

Goals

The new website will serve as an initial / recurring digital experience of the life and ministry of the Mt. Irenaeus community.

It will serve to provide an impression of the Mountain for those who have never been there and serve as a way of reminding those who have visited infrequently or frequently of the core dimensions of its life and ministry.

This impression will take the form of an invitation via the presentation of information, events, photos, videos, podcasts and other digital collateral to either learn more or become reacquainted with Mt. Irenaeus, its goals, values, and faith-based community spirit.

The invitation will be presented in the primary context of relationship, meaning that those invited to experience Mt. Irenaeus for the first time, or to reconnect with the Mountain in some capacity are welcomed to engage the core and extended communities and persons involved in shaping the ongoing experience of the Mountain, be it in West Clarksville or elsewhere in the world.

It is within the context of relationship that, via the website, people will be able to act online or in person via an array of concrete activities or experiences which the website can offer.

This four-fold approach will serve as guide for the development of the site user experience, functionality and look-and-feel into a unified communications platform. Such an approach also ensures that the strategic goals articulated by the Mountain's own strategic plan and reaffirmed by the communications committee can be realized in a cohesive way throughout the website:

- To continue the Gospel manner of life and ministry in the various ways available in a digital ecosystem
- To mirror the Mountain's relationship with the land in stewardship of resources on the new website and of its presence as a representation of its community life
- To enable better ongoing management of resources for the Mountain, such as recruiting volunteers and ensuring easy pathways to giving and financial support