Abstract

Many young women in the Catholic Church are discerning whether they are called to live in a religious order of nuns or sisters. To make this decision, these Catholic women, normally between the ages of 18 and 25, are likely to use Internet resources to learn more about orders in which they are interested and decide if they would like to learn more about them (either in person or through other resources). The purpose of this study is to determine the effectiveness of different religious orders’ websites in terms of how well they present their vocational resources to young women doing this kind of research. The effectiveness of the websites has been determined by performing content analyses on what information is found in the websites and how effectively the information is presented. Through a series of operationalized questions, this study finds that, while some orders have effective online resources, many orders do not because they have failed to streamline the information presented and the way the website is formatted.
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Key Terms

Due to the nature of the subject material in this paper, there are several terms I will use that general lay people may not know if they are not familiar with the Catholic Church. For this reason, I have included several key terms that may be useful to know for the purposes of reading this report.

- **religious discernment** – the process of a Catholic Church member deciding what type of religious vocation he/she is called to live (most often referring to religious life, but can also include marriage or the consecrated single life)
- **nun** – a woman who professes solemn vows of poverty, chastity, and obedience and lives a cloistered or semi-cloistered lifestyle (A Nun's Life, 2016)
- **sister** – a woman who professes simple vows of poverty, chastity, and obedience and lives an apostolic lifestyle (A Nun's Life, 2016)
- **order** – a group of religious people who profess the same vows and live together in community to fulfill those vows
- **charism** – “a gift of the Holy Spirit, granted to a person or persons for the common good of the Church” (Daughters of Charity, 2016); it is a way of life determined by the founder of the order and carried out by the members
- **apostolate** – the specific actions/jobs an order has for its members in order to fulfill that order’s charism
- **apostolic** – an order where the sisters work out in the community and move around based on the needs of the areas where they serve
- **cloistered** – an order where the nuns do not leave the cloister, or home where they professed their final vows, for any reason, and live there until death
- **semi-cloistered** – the nuns of the order live in a cloister for the rest of their lives, but can leave the cloister during the day for various reasons, most often to fulfill their specified apostolate

*The terms “nun” and “sister” are used synonymously in modern society. There is a distinction, however, between the two – those who live in a cloister are considered nuns, and those who live an apostolic life are considered sisters. A religious woman (regardless of whether she is a nun or sister) is always referred to as “Sister” and her name, but this does not necessarily mean she is classified in the “sister” category. (A Nun's Life, 2016) For the purposes of this report, I will use the terms interchangeably, but this will not necessarily reflect whether the orders are comprised of nuns versus sisters.*
Introduction

Many people may not know if they have encountered a nun before. They may have heard of nuns through mainstream media through movies or books, or they may have seen one walking along a street in her unique dress and wondered why she was wearing something like that in public. What the general public may be most unaware of, though, is not just the existence of nuns, but the process it takes in deciding to become one. Are these women born like this, dressed in strange headdresses and clothes from birth? Or do they come out of some mysterious factory, acting like happy, Christ-loving people willing to serve the poor? The answer, obviously, is neither: these women are ordinary women who have gone through a process many young Catholic women go through.

The answer to the question “Where do nuns come from?” is more familiar to members of the Catholic Church, the religious body for whom these women work. Indeed, members of the Church are called not only to participate in Church activities and support the Church’s endeavors, but also to discern, once they are of age, what kind of lifestyle they will have that will allow them to best serve the Church as a whole. There are several answers to this question. Depending on a person’s gender, he or she can get married, become a priest, monk, sister, or nun, or consecrate himself or herself to the single life and live as a single member of the Catholic Church. In each of these lifestyles, though, the most important decision a person must make is if the lifestyle he or she chooses is the way he or she can best serve the purposes of God and the Church. In more common terms within the Church, this process is called “religious discernment,” and it is common for Church members to begin this process between the ages of 18 and 25.
For a young woman going through this process, she must devote a significant amount of time in deciding to become a sister or nun, and also what kind of religious order she would like to join. There are hundreds of different kinds of orders, and it is up to the young woman to decide within the boundaries of religious life what type of order she is best fit to join. She may prefer a cloistered, contemplative lifestyle and the community-based life it provides, or she may prefer an apostolic lifestyle that allows her to serve in her local community. Either way, deciding which order to join becomes an important part to the process of religious discernment and affects the whole journey she takes.

Members of religious orders are able to recognize the difficulty of this process since they have all had to go through it at one time or another. To help young women in this decision, many religious institutes of nuns and sisters create different types of resources to help in the decision process. These types of materials may include, but are not limited to: in-person resources, such as tours of the order; paper resources, such as newsletters about what the order is doing; and in more recent times, online resources, such as websites, online mailing lists, and social media. All of these resources are geared toward helping in the religious discernment process, but many institutes also include information about their own order’s lifestyle to help a young woman make decisions about the type of lifestyle she may want to live.

In today’s culture, many women between the ages of 18 and 25 turn to the Internet for information. No matter what kind of work they are doing, whether it is school-related, job-related, or recreational, the first step many of them will take is to search through the Internet for any information they can find. For this reason, it is becoming imperative for religious orders of women to cater to the needs of women in this age group by providing online sources that not only make them aware of the religious group’s existence, but also give clear, concise information
that will help a young woman determine whether she should be interested in the lifestyle that order has to offer.

During my own religious discernment research, I have found there are many inconsistencies with the quality and type of information presented on different religious orders’ websites. While it is not necessary to make every website the same, the way information is presented helps determine how effective the website is at providing needed resources to get women from the beginning of their discernment journey of research and planning to making decisions about where they want to go and what they want to do. A content analysis of several different orders’ websites demonstrates inconsistencies in quality and content, and where orders can improve to make their information more easily accessible to young women, specifically between ages 18 and 25.

In the following report, I explain the process I use to determine the effective components of these websites, and what the findings are after observing several different types of websites created by various religious orders. The first section of this paper describes the literature available and the amount of study that has previously been done on the topic of religious discernment and online resources. The second section of this paper is devoted to explaining the methodology used in this content analysis. Included in this section is a breakdown of the purposive sample of websites chosen to analyze and what topics were covered in the content analysis performed. The third section analyzes the results of the analyses performed and the implications this has for religious orders today. The final section is the conclusion, and includes a discussion of some of the limitations of this study and where improvements can be made in the future.
Available Literature

Just as someone may be unfamiliar with the process a current nun has gone through to be where she is today, many may also be unaware of the women who are currently going through the process of religious discernment. These women may be students, or working out in the business world, or volunteering their time, or doing any number of other activities a young woman may do in regards to her career. Religious discernment as a process is often done on the side, and because it is difficult to pinpoint the exact people who are considering religious life, it is also difficult to study the patterns of how they are going about their research and decision processes. For this reason, the studies that have been done in recent years on the patterns of religious discernment only relate to people who have chosen to enter a religious congregation.

Even though it is only possible to look at studies that have been done about people who have already entered religious orders to pursue the consecrated religious life, there is evidence to suggest that online resources are one of the most important avenues for religious orders in terms of promoting their lifestyles and informing young women about what the order does. While only 29 percent of men and women in religious congregations found online resources “somewhat” or “very much” helpful in their discernment process, when the respondents were broken down by age, 81 percent of the “Millenials” generation who had professed their lives to a religious vocation said that websites of religious institutes were at least “a little” helpful in their discernment process (Bendyna & Gautier, 2009). Moreover, it is essential for religious orders looking for new members to target this age group because 42 percent of women who entered religious orders within the past year were at or under the age of 25 (Gautier & Do, 2016); and of the women who joined a religious order, 41 percent reported that social media was “somewhat” or “very” helpful in discerning a call to the institute they joined (Gautier & Do, 2016).
Not only must orders address the growing number of young people joining their orders in recent years, they must also address the different racial and ethnic demographics of people interested in religious life. Between those who had made perpetual vows (final vows where men and women profess their whole lives to the religious order) and those who were only in initial formation (first vows where men and women normally profess one year of their lives to the order to determine if it is where they are called) in 2008, 94 percent of people who had made perpetual vows were Caucasian or white, whereas only 58 percent who were in initial formation fell in this category (Bendyna & Gautier, 2009). In contrast, while only 3 percent and 2 percent of people who had made perpetual vows were Hispanic and Asian/Pacific Islander respectively, the percentage of people who were in initial formation were 21 percent Hispanic and 14 percent Asian/Pacific Islander (Bendyna & Gautier, 2009). Similarly, of the women who joined religious orders last year, 15 percent were Hispanic/Latino, 5 percent were Asian/Pacific Islander, and 5 percent were African American (Gautier & Do, 2016). For this reason, religious orders must focus on creating online resources that promote diversity in terms of race and ethnicity, as well as age.

While researchers have confirmed the importance of online resources for young women, though, there is no way to determine what makes these resources effective for women who are discerning a call to religious life specifically. For example, men and women considering the religious life have indicated that meeting with a vocations director and visiting the community were important in their decision to enter religious communities (Bendyna & Gautier, 2009), but there has been no study of whether other resources (especially online ones) helped them to take advantage of opportunities like speaking with a vocations director. Furthermore, there are no specifics about what makes women say they found religious institutes' websites helpful, such as
the information found there, the format of the website, the ease of finding contact information, etc.; instead, one can only speculate why one woman may find web resources helpful while another does not. Available research also does not address how women who are in the process of discernment or women who do not end up joining a religious institute view the effectiveness of the websites they visit. A more comprehensive study would be necessary to poll all women currently undergoing this process, which is beyond the scope of this project.

Due to a lack of study in this field, I have taken it upon myself, as a young woman between the ages of 18 and 25 interested in religious discernment, to determine what is and is not effective in websites of religious orders geared towards women who are discerning a call to a religious vocation. As someone who has visited numerous websites of religious orders and found some more effective than others, and as someone interested in the validity of this study, I believe I have provided an objective opinion about what should be included in this content analysis. In the next section, I discuss the framework I used to operationalize the process of this analysis, as well as the operationalized questionnaire I wrote that was used for analyzing each website.
Methodology

Structure of Content Analysis

In this section, I provide details for how I structured the content analysis of religious orders' websites. For current readers, this is meant to assert the validity of this test; for future researchers, this provides a starting point on which to improve the study I have done.

Framework

I have structured this study using the concepts which are described by Klaus Krippendorff in his text *Content Analysis: Introduction to Its Methodology* (Krippendorff, 2004), and listed the key features that one should know before reading the “Analysis” section:

1. Text – Websites created by the selected religious orders

2. Research Question – How effective are websites created by religious orders at providing key information about their order and answering questions about religious discernment to women who are discerning a religious vocation?

3. Context (the framework from which the analyst has chosen to read the texts) – I am analyzing these websites from the perspective of a young woman interested in religious vocations. The analysis I have performed does not seek to analyze the effectiveness of providing information to the general public about these orders, how well religious orders market products they may make, or how much information they explain about the Catholic Church, unless this also affects the institute’s ability to connect with young women in the specified demographic.

4. Analytical Constructs/Operationalization (“the network of correlations that are assumed to explain how available texts are connected to the possible answers to the analyst’s questions and the conditions under which these correlations could change” (Krippendorff,
2004) — I will explain the process I have used in more detail, but the premise of my operationalization is that it lists basic questions a woman may ask while visiting a website and seeks to analyze how well the religious orders’ websites answer those questions.

5. Inferences – Comparisons and correlations have been drawn in regards to the effectiveness of the websites based on the analytical construction of this study.

6. Validation – In the previous section I covered the available literature on the subject of the effectiveness of online resources for young women. Since there is not a substantial amount of evidence available, I have done my best to ensure that the questions addressed in my analytical construct are useful to young women discerning religious vocations. The scope of this project limits the amount of validation that can be done through instituting new surveys and research about this topic. For the purposes of this study, the validation will be contained to the limited amount of literature available, which is discussed in the previous section.

Components

There are six key components Krippendorff mentions in his text, which I have broken down below to explain how these components are used in this content analysis:

- **Unitizing**: The process of unitizing determines how different pieces of text will be used within the analyzer’s study. In this case, I have separated my study into key questions a website should answer when a young woman visits it.

- **Sampling**: The “Purposive Sample” section explains my method for sampling in more detail. The sample I have chosen provides a wide variety of websites in terms of how the orders live and the quality of the websites found.
• Recording/coding: The use of instructions to provide a systematic process for performing the study. Figure 1 in Appendix 1 is the set of questions I used to code during this study.

• Reducing data: In this case, I do not have a large sample, so reducing the data to a smaller, more simplified size is not necessary. The only place where I have reduced data is in terms of defining the key factors where all websites either succeed or fail at providing appropriate information to readers.

• Inferring: Using the context described in the “Framework” to determine the meanings of the text based on the nature of the study. I have used the perspective of a young woman between the ages of 18 and 25 to determine how the information in the texts fits with the subject of this study.

• Narrating: Providing an explanation for the outcome of the study. The “Analysis” section of this paper is where I explain the findings of this study and where religious orders’ websites are effective and ineffective.

Qualitative vs. Quantitative Analysis

I previously mentioned that one of the components in Krippendorff’s content analysis is unitizing. Many content analyzers believe that the process of unitizing requires a quantitative approach, where one determines a piece of text to analyze (such as the appearance of a certain word or type of picture) and counts how many times the feature appears in a given text. From this an analyzer infers the meaning of the text based on how many times the feature appears and what this means for texts similar to the ones being studied. (Krippendorff, 2004) There are other content analyzers, however, who do not believe such a quantitative method is necessary to perform an analysis of different texts. Instead, these analyzers use a more qualitative approach, perhaps not counting the amount of times a feature is present, but determining the effectiveness
of each feature in its own right and inferring from there. To those who do not believe such a qualitative approach is effective in analyzing texts, Krippendorff argues that the features of a quantitative approach (such as unitizing) "are undoubtedly present in qualitative research as well, albeit less explicitly so" (Krippendorff, 2004).

For this content analysis, I have chosen to take a qualitative approach to analyzing religious orders’ websites. I have been as detailed with my coding as possible and used a wide range of questions. These questions have unitized the study in such a way that, while it is not a purely quantitative analysis, provides a structured framework to the qualitative analysis done here.

**Purposive Sample**

The sample for this study is broad and is meant to cover several different types of websites, orders, and interests. Below I have explained in detail why I chose each of the five websites included in this study.


   As a Ball State University student and member of the St. Francis Newman Center at St. Francis Catholic Church in Muncie, IN, I have been to many different events sponsored by the Catholic student organization. Many of the events I have chosen to attend are either related to the discernment of religious vocations or have someone from a religious order speaking on another topic. During these events, I met and have stayed in contact with Sr. Theresa Sullivan, the religious vocations director of the Daughters of Charity for the branch located in Evansville, IN.

   As supplements to her presentations at the Newman Center, Sr. Theresa brought promotional materials for the Daughters of Charity to make students more aware of the order and where they could find out more information about them. I found from these materials that there
are several ways to find the Daughters of Charity through social media and the internet. I have included their website in this sample because, since they have so many online materials and make it a point to speak to college students, I wanted to see if their website also represents them as an order geared toward recruiting young women (specifically college-aged women) to join the Daughters of Charity.


One of the main “rules” for religious orders within the Catholic Church is the Rule of Benedict, which sets the laws by which nuns and monks live who follow the system of religious life set up by St. Benedict. Even though “nothing very definite can be said about the first nuns living under the Rule of St. Benedict,” convents under this rule are said to have been established as early as the seventh century (Alston, 1907), which is shortly after the estimated date the Rule of Benedict was written in the late sixth century (Theisen, 2015). As this is one of the oldest forms of religious life, I wanted to include at least one order in my sample.

To find an order under the Benedictine rule, I used what is most likely the method other young women seeking to learn more about Benedictine nuns would use, a simple Google search with the search terms “Benedictine nuns.” The website listed above for the Benedictine Sisters of Perpetual Adoration is the first website that came up in such a search, along with several other websites for different orders of Benedictine nuns. (There were no general “Benedictine nun” informational sites that came up when I performed this search.) Since this is the first site many young women might see about the Benedictine order of nuns, I have chosen it as the second website in my sample.

Similar to the Benedictine orders, the orders of Franciscan monks, nuns, and friars are groups of religious people who follow the system of religious life created by St. Francis of Assisi. This system also has a long history of established orders, with the oldest dating as far back as the 13th century when St. Francis created the first orders (Robinson, 1909). While some orders are cloistered, the Franciscans have many different orders of varying lifestyles that range from contemplative to apostolic (Robinson, 1909).

I have chosen to include an order of Franciscan nuns for this sample because I wanted to have a representation of a different type of order that is also well-established within the Catholic Church. Since this is also a well-known lifestyle like the Benedictine nuns, I used the same process of searching for a website about Franciscan nuns as I did for the Benedictine nuns (search terms: “Franciscan nuns”). There were several websites that came up for different Franciscan orders, but I chose to use the Community of the Franciscan Sisters of the Renewal because of the setup of their website. In this study, I wanted to have a variety of representations of websites for different orders, and this website represents a type of setup that is simpler than the other websites included in this sample.


In the 13th century, the legislation of many religious orders was handed over to St. Dominic, who developed a different kind of rule for preachers and religious people of that time (Mandonnet, 1911). One of the religious orders under this new legislation was the order of Dominican Sisters. Since their inception in the mid-13th century, they have developed many other branches of orders, including the Dominican Sisters of St. Cecilia, most commonly known
as the Nashville Dominicans. (Note: I will use the term Nashville Dominicans for the duration of this report.)

The reason I included the Nashville Dominican Sisters’ website in this sample is because I am familiar with their work in reaching out to high school students. Because their apostolate is teaching, many of them have a strong presence within the Catholic education system and come into contact with many young women. I thought it would be appropriate to include them in this sample, since young women who are familiar with religious orders may first turn to an order with which they are familiar during their discernment research.


The Sisters of Providence are a community started by St. Mother Theodore Guerin in 1840 (Who are the Sisters of Providence?, 2016). While many of the sisters in this order teach at Saint Mary-of-the-Woods College in northern Indiana, they are known throughout the world for their apostolate of “being God’s Providence in the world by committing to performing works of love, mercy and justice in serving among God’s people” (Who are the Sisters of Providence?, 2016). This includes many other jobs such as administrative work and working in partnership with church parishes.

Their website is a part of this sample because the Sisters of Providence come into contact with many young women in various ways. Since many of them teach at a college, their presence is inherent among young women of the age specified for this study. The Sisters of Providence have also participated in events geared toward young women, such as religious discernment events in the Indianapolis, IN, area, which can allow one to conclude that they are interested in getting to know women from this demographic and helping them learn more about the Sisters of Providence.
Purposive Questionnaire

Alluded to in the “Available Literature” section, one of the challenges with this study is determining which questions are necessary to ask to determine the effectiveness of online resources for young women. Taking information gathered from women’s and men’s experiences with joining religious orders, as well as my own personal experiences visiting religious orders, I have developed a system that covers several key categories that are important to address about online resources. This is not meant to cover the entire scope of what makes a website effective, but it is meant to answer questions from a young woman’s perspective who is interested in learning more about religious life and specific religious orders. For a full list of the questions asked in this study, please see Figure 1 in Appendix 1.

The first section of the operationalization covers how well the religious institute answers questions a young woman may have about the order. To answer these questions, I broke the category down into the most common pages a woman will find on these types of websites: About Us, FAQs or Frequently Asked Questions, Events, and News. The questions asked range from actual information about the order, such as historical facts and the order’s apostolate, to how the information is presented in terms of grammar, sentence fluency, and writing structure. This section does not analyze the format of the information presented, such as how pictures within the page support the content of the page or whether it is easy to navigate to the pages with the information on them.

The second section of questions is meant to address the emerging demographics of people joining religious orders, as well as whether the order makes a personal connection with readers through personal testimonies of order members. For example, some of the questions in this section determine how much diversity the order represents through its online resources (e.g.
whether there are pictures of women from different racial and ethnic backgrounds). In addition, this section also addresses how many testimonies are on the website, and whether these testimonies are provided by a wide range of members, both by race/ethnicity and age. Since men and women have indicated that meeting people in the religious order is helpful in their discernment process (Bendyna & Gautier, 2009), this question is important in determining if the religious order can make a personal connection with potential candidates before young women meet order members in person.

The next section of questions addresses the availability of contact information. While it may seem logical that contact information is a subset of information about the order, the contact information receives its own category in this study due to its importance in allowing women to continue their discernment journey through the website itself. The contact page has the potential to provide interaction between the user and the religious order, and thus it is necessary to analyze it differently than as a subset of the informational pages section. Providing an email address of the vocations director, for example, may seem like a piece of information, but by analyzing what type of email address it is and how easy it is to make contact with someone in the order, this helps determine the effectiveness of how a young woman can continue with next steps while using the online resource.

The last category of questions in this operationalization analyzes the aesthetic appeal and modernity of the websites in the sample, but it is by no means an attempt at web design critique. Rather, this section is meant to determine the effectiveness of the website in terms of how user-friendly it is for young women and what makes it effective or ineffective at presenting information to the user. Questions include determining how many tabs there are and how easy it is to navigate between them, how modern the setup is in terms of the types of multimedia sources
used (e.g. pictures and videos), and whether it is easy to find social media resources should the user wish to research the order further. If the order has created a website map at the bottom of the landing page, this is something to be noted in the aesthetic appeal of the website.
Analysis

For a detailed discussion of each website, and to view the completely coded forms for each order, please see the figures in Appendix 2.

The websites used in this sample represent different degrees of success in each category of the content analysis, but where they fail shows how some websites are more effective than others. Consideration of the categories listed in the “Questionnaire” section—how information is presented, how the website makes a personal connection with the user, how women can contact the order, and the setup of the website—shows that a “beautiful” website (one that is visually appealing and contains modern, easily-accessible multimedia resources) does not necessarily make an effective website, and that success in the first three areas (information, contact, and a personal connection) lend themselves to the creation of an effective website setup.

The information category is often what brings a young woman to a website. If she wishes to know more about an order, she is most likely using the website to learn more hard facts, such as the questions used in the operationalization of this content analysis that ask what the order does, who started it, and whether the order is cloistered or not. Out of the five websites sampled, all of them answered a portion of these basic questions to some extent. Even if they did not answer every question in the content analysis, they still provided information that would be relevant to making a decision about whether the woman looking at the website would want to learn more about them. Two major problems emerge in this section, though, from various websites that have affected the ability of several orders to communicate information clearly to website users. Either there is a large amount of information that has not been edited to communicate a single message, or there is not enough information (or the right kind of information) to help the reader develop an informed opinion about the order.
A large amount of information is not necessarily bad for a religious order’s website. Both the Daughters of Charity and the Nashville Dominicans have several pages-worth of extensive information, as well as home pages filled with different tabs to learn more about the order (for Daughters of Charity, see Figure 2 in Appendix 1; for Nashville Dominicans, see Figures 5(a) and 5(b) in Appendix 1). The user may have to navigate to several different tabs to learn what they wish to know about the order. Sometimes certain questions are answered on the “About Us” page of one website that would be found on the “FAQs” page of another, or on others one might have to look at pages not present on other websites, such as “Our Vowed Life: St. Dominic” on the Nashville Dominicans’ website. But in both of these cases, the orders make it a point to make the information readable, in addition to being extensive, such that each page has a purpose, and each tab is meant to showcase a different part of the order.

Too much information that has not been properly ordered and summarized, though, can lead to an ineffective website. The Sisters of Providence, for example, provide numerous ways to learn about the order in the different tabs present on their main page (see Figure 6(a)). When you click on each link, however, the information under each page, while written with a specific purpose, does not always communicate one single idea, such as their “Who are the Sisters of Providence?” page. On this page the user finds information about the charism, the foundress of the order, how to connect with the order on social media, and all of the contact information of the order. Instead of separating this information into different tabs so the page is about “who the Sisters of Providence are,” this page becomes, for lack of a better term, a dumping ground of basic information, rather than a purposeful telling of who the people in the order are. In a similar way, there are so many pages with long pieces of text on this website that the amount of information on the site becomes overwhelming to the user. As a young woman interested in
knowing the basics about the order, it behooves the religious order who has created the website to present only the information necessary to garner a young woman’s interest, rather than provide her with all the information she is bound to learn should she decide to visit the order in person.

In addition to an overabundance of information, several orders have created websites that are aimed at different audiences. To address these different audiences, they have created links within their websites that redirect the user to other links and websites related to the main site. The Benedictine Sisters of Perpetual Adoration’s website, for example, includes information for their online store and links to their other branches, as well as information for those interested in religious vocations. In a similar way, the Sisters of Providence have several different sites that include information about the order geared towards those who may be doing a history paper about the Sisters of Providence, not just women who are interested in religious vocations. Not only is including several webpages in one website confusing (an example of this is Figure 5(b), the Sisters of Providence History subpage), but it is also overwhelming to the reader. If she cannot find information easily, she may become discouraged by the amount of information and leave the website before she has had a chance to learn more about the order and what it has to offer.

There are several alternatives to creating separate webpages within the official site that these two orders could use which are demonstrated in other websites from this sample. First, the orders could choose to create separate websites for their orders geared at different audiences. The Daughters of Charity provide an example of this, as the website included in this study is their vocational discernment website targeting their audience of young women; they have another website that provides information to donors and the general public that includes other
information not found on the vocational discernment webpage. This allows the order to give more streamlined information geared towards discerners, which makes the website easier to navigate for the intended audience. Second, orders can also choose to limit the amount of information they have and provide a clear option to continue onto other hyperlinks should they choose to learn more, such as the Nashville Dominicans have done. While many of the webpages within the Nashville Dominicans’ website link to more information, it is clear from these pages that the information these extra links provide is not part of the main site. The Sisters of Providence, on the other hand, do not make this clear, so when a user navigates away from the main site to find more information, it is confusing to navigate the new page as well as to navigate back to the main website. By simplifying this process and the information presented, religious orders will find that young women are more informed and can create better-informed opinions about the order.

The other problem with information on religious orders’ websites is a lack of relevant information. For example, the Franciscan Sisters of the Renewal provide well-organized information on their website, but because there is not very much of it, it is difficult to learn many of the basic aspects a young woman may ask herself while visiting the website. Since theirs is one of the first websites to appear in a basic web search for Franciscan nuns, it is important that they provide more information that is relevant to learning about their order than the basics they have already provided. For other religious orders, this type of website represents the assumption that young women will contact them if they have questions about the order. But if the order does not provide enough information to spark questions in the reader’s mind, she will have no incentive to reach out to them unless she has encountered the nuns in other ways (such as meeting the sisters in person) where the order has piqued her interest. This defeats the purpose of
It is through the information on a website that a young woman will develop a personal connection with the online resource. A separate section of the content analysis is devoted to whether the website achieves this based on the diversity of the people shown in pictures and the number of personal testimonies given. While these are both important characteristics and can add to the personal connection a website develops with the reader, if the writer of the website has not already pulled the reader in with information, these tools will not make up for the lack of connection developed.

The Benedictine Sisters of Perpetual Adoration, for example, have a considerable amount of information on their website, especially in terms of the history of the order. Even though they provide a lot of information, they also build a personal connection with young women due to the variety of age groups portrayed through pictures and personal testimonies. Although they do not have any sort of women from different racial or ethnic backgrounds, they build a connection with young women, as well as older women, through this and personal testimonies included throughout the website. The testimonies are not easy to find, but once found they come from a variety of sources. On the other hand, the Franciscan Sisters of the Renewal provide few examples of women from different age groups and ethnic and racial backgrounds, and have no personal testimonies included on the website. It is not necessarily a negative trait if the order does not have a diverse group of people, but in this case, the Franciscan Sisters have not tried to include any information about their sisters like personal testimonies, and so leave the reader wondering if the only people to be represented are the few young women seen in the picture on
the home page and in the small photo gallery on the website. Combined with a lack of basic information, this makes their site impersonal, cold, and unappealing to young women who may be looking to learn more about this order.

Orders that do an exceptional job of pulling readers in, however, succeed twofold, because not only do they inform the reader of the order, they make her feel as if she wants to be a part of the group and learn more about what the order has to offer. During a visit to the Nashville Dominicans’ website, a young woman may find pictures and testimonials from a variety of women from different backgrounds and ages; in addition to these, the Nashville Dominicans also include a detailed outline about how each type of sister (from novitiate to elderly) spends her day, with many pictures to go along with it. Learning about these sisters’ days and getting to see how they interact with each other and the world builds a connection with the website reader and makes her willing to peruse the website for more information. By keeping her on the website, they make her more likely to learn more and become more interested in next steps.

Once a young woman has developed a personal connection with the information on the website, she may be interested in contacting the order for more information. For this reason, it is important to highlight on the website how someone may contact the order and to make the contact process easy, specifically in regard to contacting the religious vocations director if there is one. If a young woman becomes interested enough that she decides to take next steps, it is imperative that the website make it easy for her to contact them, because if it is not easy, then she will have no incentive to continue her search unless she finds other avenues of contact. In terms of making contact information pages effective, this means the order must make information visible and easy-to-use. Even more important, though, is that through the contact pages the young woman feels reassured that the order wants to hear from her and that she not
become intimidated by the process; if she becomes intimidated, it is unlikely that she will try to contact the order at all.

When using the term “intimidation,” this is not to say that religious orders should avoid coming across as mean or scary, but rather that they should avoid making their contact information difficult to find or use, because doing so may cause a young woman to feel as though the order does not want to meet with her. For example, if finding the contact page is a struggle for the user, such as with the Benedictine Sisters of Perpetual Adoration, it is likely the reader may believe the order does not want to be contacted. In this case, the “Contact Us” link is so close to the top of the page and in an inconspicuous font color that it is difficult to find, and once it is found, does not stand out to the reader. (See the top of the picture in Figure 3 of Appendix 1.) Another form of intimidation is whether the contact information is easy to use once it is found. When it is not easy to use or there is an extensive form to fill out in order for the religious institute to contact the person using the website, it makes the young woman discouraged, and she leaves the website. In one case, the Franciscan Sisters of Renewal require the website user to fill out a long Google form in which they ask many personal questions about the writer’s discernment journey thus far. If the young woman is a casual visitor, this will force her to reconsider how much time she is willing to invest in contacting the order. Furthermore, if she has not built a personal connection with the website already, it is unlikely she will want to put the answers to rather personal questions in writing and send them off to strangers to determine her fitness for the order.

Instead, orders who take a less invasive, more casual approach to contact information find that website users are more willing to stay on the webpage and reach out for more information. In the case of the Daughters of Charity, a young woman can choose from a list of
several contacts, accompanied by professional headshots with each contact, and decide which one is closest to her geographically. Another important step with this is that, if it is easy for the young woman to find out the different geographic locations of the orders' branches, she is more likely to try to contact them because she knows it will be easy to visit them should she wish to do so in the future. A contact page set up in this manner is inviting, provides easily accessible contact information, and makes it feel as though the website is catered to her needs.

In a similar way, the format of the contact information is important as well. One of the ways formatting can affect how a woman perceives contact information is through the personal nature of the contact information available. If she sees, for example, that the email she sends is going to a “vocations@religiousorder.org” email address, or sees that the contact’s title involves religious vocations, she knows she is contacting the right person to answer questions she has about religious discernment. In addition, if she sees that the phone number(s) available connect her with someone involved in religious vocations, and not to a main office phone number for general inquiries, she will feel as though she is contacting the right person, and thus feel less intimidated by the prospect of contacting someone new. For the Nashville Dominicans, there are several numbers that can be contacted, but because they are denoted based on function (office versus vocations director), it is likely that a woman visiting the website will feel more comfortable calling if she knows she will reach the right person on the first try.

These three components—information, personal connection, and contact—are all important separately, but, when combined, become complementary parts that affect the last piece of this study, which is the setup of the website. As a whole, a website can have useful information, attempt to connect with the reader, and offer ways to contact the order, but if the website is difficult to navigate, this undermines the effectiveness of all three of these components.
combined. If, however, the website has effectively executed all three components, the religious order who has created the website will find that the quality and effectiveness of the website setup will follow in due course. It should be noted that an effective setup does not necessarily mean the setup must be visually appealing. In the case of the Sisters of Providence, the website is not an eyesore in terms of too many bright colors or garish fonts. But, because they have failed to streamline the amount of information on the website, the setup of the website suffers. It is difficult to navigate their website not just because they have tabs and sub-tabs in strange places, but because they have attempted to include so much information in the site that they have created too many pages and made the website difficult to use.

In other cases, such as the Franciscan Sisters of the Renewal, they do not create a strong personal connection with the viewer of the website. Not focusing on creating more pertinent information for young women has made the website sparse and left readers wondering why they have visited the website at all. In addition, the Franciscan Sisters do not show the personal journeys of their members, either in testimonies or pictures, and leave the website looking empty and impersonal. By doing this, the setup of the website is dull, lifeless, and simple. Their challenge is two-fold, because not only do they lack a personal connection with the reader, but when they offer a way for young women to contact them, they demand a large amount of personal information from the reader without providing a personal experience of their own. The user leaves the website feeling as though she has learned little about the order, and she has little reason to pursue learning anything more in the future.

Religious institutes that execute some of the categories will find that, while they may not have a large number of women interested in the order, they may be likely to receive some interest because of their attempts to make the website user-friendly. For the Benedictine Sisters
of Perpetual Adoration, they have a few examples of personal connection in their website for different age groups, and there is extensive information about the order that builds a personal connection with the reader. Their process of condensing information to make the website easier to use, and thus more appealing to young women, lacks in certain places, specifically in the number of tabs and the attempt to reach many different audiences with the same website. But because they have performed at an average level in all three categories, the setup of the website is relatively easy-to-use (apart from the contact information page discussed before), and provides enough information that the reader does not feel exceedingly overwhelmed or intimidated by the website or contact process.

If the order has mastered all three sections and created an effective setup, though, and wishes to improve further, one way is by creating a website created solely for young women between 18 and 25 discerning religious vocations. In doing so, religious orders will find that their resource becomes invaluable to young women discerning religious vocations. The Daughters of Charity, who are the only order in this sample to have created such a resource, have given young women not only a way to learn more about their order, but also a place that invites women to ask all types of questions about religious discernment. Providing a "Dictionary" of terms related to religious orders and religious discernment, utilizing multimedia sources such as video and pictures, and providing opportunities to learn more about all types of religious orders through retreats and service events, makes them the most personable out of the entire sample, and makes them the most likely to garner the interest of young women who are interested in religious vocations. In targeting their website in this specific manner, they have created the most user-friendly setup, and made a resource which young women will find useful and inviting.
This is not to say that it is necessary for a religious order to create a separate website for young women discerning religious vocations. In the Nashville Dominicans' website, there are resources for several audiences such as donors and lay people seeking to learn more about the life of St. Dominic and the orders he began. But because the Nashville Dominicans have made a site with streamlined, easy-to-read webpages, and provided outreach and personal connection to women of different backgrounds, they also have a website with an efficient setup that makes it a valuable resource for young women. In addition, by making it easy to find and contact the order with questions about all topics in semi-cloistered religious life, not just information about the Dominicans, they allow the website user to feel invited and as if she is welcome to become part of the group, even if it is so she can learn more about religious vocations in general.

For the religious orders that have focused on success in the first three areas, their websites become places of reprieve for young women interested in religious vocations because, in addition to learning more about the order and being able to contact them, they have found web resources that, with a user-friendly setup, invite the reader to return and explore the website in more detail. Based on the examples from this sample, it is clear there is no one right way to achieve this, most importantly because there is no one right way to serve God through a life dedicated to the Catholic Church. But for the orders that have effective online resources, they will find that their websites – and their sisters – are the ones to whom young women will turn when they have questions.
Discussion and Conclusion

Certain limitations exist within this study. As mentioned in the discussion of available literature, the amount of previous research that has been done on this subject is not extensive. Furthermore, the research that is available only addresses methods that have been successful with women who have actually joined religious orders, and does not include women who may not join a religious order or women who are still going through the process of religious discernment. Because of a lack of sources and research, the determination of effective websites is limited to the discretion of content analyzers and other women familiar with the discernment of religious vocations.

There are also some inherent limitations when performing a content analysis. First, by operationalizing the analysis, the study is limited to those key factors which are decided by the analysis creator. In this case, there are many other categories about the content being analyzed that go undocumented. This would be a place on which other researchers could expand in the future to make this analysis more effective. Second, taking a sample limits the results of a content analysis only to what those data points chosen represent. This report only focuses on five websites, but there are many more that are not analyzed here that have the potential to make a difference to the results of the analysis. Third, inherent to a content analysis is that it is not possible, without further research, to determine the effects the content of a text may have. One can only speculate on the reactions young women may have to the websites about religious vocations, which means that the effects listed in this study are only conjectures. Finally, a shortcoming of this content analysis is that, unlike more in-depth content analyses, the operationalized process in this analysis was not tested for reliability by several coders. This would be another area on which future researchers could expand.
Another aspect on which improvements can be made is the breakdown of what makes a website effective for the women who have chosen to join religious orders. In the available studies done, there is no indication of why women and men believe that online resources were “somewhat” or “very” helpful in discerning their calls to the religious life, which means there is no way to know if those websites were helpful by providing a phone number for contact, or if they provided information that helped in the decision-making process. One way to improve upon this would be to conduct continued surveys in this area of people who have joined religious orders. In addition, religious orders could begin to conduct their own research by requesting website visitors to fill out surveys while on their websites in order to determine what makes their own website effective or ineffective.

Even though there are limited resources on this subject, this does not diminish the importance of determining whether websites are effective. The internet has become a valuable resource to anyone wishing to provide information to the rest of the world, and orders of religious women are no exception to this. Hopefully by performing this content analysis, more research will be conducted in the future, so that, as the Catholic Church and Catholic orders of religious women move into the future, they can continue to develop better means of communication with the future potential members of religious institutes. In doing so, these orders of women will be able to serve their purposes more fully by supporting the Catholic Church and fulfilling God’s purposes for their lives, and be able to help young women on the way to discerning God’s will for their own.
References


Appendix 1

Figure 1: Operationalization of Analysis

Operationalizing Content Analysis for Honors Thesis

When I visit an order's website, I'm looking for a few things: information on the order, what appeal they might have to me, and how I can get in contact with them if I have more questions. Although aesthetics are not the most important thing, the aesthetic appeal of the page also has a bearing on how effective the website is. This is how I will break down the categories for my content analysis.

- **Basic Information on the Order**
  - **About Us pages**
    - Is the information provided written well? Are there grammatical errors? Does the writing flow? Does it make sense?
    - Does it answer basic questions about the order?
      - Who started it/Why it was started
      - Who are the members
      - What the charism is
      - What the order does day to day (education, hospitals, missionary work, etc.)
      - Where the order is based
      - Where the different locations are
      - Why the order does what it does to fulfill its charism
  - **FAQs pages**
    - Does the website cater to those who would be newer Catholics, as well as old?
    - Do the questions address topics such as:
      - What the order does?
      - Why they wear a habit (or not)?
      - Whether the order lives in a cloister (or not)?
      - Is the order apostolic or monastic?
      - Or other basic questions a person interested in this order may ask

- **Religious Vocations Questions**
  - Basic information about religious vocations. In some instances, a young woman's visit to a religious order's page is her first encounter with religious vocations. Not a lot of websites exist for young women wanting to learn more general information about religious vocations. Therefore, it is a good idea to have a separate page explaining the basics of religious vocations if the order is geared towards recruiting young women, or to include a link to resources that can be found online where a young woman could learn more about religious vocations. This page should include basic details such as:
o What is religious life
o What it means to be called to a religious vocation
o How religious life is different from marriage/consecrated single life
o What the differences are between monastic and apostolic orders
o What wearing a habit means
o ***If there is not a page answering these questions, is there a link to a website that will answer these questions (NRVC, Vocationsnetwork.org, etc.)?

o Events
  - Retreats. Does the order offer discernment retreats for women? If so, is it possible to register for these events on the website? Are there multiple opportunities for women to engage in these retreats?
  - Come & See events. Does the order offer opportunities to come visit the order? If so, is there information on when these events will be and how young women can participate?
  - Misc. events. Are there other types of events in which young women can participate, such as service events sponsored by the order? Are pertinent details included for these events so people can find out when/where the event is?

o News
  - Are there any recent events within the order that can be shared (recent retreats, service events, or others)?
  - Are there any recent events within the church affecting the order that are included (new changes to Catholic rule, new exciting things that have happened to the order and how it is run, etc.)?

- Information that makes a personal connection with the user
  o Diversity of Outreach on the Website
    - Are there pictures of people from different races? Different age groups? How prominent are they? Is the order available to women from different areas of the country/world?
  o Personal Testimonies
    - Does the website have personal testimonies from sisters?
    - Do the personal testimonies included come from a variety of women (different places in the order, different ethnicities, different age groups, etc.)?
    - Are there pictures that go with the testimonies to put a name to a face?

- Contact Us Page
  o Personal Contact
    - Email. Is there an email address to contact for information? Is it for a specific person, or an informational email contact (e.g. info@daughtersofcharity.org), or a general form for inquiries through the website?
• Phone. Is there a phone number to contact? Is it a specific person, or is it a
general line for the order’s administrative office?
  o Newsletter/Regular Contact
    • Is there a way to sign up for regular contact from the order, such as a mailing list
      or online newsletter?
    • Is there a preview to know what you are signing up for, such as a sample
      newsletter?
  o Ease of Contact
    • Getting to the contact page. How many clicks does it take to get to the contact
      page? Is the contact page highlighted in some way to make it stand out (i.e.
different color, different text, larger size, etc.)? Is the contact information
      available in the site map on other pages?
    • Physical location of order. Is it easy to find out where the order is? If not, is
      there a way to look up on the website (NOT THROUGH PERSONAL CONTACT) to
      find out if there is a branch of the order near the user of the website?
    • Filling out contact information. Is the process to fill out contact information
      simple? Does it require several steps?
• Overall Aesthetic Appeal for Young Women
  o Complexity of the Website
    • Tabs/informational pages. Are tabs well-defined? Are they easily accessible?
      Does the layout of the website make it difficult to access certain pages? How
      many tabs are there? Do subpages make sense where they are?
    • Home page. Is the home page easily accessible from other tabs in the website?
      Does home page provide an easy way to navigate the website as a whole?
    • Text of website/informational tabs. Do titles of tabs make sense to a young
      woman accessing the website? Are certain less-common terms explained in the
      tabs?
    • Important tabs. Is it easy to access FAQs and the contact tab?
  o Modernity of Setup – Does the website look streamlined? This includes:
    • Appearance of tabs/other graphics. Are they square? Rounded? Do they
      become highlighted when hovered over?
    • Fonts. Are there different types of fonts? Are they modern fonts (i.e.
something that does not look like it was copied from a word processor)? Do the
      different fonts complement each other?
    • Colors. Is the color scheme modern? Are the colors bright? Pastel?
    • Search engine. Is there one? Is the search engine personalized or provided by a
      third-party search engine? Is it effective when used?
    • Multimedia use. Are there pictures? How are they presented (slides, tiles on
      different pages)? Are there videos? How are they formatted within the page?
      Do they work? Do the multimedia sources download when the page is
      accessed? Are the sources easily accessible? Do they look modern (formatting
      of pictures flows with formatting of rest of page, videos look modern, etc.?)?
- Site map. Is there a map at the bottom of the website’s pages? Is it exhaustive in terms of all of the tabs available on the website? Does it provide easily accessible contact information?
- Interaction with user. Does the website interact with the user? Do tabs become highlighted as the user scrolls over them? Do subpages appear?
  - Modernity of Outreach
    - Does the order have social media accounts?
      - If so, is the information to reach the order through these accounts easily accessible? How far away is this information from the first page?
    - Does the order have other ways they can be followed, such as an email newsletter or blog subpage?
The following screen captures were taken in April 2016.

Figure 2: Daughters of Charity Landing Page
Figure 3: Benedictine Sisters of Perpetual Adoration Landing Page
Community of Franciscan Sisters of the Renewal

Are you interested in visiting the convent as a "Come & See"?

For vocation questions, call (718) 828-4104

"Come & See" Interview Form

Convent Locations + To Donate

© 2016 Community of Franciscan Sisters of the Renewal
Hosted by Vermarine
The Church from the beginning of the Order has called Dominicans to teach the Word of God and to emulate the Lord alone in seeking the good of souls. St. Dominic wished his followers to speak always to God or of God. By our profession of the vows of poverty, chastity, and obedience, we seek a life hidden with Christ in God, who first loved us. Out of this dedication comes our love of the world for its salvation and the upbuilding of the Church. Our work of Christian education gives life and direction to the consecration we make. By our consecrated life we teach the way to holiness and joy.
Figure 6 (a): Sisters of Providence Landing Page (Main Site)
Figure 6 (b): Sisters of Providence Landing Page (History of the Order Site)
Appendix 2

The coding presented in the following figures was performed in March 2016.

Figure 1: Daughters of Charity

Website 1: Daughters of Charity, Vocation and Discernment Site
URL: http://daughters-of-charity.com/

- Basic Information on the Order
  - About Us page(s)
    - Sample from the “Our Mission” page: “We live a life of humility and simplicity dedicated to charity. Christ’s unwavering compassion and selfless generosity energizes our spirit and inspires our work.”
    - Is the information provided written well? Yes.
    - Are there grammatical errors? No. In fact, this is one of the best-written websites I’ve seen in a long time, including important websites I use for class projects. This is up there with federal websites and prominent informational websites I’ve seen (e.g. army.com)
    - Does the writing flow?
      - Yes. Again, this is a well-written website. Everything written looks and reads professional. It provides an easy-to-read overview of the order.
    - Does it make sense?
      - YES. One of the other things I will note with this category is that there isn’t too much information, either. It’s just enough that it makes sense and gives the overarching theme of Daughters of Charity, but it doesn’t feel like I’m reading a Wikipedia article where I have to sift through the information to figure out what’s important. These pages also give a sense of who the order is: simple, helps the poor, devoted to Christ through their work.
    - Does it answer basic questions about the order? *See “History” and “Life in Community” tabs
      - Who started it/Why it was started
        - Yes. St. Louise de Marillac, St. Vincent de Paul, St. Mother Theodore Guerin
      - Who are the members
      - What the charism is
        - Yes. To serve the poor.
      - What the order does day to day (education, hospitals, missionary work, etc.)
• Where the order is based
  o YES. The interactive map on the “Our Mission” page is SO COOL.

• Where the different locations are
  o YES. The interactive map makes it so easy to find the different locations.

• Why the order does what it does to fulfill its charism
  o This is a redundant question. I may take it out later... ***Ask Dom about that.

FAQs pages

■ Does the website cater to those who would be newer Catholics, as well as old?
  YES. The “Dictionary” page is AWESOME. Explains a lot of classic “religious” terms, including more advanced terminology (postulancy, formation) and ones newer Catholics may be unfamiliar with (seminary, vows).

■ Do the questions address topics such as:
  • What the order does?
    o This is on the “History” tabs.
  • Why they wear a habit (or not)?
    o They have historical pictures that show a transition from habits to street clothes, but if it’s on this website, you’d definitely have to dig, because I can’t find anything about that. (Maybe put that on the “Dictionary” tab?)
  • Whether the order lives in a cloister (or not)?
    o It’s not on the “Dictionary” or “Resources” tab, but they do mention in the “History” tab that they went against the grain when they were created because they weren’t cloistered. In this case, it doesn’t seem like that needs to be included in the FAQs page.
  • Is the order apostolic or monastic?
    o The first term in the “Dictionary” tab is apostolic (alphabetical order, but it’s still useful that it’s first). If someone were to read this definition, it would become clear that DoC is an apostolic order because of the work they do and how this matches the definition of the term.
  • Or other basic questions a person interested in this order may ask
    o The dictionary page also gives details on the formation process through the definition of terms. It’s not necessarily specific to the order, but it does give an idea of who this entails. These are also the longest definitions because they give a general definition for the terms, and then they explain what this means
in terms of the Vincentian orders, which is what they are. A comprehensive look at this process. Good job, DoC.

- Religious Vocations Questions
  - Basic information about religious vocations. In some instances, a young woman’s visit to a religious order’s page is her first encounter with religious vocations. Not a lot of websites exist for young women wanting to learn more general information about religious vocations. Therefore, it is a good idea to have a separate page explaining the basics of religious vocations if the order is geared towards recruiting young women, or to include a link to resources that can be found online where a young woman could learn more about religious vocations. This page should include basic details such as:
    - What is religious life “Dictionary”
    - What it means to be called to a religious vocation “Dictionary”;
      Resources page also has links to websites that help with discernment
    - How religious life is different from marriage/consecrated single life Not included, but there are resources to learn more about this on the “Resources” tab. They also include specific definitions about religious life in particular on the “Dictionary” page, which helps distinguish the difference between religious life and what someone else might be considering.
    - What the differences are between monastic and apostolic orders Definition of “apostolic” in dictionary helps, as well as the distinction in the history that orders formed during the same time as DoC were cloistered. They do not specifically address the differences, but that doesn’t seem to make the website more confusing or muddy the intentions of what the order does.
    - What wearing a habit means Under the FAQs page. Very helpful, easy to read explanation.
    - ***If there is not a page answering these questions, is there a link to a website that will answer these questions (NRVC, Vocationsnetwork.org, etc.)?
      - The resources page has lots of places for women to go to find out answers for religious vocations. The one I think would be useful to add is the NRVC page, in case young women have more general questions. Vision Vocation Network is good for people interested in looking at religious life, but NRVC answers more basic questions about what religious life is and how it fits into the Catholic church.
Events

- Retreats. *The best part about this page is how easy it is to find an event. It’s easily readable, and it provides so many different ways to get involved, even if you can’t physically go somewhere (online retreats?? SO convenient for young women).
  - Does the order offer discernment retreats for women?
    - Yes. There are SO MANY DIFFERENT WAYS to get involved. Come & See retreats, Nun Runs, Search and Serves, Online discernment retreats, Day-Long discernment retreats, Holy Hangouts (they explain what they are and how to get connected through the web)
  - If so, is it possible to register for these events on the website?
    - YES, THESE BUTTONS ARE SO PROMINENT. It’s amazing. You can tell they put a lot of thought into this. They also give you the name/info of the person to contact if you have any questions.
  - Are there multiple opportunities for women to engage in these retreats?
    - Yes. The website also seems up to date because the retreat dates are in the near future. They also have notices that say dates are coming soon if there is not an event available.

- Come & See events.
  - Does the order offer opportunities to come visit the order? Yes, and even though they don’t have any listed right now, they also give you information for how to set up a one-on-one retreat.
  - If so, is there information on when these events will be and how young women can participate? Yes. Sr. Theresa’s info is easily accessible and she is noted under the events.

- Misc. events. Are there other types of events in which young women can participate, such as service events sponsored by the order? Are pertinent details included for these events so people can find out when/where the event is?
  - Search and Serve events allow young women to go on a short-term retreat (1 wk.) and serve with sisters. This is listed under the “Retreats” tab.
  - DoC also provide service ministry opportunities under the “Volunteer Opportunities” tab. These are long-term programs where young women (and even men) can get involved with serving the community through the charisms of the DoC.

News
• Are there any recent events within the order that can be shared (recent retreats, service events, or others)? “What’s new” page gives details about what’s been going on with sisters in terms of events and recent new things going on (introduction of their app). Comprehensive, but it looks like it’s pretty new so the articles only go back to the middle of 2015.

• Are there any recent events within the church affecting the order that are included (new changes to Catholic rule, new exciting things that have happened to the order and how it is run, etc.)? No, so this may be something to add. They also have a blog, so they might be putting their information there.

• Information that makes a personal connection with the user
  o Diversity of Outreach on the Website
    • Are there pictures of people from different races?
    • Different age groups?
      - Yes. As young as late teens to as old as late 60s/early 70s
    • How prominent are they?
      - On the landing page in a scrolling tool bar. “Tab” pictures (They have links to different pages laid out in a tile format under the scrolling home page.)
    • Is the order available to women from different areas of the country/world?
      - Yes. “Contact Us” page includes vocations directors from
        o Los Altos Hills, CA; Evansville, IN (2); Baltimore, MD; San Antonio, TX; Albany, NY
  o Personal Testimonies
    • Does the website have personal testimonies from sisters?
      - They have a “Stories” page with a featured personal testimony from one of their sisters. It’s unclear whether this is changed periodically, but based on the newness of the other pages, that’s probably what they do.
    • Do the personal testimonies included come from a variety of women (different places in the order, different ethnicities, different age groups, etc.)?
      - “Videos” page seems to contain a YouTube playlist that has discernment stories for the Year of Consecrated life. To figure the variety, you’d have to go to their YouTube page, which is beyond the scope of this analysis.
    • Are there pictures that go with the testimonies to put a name to a face?
      - For the one on the “Stories” page, yes, there are several of the sister serving. For the YouTube videos, no. It might be nice to include thumbnails of sisters from other areas.

• Contact Us Page
  o Personal Contact
- Email. Is there an email address to contact for information? Is it for a specific person, or an informational email contact (e.g. info@daughtersofcharity.org), or a general form for inquiries through the website?
  - The “Contact Us” page is set up to give young women the different vocations directors’ information for each area DoC serves. They also reference their interactive map on their FAQs page to tell young women how to find them if they wish to get more information. Then the person visiting the website has the option of who they would like to contact from the order in terms of vocations directors.

- Phone. Is there a phone number to contact? Is it a specific person, or is it a general line for the order’s administrative office?
  - Each vocation director has her phone number listed, as well as her personal email address. It seems as though they are personal phone numbers, since each one has a different area code specific to that sister’s area.

- Newsletter/Regular Contact
  - Is there a way to sign up for regular contact from the order, such as a mailing list or online newsletter? “Resources” page has links to Google forms to sign up for a discerner mailing list and a weekly prayer email.
  - Is there a preview to know what you are signing up for, such as a sample newsletter? No. This might be nice to have, just so young women can see.

- Ease of Contact
  - Getting to the contact page.
    - How many clicks does it take to get to the contact page? One. Boom, done.
    - Is the contact page highlighted in some way to make it stand out (i.e. different color, different text, larger size, etc.)? It’s in the top right corner, but there’s nothing that makes it stand out. It is linked on other pages, though, in case people have questions about what they’re reading.
    - Is the contact information available in the site map on other pages?
      - The tabs at the top of the page stay there no matter what page you’re on, so the contact page is always one click away.
  - Physical location of order. Is it easy to find out where the order is? If not, is there a way to look up on the website (NOT THROUGH PERSONAL CONTACT) to find out if there is a branch of the order near the user of the website?
    - YES. THE INTERACTIVE MAP IS AMAZING.
  - Filling out contact information. Is the process to fill out contact information simple? Does it require several steps?
    - Yes, the Google form is easy to fill out to sign up for the weekly discerner contact. It might take a little longer to email/contact the
vocations directors because it's personal contact, but it's not difficult to do.

- Overall Aesthetic Appeal for Young Women
  - Complexity of the Website
    - Tabs/Informational pages.
      - Are tabs well-defined? Yes.
      - Are they easily accessible? Yes, for the most part. Only one click away from the home page for the first row of tabs. The second row appears when you move away from the home page to one of the second row tabs.
      - Does the layout of the website make it difficult to access certain pages? Kind of, just because the second row tabs don’t appear until you move away from the home page. This is kind of nice, because it doesn’t overwhelm the user when they hit the landing page, but it would be nice if retreat information were more prominent.
      - How many tabs are there?
        - Home page can be accessed by clicking the logo at the top of the page at any time.
        - 5 first row tabs, visible on the home page.
        - 7 second row tabs, visible on every page besides the home page.
      - Do subpages make sense where they are?
        - Not to me. I would switch the order so that the subpages related to the first row tabs are in line with what they’re related to. I would also move the “Videos” tab from the first row to the second, and move the “Stories” tab up to the first row, and then link the videos about sisters on that tab. This would make more sense than having a page that only has one story on it.
    - Home page.
      - Is the home page easily accessible from other tabs in the website? Yes. DoC logo at the top of the page.
      - Does home page provide an easy way to navigate the website as a whole? Yes, the top does because it has organized tabs for the website. The tiles under the scrolling home info are a little discombobulated because they’re not in any kind of order/pattern and don’t have any rhyme or reason to why they’re there. Having it this way, though, gets someone exploring the website away from the available tabs, which makes for a more explorative experience. (Is that a thing? I have no idea, but I’m making it up, because it should be.)
- Text of website/informational tabs. Do titles of tabs make sense to a young woman accessing the website? Are certain less-common terms explained in the tabs? Yes. Definitely easy to understand.
- Important tabs. Is it easy to access FAQs and the contact tab? FAQs tab: no. It’s a second row tab. Contact Us: Yes, it’s available on every page.
  - Modernity of Setup – Does the website look streamlined? This includes:
    - Search engine.
      - Is there one? Yes.
      - Is the search engine personalized or provided by a third-party search engine? It looks personalized. It’s definitely got an interactive quality when you click it, which is cool.
      - Is it effective when used? YES. OMG, this is one of the easiest to use search bars I’ve seen on a website in a while.
    - Multimedia use.
      - Are there pictures? Yes. DoC is also pretty cool, because they have pictures at the bottom of their home page that LINK TO THEIR IG. Very millennial friendly.
      - How are they presented (slides, tiles on different pages)? Tiles, mostly. They also have a scrolling page that shows some on the Home page. Also, the tiles on the home page link to different tabs, which is cool. The quality is also really good for the most part, which makes me wonder if they hire professional photographers for some of these events.
      - Are there videos? Yes. They have links to their YouTube channel, which makes it convenient to access.
      - How are they formatted within the page? As YT links.
      - Do they work? The links work really well. YT also opens in a different tab, which is convenient so the user doesn’t have to navigate back to the website when they’re done watching.
      - Do the multimedia sources download when the page is accessed? Yes, there is no slowness with the pictures appearing or the video links loading.
      - Are the sources easily accessible? Yes.
  - Site map.
    - Is there a map at the bottom of the website’s pages? No.
    - Is it exhaustive in terms of all of the tabs available on the website? N/A
    - Does it provide easily accessible contact information? N/A
  - Interaction with user.
    - Does the website interact with the user? Yes. Dat search bar is pretty cool.
• Do tabs become highlighted as the user scrolls over them? Yes. Text changes from blackish gray to orange.
• Do subpages appear? Subpages appear after you move from the homepage.

o Modernity of Outreach
  • Does the order have social media accounts? YES THEY HAVE SO MANY.
  • If so, is the information to reach the order through these accounts easily accessible? How far away is this information from the first page? One of their slides on their rotating home page is a link to their social media accounts, which takes you to a “Share with Us” page. It is unclear how to access the page if you do not click the link in this exact manner. There are also links to their social media accounts on the “Resources” tab at the top. It would be nice to have thumbnails that can be accessed on every page, to make these accounts more visible.
  • Does the order have other ways they can be followed, such as an email newsletter or blog subpage? They have a link to a blog on their “What’s New” page, but not on their “resources” page, which doesn’t make sense. They also have a sign up for an email newsletter for discerners on their “Retreat” page. It would be nice if this were also on the “resources” and “contact us” pages.

Other Notes about the website/information provided:
• They have an app!
• Stories page needs to be redone. There’s a story available from the homepage not available on the stories page, which is confusing.
Figure 2: Benedictine Sisters of Perpetual Adoration

Website 2: Benedictine Sisters of Perpetual Adoration
URL: http://www.benedictinesisters.org/index.php

- Basic Information on the Order
  - About Us page(s)
    - Sample from the “Swiss Origins” page: “The Benedictine Sisters of Perpetual Adoration in the United States are spiritually and affectionately connected with the sisters of Maria Rickenbach, but we are not financially or legally bound to them. We owe them gratitude for sacrificing members of their fledgling community to engender life on this continent in 1874; and we continue to draw mutual inspiration and strength from each other as we witness to Christ’s presence in the world.”
    - Sample from “Contact Director” page: “Hello...my name is Sr. Ruth and I am the vocation director for the Benedictine Sisters of Perpetual Adoration. Discernment of a religious vocation can be an exciting, overwhelming and even a little frightening endeavor! When I first fell ‘called’, I myself had to get over the shock that God was inviting me to consider religious life.”
  - Is the information provided written well? To some extent. See below.
  - Are there grammatical errors? There are several grammatical errors on the vocations director’s page that show this was written by someone and not edited by the website maker. The rest of the pages are well-written and have been edited, but if this is the page potential discerners are going to see, the credibility of the order is going to decrease if their vocations director can’t keep everything grammatically sound.
  - Does the writing flow?
    - Yes. It’s a little flowery in places (see Swiss Origins sample above) which could turn newer members away, but for the most part it sounds as if this has been edited to read like a story/informational page.
  - Does it make sense?
    - Yes, but I would also note that the lack of formatting makes it difficult to read the large blocks of text here. It’s also difficult because they’ve included SO MUCH information. It’s overwhelming to have so many tabs AND have a lot of text on each page.
  - Does it answer basic questions about the order?
    - Who started it/Why it was started
      - Yes. You have to read three separate pages (“Swiss Origins”, “Our Founder”, and “Benedictine Order”) to put all the pieces together, though, which a lot to put on people just looking to find information.
A good thing they did: they included a link to the general Benedictine order information. Since this is the first website that comes up when you google “Benedictine Nuns,” it’s a good thing they included this somewhere.

- Who are the members
- What the charism is
  - Yes, but you have to dig.
  - “We strive to witness to God’s presence in our world through our community life and by offering a welcoming space for silence, prayer and spiritual hospitality in a shared environment of monastic peace.” - from our Mission statement
  - Why didn’t you include the entire mission statement on your mission page? Is it really that long?
- What the order does day to day (education, hospitals, missionary work, etc.)
  - Yes, under the “Vocations” tab, under “General Info,” under “FAQ” – you REALLY have to dig for that one.
- Where the order is based
  - Yes, the “Mission” page says they’re based on AZ and MO. They also give info on their Swiss Origins
- Where the different locations are
  - Yes, see above.
- Why the order does what it does to fulfill its charism
  - This is a redundant question. I may take it out later... ***Ask Dom about that.

FAQs pages

- Does the website cater to those who would be newer Catholics, as well as old? No, this page definitely caters to people who want to know about the Benedictine sisters, not anything else. Other people could come here, but they would have to know some basic information about orders to understand why these questions ended up on the FAQ page.
- Do the questions address topics such as:
  - What the order does?
    - YES. They do a good job of addressing this under the “What are your ministries?” question.
  - Why they wear a habit (or not)?
    - Yes. They do a great job of explaining this. No pictures, though.
  - Whether the order lives in a cloister (or not)?
    - Yes, the first question on the FAQ page explains what “semi-cloistered” means and how they fit into that category.
  - Is the order apostolic or monastic?
Yes, it’s in the first sentence about their mission on the “Mission” page in the “About Us” section.

• Or other basic questions a person interested in this order may ask
  o They do a good job of answering questions about the order. What they do for fun, how often they pray, their jobs, whether they get to see family, etc.

### Religious Vocations Questions

• Basic information about religious vocations. In some instances, a young woman’s visit to a religious order’s page is her first encounter with religious vocations. Not a lot of websites exist for young women wanting to learn more general information about religious vocations. Therefore, it is a good idea to have a separate page explaining the basics of religious vocations if the order is geared towards recruiting young women, or to include a link to resources that can be found online where a young woman could learn more about religious vocations. This page should include basic details such as:
  o What is religious life Not really.
  o What it means to be called to a religious vocation Yes, their “Discernment” page gives some insight into that.
  o How religious life is different from marriage/consecrated single life No
  o What the differences are between monastic and apostolic orders No, but they explain their monastic lifestyle
  o What wearing a habit means Explanation of why they wear a habit on the “FAQ” page
  o ***If there is not a page answering these questions, is there a link to a website that will answer these questions (NRVC, Vocationsnetwork.org, etc.)?
    • The “Resources” page gives information on a lot of things. General discernment resources and places to find books about the Rule of St. Benedict

• Events
  • Retreats.
    • Does the order offer discernment retreats for women?
      o Yes. One Come & See each semester, and a weeklong service event in the summer. All are free.
    • If so, is it possible to register for these events on the website?
      o No, you have to email the vocations director to sign up.
    • Are there multiple opportunities for women to engage in these retreats?
Only three per year. They're spread out enough that a young woman would probably be able to make it work ahead of time.

- **Come & See events.**
  - Does the order offer opportunities to come visit the order? Once per semester
  - If so, is there information on when these events will be and how young women can participate? They have the dates, where they will be held, and what times they run, but you had to read through the entire page to find all of that information. It’s not easily readable.

- **Misc. events.** Are there other types of events in which young women can participate, such as service events sponsored by the order? Are pertinent details included for these events so people can find out when/where the event is?
  - Just the weeklong service event in the summer.
  - All events are free, which makes them more appealing to young women.

- **News**
  - Are there any recent events within the order that can be shared (recent retreats, service events, or others)? Yes, there are recent events sisters have had happen that they post on the main “News” page.
  - Are there any recent events within the church affecting the order that are included (new changes to Catholic rule, new exciting things that have happened to the order and how it is run, etc.)? No

- **Information that makes a personal connection with the user**
  - **Diversity of Outreach on the Website**
    - Are there pictures of people from different races?
      - No. They all look white. They mention visiting Hawaiian Benedictines on the “News” page, but they don't show any.
    - Different age groups?
      - 40-70, so kind of. They also have pictures of discerners, but only on the “Vocations” pages.
    - How prominent are they?
      - Not very. Picture usage is minimal, and the ones they do have are small, which doesn’t make sense. They have tons of white space on the pages to work with.
  - **Is the order available to women from different areas of the country/world?**
    - No, this is a smaller order. Tucson, AZ, and Clyde, MO. I have no idea why they’re the first ones that come up when you google “Benedictine Nuns”

- **Personal Testimonies**
  - Does the website have personal testimonies from sisters?
• Okay, so this is really annoying. They have one testimony from the vocations director, which stays on her page all the time. They also have this “Sister Spotlight” thing that comes up on the Home Page, but it’s not accessible from any other page on the website. It’s also irritating because it changes every time you access the Home Page, so there’s no consistency for the user. She may be overwhelmed with all of the information on the website, and think she’s done, and then all of a sudden there’s another article to read. Confusing and irritating, for sure.

- Do the personal testimonies included come from a variety of women (different places in the order, different ethnicities, different age groups, etc.)?
  - No, just the one testimony.

- Are there pictures that go with the testimonies to put a name to a face?
  - There is a picture for the one testimony they have.

• Contact Us Page
  - Personal Contact
    - Email. Is there an email address to contact for information? Is it for a specific person, or an informational email contact (e.g. info@daughtersofcharity.org), or a general form for inquiries through the website?
      - There is an email address for the vocations director that is general: vocation@benedictinesisters.org
    - Phone. Is there a phone number to contact? Is it a specific person, or is it a general line for the order’s administrative office?
      - The vocations director’s phone number is there, but it is unclear whether this is a personal number or one for the whole house.
  - Newsletter/Regular Contact
    - Is there a way to sign up for regular contact from the order, such as a mailing list or online newsletter? “News” tab lets you sign up for their periodical, Spirit & Life
    - Is there a preview to know what you are signing up for, such as a sample newsletter? Yes, there are pictures of the covers. It doesn’t look very modern, but that’s just speculation.
  - Ease of Contact
    - Getting to the contact page.
      - How many clicks does it take to get to the contact page? SO MANY. And by that, I mean three. You have to hover over the Vocations tab, then hover over the General Info option, and then scroll to the bottom and click on Contact Director. WHY YOU MAKE IT SO DIFFICULT???? There’s also a Contact Us button at the very top of the page, but it blends in so much with the background it’s difficult to find.
- Is the contact page highlighted in some way to make it stand out (i.e. different color, different text, larger size, etc.)? No, you have DIG for it if you want to contact these people. Definite minus to this website. They do have the contact information on the bottom of every page...so maybe that's okay. I just wish it were formatted better or that they kept all that information on one page.
- Is the contact information available in the site map on other pages?
  - General? Yes, but it's hard to find (see above). Vocations director info? No.
- Physical location of order. Is it easy to find out where the order is? If not, is there a way to look up on the website (NOT THROUGH PERSONAL CONTACT) to find out if there is a branch of the order near the user of the website?
  - Yes, they have the address at the bottom of every page. But this seems unnecessary. They really just need a better-formatted Contact Us tab.
- Filling out contact information. Is the process to fill out contact information simple? Does it require several steps?
  - There is no way to do this.

- Overall Aesthetic Appeal for Young Women
  - Complexity of the Website
    - Tabs/Informational pages.
      - Are tabs well-defined? Yes, but there are a LOT of subpages, which makes it difficult to find certain information.
      - Are they easily accessible? See above.
      - Does the layout of the website make it difficult to access certain pages? YES. The contacting information for the vocations director is so hard to find.
    - How many tabs are there?
      - 9 main tabs
      - 23 secondary tabs
      - 18 tertiary tabs
      - Three links at the top to different websites for the different branches.
      - Home and Contact Us links (why are they all the way up there?????????)
    - Do subpages make sense where they are?
      - For the most part, yes, but a lot of them seem like they could be condensed to make this a less overwhelming experience. Also, some of the tertiary tabs seemed redundant or like they shouldn't be nested under a secondary tab.
  - Home page.
• Is the home page easily accessible from other tabs in the website?
OMG IT TOOK ME SO LONG TO FIND THIS AT THE TOP OF THE PAGE. This needs to be in, like, **BOLD RED** typeface if it’s going to be up that high on the page above the line of vision of the reader.
• Does home page provide an easy way to navigate the website as a whole? Yes, esp. the “Vocations” box which takes you directly to the contact page for the vocations director. Again, though, the tabs just seem to be so numerous that it’s overwhelming and difficult to figure out where you want to go as a discerner. There needs to be less information on the homepage.

- Text of website/informational tabs. Do titles of tabs make sense to a young woman accessing the website? Are certain less-common terms explained in the tabs? Yes.
- Important tabs. Is it easy to access FAQs and the contact tab?
  - Modernity of Setup – Does the website look streamlined? This includes:
    - Search engine.
      - Is there one? Yes.
      - Is the search engine personalized or provided by a third-party search engine? It’s a Google engine.
      - Is it effective when used? No, it’s one of those irritating ones where when you search for an obvious term like “Vocations,” it brings up everything BUT the vocations page.
    - Multimedia use.
      - Are there pictures? Yes, but they’re mostly pretty small. They also don’t look professionally taken.
      - How are they presented (slides, tiles on different pages)? In line with text, mostly. They also have some tiles on the Home Page, but that doesn’t carry through to the rest of the website.
      - Are there videos? Yes, they have a Videos tab under Multimedia, which is under News.
      - How are they formatted within the page? As YT links.
      - Do they work? They work, but they open in the same tab, so you would have to navigate back to the website after watching, which is annoying.
      - Do the multimedia sources download when the page is accessed? Yes.
      - Are the sources easily accessible? No, you have to go through three steps to navigate to the page, and then you have to navigate away from the website to get to the video playlists.
    - Site map.
      - Is there a map at the bottom of the website’s pages? There’s a link to the site map, which looks SO OLD in terms of formatting. They also have the address/contact information of both branches.
• Is it exhaustive in terms of all of the tabs available on the website? Yes, but you have to navigate away from the page you’re on to get to it.
• Does it provide easily accessible contact information? Yes
  ▪ Interaction with user.
  • Does the website interact with the user? The subpages come up when you hover over tabs, which is nice.
  • Do tabs become highlighted as the user scrolls over them? Yes, a highlighted box comes up when you scroll over the different tabs.
  • Do subpages appear? Yes, but there’s SO MANY of them that it’s kind of annoying.

  o Modernity of Outreach
  • Does the order have social media accounts? YT, FB, Twitter, and LinkedIn (?)
    • If so, is the information to reach the order through these accounts easily accessible? How far away is this information from the first page? No, you have to go all the way to their “Videos” page to get to the link to get to their YT account. FB and Twitter are all the way at the bottom below the site map. That is such a terrible place for those links. They need to be closer to the top if you want millennials visiting those pages.
    • Does the order have other ways they can be followed, such as an email newsletter or blog subpage? They have a link to their blog, as well as their periodical. But no other social media accounts or anything.

Other Notes about the website/information provided:

• The fact that this page also provides information for people to donate/send in prayers/buy product makes the website more difficult to navigate. As a discern, it’s difficult to figure out where the information pertinent to your life lives on the website. It would be easier if those tabs were grouped together, but they’re not, so that makes it difficult. It also makes it less likely that the reader will spend time on that website if they don’t feel like it’s easy to navigate. There are others that are a lot better that will be more worth their while to explore.
• If you’re going to have a blog, and that’s your only way to communicate with the younger generation, it NEEDS to be up to date. The last post was from March 2015.
Basic Information on the Order
  - About Us pages
    - Sample from the “Mission” page: “The Community of Franciscan Sisters of the Renewal was established in 1988 under the auspices of John Cardinal O’Connor of New York, with Fr. Andrew Apostoli, CFR, as Founding Father. The aim of the Community is to live the Gospel values in simplicity according to the ideals of Saint Francis as handed on by the Capuchin tradition. The spiritual values uniting the sisters are personal and communal commitment to Jesus Christ through contemplative and liturgical prayer (daily Mass and Divine Office), daily Eucharistic adoration, Fridays as a special day of prayer, a time set apart for solitude each month, devotion to our Lady, imitation of Saint Francis and Saint Clare, love for the Church and loyalty to the Holy Father. The sisters’ apostolic mission is work with the poor and homeless and evangelization. The sisters work with a parallel community of Franciscan Friars of the Renewal in many works of their apostolate. The age limit for entrance is 35 years old; no college degree is necessary.”
  - Is the information provided written well?
    - Are there grammatical errors? No, there’s not much there at all.
    - Does the writing flow? Yes, but it would be nice not to have such a long list of text with no bullet points or anything. (see above)
    - Does it make sense? To someone familiar with Franciscan life, yes, but the above sample would not make sense to a non-Catholic or new Catholic Church member.
  - Does it answer basic questions about the order?
    - Who started it/Why it was started See above sample.
    - Who are the members They say the qualifications, like age.
    - What the charism is See above sample
    - What the order does day to day (education, hospitals, missionary work, etc.) They have an entire page with just their schedule, but they don’t really give examples of what the sisters actually do as their ministry work. (school? Office work?)
    - Where the order is based Home page has a Convent Locations page towards the bottom
    - Where the different locations are Convent Locations page tells you all the different branches
    - Why the order does what it does to fulfill its charism
FAQs pages

- Does the website cater to those who would be newer Catholics, as well as old? Not at all
- Do the questions address topics such as:
  - What the order does? See above
  - Why they wear a habit (or not)? No
  - Whether the order lives in a cloister (or not)? No
  - Is the order apostolic or monastic? No
  - Or other basic questions a person interested in this order may ask These pages are sparse, to say the least. The pictures do give an idea of what they do, but they don’t have any kind of FAQ page about themselves or anything.

Religious Vocations Questions

- Basic information about religious vocations. In some instances, a young woman’s visit to a religious order’s page is her first encounter with religious vocations. Not a lot of websites exist for young women wanting to learn more general information about religious vocations. Therefore, it is a good idea to have a separate page explaining the basics of religious vocations if the order is geared towards recruiting young women, or to include a link to resources that can be found online where a young woman could learn more about religious vocations. This page should include basic details such as:
  - What is religious life No
  - What it means to be called to a religious vocation No
  - How religious life is different from marriage/consecrated single life No
  - What the differences are between monastic and apostolic orders No
  - What wearing a habit means No
  - If there is not a page answering these questions, is there a link to a website that will answer these questions (NRVC, Vocationsnetwork.org, etc.)? There is a resources page. It’s not necessarily geared towards discernment, but it does have links to other religious websites.
  - The Discernment page gives suggestions for Bible verses and other reading materials for those discerning. It also gives an “8 Steps to Discerning” list. The contact information for the vocations director is included on this page.

Events

- Retreats. Does the order offer discernment retreats for women? If so, is it possible to register for these events on the website? Are there multiple
opportunities for women to engage in these retreats? There is a link to a Google Form young women can fill out. Once they fill that out, the vocations director contacts them to set up a time to come visit. It’s a simple format, and doesn’t provide for a whole lot of credibility building for the order. The form also asks very detailed questions that a young discerner may not be comfortable answering when she hasn’t met the person receiving the information on the other end. Since the form is so long, it’s also not the best way to get someone to stay on the page if they get overwhelmed before they finish filling it out.

- Come & See events. Does the order offer opportunities to come visit the order? If so, is there information on when these events will be and how young women can participate? See above.
- Misc. events. Are there other types of events in which young women can participate, such as service events sponsored by the order? Are pertinent details included for these events so people can find out when/where the event is? Nope.

**News**
- Are there any recent events within the order that can be shared (recent retreats, service events, or others)? Yes, they have a “What’s New” page with links to articles about the order. They are sparse, though, and they don’t provide that much information about the order.
- Are there any recent events within the church affecting the order that are included (new changes to Catholic rule, new exciting things that have happened to the order and how it is run, etc.)? See above.

**Information that makes a personal connection with the user**

- Diversity of Outreach on the Website
  - Are there pictures of people from different races? Different age groups? How prominent are they? Is the order available to women from different areas of the country/world? Not really much diversity. There’s one Asian girl who comes up a couple of times, but most of them are white. They also all seem to be from the same age group, 20-35. The order is available to women in NY, the UK, or Ireland, but nowhere else in the U.S.

- Personal Testimonies
  - Does the website have personal testimonies from sisters? No
  - Do the personal testimonies included come from a variety of women (different places in the order, different ethnicities, different age groups, etc.)? N/A
  - Are there pictures that go with the testimonies to put a name to a face? N/A

**Contact Us Page**

- Personal Contact
  - Email. Is there an email address to contact for information? Is it for a specific person, or an informational email contact (e.g. info@daughtersofcharity.org), or a general form for inquiries through the website? No email address. Just the generic Google form.
• Phone. Is there a phone number to contact? Is it a specific person, or is it a general line for the order’s administrative office? There is a phone number for the vocations director on the “Discernment” page, as well as an address and phone number for each branch.

○ Newsletter/Regular Contact
  • Is there a way to sign up for regular contact from the order, such as a mailing list or online newsletter? No
  • Is there a preview to know what you are signing up for, such as a sample newsletter? N/A

○ Ease of Contact
  • Getting to the contact page. There isn’t a specific Contact page.
    • How many clicks does it take to get to the contact page? Is the contact page highlighted in some way to make it stand out (i.e. different color, different text, larger size, etc.)? Is the contact information available in the site map on other pages?
  • Physical location of order.
    • Is it easy to find out where the order is? Yes. Convent Locations page on the Home page is easy to find. It could be higher on the page, but it’s highlighted, so it’s not completely invisible.
    • If not, is there a way to look up on the website (NOT THROUGH PERSONAL CONTACT) to find out if there is a branch of the order near the user of the website?
  • Filling out contact information. Is the process to fill out contact information simple? Does it require several steps? N/A

• Overall Aesthetic Appeal for Young Women

○ Complexity of the Website
  • Tabs/Informational pages.
    • Are tabs well-defined? Yes
    • Are they easily accessible? Yes
    • Does the layout of the website make it difficult to access certain pages? No
    • How many tabs are there? 10, plus subpages that you find once you navigate to the photo gallery page
    • Do subpages make sense where they are? N/A
  • Home page. Is the home page easily accessible from other tabs in the website? Yes. You just have to click the back arrow because it’s never more than one click away. Does home page provide an easy way to navigate the website as a whole? Yes, although it would be nice to know that there are subpages to the photo galleries from the home page.
- Text of website/informational tabs. Do titles of tabs make sense to a young woman accessing the website? Are certain less-common terms explained in the tabs? They are easy to understand.
- Important tabs. Is it easy to access FAQs and the contact tab? N/A
  - Modernity of Setup - Does the website look streamlined? This includes:
    - Search engine. Is there one? Is the search engine personalized or provided by a third-party search engine? Is it effective when used? There is no search engine. There's not much to search on the website.
    - Multimedia use.
      - Are there pictures? How are they presented (slides, tiles on different pages)? Yes, on the photos tab. They're in a tile format, but the way they're presented does not look professional or like they know what they're doing in terms of web design.
      - Are there videos? How are they formatted within the page? Do they work? Do the multimedia sources download when the page is accessed? Are the sources easily accessible? Do they look modern (formatting of pictures flows with formatting of rest of page, videos look modern, etc.)? There are links to videos in the "What's New" tab, but they aren't highlighted as videos of the order.
    - Site map. Is there a map at the bottom of the website's pages? Is it exhaustive in terms of all of the tabs available on the website? Does it provide easily accessible contact information? There is no site map.
    - Interaction with user. Does the website interact with the user? Do tabs become highlighted as the user scrolls over them? Do subpages appear? This website is so old-school, it's almost laughable/adorable. There is no interaction with the user at all, and it does not provide any kind of personalized use for the viewer. It's so boring to look at, it's a relief there isn't a ton of information to read when you look at it.
  - Modernity of Outreach
    - Does the order have social media accounts? HA, no.
      - If so, is the information to reach the order through these accounts easily accessible? How far away is this information from the first page? It's pretty easy to get in contact with them. The information is easily accessible. There's just only one way to find them.
    - Does the order have other ways they can be followed, such as an email newsletter or blog subpage? No.
Figure 4: Dominican Sisters of St. Cecilia (Nashville Dominicans)

Website 4: Nashville Dominicans (Dominican Sisters of St. Cecilia)

URL: http://www.nashvilledominican.org/

Note: This website is set up much differently from other vocations/informational websites I have viewed previously. In the below analysis, I have done my best to perform this through the standardized process as best I can.

- Basic Information on the Order
  - About Us pages
    - Is the information provided written well? Are there grammatical errors? Does the writing flow? Does it make sense?
      - Sample: “As religious, we are invited by God to live out our baptismal consecration more fully, dedicating ourselves wholly to God. Certainly material possessions, marital love and personal freedom are wonderful goods, given by God; but He calls some persons, for the sake of the whole Church, to surrender these goods to Him in an act of worship so that we may love and serve Him alone.”
      - Yes, these pages are well-written. You can tell someone went through and edited this several times to be sure the website looked professional.
      - The only problem I see is that someone forgot to delete the text that was copied twice, so the page says the same thing twice. It’s well-written, so it’s not really annoying or off-putting.
      - There’s also a lot of information, but whoever wrote this did a great job of breaking it up into lists so that it’s easily readable and not overwhelming.

- Does it answer basic questions about the order?
  - Who started it/Why it was started Yes
  - Who are the members Kind of. They have lots of different places where you can learn more about the people in the order.
  - What the charism is Yes! This website has done the best job explaining what their charism is and how that guides their daily actions
  - What the order does day to day (education, hospitals, missionary work, etc.) YES! The “A Day in the Life” is amazing at explaining what they do, and they have a separate apostolate page that explains all of the different things in which they’re involved.
  - Where the order is based They also have an interactive map similar to the DoC, and it is amazing.
  - Where the different locations are See above about map.
• Does the website cater to those who would be newer Catholics, as well as old? The FAQ page definitely does. The rest of the website, while I would consider some of the information referred to as advanced, is well-written and easy to follow, which would help newer Catholics who aren’t as familiar with the Dominican way of life.

• Do the questions address topics such as:
  - What the order does?
  - Why they wear a habit (or not)?
  - Whether the order lives in a cloister (or not)?
  - Is the order apostolic or monastic?
  - Or other basic questions a person interested in this order may ask
  - ***The FAQ page on this website talks mostly about discernment and the discernment process specifically with the Dominicans. To find the answers to the above questions, you have to read through a lot of the different pages. To me, it seems that they have set it up to be easily readable, so each individual page does not take more than a minute or two to read and is set up to be viewed with ease.

• Religious Vocations Questions
  - Basic information about religious vocations. In some instances, a young woman’s visit to a religious order’s page is her first encounter with religious vocations. Not a lot of websites exist for young women wanting to learn more general information about religious vocations. Therefore, it is a good idea to have a separate page explaining the basics of religious vocations if the order is geared towards recruiting young women, or to include a link to resources that can be found online where a young woman could learn more about religious vocations. This page should include basic details such as:
    o What is religious life
    o What it means to be called to a religious vocation
    o How religious life is different from marriage/consecrated single life No
    o What the differences are between monastic and apostolic orders No
    o What wearing a habit means
    o ***If there is not a page answering these questions, is there a link to a website that will answer these questions (NRVC, Vocationsnetwork.org, etc.)?
    o They have the answers to most of these questions on the FAQ page (unless specified otherwise above.) The question of religious habits is answered on a separate page from the FAQ
Events

- Retreats. Does the order offer discernment retreats for women? If so, is it possible to register for these events on the website? Are there multiple opportunities for women to engage in these retreats? They have two every academic year, which are listed under the Vocations tab.

- Come & See events. Does the order offer opportunities to come visit the order? If so, is there information on when these events will be and how young women participate? You can contact the vocations director to set up your own visit to the order, but they do not have specific Come & See events listed.

- Misc. events. Are there other types of events in which young women can participate, such as service events sponsored by the order? Are pertinent details included for these events so people can find out when/where the event is? They have Jesu Caritas retreats, which are not geared towards discernment, but which are offered at different times throughout the year apart from the discernment retreats.

News

- Are there any recent events within the order that can be shared (recent retreats, service events, or others)? Yes. “News & Media” page has related articles. Also has videos and soundcloud clips.

- Are there any recent events within the church affecting the order that are included (new changes to Catholic rule, new exciting things that have happened to the order and how it is run, etc.)? Not listed, but it doesn’t seem as though they are lacking in current events.

Information that makes a personal connection with the user

- Diversity of Outreach on the Website

- Are there pictures of people from different races? There are, like, two Asian people pictured. Different age groups? Yes, they seem to be as young as mid-20s to as old as late-80s/early-90s. How prominent are they? All over. Any page that is not purely informative on the history of the order has multiple pictures of sisters doing various things together. Is the order available to women from different areas of the country/world? Yes, they are available East to West coast, and in several different countries.

- Personal Testimonies

- Does the website have personal testimonies from sisters? Yes, both written and through videos.

- Do the personal testimonies included come from a variety of women (different places in the order, different ethnicities, different age groups, etc.)? They have one testimony from an Asian sister, and testimonies from several women of different ages.
• Are there pictures that go with the testimonies to put a name to a face? YES, the pictures on this website are beautiful. They actually have several for each sister that are formatted into the page.

• Contact Us Page
  o Personal Contact
    • Email. Is there an email address to contact for information? Is it for a specific person, or an informational email contact (e.g., info@daughtersofcharity.org), or a general form for inquiries through the website?
      • They have two separate offices you can email with informational email contacts, but the vocations one goes with a specific person, so I'm pretty sure an actual person reads that one.
    • Phone. Is there a phone number to contact? Is it a specific person, or is it a general line for the order's administrative office? They have phone numbers for both types (personal and office).
  o Newsletter/Regular Contact
    • Is there a way to sign up for regular contact from the order, such as a mailing list or online newsletter? Yes, it's on every page, which is kind of cool. They also have a separate page for it, which I can't find, but I remember seeing it while perusing the website.
    • Is there a preview to know what you are signing up for, such as a sample newsletter? Yes, on their News & Media page, you can look at the newsletters they have recently sent out.
  o Ease of Contact
    • Getting to the contact page.
      • How many clicks does it take to get to the contact page? One, but you have to scroll to the top or bottom of the page to get there.
      • Is the contact page highlighted in some way to make it stand out (i.e. different color, different text, larger size, etc.)? By being at the top of the website on every page next to the search bar, it stands out. It is also in red typeface and med.-large font, which makes it more visible.
      • Is the contact information available in the site map on other pages? Yes, there is general contact information, and then the Contact Us hyperlink if you want to see more detailed information.
    • Physical location of order. Is it easy to find out where the order is? If not, is there a way to look up on the website (NOT THROUGH PERSONAL CONTACT) to find out if there is a branch of the order near the user of the website? Yes, under the Apostolate tab, there is a link to the Where We Serve page, which is where they have the interactive map to find out where they serve.
    • Filling out contact information. Is the process to fill out contact information simple? Does it require several steps? There is an inquiry form sponsored by Google that you can find the link to on the Vocations Director's page, as well as
on the Inquiry page, both under the Vocations tab. The form itself is relatively easy to fill out and not too long. They do ask some detailed questions, but there’s only a couple, so it’s not too overwhelming.

- Overall Aesthetic Appeal for Young Women
  - Complexity of the Website
    - Tabs/Informational pages.
      - Are tabs well-defined? Yes.
      - Are they easily accessible? Yes.
      - Does the layout of the website make it difficult to access certain pages? Yes.
    - How many tabs are there?
      - Primary tabs: 6
      - Sub tabs: 35, but some of them aren’t related to vocational discernment, and some of them just have contact information, so someone visiting the website wouldn’t have to read all 35.
      - Links at the top of the page: 3 + search bar
    - Do subpages make sense where they are? Yes.
  - Home page.
    - Is the home page easily accessible from other tabs in the website? Yes. Logo of Nashville Dominican at top of page.
    - Does home page provide an easy way to navigate the website as a whole? Yes.
  - Text of website/informational tabs.
    - Do titles of tabs make sense to a young woman accessing the website? Apostolate might be a little cryptic, but it’s explained well once you get there.
    - Are certain less-common terms explained in the tabs? Yes.
  - Important tabs. Is it easy to access FAQs and the contact tab? Yes.
  - Modernity of Setup – Does the website look streamlined? This includes:
    - Search engine.
      - Is there one? Yes.
      - Is the search engine personalized or provided by a third-party search engine? Personalized, as far as I can tell. It’s pretty cool looking, too. Very interactive with the user when you click on it.
      - Is it effective when used? YES. This is up there with the DoC one. It works really well to bring up information only on the website.
    - Multimedia use.
      - Are there pictures? Yes.
      - How are they presented (slides, tiles on different pages)? The website is set up to have large picture headers and footers on all content pages.
The pictures are presented in this way in a banded format. They are also included as tiles on larger content pages.

- Are there videos? Yes.
- How are they formatted within the page? Thumbnails/links (Vimeo)
- Do they work? Yes.
- Do the multimedia sources download when the page is accessed? Yes.
- Are the sources easily accessible? Yes. News & Media page
- Do they look modern (formatting of pictures flows with formatting of rest of page, videos look modern, etc.)? Yes.

Site map. Is there a map at the bottom of the website’s pages? Is it exhaustive in terms of all of the tabs available on the website? Does it provide easily accessible contact information? Yes to all three.

Interaction with user. Does the website interact with the user? Do tabs become highlighted as the user scrolls over them? Do subpages appear? The website is very interactive with the user. The best example of this is with the A Day in the Life page. It provides a very personalized experience for the user.

Modernity of Outreach

- Does the order have social media accounts? Yes, Facebook.
  - If so, is the information to reach the order through these accounts easily accessible? How far away is this information from the first page? It’s on the bottom of the website below the site map.

- Does the order have other ways they can be followed, such as an email newsletter or blog subpage? Yes. You can sign up for them at the bottom of any of the webpages.
Figure 5: Sisters of Providence of Saint-Mary-of-the-Woods

Website 5: Sisters of Providence

URL: http://spsmw.org/

- Basic Information on the Order
  - About Us pages
    - Is the information provided written well? Yes
    - Are there grammatical errors? Not too many. I've noticed a few, but none that stand out as showing the website is neglected or that it wasn't edited before it was published.
    - Does the writing flow? Does it make sense? Yes
    - Does it answer basic questions about the order?
      * Who started it/Why it was started Yes, omgthereissomuchinformation
      * Who are the members Yes, there is a page where you can read stories from different sisters
      * What the charism is Kind of... I feel like “providence” is a very general charism, and they try to explain it under their “About Us” section, but it's still a little cryptic.
      * What the order does day to day (education, hospitals, missionary work, etc.) Yes, they explain the different ministries they support in their FAQs page, which is under the About Us tab. They also have a Ministries tab.
      * Where the order is based St. Mary of the Woods, IN (near Terre Haute). They don't seem to have any other places where they're based.
      * Where the different locations are It doesn't seem that they have any other locations where they're based.
  - FAQs pages
    - Does the website cater to those who would be newer Catholics, as well as old? Possibly. Someone who is newer might have to look up some terms, but the writing is not terribly advanced in terms of the Catholic-ness of it.
    - Do the questions address topics such as:
      * What the order does? Yes (see above about Ministries)
      * Why they wear a habit (or not)? They don’t wear habits, but their dress is not explained in any conspicuous place. (It might be in the timeline on their About Us page, but that thing is so long, it would be difficult to find for someone who is just perusing the website.
      * Whether the order lives in a cloister (or not)? The way their ministries are explained, it would seem that they don’t live in a cloister, but this is never explicitly stated.
      * Is the order apostolic or monastic? They don’t mention living under any kind of “Rule,” like the Rule of St. Benedict, so I would assume apostolic,
but someone who might not know anything about religious orders probably wouldn't be able to tell that just from reading this website.

- Or other basic questions a person interested in this order may ask They explain a lot about what St. Mary of the Woods is, which is helpful for people who don’t know anything about the Sisters of Providence

- Religious Vocations Questions

  - Basic information about religious vocations. In some instances, a young woman’s visit to a religious order’s page is her first encounter with religious vocations. Not a lot of websites exist for young women wanting to learn more general information about religious vocations. Therefore, it is a good idea to have a separate page explaining the basics of religious vocations if the order is geared towards recruiting young women, or to include a link to resources that can be found online where a young woman could learn more about religious vocations. This page should include basic details such as:

    o What is religious life Yes, they explain this within the context of the Sisters of Providence process on their “Discerning your call” page
    o What it means to be called to a religious vocation See above
    o How religious life is different from marriage/consecrated single life Nope
    o What the differences are between monastic and apostolic orders No
    o What wearing a habit means No
    o If there is not a page answering these questions, is there a link to a website that will answer these questions (NRVC, Vocationsnetwork.org, etc.)? They have a Discernment Resources link, which gives additional information on how you can discern your call to the Sisters of Providence, but they don’t have a lot of general resources about religious discernment

- Events

  - Retreats. Does the order offer discernment retreats for women? If so, is it possible to register for these events on the website? Are there multiple opportunities for women to engage in these retreats? There is a page for discernment retreats where it says the next available dates are listed, but there are no upcoming listings on that page.

  - Come & See events. Does the order offer opportunities to come visit the order? If so, is there information on when these events will be and how young women can participate? They have one upcoming Come & See retreat. To register, it would seem that you have to email the vocations director to get that information. There are no online forms you can fill out to register for the event through the website.
• Misc. events. Are there other types of events in which young women can participate, such as service events sponsored by the order? Are pertinent details included for these events so people can find out when/where the event is? They have retreats available for high schoolers. There is also a link to an “Events” tab that takes you to a Google calendar with a lot of different events they are hosting. If you click on the event, you are taken to a separate page of the website to learn more details about that event.

• News
  ▪ Are there any recent events within the order that can be shared (recent retreats, service events, or others)? Yes, they have a News Center page that has an up-to-date archive of recent news within the order that anyone can read.
  ▪ Are there any recent events within the church affecting the order that are included (new changes to Catholic rule, new exciting things that have happened to the order and how it is run, etc.)? Possibly. The News Center page is difficult to navigate.

• Information that makes a personal connection with the user
  o Diversity of Outreach on the Website
    ▪ Are there pictures of people from different races? Yes, there seem to be a couple of Asian women. Different age groups? Yes, they seem to range from mid to late 20s all the way to elderly and advanced age. How prominent are they? Very prominent. There are lots of different pictures on all the pages, and they depict a wide variety of activities and stuff about Sisters of Providence that display a wide range of sisters. Is the order available to women from different areas of the country/world? Taiwan, but you can only (easily) find the link to this on their home page within one of their written sections. Otherwise, you can’t tell where else they’re available throughout the U.S.

  o Personal Testimonies
    ▪ Does the website have personal testimonies from sisters? Yes
    ▪ Do the personal testimonies included come from a variety of women (different places in the order, different ethnicities, different age groups, etc.)? Yes, I think they have a personal testimony from almost all of their sisters, or at least over a hundred (16 pages worth of testimonies)
    ▪ Are there pictures that go with the testimonies to put a name to a face? Yes, they are there when you go to the Meet a Sister subpage under the Become a Sister tab.

• Contact Us Page
  o Personal Contact
    ▪ Email. Is there an email address to contact for information? Is it for a specific person, or an informational email contact (e.g. info@daughtersofcharity.org), or a general form for inquiries through the website? There is a personal contact email address for the vocations director.
• Phone. Is there a phone number to contact? Is it a specific person, or is it a general line for the order's administrative office? There is a personal phone number for the vocations director, as well as a general phone number for the administrative office.

o Newsletter/Regular Contact
  • Is there a way to sign up for regular contact from the order, such as a mailing list or online newsletter? Yes, in the sidebar
  • Is there a preview to know what you are signing up for, such as a sample newsletter? No

o Ease of Contact
  • Getting to the contact page.
    • How many clicks does it take to get to the contact page? One
    • Is the contact page highlighted in some way to make it stand out (i.e. different color, different text, larger size, etc.)? It's at the top of the page by the search bar
    • Is the contact information available in the site map on other pages? Yes
  • Physical location of order. Is it easy to find out where the order is? If not, is there a way to look up on the website (NOT THROUGH PERSONAL CONTACT) to find out if there is a branch of the order near the user of the website? Under the About Us page, there is a Directions tab which tells you how to physically get there. The Contact Us page has the actual address.
  • Filling out contact information. Is the process to fill out contact information simple? Does it require several steps? It is a simple form that you fill out on the Contact Us page. Very easy to manage.

• Overall Aesthetic Appeal for Young Women
  o Complexity of the Website
    • Tabs/Informational pages.
      • Are tabs well-defined? No (see below notes)
      • Are they easily accessible? No (see below notes)
      • Does the layout of the website make it difficult to access certain pages? No (see below notes)
      • How many tabs are there? I'm not even going to try to count how many there are with all of the secret pages that exist on this website.
      • Do subpages make sense where they are? Kind of... (see below notes)
    • Home page.
      • Is the home page easily accessible from other tabs in the website? Yes and no. It's irritating when you get taken to a secret page and have to navigate back there through different tabs.
      • Does home page provide an easy way to navigate the website as a whole? No, there are SO MANY SECRET PAGES, AND IT'S SO ANNOYING.
    • Text of website/informational tabs.
• Do titles of tabs make sense to a young woman accessing the website? Are certain less-common terms explained in the tabs? They make sense, but they’re not consistent with a lot of other websites’ terminologies, which makes it difficult to navigate for someone who is discerning and looking at several different websites from different orders.

- Important tabs. Is it easy to access FAQs and the contact tab? Contact Tab: Yes FAQs tab: not so much. There’s really two different FAQ tabs – one geared towards people who want to learn about Sisters of Providence, and ones who want to learn about discernment, and they’re both in different places.

  o Modernity of Setup – Does the website look streamlined? This includes:

    - Search engine.
      - Is there one? Yes
      - Is the search engine personalized or provided by a third-party search engine? Personalized
      - Is it effective when used? Yes, it doesn’t bring up a general Google search with your terms. It actually filters through the website’s content.

    - Multimedia use.
      - Are there pictures? Yes
      - How are they presented (slides, tiles on different pages)? Tiles, with slideshows on the landing pages
      - Are there videos? Yes, a couple
      - How are they formatted within the page? Tiles that play the Youtube videos within the given space
      - Do they work? Yes
      - Do the multimedia sources download when the page is accessed? Yes
      - Are the sources easily accessible? Yes
      - Do they look modern (formatting of pictures flows with formatting of rest of page, videos look modern, etc.)? Yes

    - Site map. Is there a map at the bottom of the website’s pages? Is it exhaustive in terms of all of the tabs available on the website? There is a site map, but it is not exhaustive for all of the different “secret pages” that exist that are connected to this website. It’s annoying. It’s like they’re trying to trick you or something. Does it provide easily accessible contact information? Yes.

    - Interaction with user.
      - Does the website interact with the user? Do tabs become highlighted as the user scrolls over them? Do subpages appear? Tabs do not become highlighted, but subpages do appear once you click on a tab on the sidebar. It’s mostly just irritating because the tabs sometimes take you to the “secret pages” that I mentioned, which is technically interaction with the user, but it’s really annoying, negative interaction that makes me want to leave the website.
- Modernity of Outreach
  - Does the order have social media accounts? If they do, you won’t find them here, unless it’s maybe a YouTube account connected with their videos.
    - If so, is the information to reach the order through these accounts easily accessible? How far away is this information from the first page? N/A
  - Does the order have other ways they can be followed, such as an email newsletter or blog subpage? They have a blog and a newsletter, but the blog is connected to their website, so it’s not a separate entity like a blogspot or weebly or anything. The newsletter you have to subscribe to to get it.

Other Notes:

One thing I will note about this website is how complex it is, and how it is very inconsistent with where the pages take you. Sometimes the user clicks on a tab, which opens into several other subtabs that can be clicked on in the sidebar. Other times, when you click on a tab, it takes you to a whole other webpage connected/formatted like the original webpage where you have a new sidebar with new sets of tabs, one of which will take you back to the original site. There are a few problems with this:

- It’s very confusing to use.
- You never know where you’re getting taken, or how you’ll be able to navigate back to the homepage.
- It’s inconsistent, which makes the user feel uncertain about how she got to certain pages and how she’ll navigate back to them if she wants to reread something.
- It opens up for a lot of extra information that can be overwhelming to the user. This makes her weary and unlikely to stay on the page except for the information she absolutely needs. If she tried to read everything on this website in the hopes of learning the general information about the Sisters of Providence, she would spend hours getting bogged down with extraneous information or things she may not want to know if she is only discerning whether she feels called to religious life.