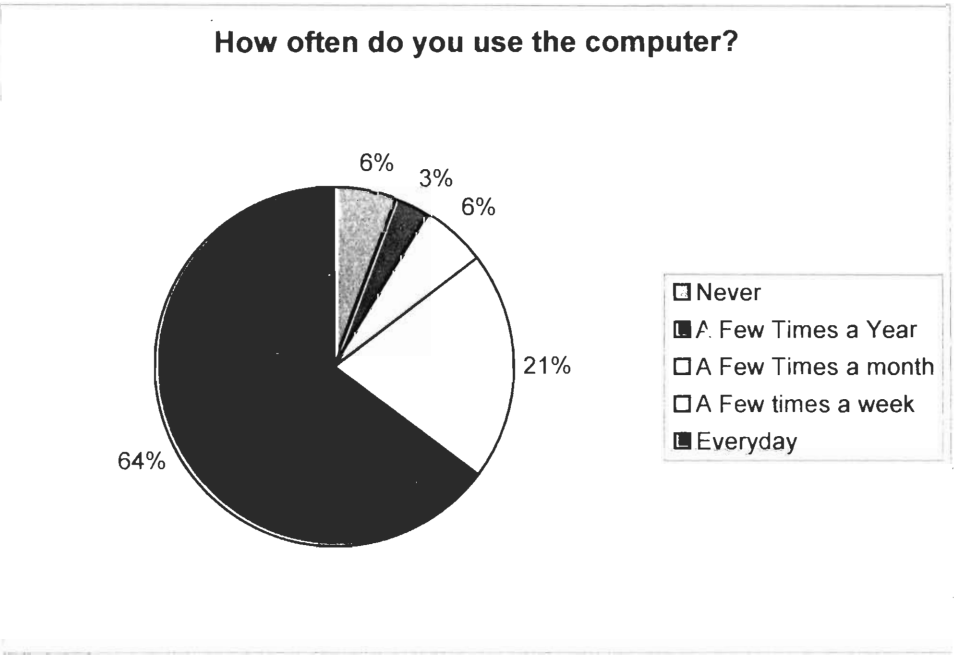


Figure 7: Results of Question 'C' from Survey

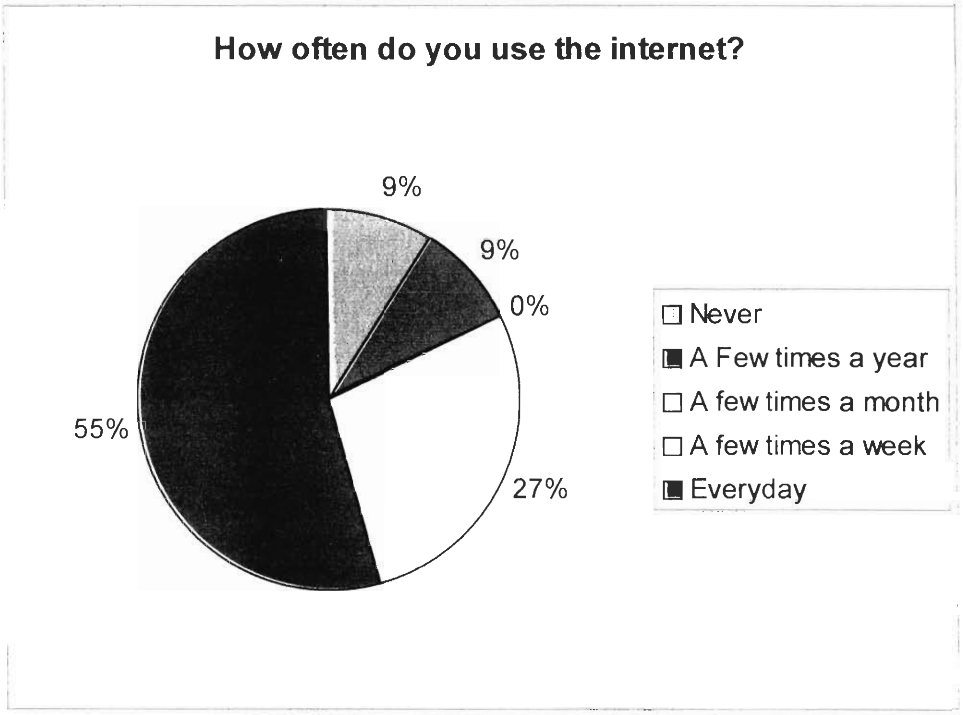


Figure 8: Result of Question 'E' from Survey

We, therefore, did not develop or give an instructional seminar. However, we suggest that if more than 15% of the parishioners want further help, one should hold the seminar. In our case only 9% of the people surveyed use the computer a few times a year or never, so we decided to create printed instructions instead of holding a seminar for them.

On Wednesday, January 25th, 2002 we drove to the Petersham Memorial Library. We took some pictures of the exterior of the library and then entered inside. We talked with the librarians at the front desk and inquired about their Internet access capability. They told us the procedure for using the library computer and the Internet. They explained to us their requirements and restrictions. They also gave us a bookmark with the library hours listed.

Most of the negative opinions we received were from people concerned that computer technology would replace face-to-face contact. They felt human contact was important and replacement by computers would never compensate the loss of it. Some parishioners were worried the website would take the place of the paper newsletter mailed out each month. They were afraid everyone would have to log on to the website to get the church news. This would cause problems for some that have no access to the Internet. Others felt there was not a need for a website if you were involved because you would know what was happening.

They were unaware that the website is not in anyway going to replace the current means of communication, but merely provide another means possibly aiding the parish in getting word out. Therefore, it would be important to ensure that the people understand this.

We noted the all other comments and suggestions of the people from the personal interviews and the free response survey question and tried to apply them in our implementation of the website.

WEBSITE DEVELOPMENT

Website Creation

We began building a temporary website the first few weeks of December and continued into C term. A temporary website was needed because we did not have a decision on the official URL, but wanted to begin implementation and testing of the website. The web host we used was Angelfire and our test page was located at http://www.angelfire.com/pe2/fcptest.

In choosing which programming language to use, we decided to use HTML to implement the church's website because it was the most logical choice. It is simple to use and will decrease the amount of time needed to implement the code and create the website. Other programming languages for example, Extensible Markup Language (XML), Java, and Practical Extraction and Report Language (PERL), would require a more complex code and could be more time consuming to create.

Before constructing our website, we researched UUA and other websites. For a list of the websites and some of their features, refer to Appendix K which contains examples of layout and aesthetic design. We examined the content of these websites when considering what to include in our own. We noted all the good and bad qualities of these websites to decide upon what we would implement on our own website. We also researched and selected a server on which the website would be hosted. We might have used the UUA server except that it was illogical since they only allow one update a year.

We created a website with a frame layout as we decided previously. The left frame has the links to the individual web pages, which when clicked will show the corresponding pages in the right frame. For the pages that we initially had information for, we uploaded them onto each corresponding page. For the pages where we were lacking information, we posted an 'under construction' message on the template. We updated the page whenever information was given to us.

On Friday, January 18th 2002, we met with some of the parish members at the church. We held the meeting because we needed to obtain additional information to include on the website. In particular, we needed the schedule and information for the youth group and religious education. We also wanted to obtain the archives for scanning.

We brainstormed a list of things we still needed to complete the website. In order to make it as easy as possible for the parishioners to provide us with the information required, we made a separate sheet for each item and listed the specific task that pertained to it. We would give these sheets of paper to committee members who would then pass them on to individuals with the proper information. We were also expecting to receive Christmas Pageant pictures that we would later upload to the website's photo gallery.

When we first arrived, we took pictures of the interior and exterior of the church. While waiting for the members to arrive, we set up the laptop for the meeting. During the meeting, we explained to the Parish Committee the progress of the project and the updates we had made on the website. We also announced the official URL of the website. Due to the fact that the redirect server we were using was always busy, Chip Bull suggested an alternate redirect server which would be more reliable. Using that server, we have finally confirmed the official URL to http://clik.to/firstparishuupetersham. We also discussed the information needed from the individuals responsible for religious education, archives and youth group. The first response we received was from the Archives Committee. The representative from that committee seemed opposed to the idea of having archives web accessible. This led us to the decision to save the archives onto a CD should we receive any to scan. The coordinators of the religious education program and youth group did not attend the meeting, but we handed out the documents we prepared for them to Anne Perkins and Kay Berry, hoping that one of them would be able to get in contact with them.

Overall, the meeting was pretty successful and we received important documents and pictures needed for the website. These included: an e-mail (see Appendix K) sent to Anne Perkins from Lynne Pledger on the Program Committee which explained what the Program Committee does and some important upcoming program dates, Christmas Pageant pictures to be uploaded to the photo gallery, and a more reliable redirect server for the official URL.

In the week following the meeting with the Parish Committee, we received a box of archives to scan from Professor Nicoletti. These included old documents on the history of the church, a book of finances, and newspaper clippings from Athol Daily and the Barre Gazette. We spent approximately 15 hours scanning the individual documents, which we later copied onto a recordable compact disc (CDR).

In addition to the task sheets we distributed at the January 18th meeting, we also contacted key people through phone calls and emails in order to get the information that was still missing for the website as soon as possible. We called Elizabeth Coe, Director of the Youth Group, to ask for a Youth Group calendar. We emailed and called her several times but she was too busy to respond. At the suggestion of our advisor, we contacted Ari Pugliese and Chip Bull. Ari had worked with the Youth Group the previous year so he might have been able to provide us with any information he might have on the current Youth Group Schedule. Although, he could not provide any information, he did promise to give our contact information to Elizabeth. Chip Bull was not able to help either as his children were only in the Religious Education Program.

We called Leah Penniman to ask for the updated schedule for Religious Education but found out that we had resigned her position as director. We then called the Hupperts to request the schedule from Leah's replacement, Caitie Huppert. We were unable to get in contact with her at home, so we called Lisa Payne, the chair of the Religious Education Committee, to see if she had the information we needed. She offered what she knew, and gave us some information to help us get in touch with Caitie. We managed to contact Caitie Huppert by calling her at school, at the start of her new semester. We had already received the new monthly newsletter by then so we were able to update the Religious Education page with the information given there.

We emailed, as well as tried to call, Lynne Pledger, the chair of the Program Committee, to request information about upcoming program Sundays. Although we were unable to contact her directly, she did respond, sending information (See Appendix L) to us through Anne Perkins.

We kept in close contact with Anne Perkins, the Parish Committee chair, throughout the project, exchanging many telephone calls and emails. We tried to keep her aware of what we had accomplished and what information we still needed. She was always helpful in providing as much information as possible on the current church situation, the archives, programs and any other general information we needed at the time.

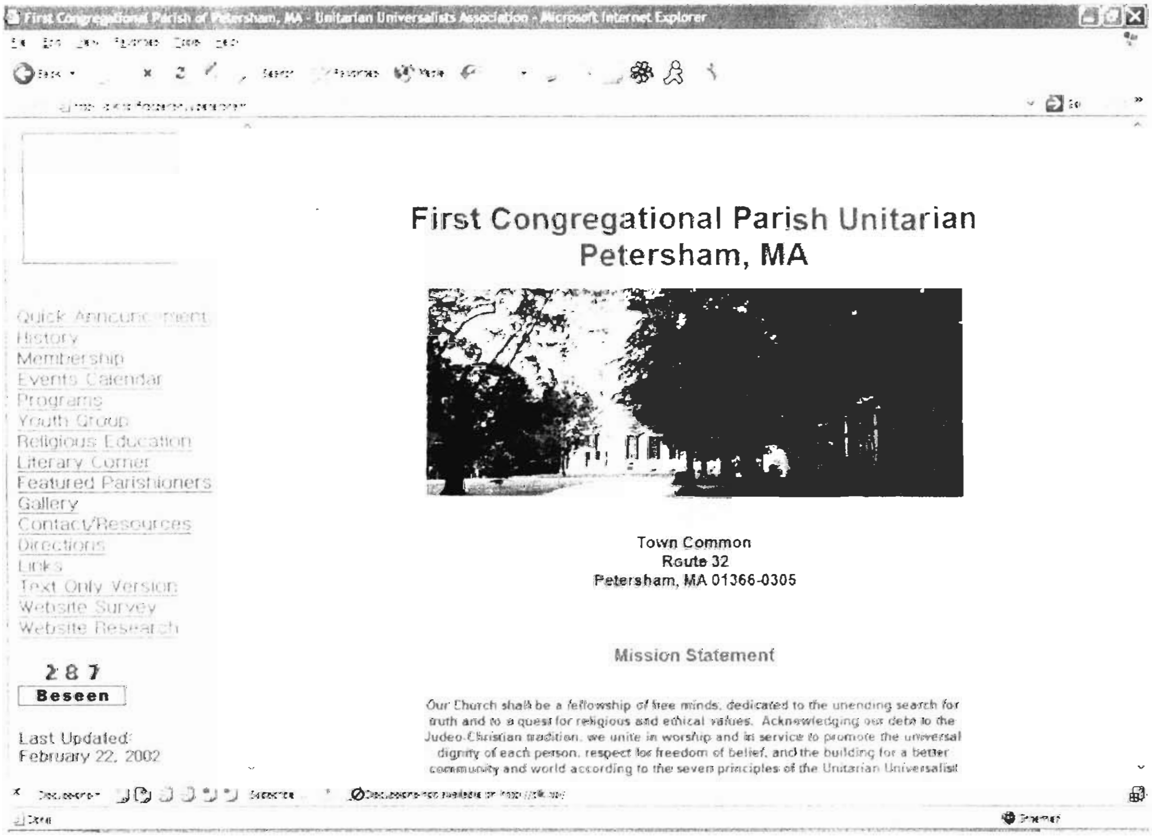
We called Adele Smith-Penniman to ask her to be the first featured parishioner on the website. We were able to get in touch with her after several tries and she agreed to it. She provided us with a brief autobiography (For a copy of the autobiography, refer to Appendix M) and her picture that we uploaded to the website.

We spent approximately five hours in creating the general layout of the website. An additional ten hours in uploading information on the individual pages.

Website Description

The official URL of the website for the First Congregation Parish Unitarian of Petersham is http://clik.to/firstparishuupetersham, a simple to remember yet informative website name.

The Main page, located in the right frame as seen in Figure 9, contains the mission statement, vision statement, and address of the church.


First Congregational Parish of Petersham, MA - Unitarian Universalists Association - Microsoft Internet Explorer
First Congregational Parish Unitarian
Petersham, MA
Quick Announcement
History
Membership
Events Calendar
Programs
Youth Group
Religious Education
Literary Corner
Featured Parishioners
Gallery
Contact/Resources
Directions
Links
Text Only Version
Website Survey
Website Research
287
Beseen
Last Updated:
February 22, 2002

Town Common
Route 32
Petersham, MA 01366-0305

Mission Statement

Our Church shall be a fellowship of free minds, dedicated to the unending search for truth and to a quest for religious and ethical values. Acknowledging our debt to the Judeo-Christian tradition, we unite in worship and in service to promote the universal dignity of each person, respect for freedom of belief, and the building for a better community and world according to the seven principles of the Unitarian Universalist

Figure 9: Main Page of Website

The left frame contains the links to all the individual pages, which can be accessed anytime. A counter provided by www.beseen.com, is located at the bottom of the left frame and records every visit to the website.

Members can use the bulletin board system, seen in Figure 10, to express different opinions and discuss topics of similar interest. By clicking on the "Post New Message" button, any viewer is able to post a message or reply to a message on the board. The webmaster should monitor this page to ensure that the messages are appropriate. Any offensive messages can be deleted from the message board by the webmaster. We again used www.beseen.com to host our Quick Announcement page of the website.

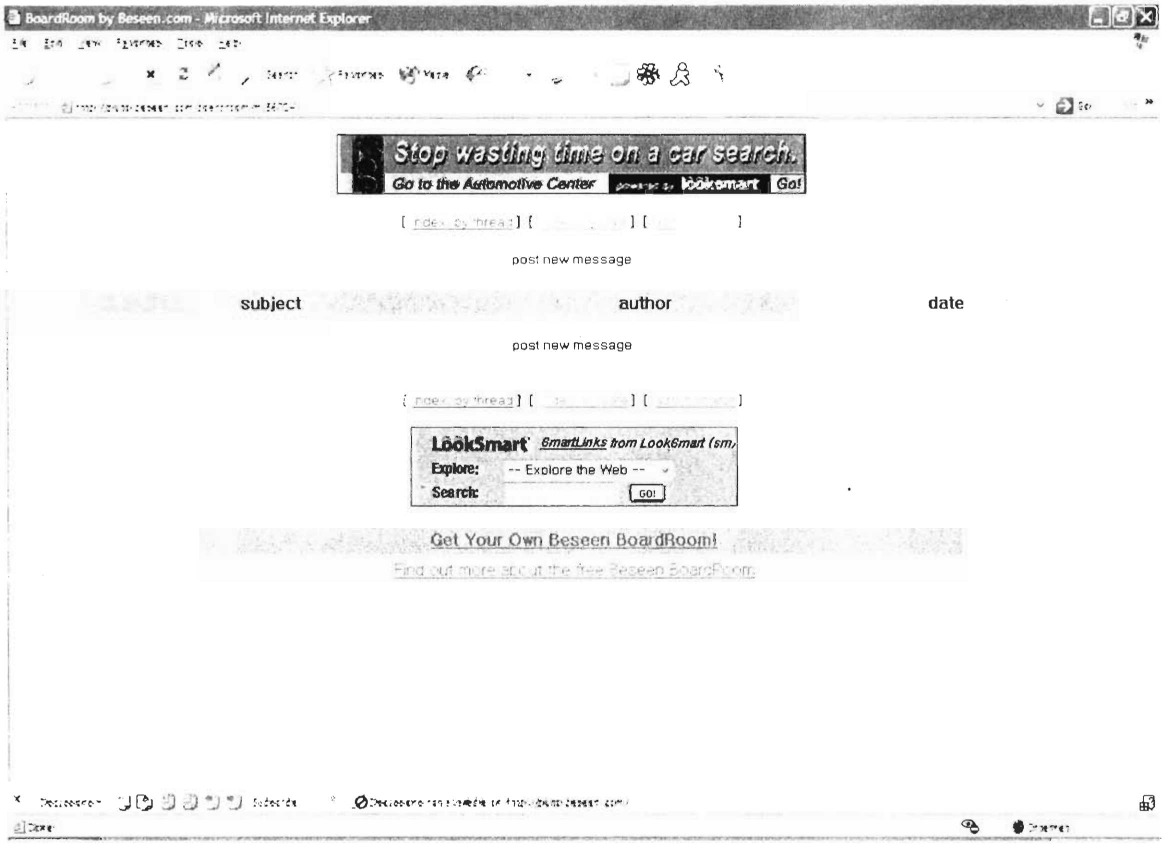
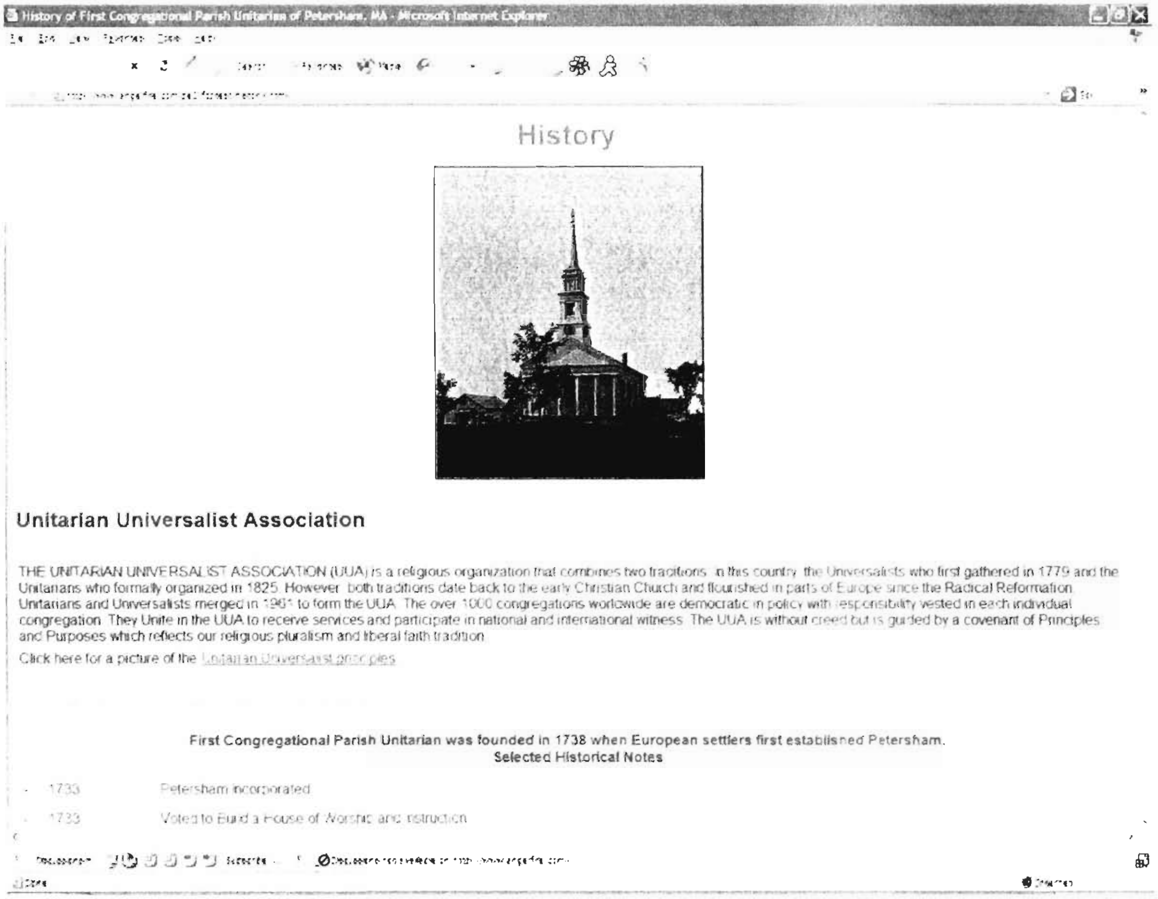

BoardRoom by Beseen.com - Microsoft Internet Explorer
Stop wasting time on a car search.
Go to the Automotive Center
lookomart
Go!
[index by thread] [ ] [ ]
post new message
subject
author
date
post new message
[index by thread] [ ] [ ]
LookSmart
SmartLinks from LookSmart (sm
Explore:
-- Explore the Web --
Search:
GO!
Get Your Own Beseen BoardRoom!
Find out more about the free Beseen BoardRoom

Figure 10: Quick Announcement page of the website

Figure 11 is a view of the History page. A brief history of the Unitarian Universalist Association can be found here, along with a link to view the complete UU Principles. This page also includes a list of selected important dates of the First Congregational Parish, including when each of the four different church buildings were founded.


History of First Congregational Parish Unitarian of Petersham, MA - Microsoft Internet Explorer

History

Unitarian Universalist Association

THE UNITARIAN UNIVERSALIST ASSOCIATION (UUA) is a religious organization that combines two traditions in this country the Universalists who first gathered in 1779 and the Unitarians who formally organized in 1825 However both traditions date back to the early Christian Church and flourished in parts of Europe since the Radical Reformation Unitarians and Universalists merged in 1961 to form the UUA The over 1000 congregations worldwide are democratic in policy with responsibility vested in each individual congregation They Unite in the UUA to receive services and participate in national and international witness The UUA is without creed but is guided by a covenant of Principles and Purposes which reflects our religious pluralism and liberal faith tradition

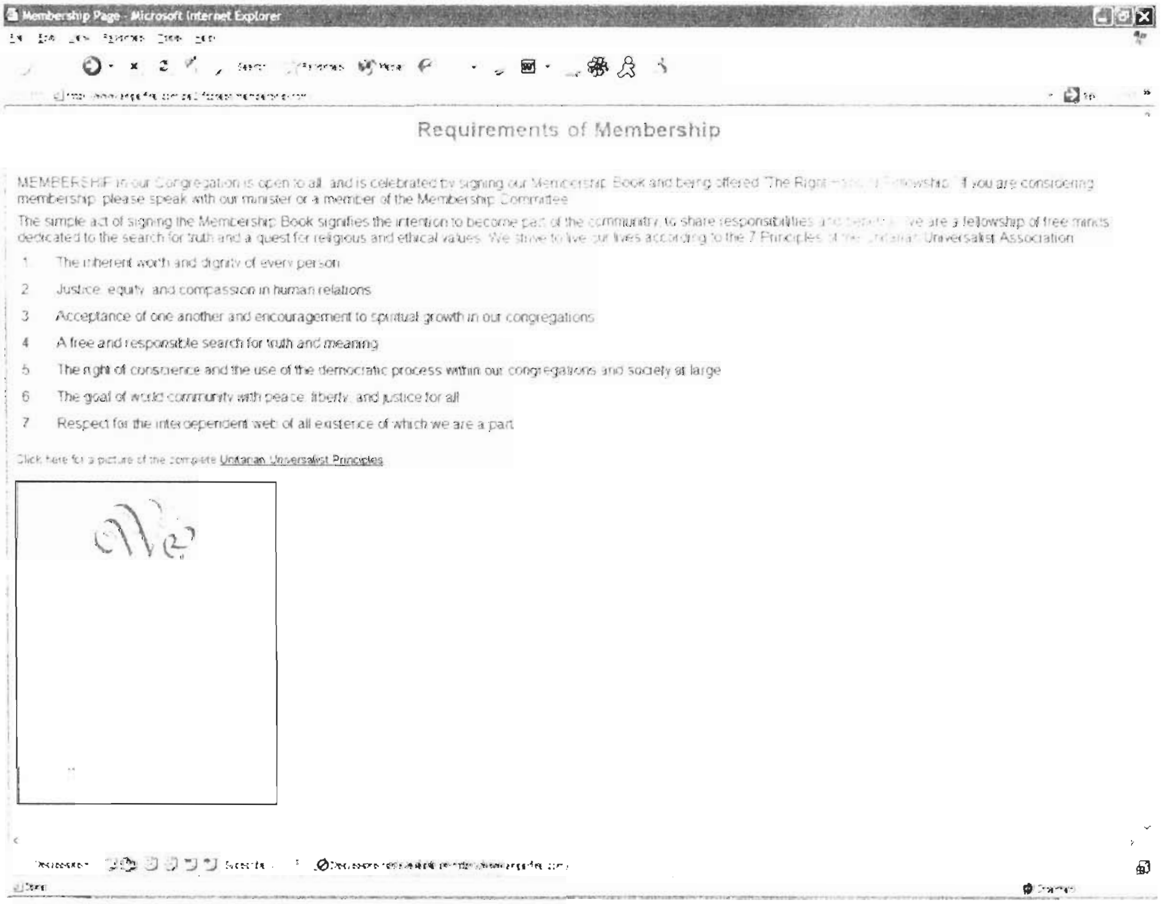
Click here for a picture of the Unitarian Universalist principles

First Congregational Parish Unitarian was founded in 1738 when European settlers first establisned Petersham.
Selected Historical Notes

- 1733 Petersham incorporated
- 1733 Voted to Build a House of Worship and Instruction

Figure 11: History page of the website

On the "Requirements of Membership" page seen in Figure 12, there is a list of the requirements and has information on becoming a member of the church. There is also a picture of the original copy of the UU Principles, on which users may click to enlarge, describing the Unitarian Universalist Principles.



Requirements of Membership

MEMBERSHIP in our Congregation is open to all, and is celebrated by signing our Membership Book and being offered "The Right Hand of Fellowship." If you are considering membership, please speak with our minister or a member of the Membership Committee.

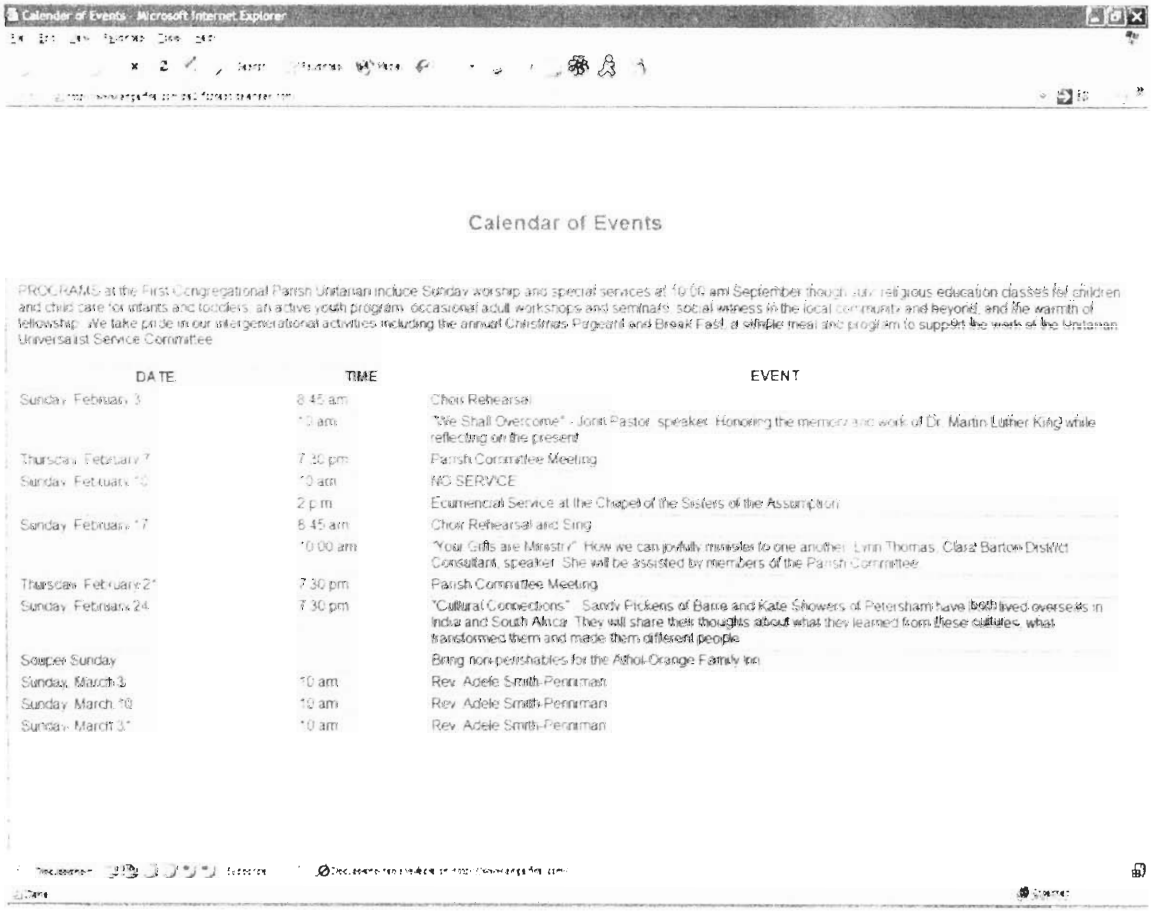
The simple act of signing the Membership Book signifies the intention to become part of the community, to share responsibilities and benefits. We are a fellowship of free minds dedicated to the search for truth and a quest for religious and ethical values. We strive to live our lives according to the 7 Principles of the Unitarian Universalist Association.

1. The inherent worth and dignity of every person
2. Justice, equity, and compassion in human relations
3. Acceptance of one another and encouragement to spiritual growth in our congregations
4. A free and responsible search for truth and meaning
5. The right of conscience and the use of the democratic process within our congregations and society at large
6. The goal of world community with peace, liberty, and justice for all
7. Respect for the interdependent web of all existence of which we are a part

Click here for a picture of the complete Unitarian Universalist Principles

Figure 12: Membership page of the website

Figure 13 shows the Event Calendar section of the website. Dates and information on upcoming events can be found on this page. These events include Sunday service, choir rehearsal, Parish Committee meetings, and "Program Sunday" events organized by the Program Committee.



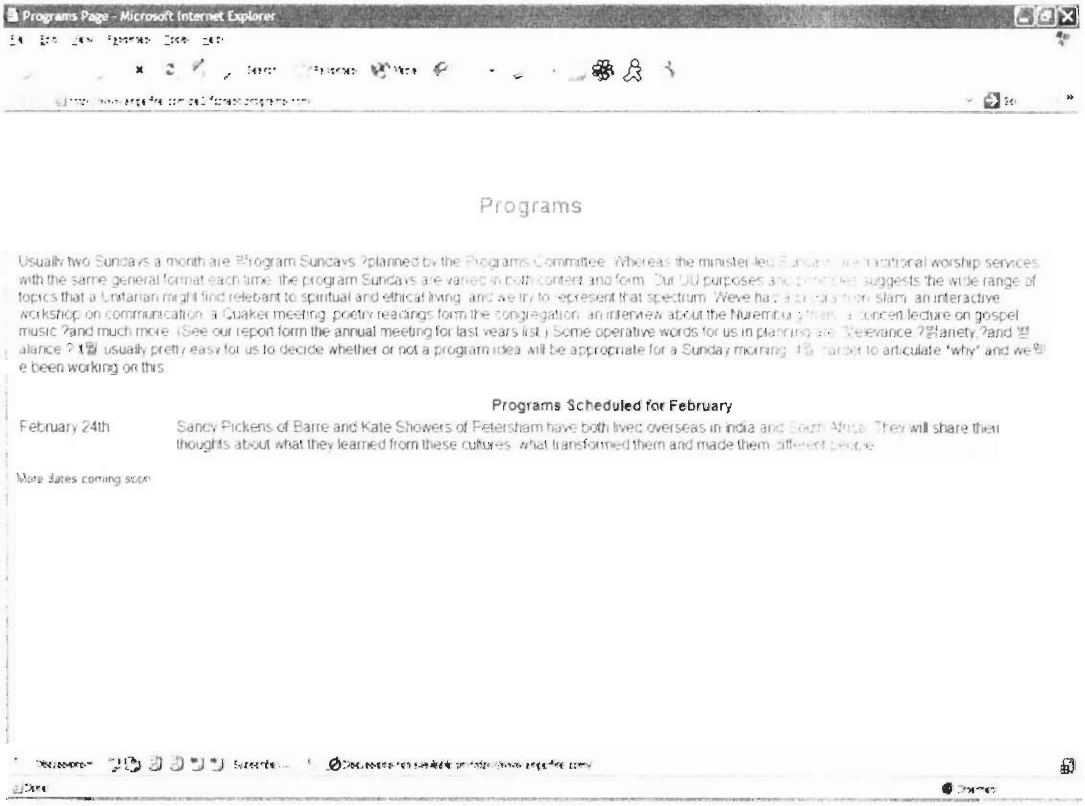
Calendar of Events

PROGRAMS at the First Congregational Parish Unitarian include Sunday worship and special services at 10:00 am September though June religious education classes for children and child care for infants and toddlers, an active youth program, occasional adult workshops and seminars, social witness in the local community and beyond, and the warmth of fellowship. We take pride in our intergenerational activities including the annual Christmas Pageant and Break Fast, a simple meal and program to support the work of the Unitarian Universalist Service Committee

DATE	TIME	EVENT
Sunday, February 3	8:45 am	Choir Rehearsal
	10 am	"We Shall Overcome" - John Pastor, speaker. Honoring the memory and work of Dr. Martin Luther King while reflecting on the present
Thursday, February 7	7:30 pm	Parish Committee Meeting
Sunday, February 10	10 am	NO SERVICE
	2 p.m.	Ecumencial Service at the Chapel of the Sisters of the Assumption
Sunday, February 17	8:45 am	Choir Rehearsal and Sing
	10:00 am	"Your Gifts are Ministry" How we can joyfully minister to one another. Lynn Thomas, Clara Barton District Consultant, speaker. She will be assisted by members of the Parish Committee
Thursday, February 21	7:30 pm	Parish Committee Meeting
Sunday, February 24	7:30 pm	"Cultural Connections" Sandy Pickens of Barre and Kate Showers of Petersham have both lived overseas in India and South Africa. They will share their thoughts about what they learned from these cultures, what transformed them and made them different people
Souper Sunday		Bring non-perishables for the Athol-Orange Family Inn
Sunday, March 3	10 am	Rev. Adele Smith-Penniman
Sunday, March 10	10 am	Rev. Adele Smith-Penniman
Sunday, March 31	10 am	Rev. Adele Smith-Penniman

Figure 13: Event Calendar page of the website

The Programs page found in Figure 14 has information explaining Program Sundays and lists the monthly schedule for the upcoming programs that the church will be offering.



Programs

Usually two Sundays a month are ?Program Sundays ?planned by the Programs Committee. Whereas the minister-led Sundays are traditional worship services with the same general format each time, the program Sundays are varied in both content and form. Our UU purposes and principles suggests the wide range of topics that a Unitarian might find relebant to spiritual and ethical living, and we try to represent that spectrum. Weve had a [illegible] slam, an interactive workshop on communication, a Quaker meeting, poetry readings form the congregation, an interview about the Nuremburg trials, a concert lecture on gospel music ?and much more. (See our report form the annual meeting for last years list.) Some operative words for us in planning are ?relevance ?variety,?and ?balance ? It's usually pretty easy for us to decide whether or not a program idea will be appropriate for a Sunday morning. It's harder to articulate "why" and we've been working on this.

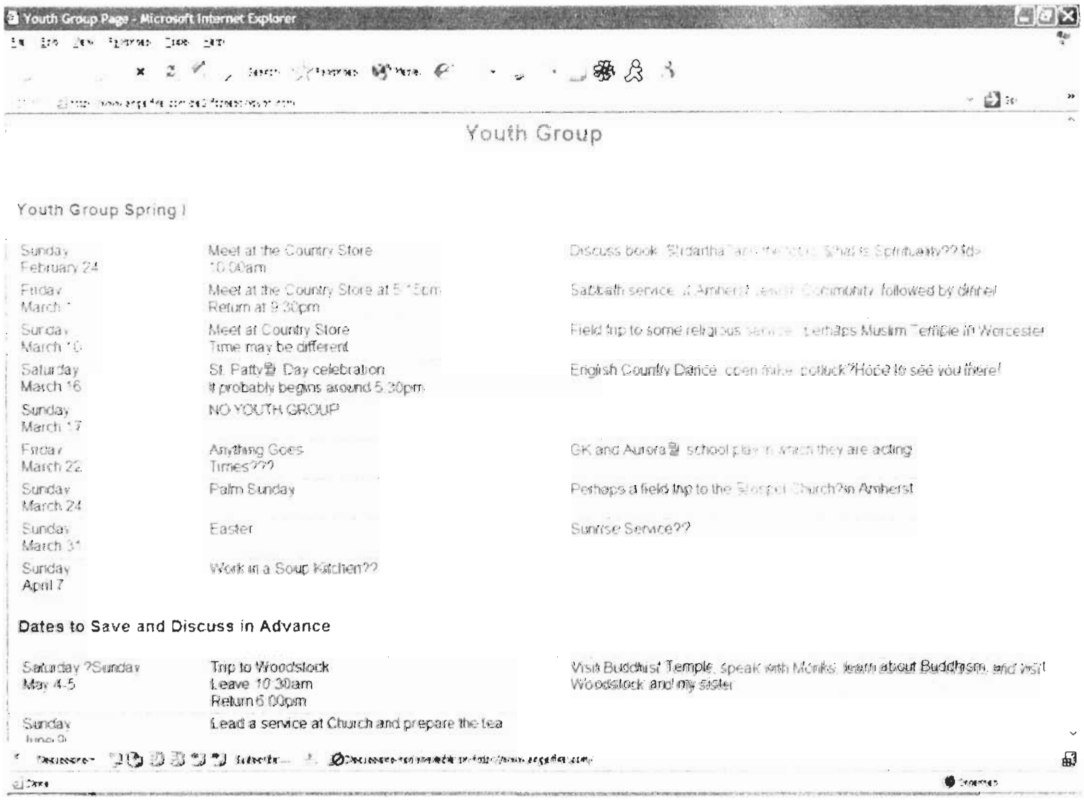
Programs Scheduled for February

February 24th — Sancy Pickens of Barre and Kate Showers of Petersham have both lived overseas in India and South Africa. They will share their thoughts about what they learned from these cultures, what transformed them and made them different people.

More dates coming soon

Figure 14: Programs page of the website

Figure 15 is a snapshot of the Youth Group page. Here, one can find an itinerary of the planned activities that will be held in youth group of the church in the upcoming months.



Youth Group

Youth Group Spring I

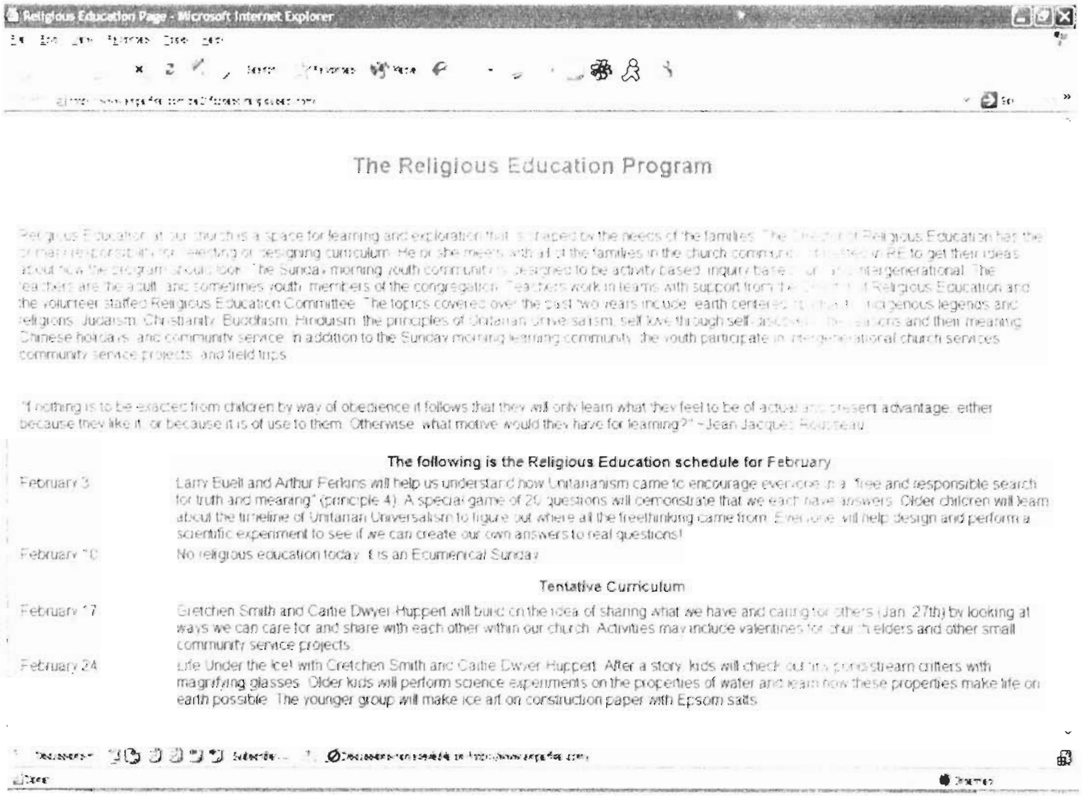
Sunday February 24	Meet at the Country Store 10:00am	Discuss book Sidartha [illegible] What is Spirituality?? fd>
Friday March 1	Meet at the Country Store at 5:15pm Return at 9:30pm	Sabbath service at Amherst Jewish Community followed by dinner
Sunday March 10	Meet at Country Store Time may be different	Field trip to some religious service perhaps Muslim Temple in Worcester
Saturday March 16	St. Patty[illegible] Day celebration It probably begins around 5:30pm	English Country Dance open mike potluck?Hope to see you there!
Sunday March 17	NO YOUTH GROUP	
Friday March 22	Anything Goes Times???	GK and Aurora[illegible] school play in which they are acting
Sunday March 24	Palm Sunday	Perhaps a field trip to the [illegible] Church?in Amherst
Sunday March 31	Easter	Sunrise Service??
Sunday April 7	Work in a Soup Kitchen??	

Dates to Save and Discuss in Advance

Saturday ?Sunday May 4-5	Trip to Woodstock Leave 10:30am Return 6:00pm	Visit Buddhist Temple, speak with Monks, learn about Buddhism, and visit Woodstock and my sister
Sunday June 9	Lead a service at Church and prepare the tea	

Figure 15: Youth Group page of the website

The Religious Education page seen in Figure 16 has information about Sunday school and the curriculum scheduled for each month.



The Religious Education Program

Religious Education at our church is a space for learning and exploration that is shaped by the needs of the families. The Director of Religious Education has the primary responsibility for selecting or designing curriculum. He or she meets with all of the families in the church community interested in RE to get their ideas about how the program should look. The Sunday morning youth community is designed to be activity based, inquiry based [illegible] intergenerational. The teachers are the adult and sometimes youth members of the congregation. Teachers work in teams with support from the Director of Religious Education and the volunteer staffed Religious Education Committee. The topics covered over the past two years include: earth centered [illegible] indigenous legends and religions, Judaism, Christianity, Buddhism, Hinduism, the principles of Unitarian Universalism, self love through self-discovery, the seasons and their meaning, Chinese holidays, and community service. In addition to the Sunday morning learning community, the youth participate in intergenerational church services, community service projects, and field trips.

"If nothing is to be exacted from children by way of obedience it follows that they will only learn what they feel to be of actual and present advantage, either because they like it, or because it is of use to them. Otherwise, what motive would they have for learning?" ~Jean Jacques Rousseau

The following is the Religious Education schedule for February

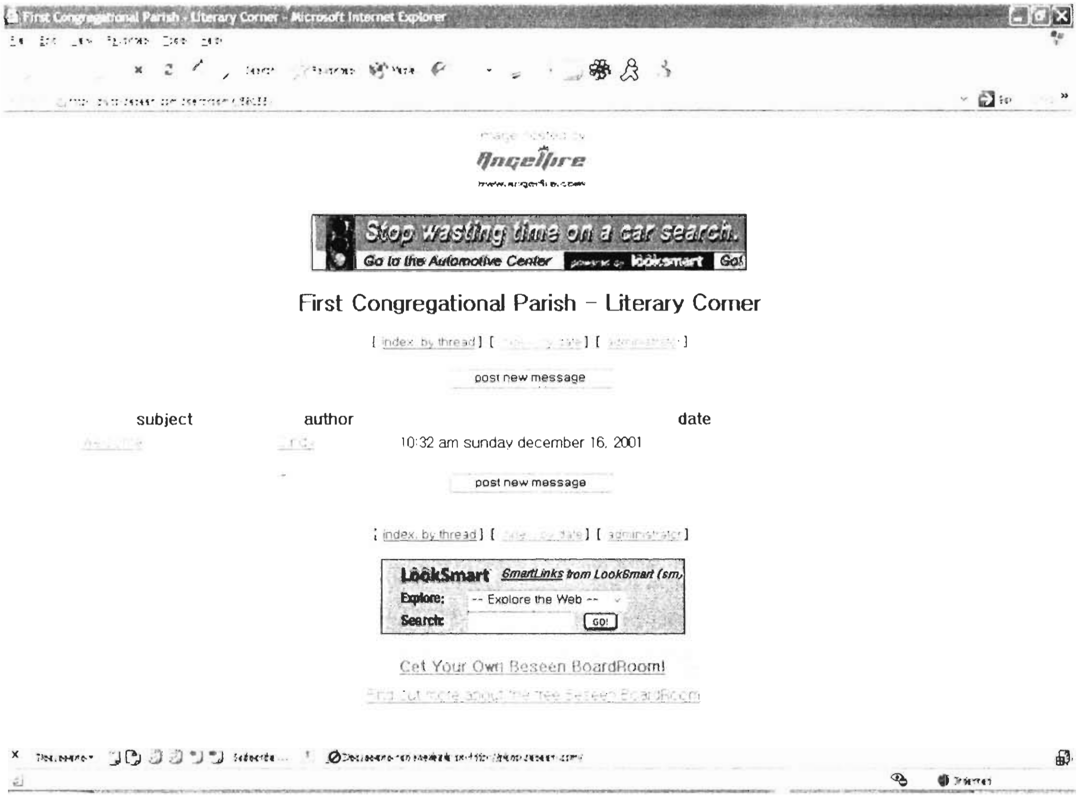
February 3	Larry Buell and Arthur Perkins will help us understand how Unitarianism came to encourage everyone in a "free and responsible search for truth and meaning" (principle 4). A special game of 20 questions will demonstrate that we each have answers. Older children will learn about the timeline of Unitarian Universalism to figure out where all the freethinking came from. Everyone will help design and perform a scientific experiment to see if we can create our own answers to real questions!
February 10	No religious education today. It is an Ecumenical Sunday.

Tentative Curriculum

February 17	Gretchen Smith and Carrie Dwyer-Huppert will build on the idea of sharing what we have and caring for others (Jan. 27th) by looking at ways we can care for and share with each other within our church. Activities may include valentines for church elders and other small community service projects.
February 24	Life Under the Ice! with Gretchen Smith and Carrie Dwyer-Huppert. After a story, kids will check out [illegible] pond/stream critters with magnifying glasses. Older kids will perform science experiments on the properties of water and learn how these properties make life on earth possible. The younger group will make ice art on construction paper with Epsom salts.

Figure 16: Religious Education page of the website

The literary corner is a message board hosted by www.beseen.com can be seen in Figure 17. This section allows members to post their own creative works online.

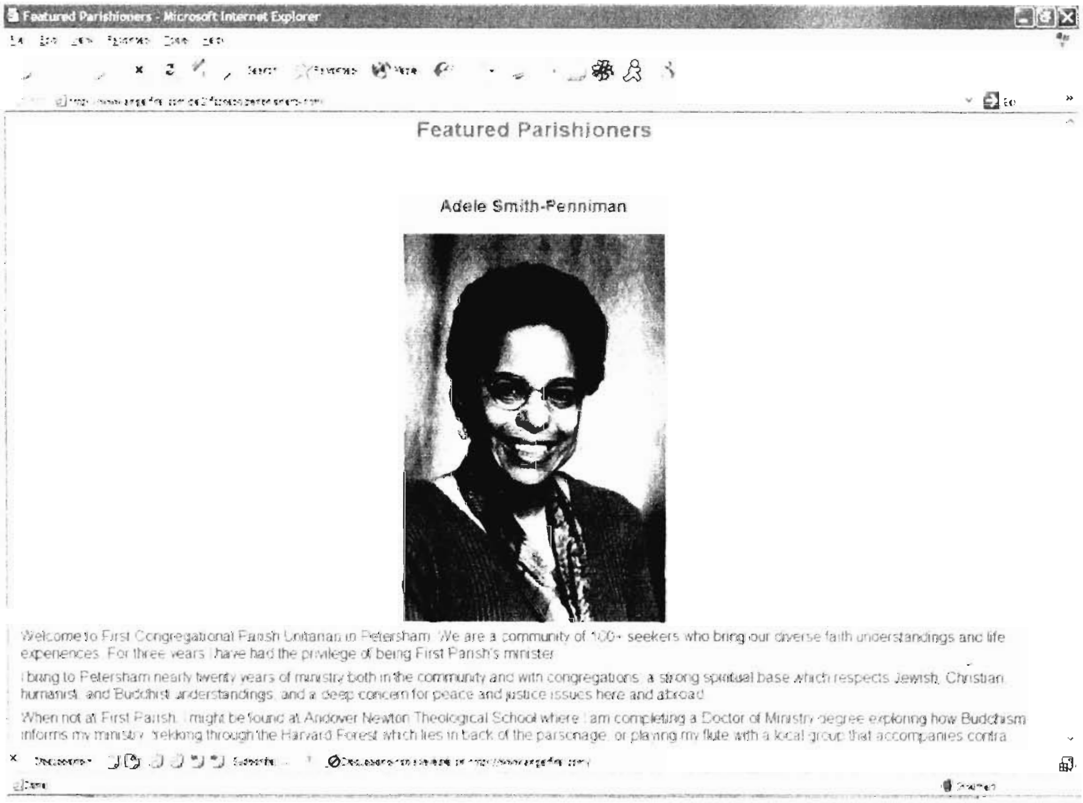

First Congregational Parish - Literary Corner - Microsoft Internet Explorer
Angelfire
Stop wasting time on a car search.
Go to the Automotive Center
looksmart
Go!
[index by thread] [index by date] [administrator]
post new message
post new message
[index by thread] [index by date] [administrator]
LookSmart
SmartLinks from LookSmart
Explore:
-- Explore the Web --
Search:
GO!
Get Your Own Beseen BoardRoom!

First Congregational Parish - Literary Corner

subject	author	date
		10:32 am sunday december 16, 2001

Figure 17: Literary Corner page of the website

The Featured Parishioners page shown in Figure 18 contains biographies and photos of selected church members. The purpose of this page is so that people can learn more about their fellow parishioners better. The Parish Committee suggested that Adele should be the featured parishioner because she is the Minister of the parish. This page should be updated monthly. The Parish Committee will make future suggestions as to who should be featured next. The chosen parishioner should provide the webmaster with an autobiography and a photo to upload to the site.



Welcome to First Congregational Parish Unitarian in Petersham. We are a community of 100+ seekers who bring our diverse faith understandings and life experiences. For three years I have had the privilege of being First Parish's minister.

I bring to Petersham nearly twenty years of ministry both in the community and with congregations, a strong spiritual base which respects Jewish, Christian, humanist, and Buddhist understandings, and a deep concern for peace and justice issues here and abroad.

When not at First Parish, I might be found at Andover Newton Theological School where I am completing a Doctor of Ministry degree exploring how Buddhism informs my ministry, trekking through the Harvard Forest which lies in back of the parsonage, or playing my flute with a local group that accompanies contra

Figure 18: Featured Parishioners page of the website

The Photo Gallery shown in Figure 19 contains pictures taken at special church events and also pictures of the interior and exterior of the church. All the pictures on the page are thumbnails and a larger image can be viewed by clicking on it.

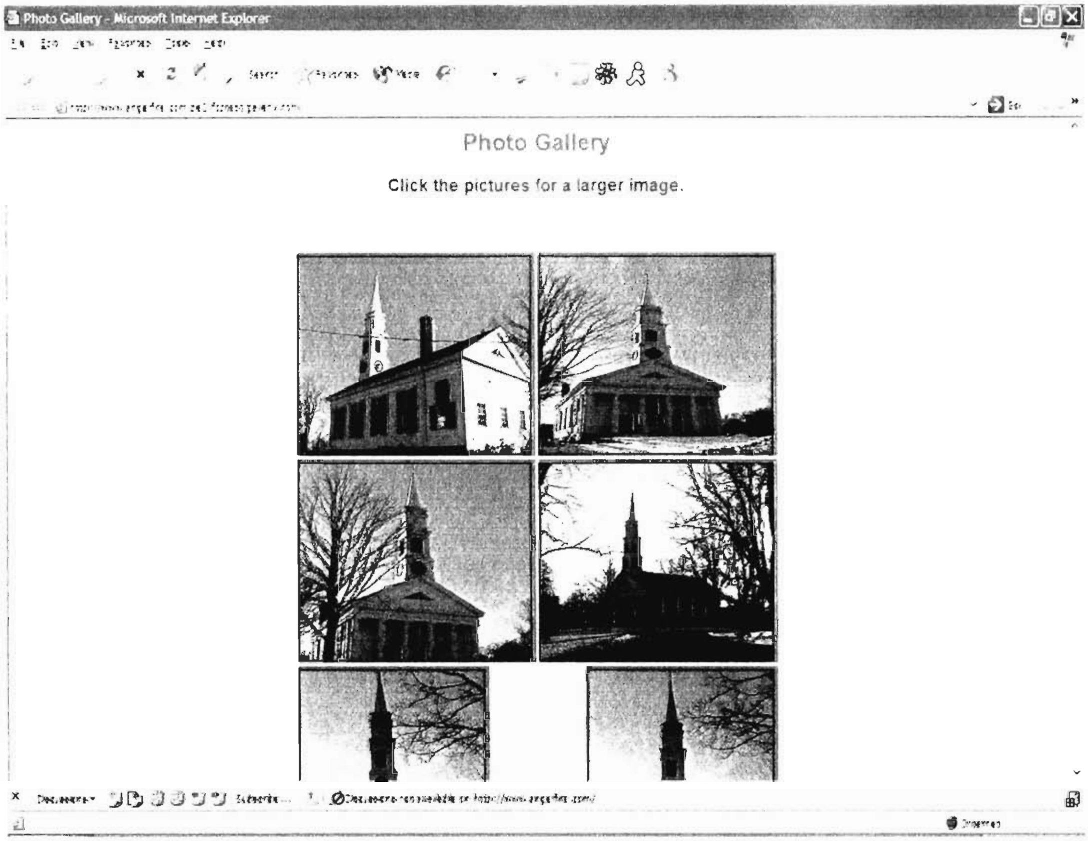


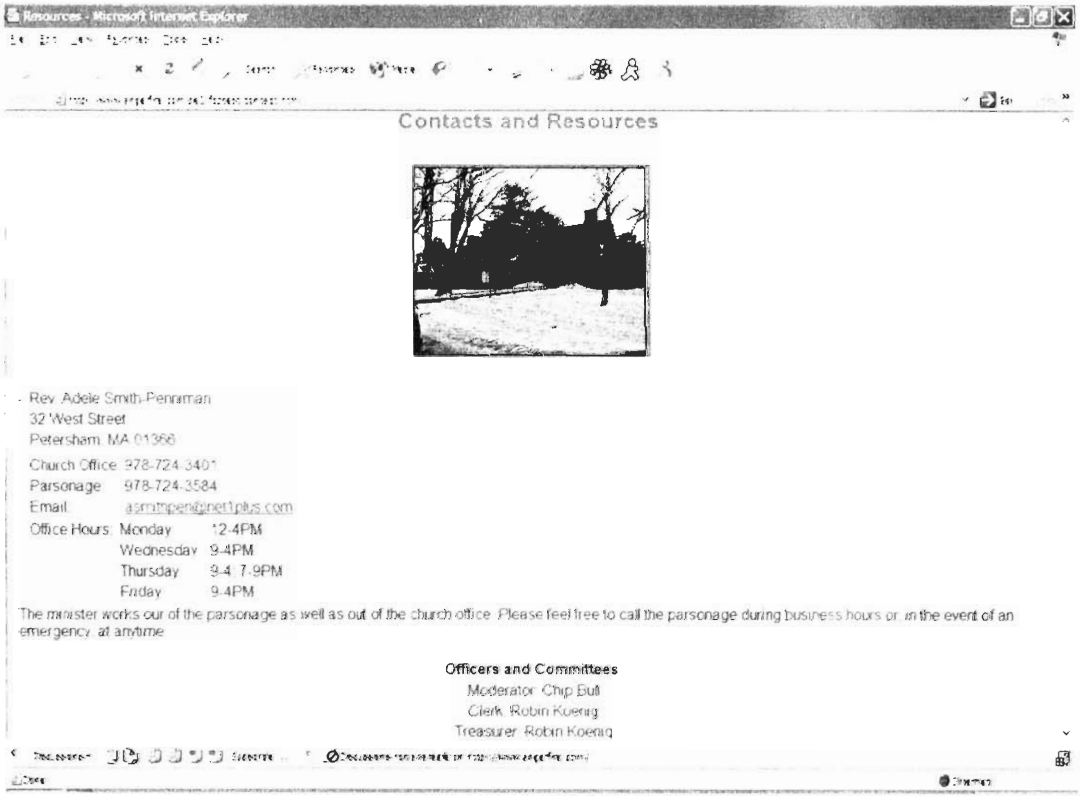
Photo Gallery - Microsoft Internet Explorer

Photo Gallery

Click the pictures for a larger image.

Figure 19: Photo Gallery of the website

Figure 20 shows the Resources/Contacts page, which has contact information and useful resources and links to the Petersham Memorial Library and the Town of Petersham Telephone Directory. All the committees and their members are also listed on this page. There is a feedback section for visitors to leave comments or ask questions. It is suggested that the webmaster reply to a visitor's submission as soon as possible.



Contacts and Resources

Rev Adele Smith-Penniman
32 West Street
Petersham MA 01366

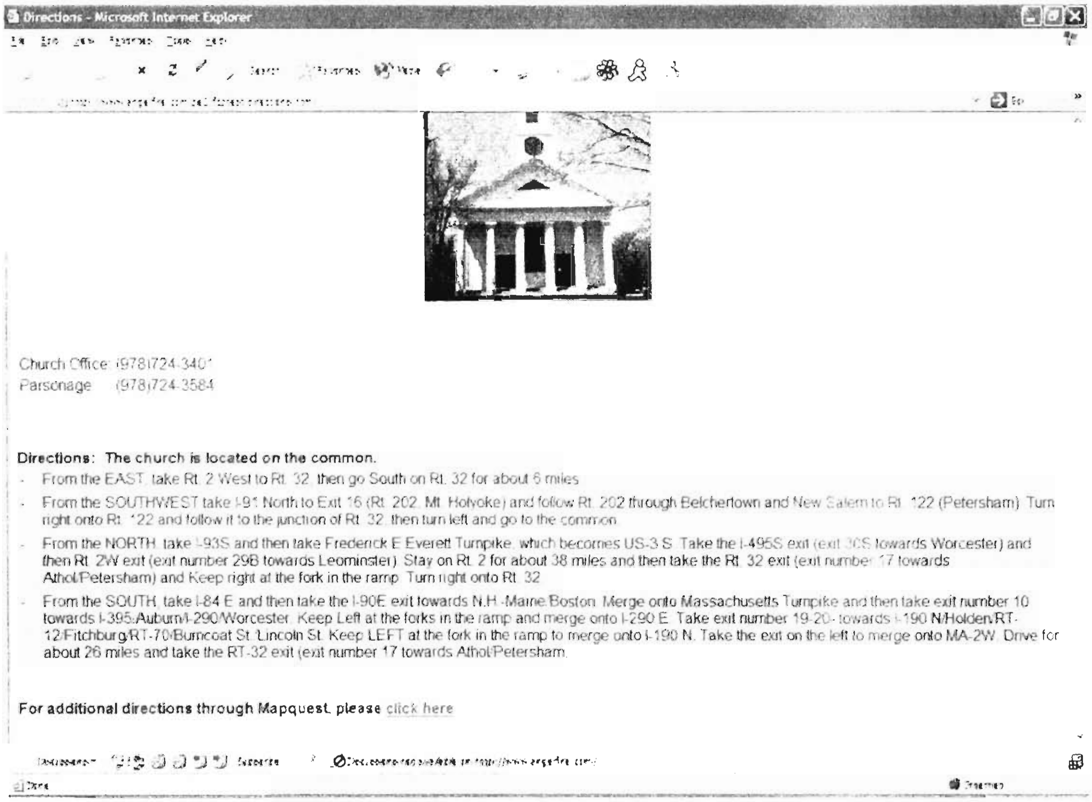
Church Office 978-724-3401
Parsonage 978-724-3584
Email asmithpen@net1plus.com
Office Hours Monday 12-4PM
Wednesday 9-4PM
Thursday 9-4 7-9PM
Friday 9-4PM

The minister works our of the parsonage as well as out of the church office Please feel free to call the parsonage during business hours or in the event of an emergency at anytime

Officers and Committees
Moderator Chip Bull
Clerk Robin Koenig
Treasurer Robin Koenig

Figure 20: Contacts/Resource page of the website

The Directions page includes instructions on how to get to the church from different directions. A link to www.mapquest.com, an online source for maps and driving directions, is also available so the user can get more detailed directions from a specific location.



Church Office: (978)724-3401
Parsonage (978)724-3584

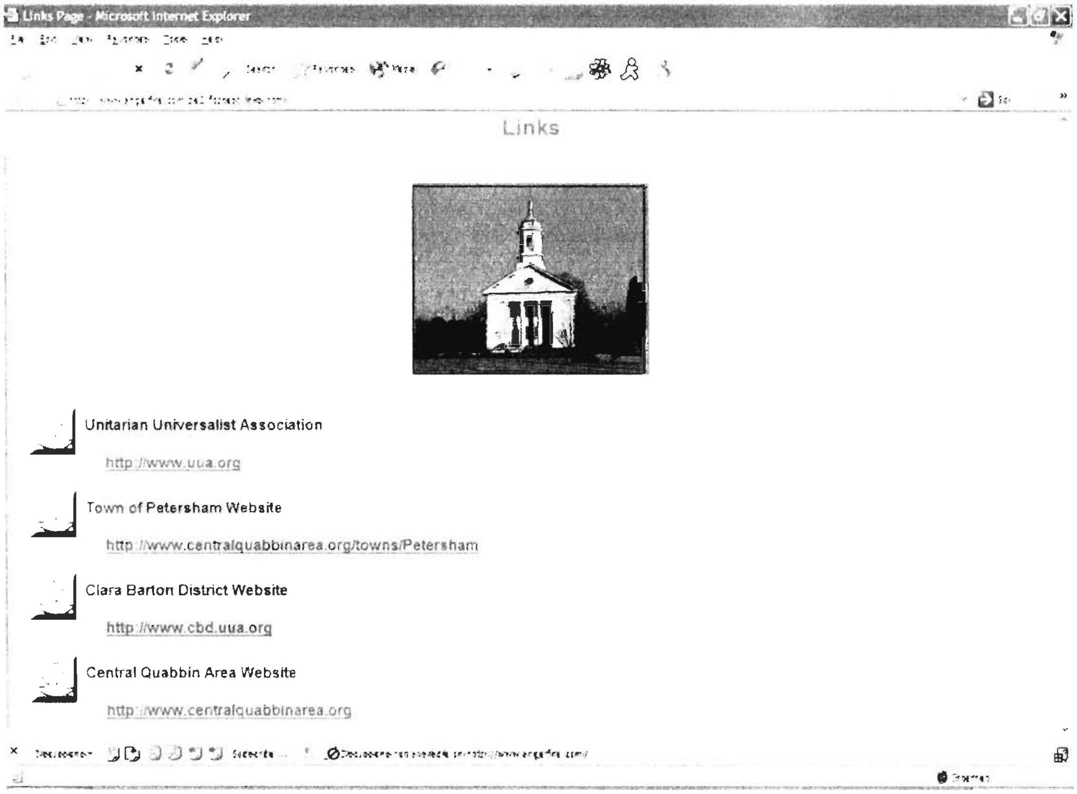
Directions: The church is located on the common.

- From the EAST, take Rt. 2 West to Rt. 32, then go South on Rt. 32 for about 6 miles
- From the SOUTHWEST take I-91 North to Exit 16 (Rt. 202, Mt. Holyoke) and follow Rt. 202 through Belchertown and New Salem to Rt. 122 (Petersham). Turn right onto Rt. 122 and follow it to the junction of Rt. 32, then turn left and go to the common
- From the NORTH, take I-93S and then take Frederick E Everett Turnpike, which becomes US-3 S. Take the I-495S exit (exit 30S towards Worcester) and then Rt. 2W exit (exit number 29B towards Leominster). Stay on Rt. 2 for about 38 miles and then take the Rt. 32 exit (exit number 17 towards Athol/Petersham) and Keep right at the fork in the ramp. Turn right onto Rt. 32
- From the SOUTH, take I-84 E and then take the I-90E exit towards N.H.-Maine/Boston. Merge onto Massachusetts Turnpike and then take exit number 10 towards I-395/Auburn/I-290/Worcester. Keep Left at the forks in the ramp and merge onto I-290 E. Take exit number 19-20- towards I-190 N/Holden/RT-12/Fitchburg/RT-70/Burncoat St./Lincoln St. Keep LEFT at the fork in the ramp to merge onto I-190 N. Take the exit on the left to merge onto MA-2W. Drive for about 26 miles and take the RT-32 exit (exit number 17 towards Athol/Petersham.

For additional directions through Mapquest, please click here

Figure 21: Directions page of the website

The Links page seen in Figure 22 provides various links to Unitarian Universalist and regional- related websites. Included are official website of the Unitarian Universalist Association, the Town of Petersham website, the Clara Barton District website, the Central Quabbin Area website, and a site to listen to UU audio.



Links

Unitarian Universalist Association

http://www.uua.org

Town of Petersham Website

http://www.centralquabbinarea.org/towns/Petersham

Clara Barton District Website

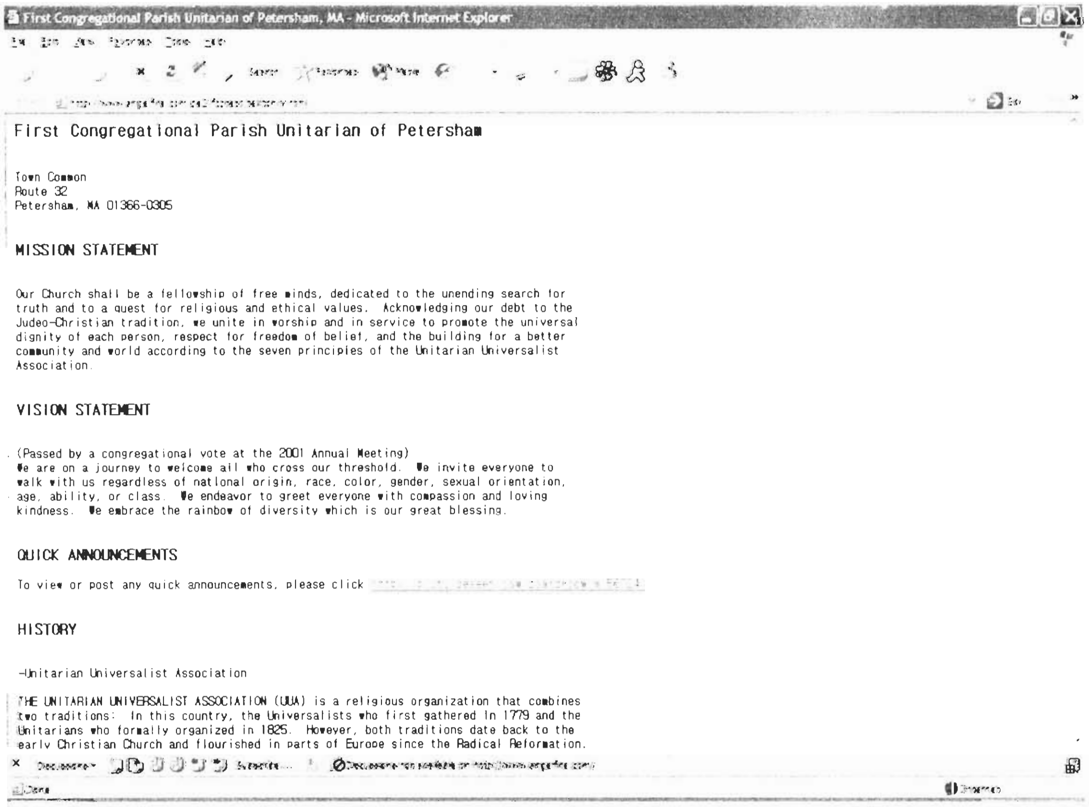
http://www.cbd.uua.org

Central Quabbin Area Website

http://www.centralquabbinarea.org

Figure 22: Links page of the website

The text only version of the website can be seen in Figure 23. This page was designed to provide handicapped accessibility for those who use text-to-voice translators, etc. It has been "Bobby" approved at www.cast.org/bobby, an online tool that examines websites to ensure that they will meet the requirements so disabled people will be able to use them. Certification from Bobby is based on the honor system. There is a list of "problems that seriously affect the page's usability by people with disabilities. A Bobby Approved rating can only be granted to a site in which none of the pages have accessibility errors," (Cast). There are also two other lists of problems in which the webmaster should take into consideration and should try to fix, but are not mandatory for Bobby Approval.



First Congregational Parish Unitarian of Petersham, MA - Microsoft Internet Explorer

First Congregational Parish Unitarian of Petersham

Town Common
Route 32
Petersham, MA 01366-0305

MISSION STATEMENT

Our Church shall be a fellowship of free minds, dedicated to the unending search for truth and to a quest for religious and ethical values. Acknowledging our debt to the Judeo-Christian tradition, we unite in worship and in service to promote the universal dignity of each person, respect for freedom of belief, and the building for a better community and world according to the seven principles of the Unitarian Universalist Association.

VISION STATEMENT

(Passed by a congregational vote at the 2001 Annual Meeting)
We are on a journey to welcome all who cross our threshold. We invite everyone to walk with us regardless of national origin, race, color, gender, sexual orientation, age, ability, or class. We endeavor to greet everyone with compassion and loving kindness. We embrace the rainbow of diversity which is our great blessing.

QUICK ANNOUNCEMENTS

To view or post any quick announcements, please click

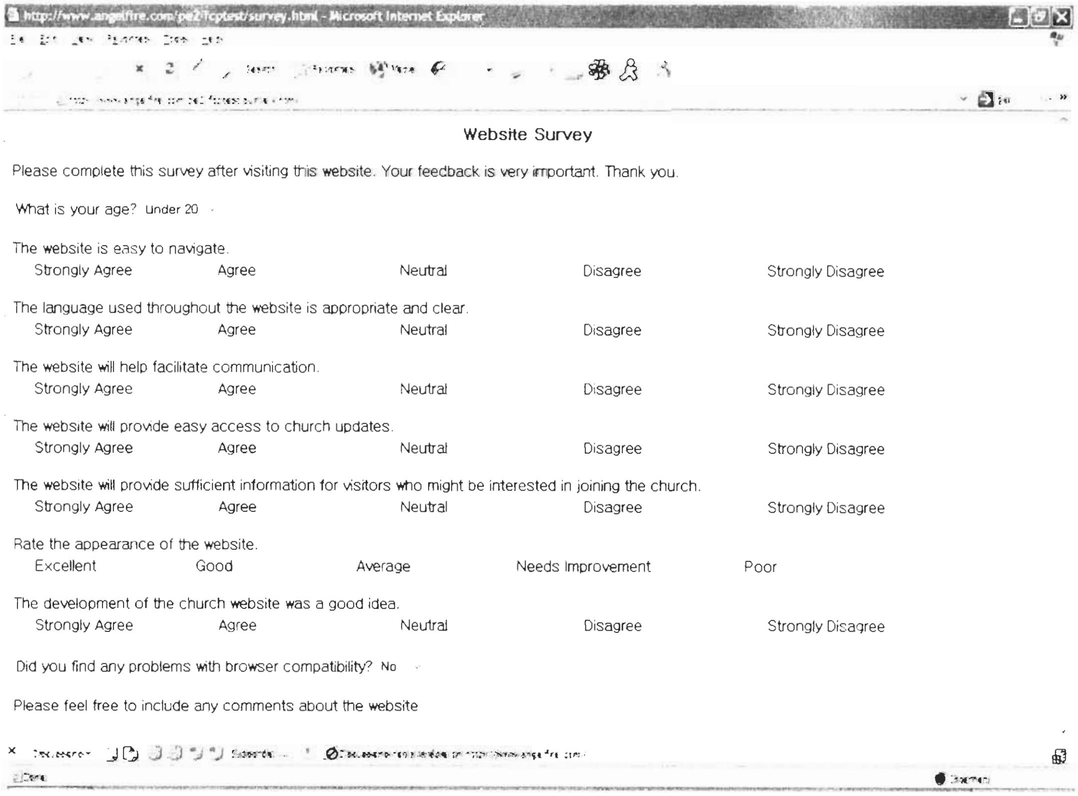
HISTORY

-Unitarian Universalist Association

THE UNITARIAN UNIVERSALIST ASSOCIATION (UUA) is a religious organization that combines two traditions: In this country, the Universalists who first gathered in 1779 and the Unitarians who formally organized in 1825. However, both traditions date back to the early Christian Church and flourished in parts of Europe since the Radical Reformation.

Figure 23: Text-Only Version page of the website

The survey seen in Figure 24 was posted on the website to collect feedback from church members who have examined the website. With the questions we formulated, we hoped to obtain a general idea of whether or not the parishioners will accept and use the website. Some topics in which we asked them to rate were whether they thought "The website is easy to navigate," "The website will help facilitate communication," and "The development of the church website was a good idea."


http://www.angelfire.com/pe2/fcptest/survey.html - Microsoft Internet Explorer

Website Survey

Please complete this survey after visiting this website. Your feedback is very important. Thank you.

What is your age? Under 20

The website is easy to navigate.
Strongly Agree Agree Neutral Disagree Strongly Disagree

The language used throughout the website is appropriate and clear.
Strongly Agree Agree Neutral Disagree Strongly Disagree

The website will help facilitate communication.
Strongly Agree Agree Neutral Disagree Strongly Disagree

The website will provide easy access to church updates.
Strongly Agree Agree Neutral Disagree Strongly Disagree

The website will provide sufficient information for visitors who might be interested in joining the church.
Strongly Agree Agree Neutral Disagree Strongly Disagree

Rate the appearance of the website.
Excellent Good Average Needs Improvement Poor

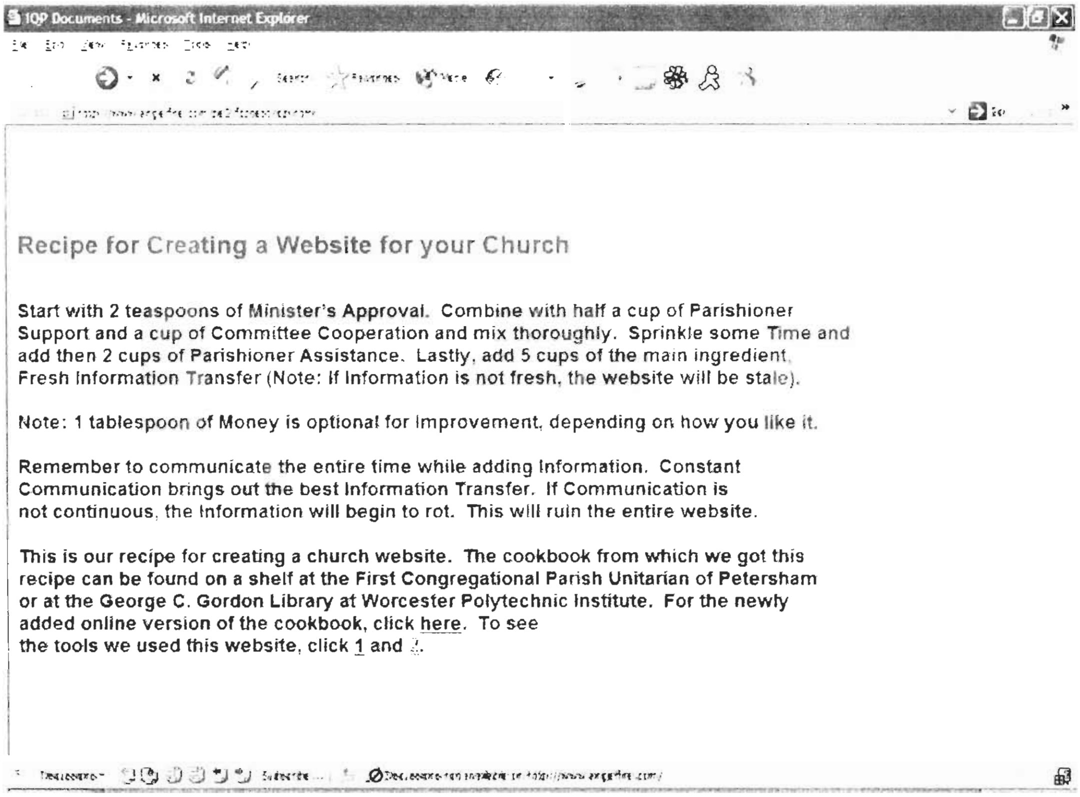
The development of the church website was a good idea.
Strongly Agree Agree Neutral Disagree Strongly Disagree

Did you find any problems with browser compatibility? No

Please feel free to include any comments about the website

Figure 24: Website Survey

As seen in Figure 25, our research and methodology were made available on the Website Research page as a "cookbook" for those who are interested in creating a website for their own congregation. Both the computer technology and website surveys that we used are also available for download on this page.



Recipe for Creating a Website for your Church

Start with 2 teaspoons of Minister's Approval. Combine with half a cup of Parishioner Support and a cup of Committee Cooperation and mix thoroughly. Sprinkle some Time and add then 2 cups of Parishioner Assistance. Lastly, add 5 cups of the main ingredient, Fresh Information Transfer (Note: If Information is not fresh, the website will be stale).

Note: 1 tablespoon of Money is optional for improvement, depending on how you like it.

Remember to communicate the entire time while adding Information. Constant Communication brings out the best Information Transfer. If Communication is not continuous, the Information will begin to rot. This will ruin the entire website.

This is our recipe for creating a church website. The cookbook from which we got this recipe can be found on a shelf at the First Congregational Parish Unitarian of Petersham or at the George C. Gordon Library at Worcester Polytechnic Institute. For the newly added online version of the cookbook, click here. To see the tools we used this website, click 1 and 2.

Figure 25: Website Research page of the website

In order to make the website universal to all web users, we took many details into consideration. We tried to keep the loading time of the website to a minimum for those who have slow Internet connections, especially since Digital Subscriber Line (DSL) are not available in Petersham. We tried to use fonts and symbols that were compatible with all web browsers.

Website Testing

When we finished the website, we tested it for functionality and ease of use. At the January 18th meeting with the Parish Committee, we had also showed the committee our website. In preparation, we borrowed a laptop from Worcester Polytechnic Institute's (WPI) Instructional Media Center (IMC). In order for the laptop to be Internet accessible at the church, we downloaded America Online (AOL) onto it and searched for the proper access number for the church's area. In case of connection failure, we also downloaded a copy of the website to be viewable offline.

When we presented the website at the meeting, we were unable to get it to connect to the Internet. Therefore, we resorted to our alternative plan and viewed the saved copy of the website from the floppy disk. The Parish Committee seemed excited and looked very enthusiastic when they viewed the website. Overall, they were pleased with the appearance of the website and were appreciative of our efforts. The meeting was pretty successful and stirred up the members' interest in the website. Mark Balcom-Wolf also showed interest in being the church's webmaster.

We created a survey (see to Appendix N) so people could give us feedback on the website. The survey was available in three formats: paper, online, and e-mail. The original idea was to make paper surveys available. Because we were unable to distribute surveys by hand to the parishioners, we delivered them to Denise Nicoletti to drop off at the church. We asked Anne Perkins to make an announcement at service that the surveys were available on the table in the parish hall for the parishioners to express their opinion of the new website. We were unable to obtain as much feedback from the parishioners as we had hoped. Even if we had handed the surveys to them directly, due to the time it takes to review the website, we would not have been able to wait for each of them to finish and collect them.

We later decided that it would be easier to have the survey available on the website so the viewer could look at the website and complete the survey simultaneously. We sent emails to friends and family asking them to fill out the online survey. We realized two problems of the online survey. It could only be submitted through a mail client and an unknown error prevented most of the survey returns from reaching us. To overcome this obstacle, we sent the surveys through email to those of our friends who were unable to use the online survey.

Professor Denise Nicoletti provided us with a forwarded email that contained all the email addresses of the parishioners who had email service. There were a total of 35 email addresses and we sent each of them an email with the survey as an attachment. Only three people replied praising the appearance of the site and indicating a mistake in the title of the church. They did not complete the survey.

To compensate for the lack of surveys received from the parishioners, we decided to distribute the surveys to staff and faculty members at Worcester Polytechnic Institute. We visited each academic department and asked them if they had free time to view the website and complete the survey. We were able to obtain 20 responses this way.

We received eight e-mail surveys, two online surveys, and 29 paper surveys (To view the returned surveys, refer to Appendix O). Refer to Appendix O for samples of the returned surveys. A copy of the entire set of returned survey can be found at the First Congregational Parish Unitarian in Petersham. As seen in Figure 26, of all the respondents, 66% of them were under 29 years old. 5% of the people surveyed were 30-39 years old, 13% were 40-49 years old, 8% were between the ages of 50 and 59, and the last 8% were 60 years old and above, a complete copy of the graphs is included in Appendix P.

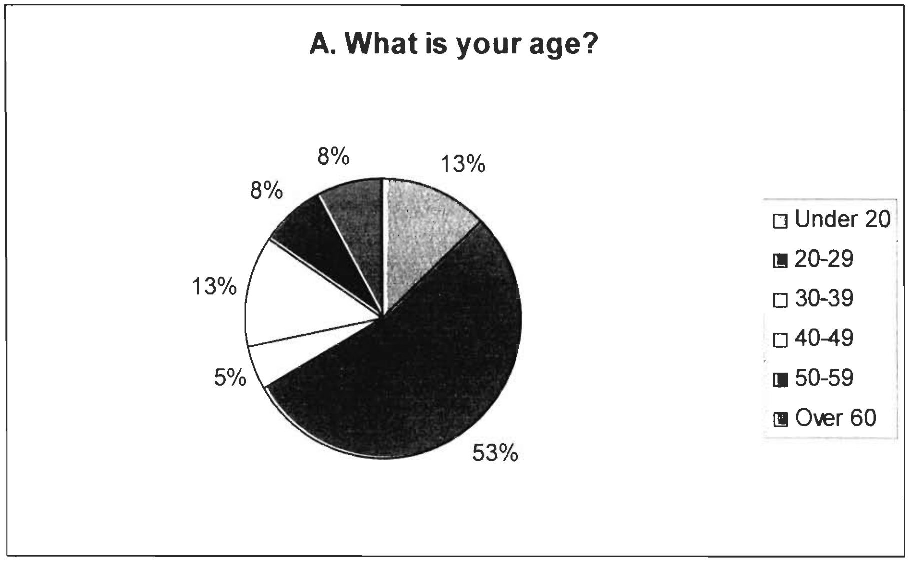


Figure 26: Result of Question 'A' from website survey

Looking at Figure 27, 92% of the responses indicate that the surveyed thought the website was easy to navigate, 3% disagreed, and 5% responded neutrally. Only one person responded with "Disagree" and no one responded with "Strongly Disagree" so we concluded that the website was not difficult to navigate.

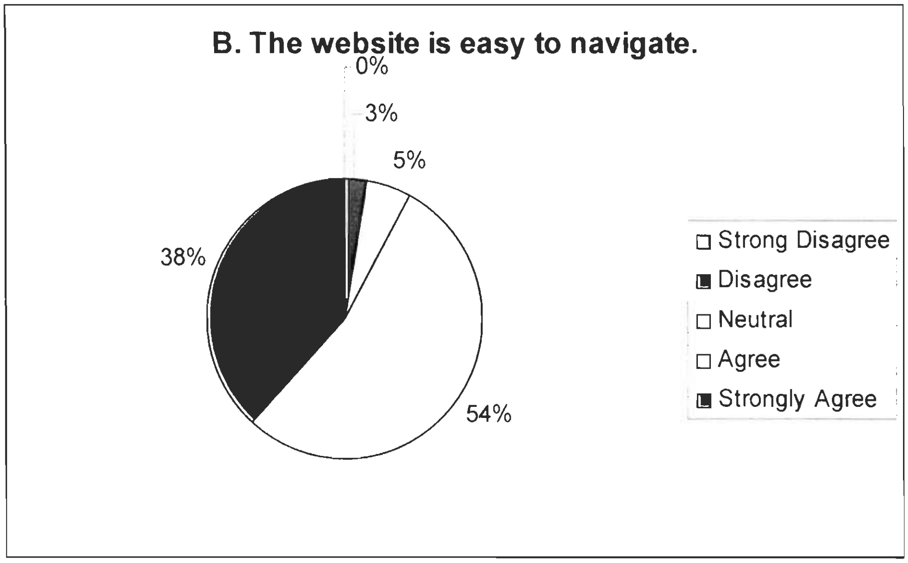


Figure 27: Results of Question 'B' from website survey

One of our purposes for creating the website was to help facilitate communication. Referring to Figure 28, 16% of the responses indicate that surveyed strongly agreed that it would facilitate communication and 60% of them agreed. 19% of the responses remained neutral, while only 5% disagreed that the website would not facilitate communication. These results show that the majority of people find this website a good way to transfer information; therefore we hope that they will use the website as a new source of communication.

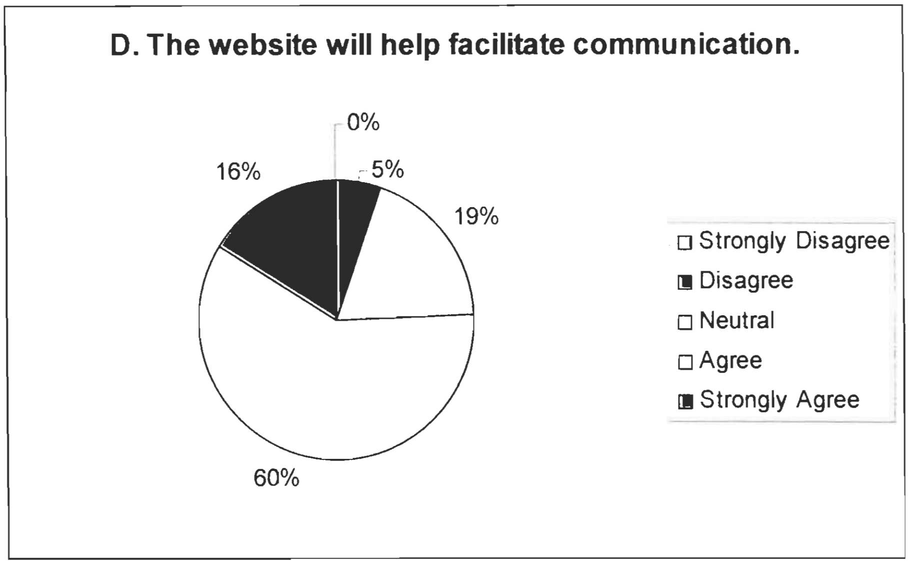


Figure 28: Result of Question 'D' from website survey

Looking at Figure 29, it shows that 53% of the responses indicate that the surveyed agree that the website will provide easy access to church updates. 26% of the responses indicate that they strongly agree. 8% remained neutral while the remaining 3% disagreed. Since the majority of people surveyed felt that church updates would be easily accessible, we hope that the parishioners visit the site frequently to take advantage of the information that is readily available.

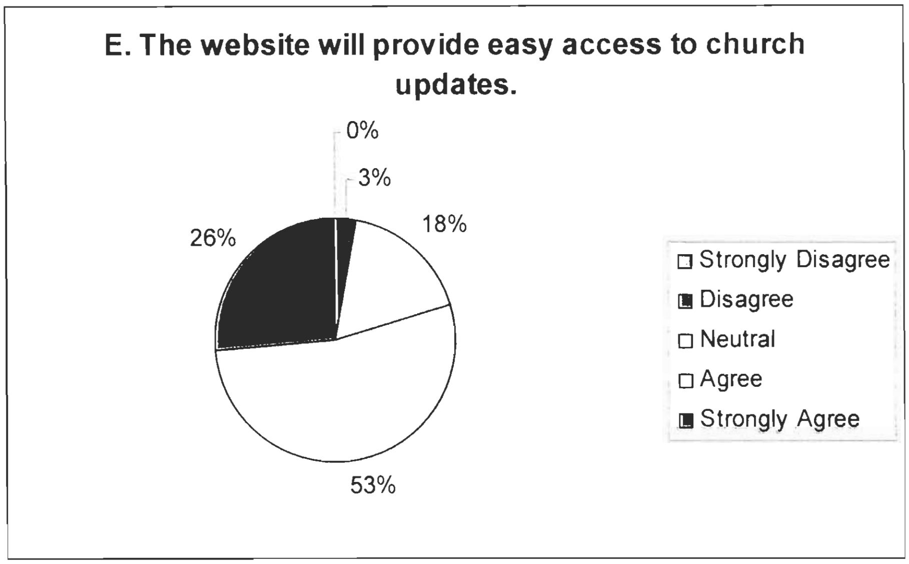


Figure 29: Result of Question 'E' from website survey

As we can see in Figure 30, 23% of the people who were surveyed strongly agreed that the website will provide sufficient information for visitors who might be interested in joining the church. 56% of the responses indicated that they agreed and 13% of them indicated neutrality. The remaining 8% indicated that they disagreed. We hope that these results will improve and that viewers are able to learn more about UU and First Congregational Parish through the information provided on the website. We are hopeful that the website will promote publicity and therefore, attract new members to the congregation.

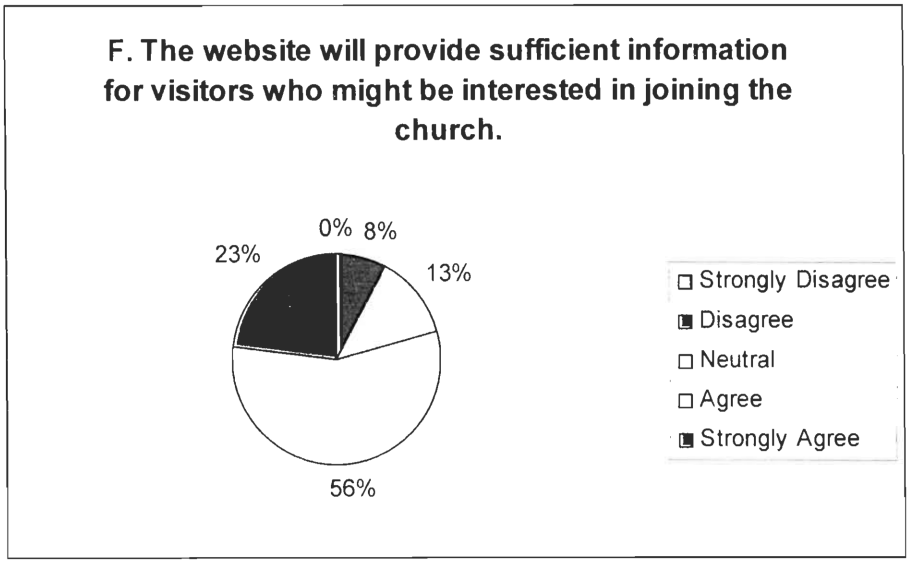


Figure 30: Result of Question 'F' from website survey

According to Figure 31, over 87% of the people surveyed either agreed or strongly agreed that the creation of the website was a good idea and 13% remained neutral.

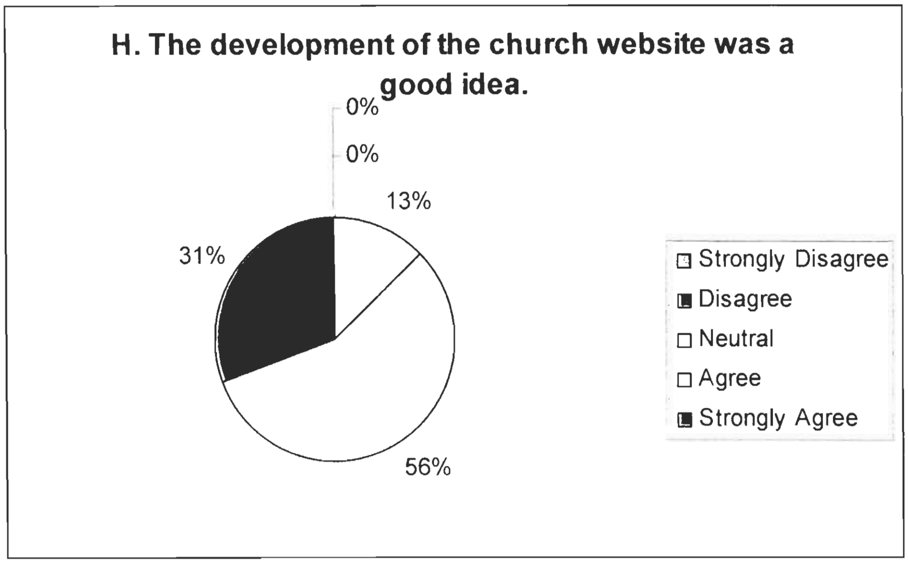


Figure 31: Results of Question 'H' from website survey

Comparing the results from each of the questions, we ranked the responses according to the percentages of "Agree" and "Strongly Agree" in order to determine the best qualities of the website. The best qualities seem to be that "The website was easy to navigate," "The development of the website was a good idea," and "The language was appropriate and clear." The quality with the worst rating was "The website will help facilitate communication." However, we must remember that only 5% of the respondents disagreed and 19% were neutral.

Question	%SD	%D	%N	%A	%SA	%A + %SA
B	0	3	5	54	38	92
C	0	5	8	57	30	87
D	0	5	19	60	16	76
E	0	3	18	53	26	79
F	0	8	13	56	23	79
H	0	0	13	56	31	87

Table 8: Summary of Website Survey Results

In the free response section of the survey (see Appendix O), general comments that were made included suggestions for improvement, compliments, and complaints. We took some comments into consideration and modified the website accordingly. One complaint that appeared on two surveys was the numerous pop-up advertisements. Several other people who took the survey commented on the amount of pop-ups but they did not include it on the free response. The people commented that advertisements were a nuisance and that the website would be much better without them. The only solution to this problem is for the church to purchase their own server instead of using Angelfire. Unless the Parish Committee agrees to purchase their own server, pop ups will continue to be a nuisance on the site. Perhaps in the future, the Committee will be willing to work the website into the budget so that they can buy their own server and "stop the pop-ups!"

Another complaint was that the website "looks a little plain, there isn't anything that catches the eye." However, some of the people praised the website for the same reason. One of the main purposes of the website is to provide information for parishioners. Therefore, the layout was kept simple yet effective in its message.

Based on these numbers and the positive survey results, we feel that we were successful in meeting of our goal of introducing computer technology to the church. Although computer technology is not fully implemented yet, we hope that this start will produce positive effects in the long run. If parishioners see that the site is easy to navigate and that it provides easy access to church updates, they will use it and hopefully continue to revisit it. The information provided on the site will also be helpful to someone new to the Petersham or surrounding areas, searching for a local UU parish.

Website Maintenance

After the project is complete, the new webmaster will be Denise Nicoletti. The webmaster will be responsible for different tasks (described below) such as uploading files, updating sermons, updating calendar of events, the youth group page, and the religious education page, maintaining the quick announcements and literary corner, and verifying that all the links on the website are functional. This will take approximately one to two hours per week, depending on how quickly and how often the webmaster receives information. Mark Balcom-Wolf would serve as the liaison to the Parish Committee. .

- Uploading files include scanning pictures that were taken at any special events and uploading them to the photo gallery.

- Updating sermons could be done each week after service so that the parishioners who were not able to attend service could visit the site and read the sermons.
- Updating the calendar of events, youth group page, and religious education page could be done monthly, depending on when the committees plan their schedule.
- The webmaster must maintain the quick announcements and literary corner and assure that all the messages posted are appropriate and do not offend the church's image.
- Checking links within the website is also important because so many changes occur in the web community and a website might switch to a different URL and the link would no longer be useful. Verifying links would help keep the website updated and functional.
- The webmaster must remember to update the text only version so that people who have disabilities can remain up-to-date with the church as well.

High speed internet connection such as cable or DSL (Digital Subscriber Line) would be favorable because upload time would be a lot faster. Professor Nicoletti does have this access through her work.

CONCLUSIONS

Throughout the three terms of the project, we carefully followed our planned methodology in order to achieve our intended goals. We wanted to analyze the parish's response to computer technology through interviews and surveys. We hoped to learn how the parish communicates and functions. We questioned the probability of the parish housing a computer for public use. We also had to research a possible web host and a possible webmaster to maintain the website. Through analyzation of other websites we hoped to develop an idea for the layout and content of our website. We hope to prove whether or not the parish accepts or reject the idea of computer technology in their church. Overall we wanted to broaden our project so others could use it as a guideline for similar projects.

Originally, we thought that the parish would not accept the idea of computer technology being useful to the church. We thought they would resist the idea of a website because it was not a traditional way for the church members to communicate. If they believed computers would replace their current means of communication, they might not accept the creation of a church website. Although there were some concerns about computers, most of the parishioners were in favor of developing a website.

In order to gain the overall response from the parish, we decided to interview the Minister, key people, and to survey the general parishioners. We had personal interviews with the Minister, the Parish Committee, the Program Committee, and the Director of the Religious Education. The personal interviews were really effective because we were able to collect a variety of personal opinions, and see some of the enthusiastic responses of the members. Distributing paper surveys to the members at service was not as effective because we did not reach as many members as we had hoped. This would produce a better result in a church where a majority of their congregation attends the service. According to the Minister, only 45 to 80 parishioners attend service on a given Sunday. Therefore the consensus of opinions we received would not fully represent the entire parish. To compensate for the lack of surveys received, we mailed out surveys to committee members that we had not met with. If we had had more time and money in conducting this project, we would have mailed surveys out to every registered member of the parish instead of distributing them at service. This would be more expensive but it would ensure that every member would have the opportunity to voice their response. Thus, we would get a more accurate response to the project.

To observe the current means of communication between the members of the parish, we asked to be added to the church's mailing list. The parish publishes a monthly newsletter that contains upcoming events, announcements, and other articles. By receiving this newsletter, we would remain updated with church events as well. We also used the newsletter to introduce our project to the parish, to announce the availability of the surveys, and to announce the official URL of our website. We also attended a service and a Parish Committee meeting to learn how the parish functions. In our experience, we have seen that the Parish communicates mainly through their monthly newsletter, by word of mouth at services, and through telephone calls. Fifteen committee members communicate through email. The Parish Committee is the main governing body of the church. They ensure that everything is running smoothly in the church and in the other committees. Other committees have specific tasks that they perform but they run under the supervision of the Parish Committee. Services are run by the Minister every other Sunday and the Program Committee is in charge of the rest of the Sundays.

We inquired to whether or not the church could afford or house a computer. The church had previously housed a computer given to them by the district. However, the computer had become obsolete and was returned to the district for an upgrade. The parish is hopeful that they will receive a more reliable computer in the future.

We have researched different servers that could be a potential host for the church's website. We gathered information on each server and analyzed their advantages and disadvantages such as web space, advertisement and cost. At a meeting with the Parish Committee, we presented the different server options and they chose Angelfire (www.angelfire.com).

We examined the Unitarian Universalist official website (www.uua.org) which includes a list of links to different UU websites. We selected random websites and noted reoccurring or unique features within them. We considered that data when choosing the layout and the content of our website.

We were unable to prove comprehensively whether or not the parish accepts computer technology. We were unable to examine the long term results due to time constraints. We can state, however, that the parish does not reject computer technology. Based on the survey results, we have chosen to implement computer technology in the church through the creation of the website. The parish is slowly adjusting to its existence. Whether the parish will continue to use the website in the future can only be determined by time. We hope that the parishioners will continue to use and update it so that it does not become obsolete but continues to serves its original purpose.

Looking at the survey results, 85% of the 32 people who took the survey used the computer regularly. 76% agreed that a church website was a good idea and almost 60 % said they would use it on a regular basis. We were also encouraged by the enthusiastic responses from the minister and committees. We also considered the fact that the website would not only serve parish members, but could also help others searching for a parish or UU information.

Our results were limited because we were under time and monetary constraints. We only had three seven week terms to develop our methodology, conduct our research, analyze the results and form our conclusions. Since the website was not developed until the end of the second term, we did not have sufficient time to properly evaluate the long term results such as website use. The cost of frequent trips, long distance phone calls, and mass mailings was beyond our budgetary limitations. The parish was experiencing personal difficulties during the course of the project. In the midst of the project, the minister, who was the main supporter and an important contact, became ill. The religious education coordinator, Leah Penniman, withdrew from her position and was replaced by Caitie Huppert. The director of the youth group, Elizabeth Coe, was unavailable and did not respond until four months after our original attempt to contact her. The Archives committee was not able to provide us with the documents to scan until one month prior to the end of the project. These issues presented some obstacles in continuing our project. They delayed the transfer of important information and stalled the completion of the website.

We included our project proposal and survey on the website for others to use in their research. The survey asks general questions about computer technology and website development for churches. It is broad enough that the questions could be used to assess the opinion of any other small congregation contemplating the possibility of creating a website for themselves. Our proposal can serve as a guideline for others. Our methodology was specific to the parish we were working with and was limited by such. However, one could adjust the methodology to fit their own parish's needs and proceed with their own project.

A major obstacle that we encountered during the creation of the website was obtaining the necessary information from various individuals to update the site. We were required to make many phone calls and emails reminding the people to pass on the information to us. It continuously delayed the completion of the website. It is important that the webmaster be aware of the any updates of the church and be included in the information tree so that the website can be kept up to date. If people provide information in an efficient manner, this can be accomplished easily.

After considering the feedback from the surveys and verbal comments we received, we recommend that the church purchase their own web server. This would eliminate the unnecessary pop-up advertisements that cause frustration to the viewer. One person, in particular, said that the appearance of the website needs to be improved because the "ads from 'Angelfire's Member Page' are obnoxious and intrusive. It would discourage me from exploring the website further." (Refer to Appendix O for full comment) Another advantage of the church purchasing their own web server is that they do not have to worry that the website might be deleted. The website packages offered by free servers could change. Due to these changes, the amount of disk space or the number of pages one can have on a website might be limited. Sometimes these changes occur without notice. By purchasing a server, the church would avoid this type of problem.

In this project, we managed to meet all our goals. However, we experienced difficulties in meeting some of them to the fullest extent possible. We learned how the methodology might be changed to make the results and conclusions more accurate and meaningful. We have explained how we conducted our own research and achieved the results. The feedback we have received on the website thus far has been positive. We are hopeful that people will continue to visit the website and will find computer technology beneficial to their church.

Through our project, we were able to apply technology to a real world setting. We helped a rural community church connect with the technological world by implementing a website for them. We are not the only ones who benefited from this project. Some of the church members expanded their knowledge of computer-related terminology and the capabilities of the Internet. They can now easily access information on the website anytime with Internet connection. Overall, we hope that the project will make the transfer of information between the parishioners easier and more efficient.

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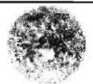
<A -	anchor	**<A** HREF="http://www.yourdomain.com/">Visit Our Site**</A>**	Visit Our Site
<B>	bold	**<B>**Example**</B>**	**Example**
<BIG>	big (text)	**<BIG>**Example**</BIG>**	Example
<BODY>	body of document	**<BODY>**The content of your page**</BODY>**	Contents of your webpage
<BR>	line break	The contents of your page**<BR>**The contents of your page	The contents of your page The contents of your page
<CENTER>	center	**<CENTER>**This will center your contents**</CENTER>**	This will center your contents
EMBED>	embed object	**<EMBED** src="yourfile.mid" width="100%" height="60" align="center">	
<EMBED>	embed object	**<EMBED** src="yourfile.mid" hidden=true autostart=true>	Music will begin playing when the page is loaded and will only play one time. Nothing will display on the page.
<FONT>	font	**<FONT** FACE="Times New Roman">Example**</FONT>**	Example
<FONT>	font	**<FONT** FACE="Times New Roman" SIZE="4">Example**</FONT>**	Example
<FONT>	font	**<FONT** FACE="Times New Roman" SIZE="+3" COLOR="**#**FF0000">Example**</FONT>**	Example
<I>	italic	**<I>**Example**</I>**	*Example*
<IMG>	image	**<IMG** SRC="Earth.gif" WIDTH="41" HEIGHT="41" BORDER="0" ALT="a sentence about your site">	
<LINK>	link	Visit our **<A HREF="http://www.yourdomain.com/">site</A>**	Visit our site
<U>	underline	<U>Example</U>	Example
<MENU>	menu	**<MENU>** <LI type="disc">List item 1 <LI type="circle">List item 2 <LI type="square">List item 3 **</MENU>**	• List item 1 ○ List item 2 ▪ List item 3

Appendix A: Common HTML Codes

APPENDIX B
Questions to the Minister

---

1. How many people are in the church?

   Active membership is 125, people who sign the book, promise to support the church and participate in the activities. Mailing list is well over 200. On given Sunday, anywhere from 45-80 people, it really ranges.

2. Can you briefly explain how the church runs?

   Congregation is the governing board. They have ultimate power. They can fire the minister. They can vote on budgetary items, etc. Some of the power is delegated, some to the minister and some to the parish committee, who's the governing body of 7 people. The committee makes the day-to-day operating policies and decisions. In addition to that, there are a number of committees that focus on specific aspects of what is happening in the Congregation.

3. What's your personal view/opinion on computer technology?

   "I think it's great…I'm learning over and over again that there are disadvantages as well as advantages though. Like on email, I don't send anything that is sensitive, that can be misinterpreted because you don't have the immediate feedback of someone's facial expression or they cant ask immediately what you mean by it…I also like email from my college children because it's not intrusive as a telephone call. They can read it when they want to, they can respond when they want to. I'd much rather have a face to face contact, but email is great. And I use web a lot. I'm in a doctoral program, and for research I get on the Internet…I can communicate with people around the country, around the world. I use it quite a bit, so I'm glad it's there."

4. What do you think about the idea of this project? Do you have a good idea of what the parish's reaction would be to this project? Do you think they will accept it or not?

   (answered both questions)
   "Very, very, favorable. Most people of this congregation are educated…So you wont have any problems convincing people that it is needed. And the fact that many of us have talked about it in the past, about wanting to update our webpage, about wanting to be more careful about our archives. But there's just a problem of, it's a small body of people and all of us have stretched the limit. This is something we could very much use. It's very much appreciated."

5. Do you think that the church would be able to afford or house a computer?

   They had a computer from the District. She just recently have back it to the District. It was so slow, it was an old PC. They are suppose to get it upgraded and see what they can do. Minister can see them getting a computer, from the District or from an organization rather than buying it new because it is an investment and we don't have the funds for it.
   Question of where to put it is a problem though…

6. How does the church generally communicate? Newsletter and what else?

   They have a monthly newsletter. They have announcements written in the bulletin as well as spoken ones during Sunday service. They also have a telephone tree hat helps spread news quickly. Because Petersham is a small town, it is not necessary to have a sophisticated network to get news out.

7. In what way can we distribute the surveys?

   "From past experience, we get a limited response if you did a survey so I would recommend to keep you in touch with key groups, certain individuals, and just ask them the questions directly, and have a discussion with them.."

8. How can we introduce the idea of this project to the church?

   We can write an announcement in the newsletter.

9. Can we have a list of the church members? …committees and the people in them?

   (She gave us a pamphlet listing all the current Parish members)

10. Do you have any or any ideas where we can look up current information about Unitarian churches?

    (She gave us some pamphlets on Unitarian Universalists) She gave us the name of Internet Specialist for the Disctrict. She is the one who has set up the pages that exist so far. A good way to find out about Unitarian Universalism is to log onto http://www.uua.org.
11. Can you briefly tell us about the UUA?

"I was not born a Unitarian Universalist. I came to it as an adult, already had children, and looking for a place where my children could have a religious education program. And I wandered into one of the churches nearby and said, 'I think this is home.' And I had already been though seminary, so after awhile, I became ordained as the Unitarian Universalist Minister. And my ordination was close to 20 years ago. I've had good experience, both in urban settings and small town settings. Any my involvement has been in different kinds of ministry. And some of it has been what's called community ministry. In educational settings, teaching graduate courses in theology, or doing social action work, and more recently in the parish, in the church setting."

12. Do you know of any other UUA churches that have been proposed with an idea similar to ours?

    "I don't know. We're probably in the minority of not having a computer onsite and not having an up-to-date webpage. Most of the congregations I'm aware of are eons ahead of us. What you're doing for us is helpful but it's not typical of most congregations…Dawn would know too, since she has started some of the websites for people.."

13. Have there ever been any changes proposed to the church? If so, how did the people react to it?

    Denise Nicoletti taught the church how keep records with the use of a computer. The only other change was when the District donated a computer to the church.

Additional Notes: The Minster suggested that we could preserve the church archives by scanning a copy onto the church website.

The Minister mentioned that paper surveys might not be the best choice for an assessment tool because they had not been very successful in the past.

APPENDIX C
Web Servers

http://www.homestead.com

- Unlimited Pages in your Site
- No advertising or Homestead branding on your Web pages
- 25 megabytes (MB) Storage Space

http://www.ampira.com

- No Advertising
- Your own .com domain name
- YourName@yourdomain.com email address
- Computer Generated Imagery (CGI) bin, Server Side Include (SSI)
- Microsoft® FrontPage
- Up to 200 MB of Disk Space
- Up to 10 gigabytes (GB) of File Transfer!
- Manage Your own Domain Name Server (DNS) records

100MB Storage
1 GB File Transfer
1 POP3 Email Account
1 Web Based Email Account
Server Side Includes
Starting at $7.39 per month

http://www.fortunecity.com/

- Storage 25 MB
- 24 hours File Transfer Protocol (FTP) access

http://angelfire.lycos.com/

- Up to 50MB of space
- Hyptertext Markup Language (HTML) & script libraries

http://geocities.yahoo.com

- Free disk space - 15 megabytes
- Yahoo! PageBuilder - our flexible and powerful drag & drop editor - no HTML coding
- - transfer files using your favorite FTP program
- File Manager - create, edit, upload, delete, and maintain your files in directories and subdirectories

APPENDIX D
Correspondence with Leah Penniman

Cin Chung

From: "Penniman, Leah" <lpenniman@clarku.edu>
To: "'Cinthia Chung '" <cchung@WPI.EDU>
Sent: Monday, November 12, 2001 11:48 AM
Subject: RE: Web Project for First Congregational Parish

Let's meet at 4:30 on Friday. Come to the Clark University Center. I'll meet you at the info desk and we can find one of the conference rooms that's free.

peace,

Leah

-----Original Message-----
From: Cinthia Chung
To: Penniman, Leah
Sent: 11/11/2001 11:59 PM
Subject: Re: Web Project for First Congregational Parish

Ok, my partners and I are free after 4pm on Friday so we can meet after that
or on Saturday--anytime.
Just tell us what time is good for you and we'll drive over to Clark.
Thanks.

Cinthia

----- Original Message -----
From: "Penniman, Leah" <lpenniman@clarku.edu>
To: "'Cinthia Chung '" <cchung@WPI.EDU>
Sent: Saturday, November 10, 2001 5:06 PM
Subject: RE: Web Project for First Congregational Parish

> Sure, lets meet- the end of the week is better for me. Let me know your
> schedule and whether you can come to my place or I need to meet you
> somewhere.
>
> Peace,
>
> Leah Ruth
> 754-6532
>
> -----Original Message-----
> From: Cinthia Chung
> To: 'lpenniman@clarku.edu

> Sent: 11/7/2001 10:00 PM
> Subject: Web Project for First Congregational Parish
>
> Hello,
>
> My name is Cinthia Chung. I am a student at Worcester Polytechnic
> Institute and my partners and I are currently working on a project in
> conjunction with the First Congregational Parish. Our project focuses
> on how computer technology can be beneficial in a small church
setting.
> We have had interviews with the Parish Committee and the Program
> Committee and this past weekend, we distributed a survey to the
> parishioners during service. Adele mentioned that you are the
Direction
> of Religious Education and gave us your contact information. I was
> wondering if you have any free time to meet and discuss the project.
> Thank you.
>
> Cinthia Chung
>
>
>
>
>

Cin Chung

From: "Penniman, Leah" <lpenniman@clarku.edu>
To: '"cchung@wpi.edu'" <cchung@WPI.EDU>
Sent: Friday, November 23, 2001 11:34 AM
Subject: First Parish web material

Here is some stuff about religious education for the web page. First, a general description of the program, then the specific calendar for this month (which will also appear in the newsletter).

I should have some photos within the next few weeks that can be scanned. I'm looking for photographers.

Thanks,

Leah Penniman

The Religious Education Program at First Parish, Unitarian in Petersham

Religious Education at our church is a space for learning and exploration that is shaped by the needs of the families. The Director of Religious Education has the primary responsibility for selecting or designing curriculum. He or she meets with all of the families in the church community interested in RE to get their ideas about how the program should look. The Sunday morning youth community is designed to be activity based, inquiry based, fun, and intergenerational. The teachers are the adult, and sometimes youth, members of the congregation. Teachers work in teams with support from the Director of Religious Education and the volunteer staffed Religious Education Committee. The topics covered over the past two years include; earth centered spirituality, indigenous legends and religions, Judaism, Christianity, Buddhism, Hinduism, the principles of Unitarian Universalism, self love through self-discovery, the seasons and their meaning, Chinese holidays, and community service. In addition to the Sunday morning learning community, the youth participate in intergenerational church services, community service projects, and field trips.

Religious Education December Calendar

"If nothing is to be exacted from children by way of obedience it follows that they will only learn what they feel to be of actual and present advantage, either because they like it, or because it is of use to them. Otherwise, what motive would they have for learning?"
~Jean Jacques Rousseau

December 2: Introduction to Christianity. Denise Nicoletti and Leah Penniman will explore three central concepts of Christianity with the children, Emmanuel (God is with us), Resurrection (eternal life), and the good Samaritan (moral compassion). The children will design and decorate crosses, learn the golden rule while standing on one foot, hear the reading of a Bible story, and have a chance to explore their own experiences with Christianity through a "questioning" circle.

December 9: The YOUTH GROUP will lead religious education today! Look forward to games, instrumentation, and a masked musical.

December 16: Christmas Pageant for theatrics young and old. Gather at the church at 4:00 for the show! See the rehearsal schedule below.

December 23: Christianity Service Project. Moe Lewis Wolf and Leah Penniman will join the young people in making cards for political prisoners all around the world.

Other Important Dates

December 2: 11:15 a.m. Everyone interested in doing a small or large part to make the pageant wonderful should gather in the parlor.

December 14 (Friday): Pageant Rehearsal from 7 to 8:30 p.m. at the church.

December 16 (Sunday): Pageant Rehearsal from 2:30 to 4:00 p.m. at the church.

APPENDIX E
CBD FALL RALLY NOTES

Everyone we interviewed said their church had a website except for one person. Many people said they did not use the website often but that was because they were so involved in the church they already knew what was going on.

Positive Comments

- It is great for attracting new members many said that new parish members had found them through the web. Many said there websites included a map and directions on how to get to the church and what times services were offered so new members could find them.

- People liked the calendar and the Newsletters on the web.

- Many liked the ideas of the sermons being on the web they liked to "revisit" them or see what they had missed from a service.

- Some said computers were great for fast communication through email and they used computers everyday for their jobs.

- Some said it would be beneficial to the church to keep track of membership and financial pledges. Another mentioned it could be used to keep databases for fundraising projects.
- One lady mentioned "Church Windows" a program designed especially for churches.
- One person said the web was great for those people that couldn't get out to feel like they are still connected.

- Most said computer technology was a good thing and Internet advances were incredible. Many use it for research on a daily basis. One man mentioned how great it was to have congregations online. One said "it works for me" referring to the internet.

- One man who had been working with computers since 1962 said it is very important to have church web sites. He was very much in favor of computer technology and he has been maintaining his church's site for three years. He said they include a page on the minister, news and a calendar but no phone numbers for privacy sake.

- Another woman said as long as it is kept updated it is a good thing for a church to have. She said she liked computers, she thought they were fun.

- Another man said he thought they were a good idea if the sites were used to further the mission. He thought it was great to have another mode of communication.

- One woman said the web was the best single source of information. She thought that having a church website was a good idea.
- The one woman whose church did not have a website said she found other church websites useful.

- One woman said computer and web technology were " here to stay". Another said she didn't know "how we got along without it"

Negative Comments

- Many said the learning curve was steep. The generation gap was intimidating. They felt it was harder for older people to learn to use the computer and the web as they did not grow up in the age of computer technology.

- Many were concerned with privacy issues in emails and web use. They didn't want their phone numbers on the web. They didn't want the government reading emails. They did not like Microsoft keeping information on them and being put on giant lists for spam and junk mail.

- Others said it was time consuming to use the computer and instead of cutting down on the amount of paper work it actually increased it.

- Others said pop ups and messenger services were an interruption to getting work done.

- Many said that advertisements were an unwanted problem.

- People mentioned they had trouble navigating the web, they were not sure which search engines to use and how it changes yearly.

- Many mentioned the problem of public access…it could create class differences and would involve education of elders.

- One woman said it creates compulsion.

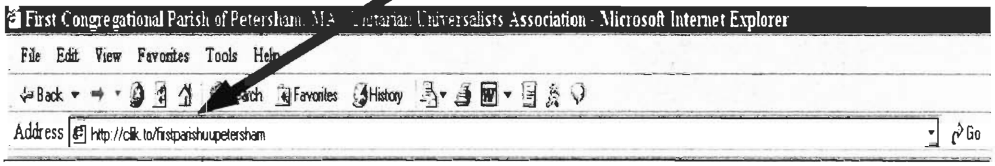
- Another woman said she couldn't believe people wanted to spend their lives in a straight-backed chair staring at a screen to get information. Many expressed similar feelings about how it cuts back on human interaction and that this is a bad thing.
- Some said the log in on the websites is frustrating.

APPENDIX F: Instruction Sheet

Http://clik.to/firstparishuupetersham

Petersham Memorial Library

The Petersham Memorial Library is located three houses away from the church on the Town Common. Enter through the main door and turn right. The front desk will be straight ahead. Inform the librarian that you would like to use the computer for Internet access. You will be required to read an Internet Use policy and sign in on the log-in sheet. The librarian will then assist you in turning on the computer and connecting to the Internet. You will be brought to the Town of Petersham website. At the address bar in the browser,


First Congregational Parish of Petersham, MA - Unitarian Universalists Association - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Back
Search
Favorites
History
Go

Address http://clik.to/firstparishuupetersham

Type http://clik.to/firstparishuupetersham
Once you are at the website, you may view any of the pages you want by simply clicking on the appropriate links in the left frame.

** You must be a cardholder of the Petersham Memorial Library in order to use the computer.

** The Internet is strictly for research purposes only.

** Restrictions include NO emails and NO chatrooms.

Library hours:

Tues, Wed 3PM-8PM
Thurs 3PM-6PM
Fri, Sat 10AM-1PM

APPENDIX G

Computer Technology Survey

We are students at Worcester Polytechnic Institute, and are currently working on a project advised by Denise Nicoletti in conjunction with the First Congregational Parish. The goal of this project is to analyze how computer technology can be applied in a small church setting. Please complete the survey and return it to us at the end of service. Feel free to drop off the survey in the box on the pamphlet table at the back of the church by November 18, 2001. Your participation would be greatly appreciated. If you have any questions, please contact keth@wpi.edu or call (508) 831-6519.

Please circle the appropriate answer to each question:

A. What is your age?
Under 20   20-29   30-39   40-49   50-59   Over 60

B. Where do you live?
Petersham   Barre   Hardwick   Athol   New Braintree   Other:______________________

C. How often do you use the computer?
Never   A few times a year   A few times a month   A few times a week   Everyday

D. I use computers for (Circle all that apply):
Word processing   Spreadsheet   Games   Email   Internet   Other:______________________

E. How often do you use the computer?
Never   A few times a year   A few times a month   A few times a week   Everyday

F. How do you access the Internet?
Home   Office   Library   School   Other:______________________

G. I use the Internet for the following purpose (Circle all that apply):
Email   Chat   Research   News Update   Entertainment   Other:______________________

H. I think computer technology is beneficial to society?
Strongly Disagree   Disagree   Neutral   Agree   Strongly Agree

I. I think computer technology is beneficial to a church?
Strongly Disagree   Disagree   Neutral   Agree   Strongly Agree

J. Development of a church website is a good idea.
Strongly Disagree   Disagree   Neutral   Agree   Strongly Agree

K. Do you agree with the statement: "A website will provide better publicity to UU and the church"?
Strongly Disagree   Disagree   Neutral   Agree   Strongly Agree

L. If the church had a website, how often would you use it?
Never   A few times a year   A few times a month   A few times a week   Everyday

Please feel free to include comments on the back. (i.e. What is your opinion on computer technology? What would you like to include in a church website? What do you think of our project goal?)

APPENDIX H
Returned Surveys

Computer Technology Survey

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Please circle the appropriate answer to each question:

A. What is your age?
Under 20 20-29 30-39 40-49 [✓ 50-59] Over 60

B. Where do you live?
[✓ Petersham] Barre Hardwick Athol New Braintree Other:__________

C. How often do you use the computer?
Never A few times a year A few times a month A few times a week [✓ Everyday]

D. I use computers for (Circle all that apply):
[✓ Word processing] Spreadsheet Games [✓ Email] [✓ Internet] Other: College teaching

E. How often do you use the computer?
Never A few times a year A few times a month A few times a week [✓ Everyday]

F. How do you access the Internet?
[✓ Home] [✓ Office] Library [✓ School] College Other:__________

G. I use the Internet for the following purpose (Circle all that apply):
[✓ Email] Chat [✓ Research] [✓ News Update] Entertainment Other:__________

H. I think computer technology is beneficial to society?
Strongly Disagree Disagree Neutral [✓ Agree] Strongly Agree

I. I think computer technology is beneficial to a church?
Strongly Disagree Disagree Neutral [✓ Agree] Strongly Agree

J. Development of a church website is a good idea.
Strongly Disagree Disagree Neutral Agree [✓ Strongly Agree]

K. Do you agree with the statement: "A website will provide better publicity to UU and the church"?
Strongly Disagree Disagree Neutral [✓ Agree] Strongly Agree

L. If the church had a website, how often would you use it?
Never A few times a year [✓ A few times a month] A few times a week Everyday

Please feel free to include comments on the back. (i.e. What is your opinion on computer technology? What would you like to include in a church website? What do you think of our project goal?)

OVER —

Computer Technology Survey

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Please circle the appropriate answer to each question: M/M RUSSELL E. KENNEDY

A. What is your age?
Under 20 20-29 30-39 40-49 50-59 [✓ Over 60]

B. Where do you live?
Petersham Barre Hardwick [✓ Athol] New Braintree Other:________________

C. How often do you use the ~~computer~~? * WEBTV .
Never A few times a year A few times a month [✓ A few times a week] Everyday

D. I use computers for (Circle all that apply): *
Word processing Spreadsheet Games [✓ Email] [✓ Internet] Other:________________

E. How often do you use the ~~computer~~ internet?
Never A few times a year A few times a month [✓ A few times a week] Everyday

F. How do you access the Internet?
[✓ Home] Office Library School Other:________________

G. I use the Internet for the following purpose (Circle all that apply):
[✓ Email] Chat [✓ Research] [✓ News Update] [✓ Entertainment] Other:________________

H. I think computer technology is beneficial to society?
Strongly Disagree Disagree Neutral Agree [✓ Strongly Agree]

I. I think computer technology is beneficial to a church?
Strongly Disagree Disagree Neutral Agree [✓ Strongly Agree]

J. Development of a church website is a good idea.
Strongly Disagree Disagree Neutral [✓ Agree] Strongly Agree

K. Do you agree with the statement: "A website will provide better publicity to UU and the church"?
Strongly Disagree Disagree Neutral Agree [✓ Strongly Agree]

L. If the church had a website, how often would you use it?
Never A few times a year A few times a month [✓ A few times a week] Everyday

Please feel free to include comments on the back. (i.e. What is your opinion on computer technology? What would you like to include in a church website? What do you think of our project goal?) ← GREAT IDEA!

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Please circle the appropriate answer to each question:

A. What is your age?
Under 20 20-29 30-39 [✓ 40-49] 50-59 Over 60

B. Where do you live?
[✓ Petersham] Barre Hardwick Athol New Braintree Other:__________

C. How often do you use the computer?
Never A few times a year A few times a month A few times a week [✓ Everyday]

D. I use computers for (Circle all that apply):
[✓ Word processing] [✓ Spreadsheet] [✓ Games] [✓ Email] [✓ Internet] Other:__________

E. How often do you use the ~~computer~~ internet?
Never A few times a year A few times a month A few times a week [✓ Everyday]

F. How do you access the Internet?
[✓ Home] Office Library School Other: WORK

G. I use the Internet for the following purpose (Circle all that apply):
[✓ Email] Chat [✓ Research] [✓ News Update] Entertainment Other:__________

H. I think computer technology is beneficial to society?
Strongly Disagree Disagree Neutral Agree [✓ Strongly Agree]

I. I think computer technology is beneficial to a church?
Strongly Disagree Disagree Neutral [✓ Agree] Strongly Agree

J. Development of a church website is a good idea.
Strongly Disagree Disagree Neutral Agree [✓ Strongly Agree]

K. Do you agree with the statement: "A website will provide better publicity to UU and the church"?
Strongly Disagree Disagree Neutral Agree [✓ Strongly Agree]

L. If the church had a website, how often would you use it?
Never A few times a year [✓ A few times a month] A few times a week Everyday

Please feel free to include comments on the back. (i.e. What is your opinion on computer technology? What would you like to include in a church website? What do you think of our project goal?)

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Please circle the appropriate answer to each question:

A. What is your age?
Under 20   20-29   30-39   40-49   [✓ 50-59]   Over 60

B. Where do you live?
Petersham   Barre   [✓ Hardwick]   Athol   New Braintree   Other:______

C. How often do you use the computer?
Never   A few times a year   A few times a month   A few times a week   [✓ Everyday]

D. I use computers for (Circle all that apply):
[✓ Word processing]   Spreadsheet   Games   [✓ Email]   [✓ Internet]   Other: accounting (check register

E. How often do you use the Internet ~~computer~~? internet explorer
Never   A few times a year   ~~A few times a month~~   A few times a week   [✓ Everyday] e-mail

F. How do you access the Internet?
[✓ Home]   Office   Library   School   Other:______

G. I use the Internet for the following purpose (Circle all that apply):
[✓ Email]   Chat   [✓ Research]   [✓ News Update]   Entertainment   Other: weather, buying books

H. I think computer technology is beneficial to society?
Strongly Disagree   Disagree   Neutral   [✓ Agree]   Strongly Agree

I. I think computer technology is beneficial to a church?
Strongly Disagree   Disagree   Neutral   [✓ Agree]   Strongly Agree

J. Development of a church website is a good idea.
Strongly Disagree   Disagree   Neutral   [✓ Agree]   Strongly Agree

K. Do you agree with the statement: "A website will provide better publicity to UU and the church"?
Strongly Disagree   Disagree   Neutral   [✓ Agree]   Strongly Agree

L. If the church had a website, how often would you use it? *
Never   A few times a year   A few times a month   A few times a week   Everyday

Please feel free to include comments on the back. (i.e. What is your opinion on computer technology? What would you like to include in a church website? What do you think of our project goal?)

* over

Computer Technology Survey

We are students at Worcester Polytechnic Institute, and are currently working on a project advised by Denise Nicoletti in conjunction with the First Congregational Parish. The goal of this project is to analyze how computer technology can be applied in a small church setting. Please complete the survey and return it to us at the end of service. Feel free to drop off the survey in the box on the pamphlet table at the back of the church by November 18, 2001. Your participation would be greatly appreciated. If you have any questions, please contact keth@wpi.edu or call (508) 831-6519.

Please circle the appropriate answer to each question:

A. What is your age?
Under 20 20-29 30-39 40-49 [✓ 50-59] Over 60

B. Where do you live?
[✓ Petersham] Barre Hardwick Athol New Braintree Other: ____________

C. How often do you use the computer?
Never A few times a year A few times a month A few times a week [✓ Everyday]

D. I use computers for (Circle all that apply):
[✓ Word processing] Spreadsheet Games [✓ Email] Internet Other: ____________

E. How often do you use the ~~computer~~ Internet?
Never A few times a year A few times a month A few times a week [✓ Everyday]

F. How do you access the Internet?
[✓ Home] [✓ Office] Library School Other: ____________

G. I use the Internet for the following purpose (Circle all that apply):
[✓ Email] Chat Research [✓ News Update] Entertainment Other: ____________

H. I think computer technology is beneficial to society?
Strongly Disagree Disagree Neutral [✓ Agree] Strongly Agree

I. I think computer technology is beneficial to a church?
Strongly Disagree Disagree Neutral [✓ Agree] Strongly Agree

J. Development of a church website is a good idea.
Strongly Disagree Disagree Neutral [✓ Agree] Strongly Agree

K. Do you agree with the statement: "A website will provide better publicity to UU and the church"?
Strongly Disagree Disagree Neutral [✓ Agree] Strongly Agree

L. If the church had a website, how often would you use it?
Never A few times a year [✓ A few times a month] A few times a week Everyday

Please feel free to include comments on the back. (i.e. What is your opinion on computer technology? What would you like to include in a church website? What do you think of our project goal?)

Computer Technology Survey

We are students at Worcester Polytechnic Institute, and are currently working on a project advised by Denise Nicoletti in conjunction with the First Congregational Parish. The goal of this project is to analyze how computer technology can be applied in a small church setting. Please complete the survey and return it to us at the end of service. Feel free to drop off the survey in the box on the pamphlet table at the back of the church by November 18, 2001. Your participation would be greatly appreciated. If you have any questions, please contact keth@wpi.edu or call (508) 831-6519.

Please circle the appropriate answer to each question:

A. What is your age?
Under 20 [✓ 20-29] 30-39 40-49 50-59 Over 60

B. Where do you live?
[✓ Petersham] - home Barre Hardwick Athol New Braintree Other: Worcester - school

C. How often do you use the computer?
Never A few times a year A few times a month A few times a week [✓ Everyday]

D. I use computers for (Circle all that apply):
[✓ Word processing] [✓ Spreadsheet] Games [✓ Email] [✓ Internet] Other: spatial analysis

E. How often do you use the ~~computer~~ internet?
Never A few times a year A few times a month A few times a week [✓ Everyday]

F. How do you access the Internet?
[✓ Home] Office [✓ Library] [✓ School] Other: ____

G. I use the Internet for the following purpose (Circle all that apply):
[✓ Email] Chat [✓ Research] [✓ News Update] Entertainment Other: listserve communication

H. I think computer technology is beneficial to society?
Strongly Disagree Disagree Neutral [✓ Agree] Strongly Agree

I. I think computer technology is beneficial to a church?
Strongly Disagree Disagree Neutral [✓ Agree] Strongly Agree

J. Development of a church website is a good idea.
Strongly Disagree Disagree Neutral [✓ Agree] Strongly Agree

K. Do you agree with the statement: "A website will provide better publicity to UU and the church"?
Strongly Disagree Disagree Neutral [✓ Agree] Strongly Agree

L. If the church had a website, how often would you use it?
Never A few times a year [✓ A few times a month] A few times a week Everyday

Please feel free to include comments on the back. (i.e. What is your opinion on computer technology? What would you like to include in a church website? What do you think of our project goal?)

personal communication is always superior but web
can provide access to specific resources +
work for advertisement

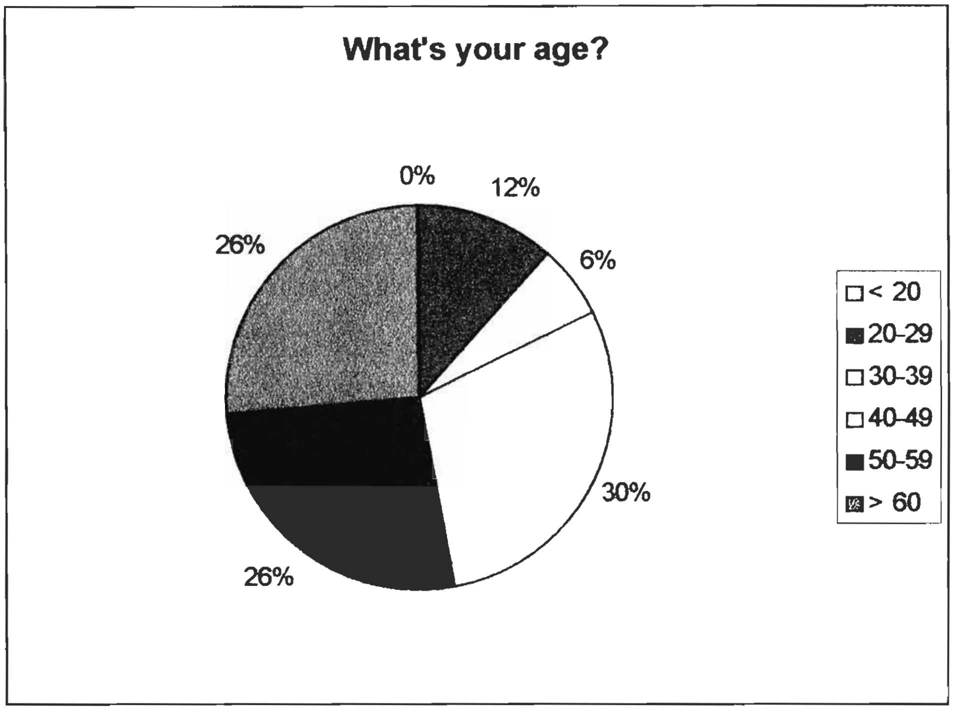
APPENDIX I
Letter to Committee Members

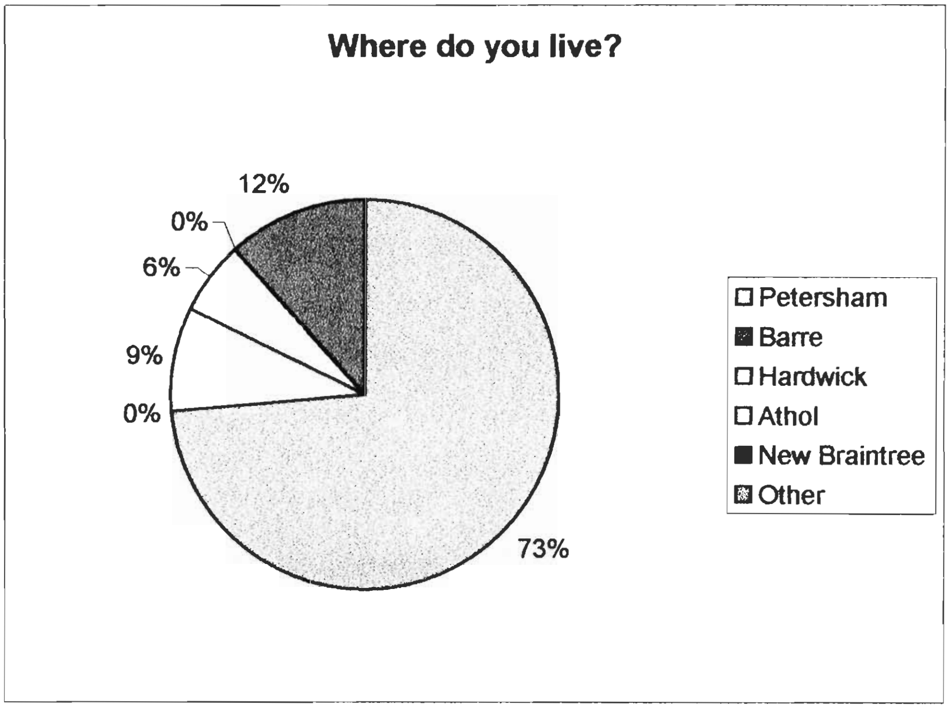
Dear Parishioners

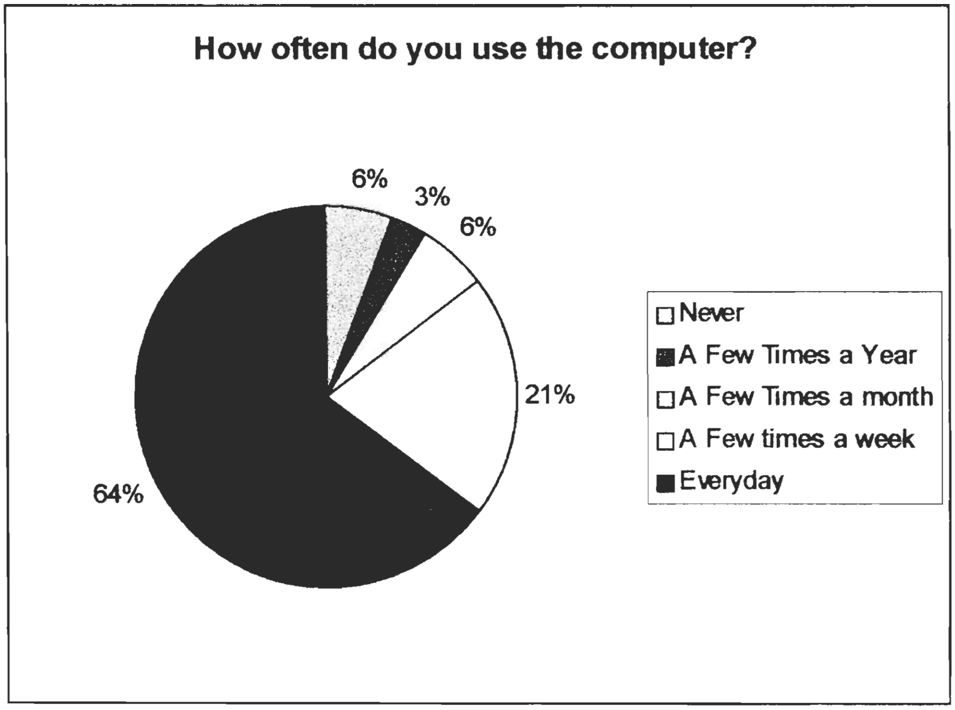
We have been working on a project in conjunction with the First Congregational Parish. Included is the survey we passed out to the parishioners on Sunday, November 4th. Please complete it if you have not already. You can place the survey in the box on the pamphlet table at the back entrance of the church by Sunday, November 25th. Thank you for your cooperation.

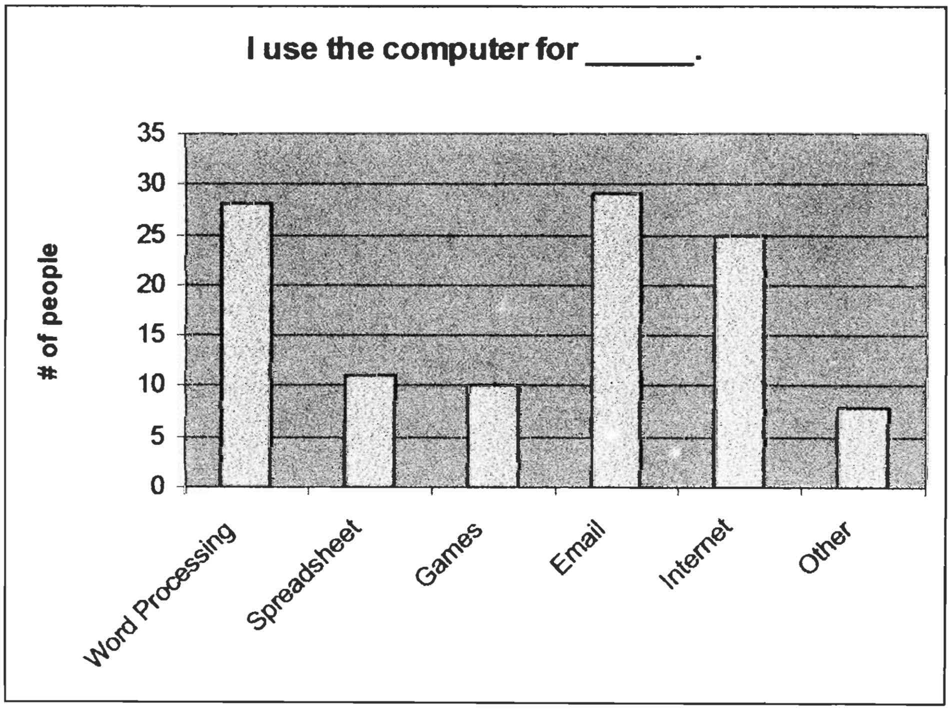
Kara Hartling
Cinthia Chung
Douglas Choy

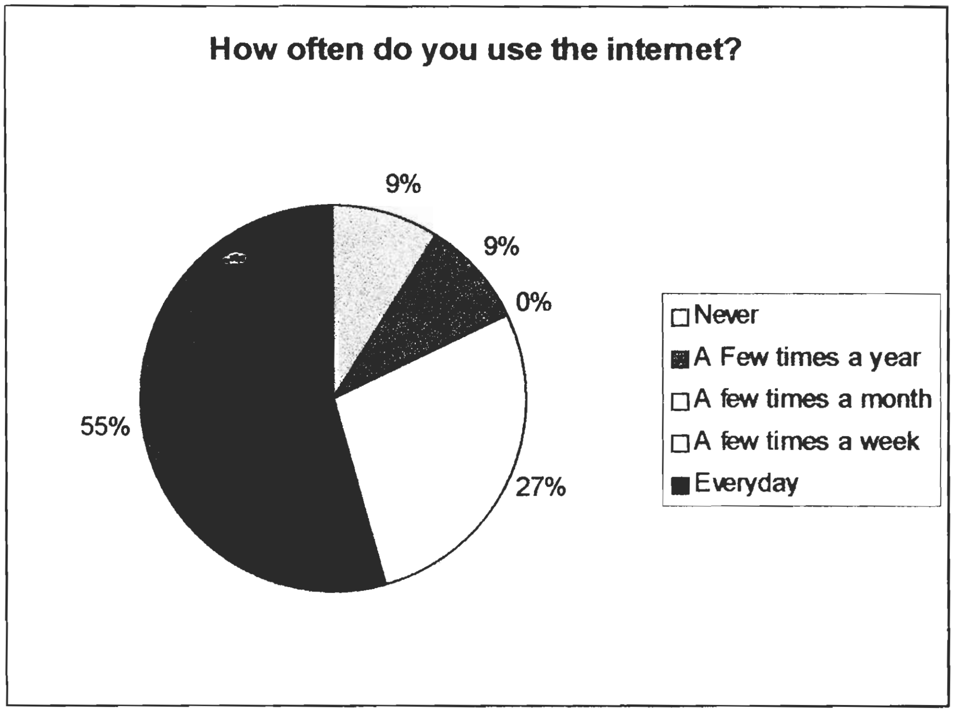
APPENDIX J
Graphs of Computer Technology Survey Results



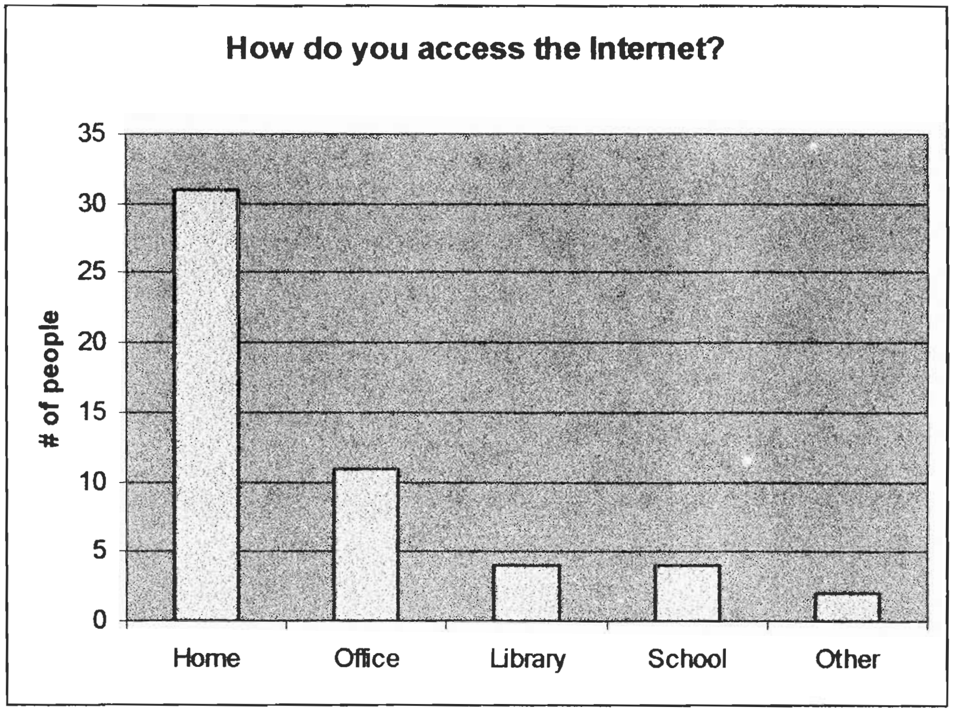



How often do you use the computer?

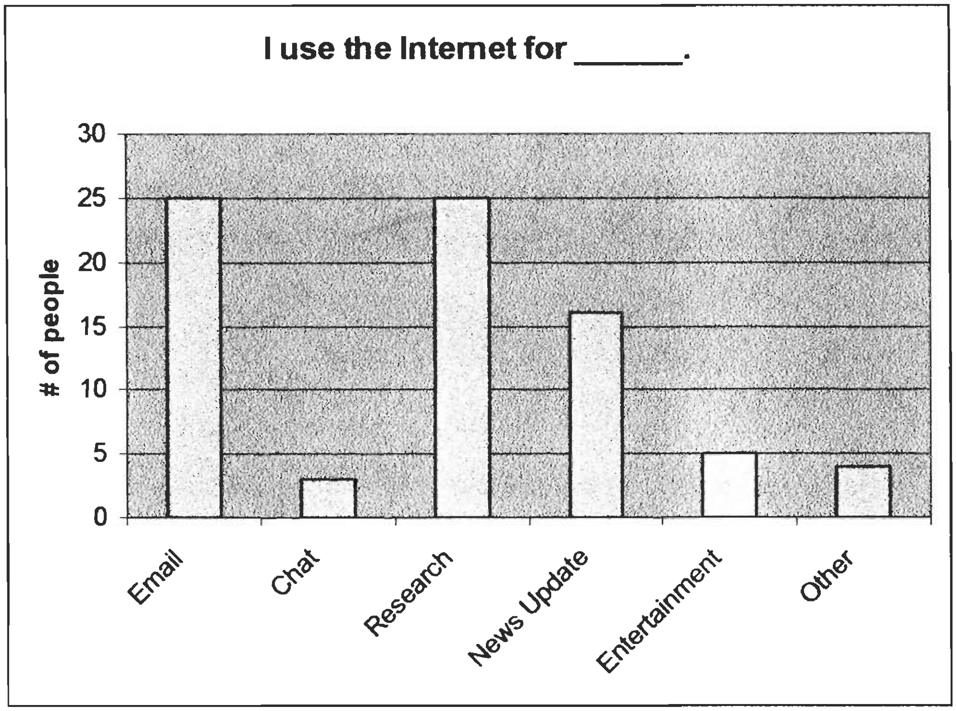

I use the computer for ______.

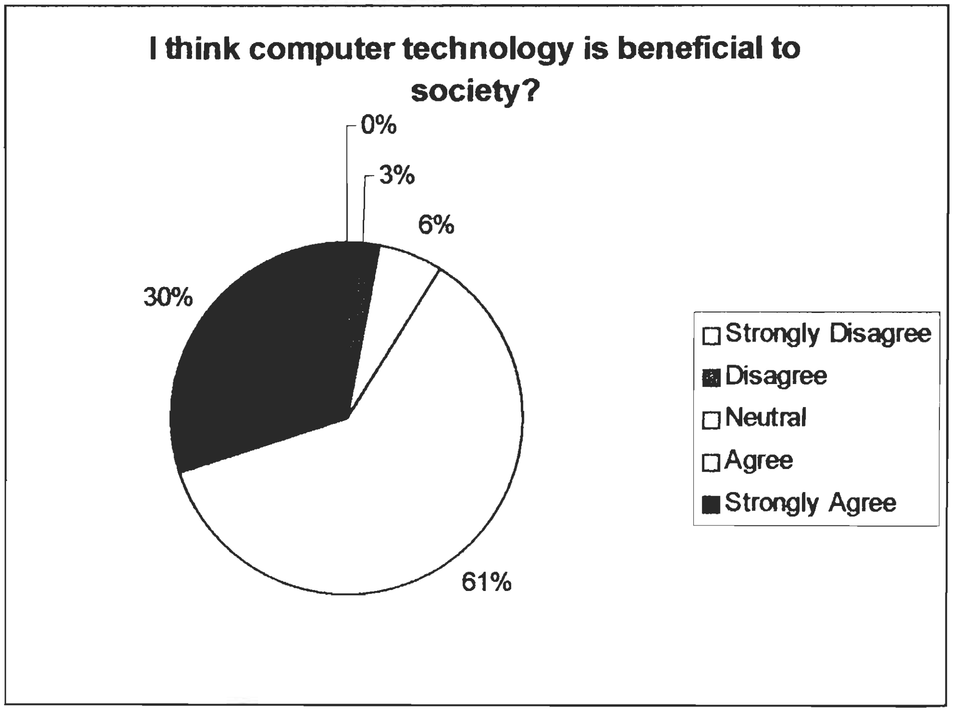


How often do you use the internet?

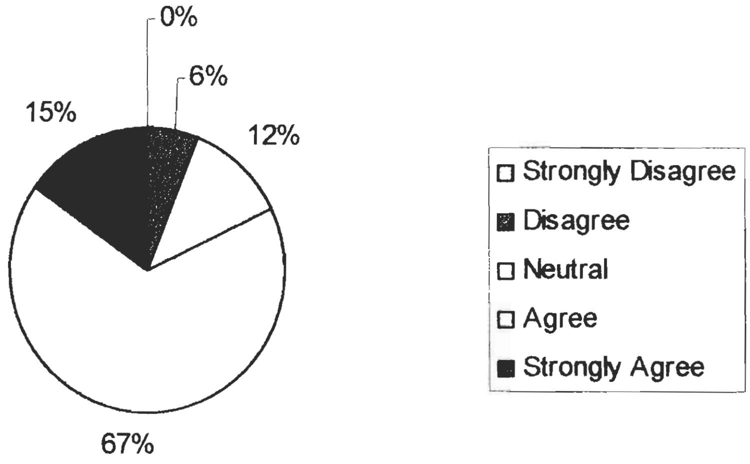


How do you access the Internet?

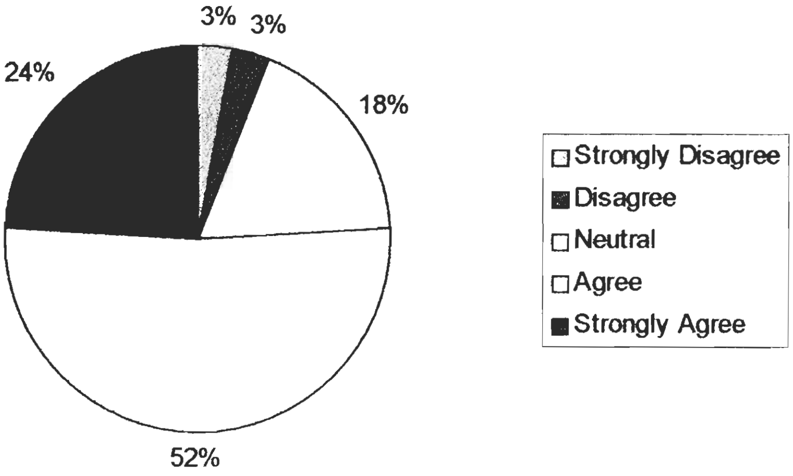

I use the Internet for ______.


I think computer technology is beneficial to society?

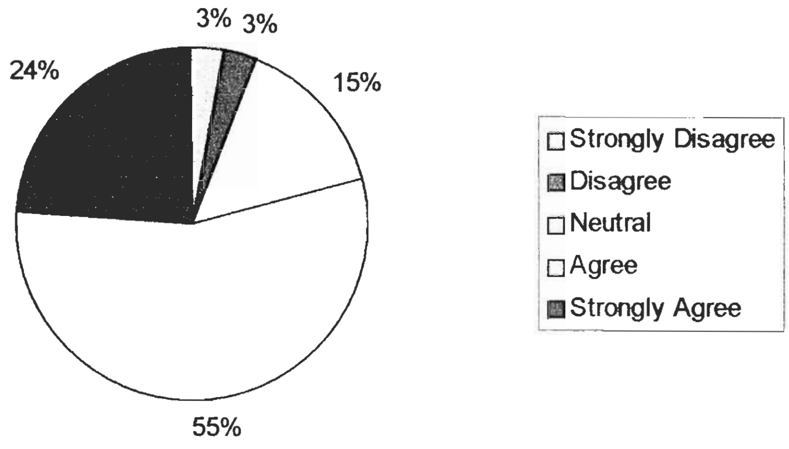
I think computer technology is beneficial to a church.



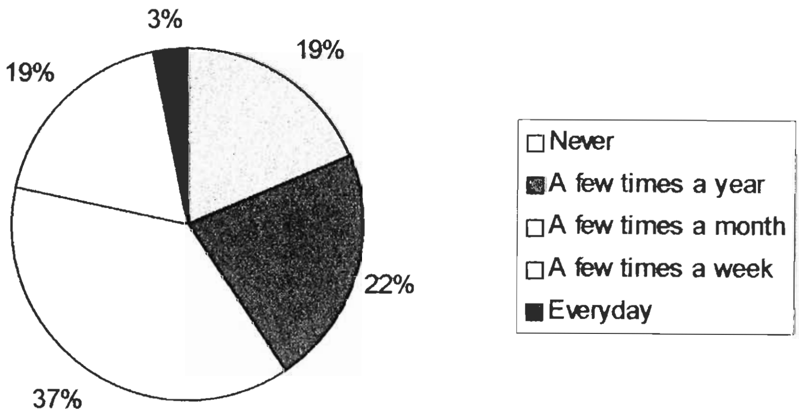
Development of a church website is a good idea.



Do you agree with this statement: "A website will provide better publicity to UU and the church"?



If the church had a website, how often would you use it?



APPENDIX K
List of UU Websites

http://users.crocker.com/~unitar/
Unitarian Universalist Society of Amherst MA
Contact Information
Mission Statement
Sunday Service
Has Posted Poems
No Frame
No Counter
No Interesting Graphics
No ads
General Content

http://www.uuandover.org/
Unitarian Universalist Congregation in Andover
Unique Search Option / Guestbook (only 3 entries)
Contact Information
Education/Enrichment Youth
No counter
Frame
No Ads
General Content

http://www.loudzen.com/ashbyuu/
First Parish Church – Unitarian Universalist Ashby, MA
Unique Calendar
Contact Information
History
Links to other sites
No Counter
No Ads
Frame
General Content

http://www.murrayuuchurch.org/
Murray Unitarian Universalist Church
Unique Pictures of Church itself
Frame
Contact Information
Have Web Design Service
General Content
NO Ads
No Counter
Recently Updated

http://www.pcwon.com/allsouls/
All Souls Unitarian Universalist Church of Braintree MA
Pure Promotion Website
Contact information
Basic Layout
No Ads
No Counter
Not recently Updated
No frame

http://www.fscboston.org/
Frame
1st and 2nd church in Boston
Very Nice Layout nice graphics and everything
Nice pictures and Frame Design very organized
Contact information and everything needed is there
Special Church radio station is linked there too
Recently Updated
No Ads
No Counter
Overall very nice page

http://www.firstchurchjp.org/
The First Church in Jamaica Plain Unitarian Universalist
Have Sketch of the Church Real Sketch
Contact Information
Basic Layout
No Ads
No Counter
Map to church
No Frame

http://fpc.lexington.ma.us/index.html
First Parish in Lexington Unitarian Universalist Lexington, Massachusetts
Very Basic Layout
Contact Information
General Information
No Ads
No Counter
No Frame but frame on Top kind of thing
Basic Icons

http://uuchurch.billerica.unitarian.com
Frame
Very basic layout
General Information
No Ads
No Counter

http://www.oldshipchurch.org/
Old Ship Church, First Parish of Hingham
General Information –
    Contact Info.
    Calendar
    Religious Education
    Minister's page
Top Frame
No Ads
No Counter
Basic Icon w/ picture of the church

http://www.ultranet.com/~fpuuca/
General Information
No Frame
No Ads
Basic Icon

http://fpuucanton.home.att.net/
Have Counter 168 hits since September 2001
No frame
No Ads
Nice pictures
Simple layout
General Information

http://www.firstparishcambridge.org/
The First Parish in Cambridge
Frame
Link to UUA
General Information

http://www.geocities.com/foxboroughuu/
Advertisements
No Frame
Simple layout
General Information

http://www.firstparish.com/
basic
no frame
general info
no ads

http://www.frsuu.org/'
general
no ads
no counter
basic no frame

http://www.gis.net/~fpnma/
no ads
no counter
basic no frame
general information

http://home.adelphia.net/~church/
member section
no counter
no ads
no frame
general information
has counter #2912 since 11/15/1998

http://www.uua.org/CONG/channing.html
promotion
nothing
no ads
no counter
no frame

http://home.earthlink.net/~firstunivsalem/
frame
no ads
no counter
general information

http://home.att.net/~uustoughton/
frame
no ads
no counter
general information

http://iointernet.com/uuchurch/
frame
general information
basic layout
no ads
no counter

http://www.uuhaverhill.org/happenings/index.html
frame
general information
basic layout
no ads
no counter

http://www.firstparishframingham.org/
no ads
frame
general Information
counter 4497 hits

http://home.ncaccess.net/~firstp/
no ads
no counter
general information
frame

http://world.std.com/~ascuua/index.html
no ads
no counter
general information
no frame

http://www.waltham-community.org/FirstParishUU/
slow loading time because of graphics
colorful
no ads
no counter
general information
no frame

http://www.fpsudbury.org/
no ads
no counter
general information
Frame

http://iointernet.com/uuchurch/
no ads
no counter
general information
No Frame
Very Basic Layout

http://www.uumh.org/
Frame
No Ads
No Counter
General Information
Nice layout

APPENDIX L
Correspondence with Lynne Pledger

Email that Anne Perkins gave to us at meeting on January 18th, 2002:

The Program Committee would like help from the Nominating Committee in swelling our ranks. We need six active members in addition to the liaison from the Parish Committee (who shold not be expected to do Program Committee work, other than participate at meetings). Presently we have three in addition to our liaison, Anne Perkins. A sizeable group is needed to generate ideas and to do the tasks. What follows is a description of what we do in hope that this will be helpful to prospective committee members.

Usually two Sundays a month are "program Sundays," planned by our group. Whereas the minister-led Sundays are traditional worship services with the same general format each time, the program Sundays are varied in both content and form. Our UU purposes and principles suggests the wide range of topics that a Unitarian might find relebant to spiritual and ethical living, and we try to represent that spectrum. We've had a program on Islam, an interactive workshop on communication, a Quaker meeting, poetry readings form the congregation, an interview about the Nuremburg trials, a concert/lecture on gospel music – and much more. (See our report form the annual meeting for last years list.) Some operative words for us in planning are "relevance," "variety," and "balance." It's usually pretty easy for us to decide whether or not a program idea will be appropriate for a Sunday morning; it's harder to articulate *why* and we've been working on this.

The only requirement for people joining the group is that they be committed to serving the diverse needs and interests of our congregation. It's important to express our own preference (which are surely shared by others) but equally important to seek feedback and ideas from tohers in the congregation. We present a variety of topics and formats so that over time everyone feels that there is something special for them at church as well as a richness of shared experience.

These are duties, somewhat streamlined:

- Attend monthly meetings (now at 8:45 on the 4th Sunday of the month)
- Take Turns following up on an idea, contacting a speaker, etc.
- Do publicity for our programs
- Take turns facilitating program Sundays (we have a list of duties which includes: Filling out a requite for payment form, arriving early and greeting the presenter, lining up a chalice lighter and two offertory people, facilitating the program, letting RE know when the program is over, introducing the speaker to people at coffee hour, and re-lettering the Wayside Pulpit for the following Sunday.

Please note that the jobs of letting RE know that the service is over, and re-lettering the Wayside Pulpit could be done by anyone in the church. These activities sometimes interfere with follow-through with the presenters after the service, and I recommend that these duties be assigned elsewhere. (I would love to jettison the publicity tasks as well but in truth I think this should be done either by someone the committee – one person designated as publicity person – or someone whilling to attend meetings; otherwise the Chair ends up with the job of writing up all the information anyway to hand to the publicity person.

I foresee that some people you contact will protest that they don't have any ideas for Program Sundays. Perhaps not now, but ideas will come, and in any case there are many ways to contribute. Finally, I want to point out that this is NOT a thankless job: our programs get raves! And we enjoy the work and each other.

Cin Chung

From: "Lynne Pledger" <pledger@hardwickpostandbeam.com>
To: "Anne" <anneperkins@crystal-mtn.com>; "Cinthia Chung" <cchung@WPI.EDU>
Sent: Sunday, January 20, 2002 11:03 PM
Subject: Re:correction

The program by Sandy Pickens and Kate Showers described below will be held on Feb. 24th--not the 4th (which is a Monday anyway). --LP

At 02:31 PM 1/20/02 -0500, Anne wrote:

> Good morning all! Beautiful day out here in Petersham after the snow. I gave Lynn and Caitie your papers. Lynn is having email problems so she filled out the paper and asked me to transmit the information to you. I will continue to prod Elizabeth.
>
> Programs the Church will be offering in the next two months:
>
> February 4th: Sandy Pickens of Barre and Kate Showers of Petersham have both lived overseas in India and South Africa. They will share their thoughts about what they learned from these cultures, what transformed them and made them different people.
>
> Other programs are being planned. We will send them to you once the dates are firm.
>
> Lynne Pledger 413-477-8596 pledger@hardwickpostandbeam,com
>
> I will send you a list of ministers who will be preaching to 3/31 as soon as I have it all filled. Also, you will be glad to know that I have asked Mark Balcom Wolf to take over the management of the Website and work with a group of people to help him feed the information. Mark's address is mbalcomw@aol.com. Good to meet with you Friday night. We are all very excited about the website and thank you for your excellent work. I hope Professor Nicoletti gives you a high mark! Peace, Anne
>
> ----- Original Message -----
> From: Cinthia Chung
> To: Anne
> Sent: Tuesday, December 18, 2001 9:33 AM
> Subject: Website
>
> Anne,
>
> I have created a test page for the church's website. If you have time, can you please visit http://www.angelfire.com/pe2/fcptest and tell me what you think--if there's anything you might want me to add or change, please tell

me. When I receive all the information from the committees (including the decision on the official name of the site), then I will upload everything onto the official site. Thank you. :)

How did the pageant go? Professor Nicoletti took pictures. I'm going to upload them on the webiste too when I get them. :)

Cinthia

APPENDIX M
Autobiography of Adele Smith-Penniman

Cin Chung

From: "Kara Hartling" <keth@WPI.EDU>
To: "Cinthia Chung" <cchung@WPI.EDU>
Sent: Tuesday, February 19, 2002 7:25 PM
Subject: Fw: Web Page Bio

----- Original Message -----
From: "Adele Smith-Penniman" <asmithpen@net1plus.com>
To: "WPI IQP Kara Hartling" <keth@WPI.EDU>
Sent: Tuesday, February 19, 2002 5:30 PM
Subject: Web Page Bio

> Welcome to First Congregational Parish Unitarian in Petersham. We are a community of 100+ seekers who bring our diverse faith understandings and life experiences. For three years I have had the privilege of being First Parish's minister.
>
> I bring to Petersham nearly twenty years of ministry both in the community and with congregations; a strong spiritual base which respects Jewish, Christian, humanist, and Buddhist understandings; and a deep concern for peace and justice issues here and abroad.
>
> When not at First Parish, I might be found at Andover Newton Theological School where I am completing a Doctor of Ministry degree exploring how Buddhism informs my ministry, trekking through the Harvard Forest which lies in back of the parsonage, or playing my flute with a local group that accompanies contra dances. And there are always piles of books ("must read") throughout the house.
>
> My three young adult children come before all else but currently both daughters are in different cities in Ghana. My son, the youngest, is in Connecticut enjoying his first year of college.
>
> I prepared for the ministry at Harvard Divinity School (M.Div. 1979) and previously worked in psychology after training at Columbia University. New York was an amazing experience in the sixties and seventies, but for many years now the countryside has called me, and I know of no town prettier than Petersham.
>
> Increasingly, First Parish is a dynamic, inclusive faith community. I invite you to come to our services Sunday at 10:00 and see for yourself. The welcome mat is out.

APPENDIX N

Http://clik.to/firstparishuupetersham

Church Website Survey

Please circle the appropriate answer to each question:

A. What is your age?
Under 20   20-29   30-39   40-49   50-59   Over 60

B. The website is easy to navigate.
Strongly Disagree   Disagree   Neutral   Agree   Strongly Agree

C. The language used throughout the website is appropriate and clear.
Strongly Disagree   Disagree   Neutral   Agree   Strongly Agree

D. The website will help facilitate communication.
Strongly Disagree   Disagree   Neutral   Agree   Strongly Agree

E. The website will provide easy access to church updates.
Strongly Disagree   Disagree   Neutral   Agree   Strongly Agree

F. The website will provide sufficient information for visitors who might be interested in joining the church.
Strongly Disagree   Disagree   Neutral   Agree   Strongly Agree

G. Rate the appearance of the website.
Poor   Needs Improvement   Average   Good   Excellent

H. The development of the church website was a good idea.
Strongly Disagree   Disagree   Neutral   Agree   Strongly Agree

I. Did you find any problems with browser compatibility?
Yes   No

Please feel free to include any comments about the website

APPENDIX O
Returned Surveys

http://clik.to/firstparishuupetersham

Church Website Survey

Please circle the appropriate answer to each question:

A. What is your age?
[✓ Under 20] 20-29 30-39 40-49 50-59 Over 60

B. The website is easy to navigate.
Strongly Disagree Disagree Neutral [✓ Agree] Strongly Agree

C. The language used throughout the website is appropriate and clear.
Strongly Disagree Disagree [✓ Neutral] Agree Strongly Agree

D. The website will help facilitate communication.
Strongly Disagree Disagree Neutral [✓ Agree] Strongly Agree

E. The website will provide easy access to church updates.
Strongly Disagree Disagree Neutral [✓ Agree] Strongly Agree

F. The website will provide sufficient information for visitors who might be interested in joining the church.
Strongly Disagree Disagree Neutral [✓ Agree] Strongly Agree

G. Rate the appearance of the website.
Poor Needs Improvement Average [✓ Good] Excellent

H. The development of the church website was a good idea.
Strongly Disagree Disagree Neutral [✓ Agree] Strongly Agree

I. Did you find any problems with browser compatibility?
Yes [✓ No]

Please feel free to include any comments about the website

Stop the pop-ups!!

http://clik.to/firstparishuupetersham

Church Website Survey

Please circle the appropriate answer to each question:

A. What is your age?
Under 20 20-29 30-39 40-49 50-59 Over 60

B. The website is easy to navigate.
Strongly Disagree Disagree Neutral Agree Strongly Agree

C. The language used throughout the website is appropriate and clear.
Strongly Disagree Disagree Neutral Agree Strongly Agree

D. The website will help facilitate communication.
Strongly Disagree Disagree Neutral Agree Strongly Agree

E. The website will provide easy access to church updates.
Strongly Disagree Disagree Neutral Agree Strongly Agree

F. The website will provide sufficient information for visitors who might be interested in joining the church.
Strongly Disagree Disagree Neutral Agree Strongly Agree

G. Rate the appearance of the website.
Poor Needs Improvement Average Good Excellent

H. The development of the church website was a good idea.
Strongly Disagree Disagree Neutral Agree Strongly Agree

I. Did you find any problems with browser compatibility?
Yes No

Please feel free to include any comments about the website

G. Ads from "Google [illegible] the page" are obnoxious + intrusive. It would discourage me from exploring the website further.

"Quick Announcements" - doesn't have any announcements - only a one header "stop wasting time [illegible] a car [illegible]" and "Looksmart" - not appropriate for a church website

http://clik.to/firstparishuupetersham

Church Website Survey

Please circle the appropriate answer to each question:

A. What is your age?
Under 20 20-29 30-39 40-49 50-59 ~~Over~~ [✓ 60]

B. The website is easy to navigate.
Strongly Disagree Disagree Neutral [✓ Agree] Strongly Agree

C. The language used throughout the website is appropriate and clear.
Strongly Disagree Disagree Neutral [✓ Agree] Strongly Agree

D. The website will help facilitate communication.
Strongly Disagree Disagree Neutral [✓ Agree] Strongly Agree

E. The website will provide easy access to church updates.
Strongly Disagree Disagree Neutral [✓ Agree] Strongly Agree

F. The website will provide sufficient information for visitors who might be interested in joining the church.
Strongly Disagree Disagree Neutral [✓ Agree] Strongly Agree

G. Rate the appearance of the website.
Poor Needs Improvement Average Good [✓ Excellent]

H. The development of the church website was a good idea.
Strongly Disagree Disagree Neutral Agree [✓ Strongly Agree]

I. Did you find any problems with browser compatibility?
Yes [✓ No]

Please feel free to include any comments about the website

It looks very nice - open, honest + friendly —

http://clik.to/firstparishuupetersham

Church Website Survey

Please circle the appropriate answer to each question:

A. What is your age?
Under 20 20-29 30-39 40-49 [✓ 50-59] Over 60

B. The website is easy to navigate.
Strongly Disagree Disagree Neutral [✓ Agree] Strongly Agree

C. The language used throughout the website is appropriate and clear.
Strongly Disagree Disagree Neutral [✓ Agree] Strongly Agree

D. The website will help facilitate communication.
Strongly Disagree Disagree [✓ Neutral] Agree Strongly Agree

E. The website will provide easy access to church updates.
Strongly Disagree Disagree Neutral Agree Strongly Agree

F. The website will provide sufficient information for visitors who might be interested in joining the church.
Strongly Disagree Disagree Neutral [✓ Agree] Strongly Agree

G. Rate the appearance of the website.
Poor Needs Improvement Average [✓ Good] Excellent

H. The development of the church website was a good idea.
Strongly Disagree Disagree Neutral [✓ Agree] Strongly Agree

I. Did you find any problems with browser compatibility?
Yes [✓ No]

Please feel free to include any comments about the website

Nice soft colors + a quaint country setting. Very good.

Church Website Survey

Please circle the appropriate answer to each question:

A. What is your age?
Under 20 [✓ 20-29] 30-39 40-49 50-59 Over 60

B. The website is easy to navigate.
Strongly Disagree Disagree Neutral [✓ Agree] Strongly Agree

C. The language used throughout the website is appropriate and clear.
Strongly Disagree Disagree Neutral [✓ Agree] Strongly Agree

D. The website will help facilitate communication.
Strongly Disagree Disagree Neutral [✓ Agree] Strongly Agree

E. The website will provide easy access to church updates.
Strongly Disagree Disagree Neutral Agree [✓ Strongly Agree]

F. The website will provide sufficient information for visitors who might be interested in joining the church.
Strongly Disagree Disagree Neutral [✓ Agree] Strongly Agree

G. Rate the appearance of the website.
Poor Needs Improvement Average Good [✓ Excellent]

H. The development of the church website was a good idea.
Strongly Disagree Disagree Neutral [✓ Agree] Strongly Agree

I. Did you find any problems with browser compatibility?
Yes [✓ No]

Please feel free to include any comments about the website

Good website with clear and in-depth content.

http://clik.to/firstparishuupetersham

Church Website Survey

Please circle the appropriate answer to each question:

A. What is your age?
Under 20   20-29   30-39   [✓ 40-49]   50-59   Over 60

B. The website is easy to navigate.
Strongly Disagree   Disagree   Neutral   [✓ Agree]   Strongly Agree

C. The language used throughout the website is appropriate and clear.
Strongly Disagree   Disagree   Neutral   [✓ Agree]   Strongly Agree

D. The website will help facilitate communication.
Strongly Disagree   Disagree   Neutral   [✓ Agree]   Strongly Agree

E. The website will provide easy access to church updates.
Strongly Disagree   Disagree   Neutral   [✓ Agree]   Strongly Agree

F. The website will provide sufficient information for visitors who might be interested in joining the church.
Strongly Disagree   Disagree   Neutral   [✓ Agree]   Strongly Agree

G. Rate the appearance of the website.
Poor   Needs Improvement   Average   [✓ Good]   Excellent

H. The development of the church website was a good idea.
Strongly Disagree   Disagree   Neutral   [✓ Agree]   Strongly Agree

I. Did you find any problems with browser compatibility?
Yes   [✓ No]

Please feel free to include any comments about the website

1) The anglefire pop-up window is annoying.
2) I don't care for the background color - purple. Use white w/purple tr
3) reduce the gap between the intro paragraph + the events calendar.
4) The "featured parishioners" page is only the minister. The minister should have her own page. Keep the featured parishioners separate.

Cin Chung

From: "John Pastor" <pastoruu@yahoo.com>
To: "Cinthia Chung" <cchung@WPI.EDU>
Sent: Friday, February 22, 2002 12:42 PM
Subject: Re: Church Website Survey

Cinthia,

Great Website! One thing you may want to correct though,the name of the church is:
First Congregational Parish Unitarian of Petersham.

Keep up the good work!!

John

--- Cinthia Chung <cchung@WPI.EDU> wrote:
> Dear Members of First Parish,
>
> The official website of First Parish is up and
> running. If you haven't visited the website
> already, please do so! The URL is
> http://clik.to/firstparishuupetersham
> Once you have looked over the site, please
> remember to complete the survey attached to this
> email and send it back to us as soon as possible.
> Your feedback is very important to our project.
> Thank you for your time and cooperation.
>
> Sincerely,
> Cinthia Chung
> Kara Hartling
> Douglas Choy
>

Do You Yahoo!?
Yahoo! Sports - Coverage of the 2002 Olympic Games
http://sports.yahoo.com

Cin Chung

From: "Lynne Pledger" <pledger@hardwickpostandbeam.com>
To: "Cinthia Chung" <cchung@WPI.EDU>
Sent: Thursday, February 21, 2002 11:53 PM
Subject: Re: Church Website Survey

I don't see a survey attached to the e-mail....

Good job! Haven't had a chance to go over it carefully but it certainly looks nice and inviting and I'm delighted that we have a web site.

BUT please let's change the name! People will think we are a Congregational Church. I know that technically our name is First Congregational Parish Unitarian but it's only been in recent years that I've heard anyone refer to this name (Perhaps it was Larry Smith; Adele calls us "First Parish"). For most of the 18 years or so we've been with the church people called it the Unitarian Church or the Petersham Unitarian Church. Some years ago I interviewed about a dozen of our church elders and none of them referred to the church as the First Congregational Parish or First Parish. I'm not sure how or when this got started but I think it's misleading. To me the great value of the web site is that people new to the area looking for a Unitarian church could find us. I'm not advocating that we should formally change our name (although I wouldn't be opposed to it, others might) but I hope we can come up with a web site name that will reflect who we are and what we call ourselves--Unitarians.

At 11:13 PM 2/21/02 -0500, you wrote:

> Dear Members of First Parish,
>
> The official website of First Parish is up and running. If you haven't visited the website already, please do so! The URL is http://clik.to/firstparishuupetersham
> Once you have looked over the site, please remember to complete the survey attached to this email and send it back to us as soon as possible. Your feedback is very important to our project. Thank you for your time and cooperation.
>
> Sincerely,
> Cinthia Chung
> Kara Hartling
> Douglas Choy

Cin Chung

From: "Elizabeth Coe" <ecoe@gis.net>
To: "Cinthia Chung" <cchung@WPI.EDU>
Sent: Saturday, February 23, 2002 8:02 PM
Subject: RE: Church Website Survey Again...Sorry

Dear Cinthia,
I jsut wanted to say that the web site is really wonderful!!!!! Thanks for all of your work! What a great gift to our community!!!!!
Sincerely,
Elizabeth

-----Original Message-----
From: Cinthia Chung [mailto:cchung@WPI.EDU]
Sent: Friday, February 22, 2002 7:35 AM
To: Cinthia Chung; Anne; Wolf, Moe Lewis; Wolf, Mark Balcom; Barnes, Pam; Berry, Kay; Boyer, Carol; Buell, Larry; Bull, Chip; Bull, Dale; Burch, Terry; Carmody, James; Coe, Elizabeth; Cole, William; Coolidge, John; Denise Nicoletti, Ph.D.; Devanski, Jacqui; Eaton, Don; Hall, Bob; Hunnewell, Elliott; Huppert, Caitie Dwyever; Huppert, Mick; John & Ann LePoer; Kennedy, Helen & Russ; Koenig, Robin; Koenig, Robin; Lent, Tally; Lockesmith, Anita; Lynne Pledger; Pastor, John; Payne, Jim & Lisa; Rawson, Julie; Shinn, Ridge; Smith, Gretchen; Waker, Bonnie; Webber, Tom
Subject: Church Website Survey Again...Sorry

> For some reason, the survey did not attach. Here it is again. Sorry!

Http://clik.to/firstparishuupetersham

Church Website Survey

Please circle the appropriate answer to each question:

A. What is your age?

Under 20   20-29   30-39   40-49   50-59   Over 60

B. The website is easy to navigate.

Strongly Disagree   Disagree   Neutral   Agree   Strongly Agree

C. The language used throughout the website is appropriate and clear.

Strongly Disagree   Disagree   Neutral   Agree   Strongly Agree

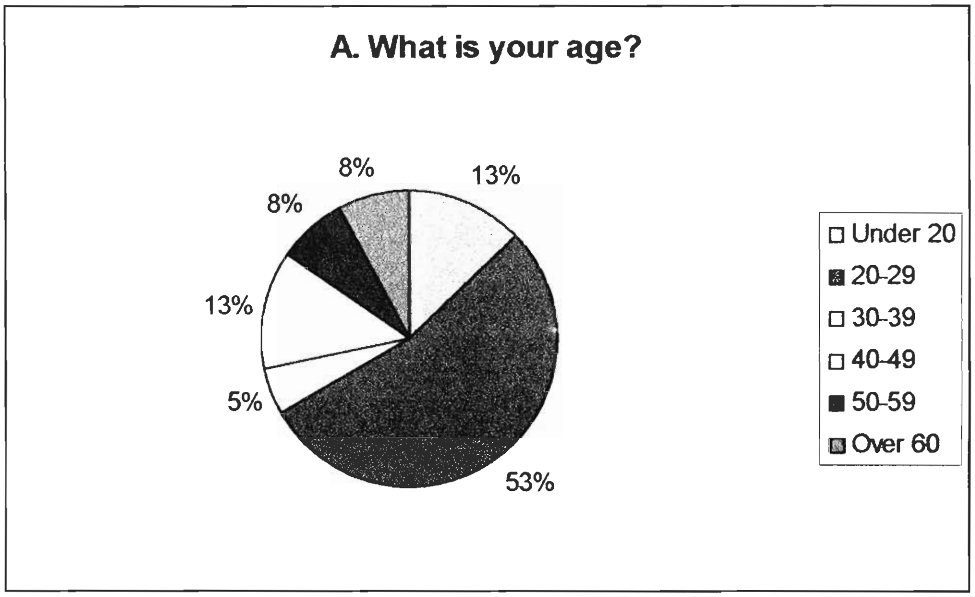
D. The website will help facilitate communication.

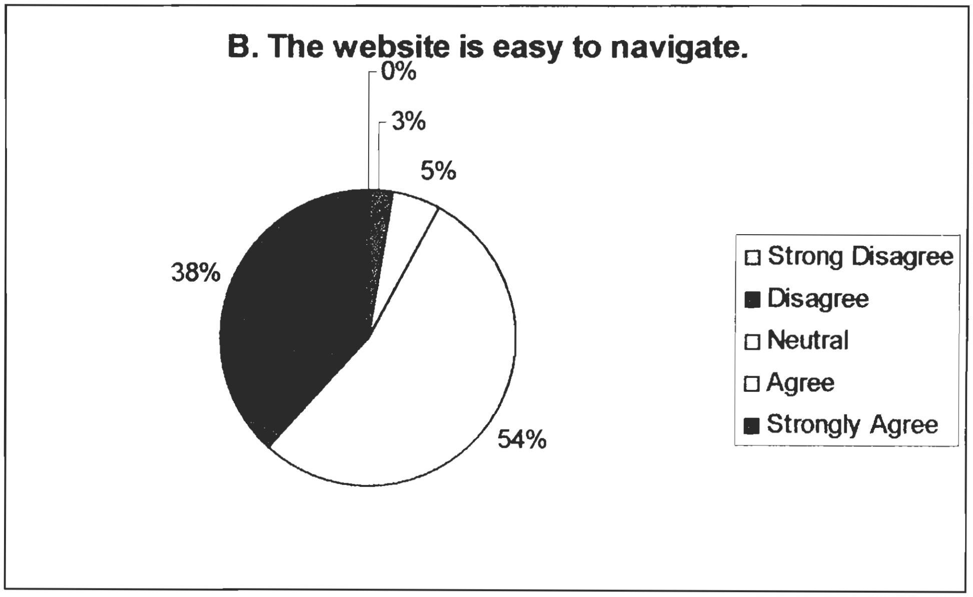
Strongly Disagree   Disagree   Neutral   Agree   Strongly Agree

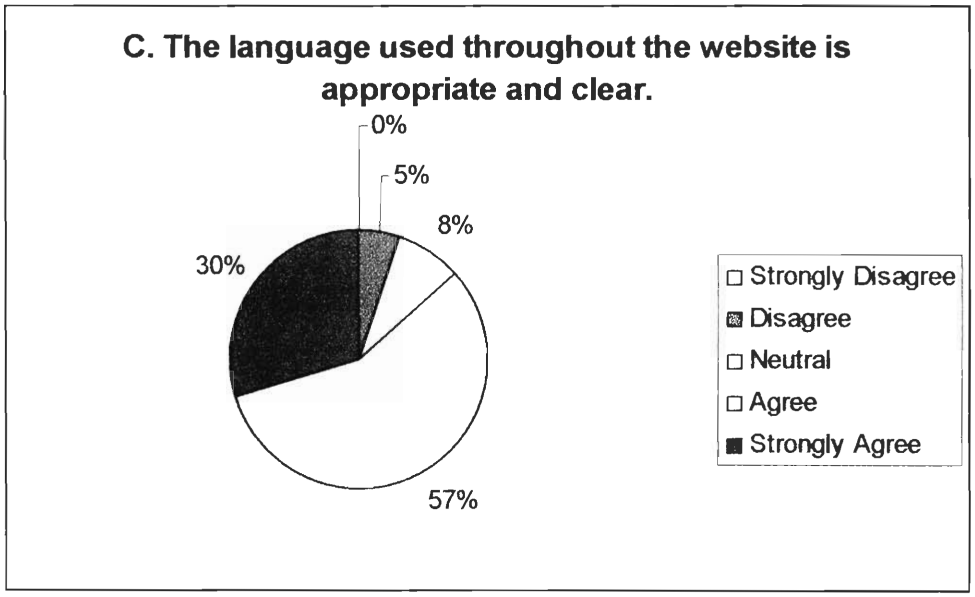
E. The website will provide easy access to church updates.

APPENDIX P

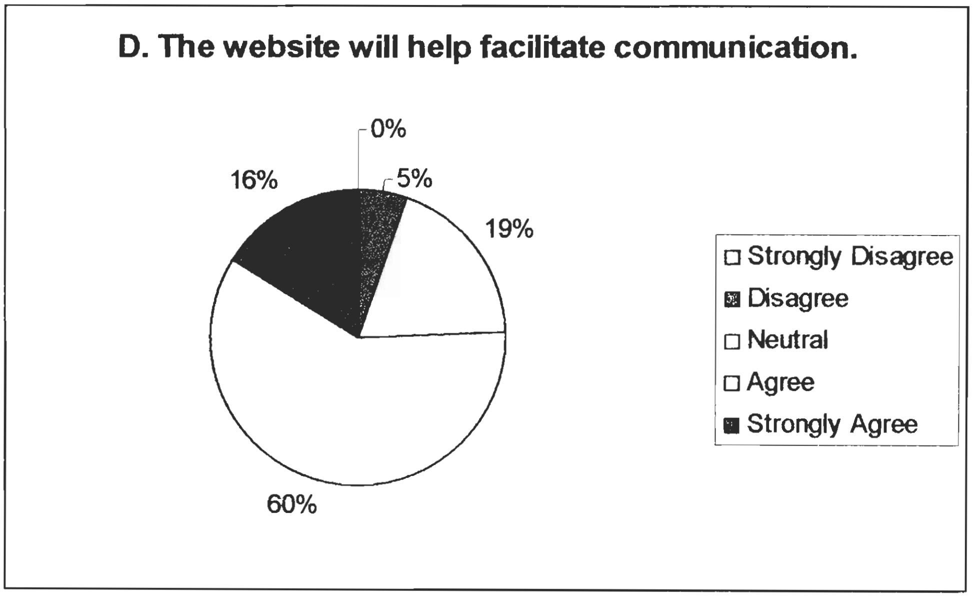
Graphs of Website Survey Results



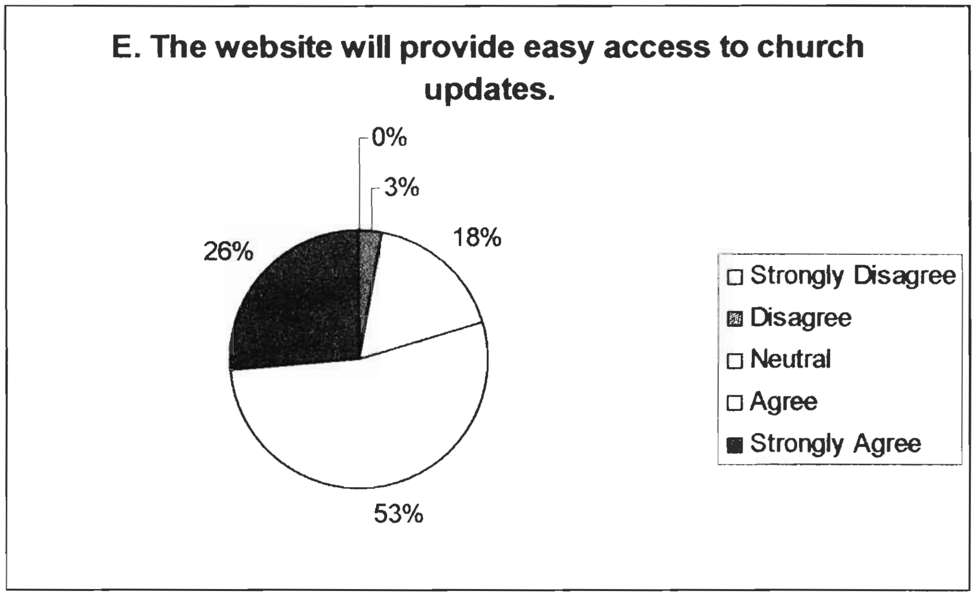




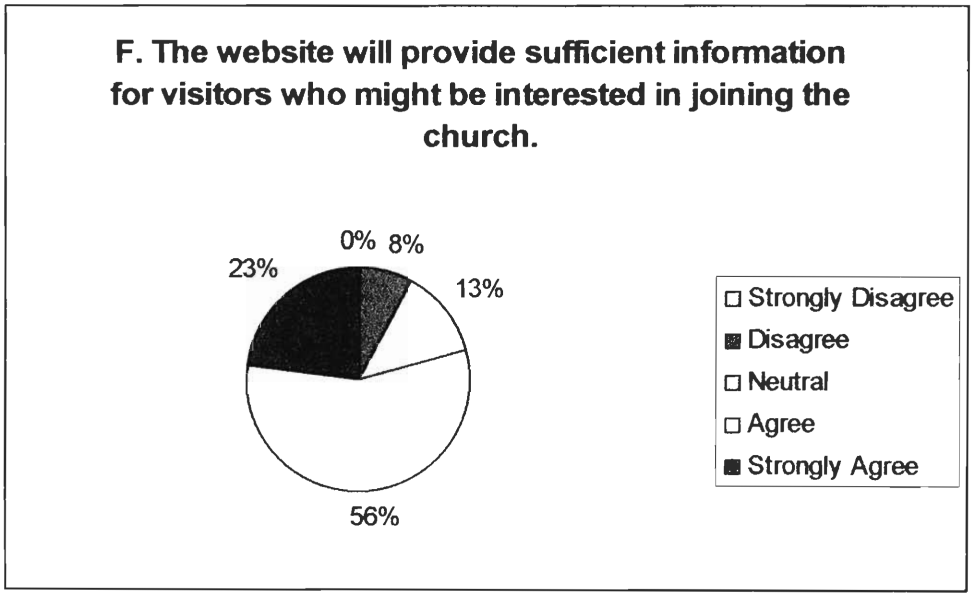
C. The language used throughout the website is appropriate and clear.



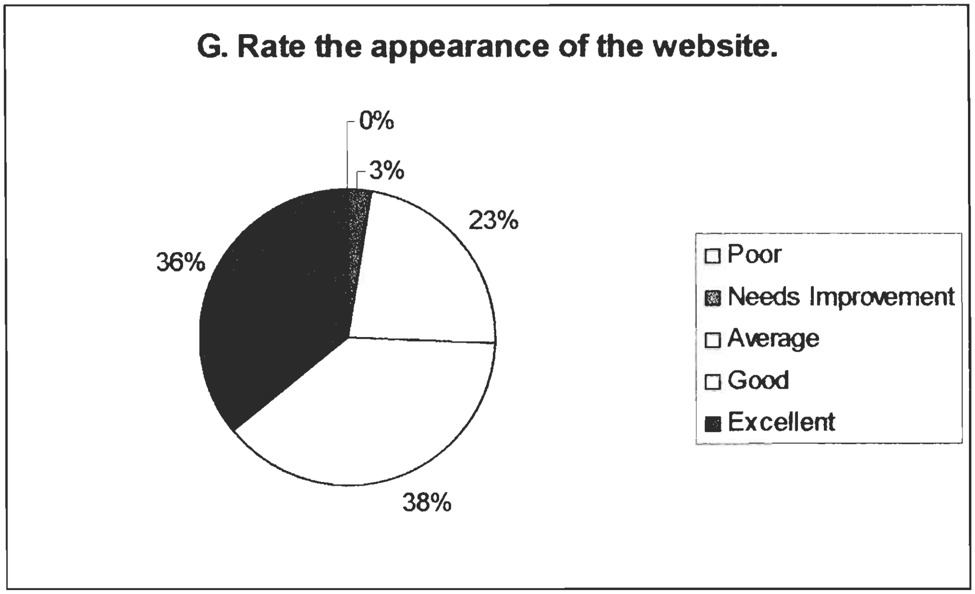
D. The website will help facilitate communication.

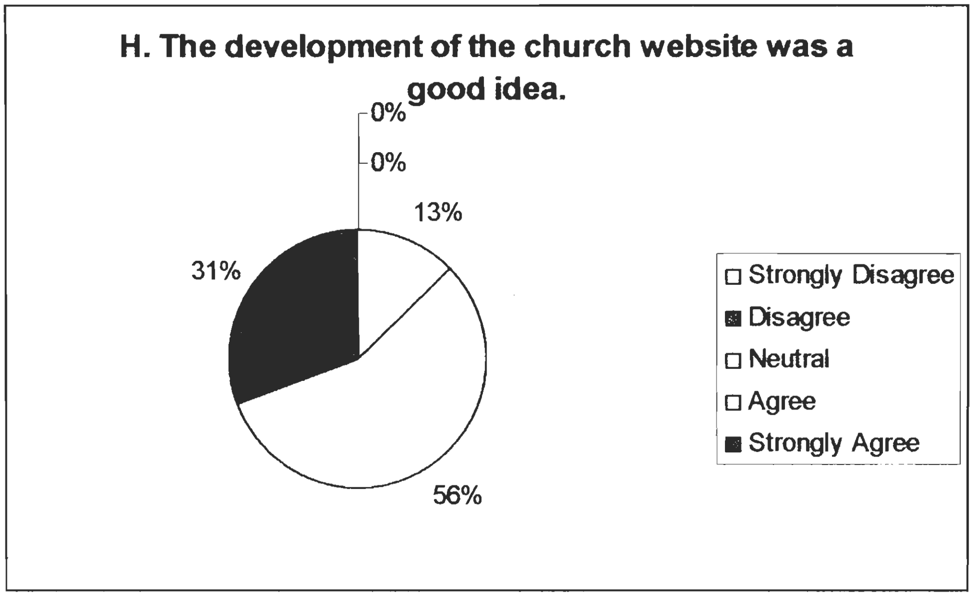


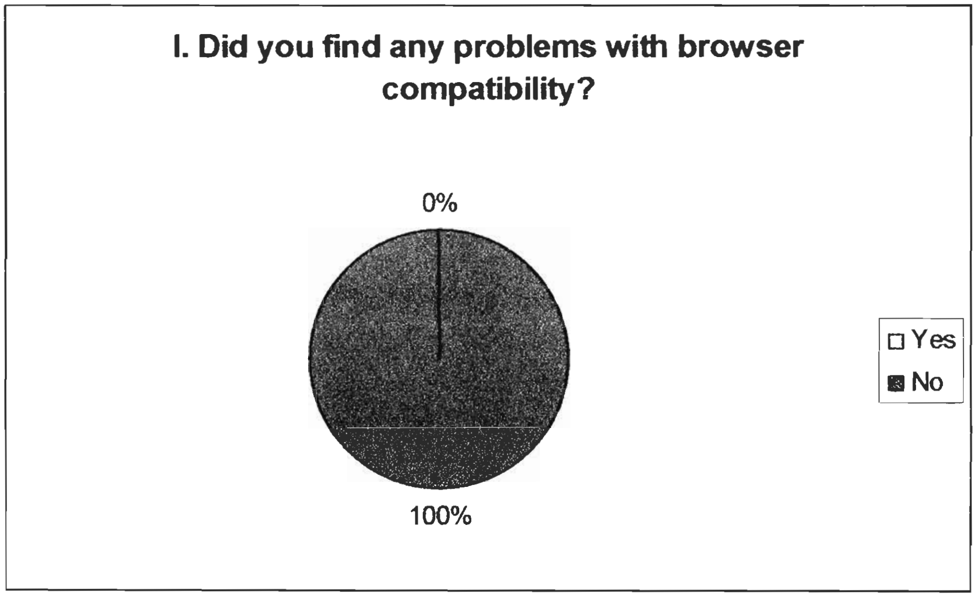
E. The website will provide easy access to church updates.



F. The website will provide sufficient information for visitors who might be interested in joining the church.


G. Rate the appearance of the website.


H. The development of the church website was a good idea.



I. Did you find any problems with browser compatibility?