

Prince of Peace Catholic Church

SWOT ANALYSIS & PROPOSAL



CONTENTS

ORGANIZATION OVERVIEW:	3
<i>ORIGINS & HISTORY</i> 3	
<i>ORGANIZATION MISSION</i> 3	
TARGET PUBLIC:	4
<i>AUDIENCE</i> 4	
<i>CONSUMER TRENDS</i> 4	
COMPETITION:.....	5
<i>POP VS. WORLD</i> 5	
<i>SEARCH RESULTS</i> 5	
MARKETING STRATEGY:.....	6
<i>COMPANY STRATEGY</i> 6	
<i>POSITIONING & BRANDING</i> 6	
ORGANIZATION WEBSITE:.....	7
<i>CONTENT & DESIGN</i> 7	
<i>OBJECTIVES</i> 7	
SEO/ANALYTICS:.....	8
<i>GOALS</i> 8	
SWOT ANALYSIS:	9
<i>STRENGTHS & WEAKNESSES</i> 9	
<i>OPPORTUNITIES & THREATS</i> 9	
PROPOSAL	10
<i>OBJECTIVES</i> 10	
<i>GOALS</i> 10	
APPENDICES	11
CITATIONS.....	15

ORGANIZATION OVERVIEW:

ORIGINS & HISTORY

In San Antonio, Texas, Prince of Peace Catholic Church began in January of 1969 holding mass at an elementary school. By the following year the church grew from 22 families to 108 under the leadership of Father Maurice Dillan. Members of the church, also known as lay people, formed a committee to officially make decisions, one of those decisions being the church's mission of keeping Jesus as the center of their Christian faith. The name "Prince of Peace" is a reflection of that mission because it is a direct reference to Jesus Christ. The archdiocese designated 8.9 acres of land for the church site, which would be the parish of approximately 500 families. Together they formed many committees and organizations, which includes an in-house Religious Education Program, day care center, and Stewardship Program, to name a few. Prince of Peace built their official building in December of 1983 and almost immediately expanded its membership to over 1,200 registered families. As more full-time staff were hired, the committee also formed a Parish Council which later evolved into a Pastoral Council.

The Church today has approximately 5,000 families, up from 4,200 over the last decade. With, according to Monsignor Patrick Cronin, a conservative estimate of 15,000 individuals. As a Catholic parish, it has distinct official boundaries. These boundaries reflect the primary area of spiritual responsibility that the parish has been given by the Catholic Church. Even though there are specific boundaries, it is not uncommon for members to come from other areas for weekly ministries or mass. But numbers are not readily available for the division of those within and those outside the official boundaries (D. Biaza and Msgr. P. Cronin interviews).

ORGANIZATION MISSION

As a Catholic Church, its primary mission is to bring people into union with Jesus Christ.

[T]he Church in her very nature is missionary, sent by Christ to all the nations to make disciples of them. So that she can fulfill her mission, the Holy Spirit "bestows upon [the Church] varied hierarchic and charismatic gifts, and in this way directs her." "Henceforward the Church, endowed with the gifts of her founder and faithfully observing his precepts of charity, humility and self-denial, receives the mission of proclaiming and establishing among all peoples the Kingdom of Christ and of God, and she is on earth the seed and the beginning of that kingdom.

(CCC 767-768)

This mission practically means spreading the gospel, providing the Sacraments, and doing works of charity. (wiki) Msgr. Cronin views that in addition to this mission, the church's role in society is to influence culture and promote justice. Helping to bring about a culture that respects life is one example of this. Also, according to him, the church's aspirations are to spread the gospel, bring people closer, build community.

TARGET PUBLIC:

CONSUMER TRENDS

Unseminary.com presents an interesting overview on how global trends are impacting churches. Their article asserts that legacy is becoming a liability; people are drawn more to brands and products that are younger. This presents critical implications for the church since it represents a 2,000 year old faith and the average age of the most trusted brands have been falling consistently since 2007 (unseminary.com).

In our current cultural climate it is apparent that mass media is losing its power to newer forms of media. Gone are the days of an effective mass mailers or even TV ads. The trend has moved to a more personal form of communication; 92% of people trust recommendations from acquaintances above all other forms of advertising, with online reviews placing as the most trusted source of brand information with a 70% trust rating. Thus word of mouth and a social media presence would be very important for sustaining or expanding the ministry. On John Allen's review of trends revolutionizing the Catholic Church he identifies the expansion of lay roles: "Laypeople are taking it upon themselves to evangelize culture and act on Catholic social teaching" (p. 182). This further substantiates the need to incorporate new media and social media to keep the public connected to this ministry.

AUDIENCE

The "target" demographics for the parish is everyone. Msgr. considers it to be "all inclusive;" including: youth, adults, seniors, middle aged, families, married, singles, and including the LGBT community. Currently the primary language of the parish is English, though there is a little spanish, including a spanish bible study.

This language breakdown seems to reflect the language use of the area, which is 63% Hispanic/Latino (US Census). He also estimates that the parish is roughly 60% / 40% Hispanic to Anglo. With some presences of Filipinos, East Asians, Africans and Black Americans.

Due to its inclusive nature, he believes the political affiliations and media use in the parish is largely reflective of San Antonio as a whole. And due to it's location in the Northwest of San Antonio, the parish is largely middle class, with some wealthy members from the Westover Hills area.

With regard to knowledge of the Catholic faith, he finds parishioners below average, and why he believes that the RCIA (an Adult Religious Education) program has grown so large. Though there is a mix of knowledge levels. He also believes that this lack of knowledge reflects in the lifestyles and attitudes of parishioners.

In regards to trends, he finds most demographics are steady, with Hispanics increasing in population, and a relatively large number of grandkids being raised by grandparents. He also believes that the parish is benefiting from growth due to new construction in the surrounding areas.

COMPETITION:

PRINCE OF PEACE VS. WORLD

Secularism is a primary competitor, with other faith communities prominent in the area. Baptists, Westover Hills Church of Christ, Bandera Road Community Church were mentioned by name in our interviews with pastoral staff.

SEARCH RESULTS

Prince of Peace has its fair share of competitors as that is the norm for churches in well-populated cities. In the catholicdirectory.com--a directory for the contact info of catholic churches in the U.S.--there are 119 listings for San Antonio, Texas alone. Among these churches, when searching for "Catholic Church San Antonio", Prince of Peace shows up on the third page. Some of the biggest contenders are Holy Trinity Catholic Church, Saint Joseph Catholic Church, and Archdiocese of San Antonio.

The most popular relevant keyword phrase, “catholic mass times” has 8,100 hits. There is also “spiritual retreats” at 3,600, “acts retreat” at 2400, and “mass schedules” at 1,300. Phrases with far fewer results include: “catholic church texas” at 50, “prince of peace” at 30, and “prince of peace texas” at 10.

MARKETING STRATEGY:

COMPANY STRATEGY

The Current Marketing strategy is based primarily on mailers and word of mouth. Three times a year (around Christmas, Easter and Summer) the parish sends out 27,000 postcards to the residents of it’s parish boundaries. Additionally the parish has a website with a passive marketing strategy and no digital advertising. The parish also displays street signs and relies on visibility from a high traffic road.

A key element of the word of mouth effort is RCIA adult education program that enrolls 200+ adults and 110+ youth every year. Currently the RCIA program is capped due to space. The ACTS retreat program is also a source of word of mouth advertising, with many in the area considering it one of the best implementations of it. The Prince of Peace ACTs program also attracts people from outside its boundaries, from other parishes and from the area military bases (personal interviews).

The parish is fairly prominent in the area and in Catholic Circles within San Antonio, though this is considered anecdotal. As far as what makes the parish unique the pastoral staff is frequently mentioned. The staff is composed of 1 pastor, 3 full time deacons, 3 semi retired deacons, and various other administration staff, and ministry staff, with the pastor given high marks by interviewees. The parish is also relatively young, with current parishioners who were with the parish when it was founded.

ORGANIZATION WEBSITE:

CONTENT & DESIGN

Prince of Peace's current website needs to be redesigned. The layout is dated and is therefore not aesthetically pleasing. The layout needs to be cleaner and much simpler to enable easier navigation and enjoyable user experience. The current layout is cluttered with information. Although these are relevant and useful information, there needs to be better organization to display information where it fits best and can be readily accessible to anyone unfamiliar with the site.

Moreover, Prince of Peace doesn't seem to have a distinguishable logo anywhere on the website. The closest thing to a logo on the website is a banner image with display font, which appears to be a library item. Needless to say, Prince of Peace does not have a brand identity. The site also runs into several more issues with the organization of content. Although most of the pages have the same structure/style, some pages are the same size, with some spanning wider across the screen than others. Among these pages there is either an absence of a title or the presence of a title not direct enough for a landing page. Also, some categories from the navigation bar as well as some of the pages may be better off grouped together, which could help decrease the amount of unnecessary tabs and pages to navigate through. Furthermore, the website could use a footer and many more high-resolution photos that are up to date. Prince of Peace's need for photos is especially important considering that there are many activities and events that this church wants the public to be aware of. There are also links that do not open up new tabs, thereby making it more likely for people to exit the site altogether.

Overall, the goal of the website is to provide an awareness of the parish and what it represents in the community. A user will be able to grasp the gist of this purpose and gather pertinent information about the parish.

SEO/ANALYTICS:

GOALS

Currently, Prince of Peace has no discernable social media presence. On the website there is a Facebook thumbnail that redirects to a Facebook page with image related to the page. You can also find the contact info for Prince of Peace as a listing on Facebook. Other than that there is no social media presence. On Google there are currently 6 reviews averaging out to 4.7 out of 5 stars. There is also 1 yelp review of 5 stars.

OBJECTIVES

The parish has not tried any SEO/Analytics in the past. Though the Archdiocese has done some research and set priorities and goals for parishes. The Archdiocesan priorities are:

1. a focus on the New Evangelization
2. better Catechist (religious teachers) formation
3. better youth and young adult formation.

And the Archdiocese has a goal of increasing mass attendance from 152,000 to 165,000 between May 2013 and October 2015 (Interview and Archdiocese).

As for parish SEO and Analytics Goals, starting online giving is a primary focus. Additionally, Parish Registrations, RCIA Inquiries, and possibly an effective Email list would be metrics that could be watched in the future. Keeping the website up to date and increasing educational content are also priorities for the new design.

SWOT ANALYSIS:

Helpful to Objectives

Harmful to Objectives

STRENGTHS

WEAKNESSES

- Retreats (Acts, Steubenville and others)
- RCIA
- Mass, Adoration
- Lots of Ministries
- Have land
- Msgr. Cronin is very good
- Dedicated staff and volunteers
- Strong community
- People like to get involved
- Receptive to new ideas
- Pretty good tithing (donations),
- Strong CYO (youth sports),
- Some Multimedia (Powerpoint during mass)
- Multiple times for youth religious education classes

- Lots of areas for improvement
- Improve grounds
- Improve hospitality
- Lack of space/need more buildings
- New groups can't easily find space for meetings, most meeting times/ spaces filled
- No large multi-use space for larger groups (200 max capacity currently)
- Update current buildings,
- Accessibility improvements needed (esp. elevator)
- Update IT
- No problem tracking system
- Website

Internal Origin

OPPORTUNITIES

THREATS

- Hispanic population
- Possible mass in Spanish
- Deepness of Catholic faith,
- ACTs: word of mouth
- Archdiocese push for certified Catechists
- Youth
- Others request the grounds often (even for buildings that don't exist).

- Youth Building/focus of Westover Hills
- Youth bands at other churches
- Praise and Worship at Bandera Road Community Church
- Better Multimedia at other faith communities
- need more animated bible studies
- need to evangelize younger couples
- Housing growth is moving outwards (may be decrease of youth in future).

External Origin

PROPOSAL

OBJECTIVES

The foundation of a search campaign is content. Which is one thing that the Prince of Peace website does have. However user experience is another concern. The website does indeed load very fast at 1.218s and has a small size of 525kb (Web Page Test, 2014). But the website does not score well on Google's PageSpeed Insights with Mobile scores of 56/100 for User Experience, and 59/100 for speed; and a Desktop score of 66/100. These low scores from google will influence the search page rankings of Prince of Peace.

Aside from the suggestions in the Content & Design section, a thorough rebuild with SEO best practices would probably be the most cost-effective and search-result-impactful solution. Additionally, regular original content that is not copied or duplicated from other websites would be helpful. Original content helps Google to measure your relevance to those who are searching on a given topic; whereas, duplicated or canned content would decrease Prince of Peace's ranking for that topic.

With these design and content considerations, the implementation of analytics and regular interpretation of those analytics would be helpful in positioning Prince of Peace more visibly in local searches.

OVERARCHING CAMPAIGN GOALS

Overall, there are several touch points which we suggest addressing.

Creating an identifiable brand identity

Website redesign

Email List

Social media presence

Encourage reviews

Creating an identifiable brand identity

A logo and brand identity for Prince of Peace can position the parish as one that takes care to cultivate its relationship with prospective members. First impressions are everything. Additionally a brand identity, consisting of a logo and design language, can provide both a timeless and "hip" image to the outside world.

Website redesign

As discussed earlier and desired by the parish staff, this is a must, but should follow after a brand identity is established. Doing it before the brand identity is created can cause a duplication of efforts and increase in overall project costs.

Email List

An email list would be an easy way to see what connects with parishioners, by providing metrics such as email opens, links clicked and the demographic of those reading, amongst others. Since the parish already has a weekly publication (bulletin) providing content for an initial roll-out would require minimal effort. And an email list could create word of mouth via email sharing. Likewise as the email list matures, new content can be included, including advertising parish wide events and reminders of special holy days.

Social media presence

In an industry where options are plentiful, not having a social media presence of some sort can decrease new members or can increase the risk of losing members to more savvy churches. Social media can also increase word of mouth via social sharing. And like email, content already exists in the form of articles from the parish bulletin.

Encourage reviews

The parish has built up a great amount of goodwill amongst its members. And it can capitalize on this and the diversity of its members by suggesting that parishioners provide reviews on the various review sites. And parishioners have probably never thought of providing reviews, nor of their importance for attracting church hoppers or new members. We believe parishioners would be receptive to the suggestion.

APPENDICES



Screenshot of current Prince of Peace website: www.princeofpeacecatholic.org



Screenshot of reviews on Google

KEYWORDS/SEARCH TERMS

Google acts retreat

Web Images Videos News Shopping More Search tools

Page 5 of about 7,940,000 results (0.27 seconds)

ACTS missions adoration community theology ... - Victoria
www.victoriaacts.org/
ACTS missions community for the diocese of Victoria Texas offers ACTS retreats.

ACTS Retreat - Houston - St. John Vianney Catholic Church ...
www.stjohnvianney.org/ministries/pastoral-care-and-life/acts-retreat/
The ACTS Retreat is a parish weekend retreat patterned after the description of the early Church by the ACTS of the Apostles: "They devoted themselves to the ...

Upcoming Events | Bishop DeFalco Retreat ... - Amarillo
bdrc.org/upcoming-events
Men's ACTS Retreat August 7-10, 2014. Women's ACTS Retreat! October 16-19, 2014 ... for registration forms and ACTS information click on this link: <http://www.>

ACTS Retreat | St. Thomas More | Houston, TX
stmhouston.org/acts-retreat
Our next Women's ACTS retreat will be offered July 24-27, 2014. It will be held at Holy Name Retreat Center, and the registration cost for participants is \$240.

Prince of Peace Catholic Church | ACTS Retreat ...
popabq.org/acts-retreat
The ACTS Retreat is a four day, three night Catholic lay retreat presented by fellow parishioners. The retreat begins on Thursday evening and ends the ...

A.C.T.S. Retreats | Christ the King Cathedral | Lubbock, TX
ctkcathedral.org/acts Cathedral of Christ the King
An A.C.T.S. retreat is a three-day, three-night Catholic lay retreat presented by parishioners from throughout the Diocese of Lubbock. The retreat begins on ...

ACTS - San Antonio - Prince of Peace Catholic Church
www.princeofpeacecatholic.org/acts.htm
An ACTS retreat weekend is a three-day, three-night Catholic lay retreat presented by fellow parishioners like yourself. The weekend begins Thursday evening, ...



Catholic Church san antonio



Web Maps Shopping Images News More ▾ Search tools

Page 3 of about 3,650,000 results (0.21 seconds)

St. Rose of Lima Catholic Church: Welcome!

www.srlsa.com/ ▾

St. Rose of Lima Catholic Church, 9883 Marbach Rd., San Antonio TX 78245 | 210-675-1920 ... How do I become Catholic? We're glad you asked! We welcome ...

St. Paul Catholic Church - Home Page

saintpaulsa.org/home ▾

St. Paul Catholic Church is located in the heart of San Antonio off of Babcock Rd and St. Cloud. We are a parish dedicated to community celebrating the ...

Shrine of St. Padre Pio - San Antonio, TX

shrineofpadrepio.com/ ▾

3843 Bulverde Pkwy San Antonio, Texas 78259 · Mass Times · Contact Us · Online Donation · Home · About · Staff · About Padre Pio · Contact Us · Mass Times ...

What's Happening at our Parish

stdominicsa.org/ ▾

St. Dominic's Catholic Church ... appreciation for your choosing St. Dominic to worship God in fellowship with our parish community. ... San Antonio Life Chain.

St. Ann Catholic Church 210 St. Ann Street, San Antonio ...

www.stanncatholicchurch.com/ ▾

A century ago in San Antonio, Texas a small number of Roman Catholic families living in Beacon Hill began talk of the possibility of building a church for their ...

Prince of Peace Catholic Church

www.princeofpeacecatholic.org/ ▾

San Antonio. Mass schedule, Sunday readings, staff directory, map, current bulletin, parish history. Uses Flash.

Mass/Worship Schedule :: St. Mark Evangelist Catholic Church

www.stmarkevangelist.com > Church Info ▾

Nursery for toddlers 1 year to 5 years old is available during all weekend **Mass times** in the Noah's Ark room. ... San Antonio, TX 78232 210-494-1606

St. Mary Magdalen Catholic Church: San Antonio, TX

stmm.info/ ▾

Sep 18, 2014 - 1710 Clower Street • San Antonio, TX 78201 • 210-735-5269. Home · **Mass Times** ... San Antonio, TX 78201 ... Weekend **Mass times**. Saturday:

Saint John Neumann Catholic Church

www.sjnsc.org/ ▾

... June 19, 1977. The parish is located in San Antonio, TX and has a long, rich history of piety, charity, and fellowship ... St. John Neumann is a **Catholic** community in the Archdiocese of San Antonio. Our mission is ... **Mass Times** Mon, Wed-Fri ...

Mass Time, Location, Office Hours - St. Ann Catholic Church...

www.stanncatholicchurch.com/mass-time-location-office-hours.html ▾

St. Ann Catholic Church 210 St. Ann Street, San Antonio, Texas 78201 210-734-6687 ... **Mass Times** Saturdays 5:30pm. Sundays 8:30am (English) 10:30am ...

Prince of Peace Catholic, SATX

www.princeofpeacecatholic.org/ ▾

Mass Times ... 7893 Grissom Rd. San Antonio, TX> 78251 - Parish Office 210-681-8330 - Religious Education FAX 210-681-2206 ... Mass Schedules Sunday.

Searches related to catholic mass times san antonio

[catholic church search](#)

[catholic church finder](#)

[what time is mass on sunday](#)

[catholic church parish finder](#)

[grotto san antonio mass times](#)

[how do i find my catholic parish](#)

[san antonio diocese mass times](#)

[san antonio chancery](#)

Google

Web Maps Images Videos Shopping More Search tools


About 711,000 results (0.24 seconds)

Prince of Peace Christian School & Early Learning Center ...
www.ppcos.org/
 At Prince of Peace Christian School our comprehensive grid for every student is...
 Road (Carrollton, TX 75007 | 972-447-0532 | Admissions 972-447-0532 ext...
 High School - Summer Programs - Tuition & Fees - View full calendar

Prince of Peace Catholic School
www.ppcatholic.net/
 Prince of Peace is a well-spring Catholic Community in Plano, Texas, living in the...
 presence of the risen Jesus. Using God's abundant gifts, we serve through...
 Faculty and Staff - Calendar - Admissions - Visit Prince of Peace

Prince of Peace Catholic, SATX
www.princeofpeacecatholic.org/
 Prince of Peace Parish, A Catholic Community in Northwest San Antonio, Texas...
 7893 Grissom Rd. San Antonio, TX 78251 - Parish Office 210-681-8330...
 & Google reviews - Write a review

7893 Grissom Rd, San Antonio, TX 78251
 (210) 681-8330



Prince of Peace Catholic Church

Directions Write a review

Address: 7893 Grissom Rd, San Antonio, TX 78251
 Phone: (210) 681-8330

Reviews
 & Google reviews

Google

Web Shopping Maps News Images More Search tools

Page 9 of about 161,000 results (0.32 seconds)

Pax Christi Sister's Retreat Centers - Pax Christi Sisters of ...
paxchrisstisisterscc.org/retreat-centers
 Corpus Christi, TX Liturgical Retreat Center & Jesus Christ Our Peace Chapel. The...
 Pax Christi ... San Antonio, TX Multipurpose Hall The new building was ...

Prince of Peace Catholic, SATX
www.princeofpeacecatholic.org/acts.htm
 ... San Antonio, TX 78251 - Parish Office 210-681-8330 - Religious Education...
 FAX ... An ACTS retreat weekend is a three-day, three-night Catholic lay retreat ...

CITATIONS

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New York: Doubleday

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from <http://developers.google.com/speed/pagespeed/>

[insights/?url=http%3A%2F%2Fprinceofpeacecatholic.org%2F&tab=desktop](http://developers.google.com/speed/pagespeed/insights/?url=http%3A%2F%2Fprinceofpeacecatholic.org%2F&tab=desktop) on

October 15 2014.