



# USA Catholic Church

## The Catholic Church Mobile Solution

Presented by: Jackie Szmaja  
USCCB Marketing Team

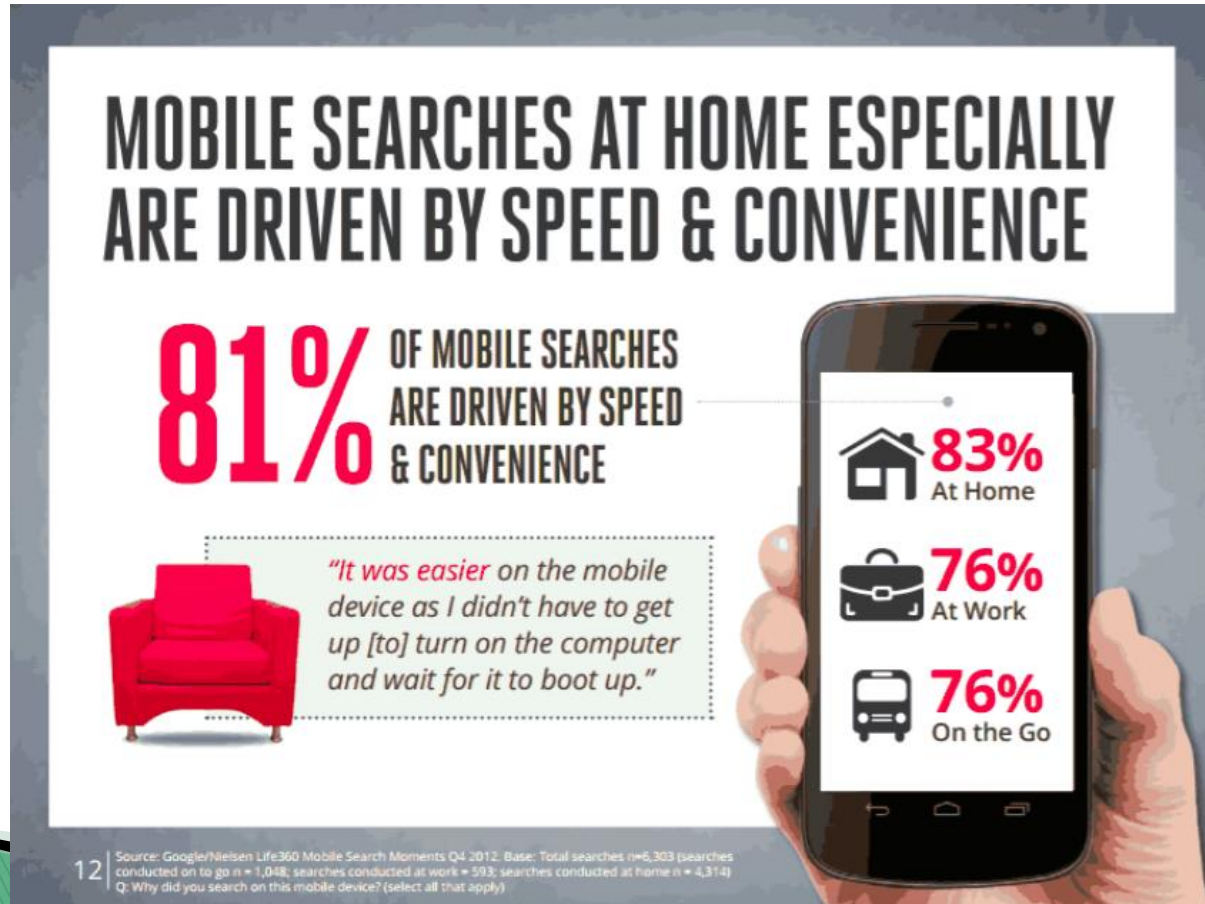
November 19, 2015

# Changing parish and diocese needs

- ▶ Limited time and resources to prepare materials
- ▶ Most dioceses and parishes have websites, but they are not mobile optimized
- ▶ Few dioceses and parishes have mobile apps
- ▶ Ability for to customize and manage content



- Need for information quickly and on the go

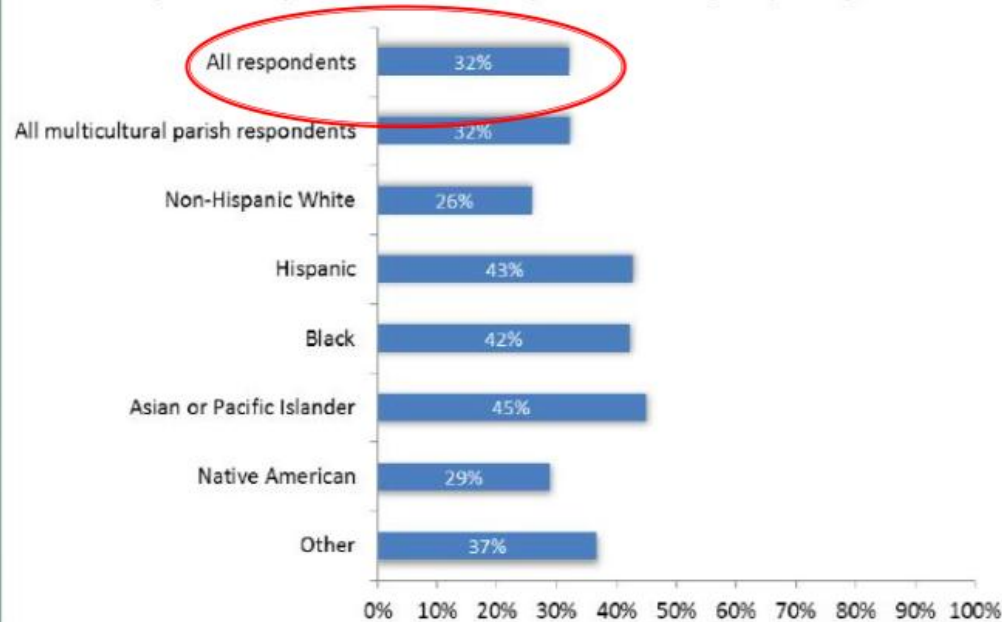


# ► Increase in “shopping for parishes”

## Drive-by Catholics



*Do you currently live closer to another parish? Percentage responding 'Yes'*

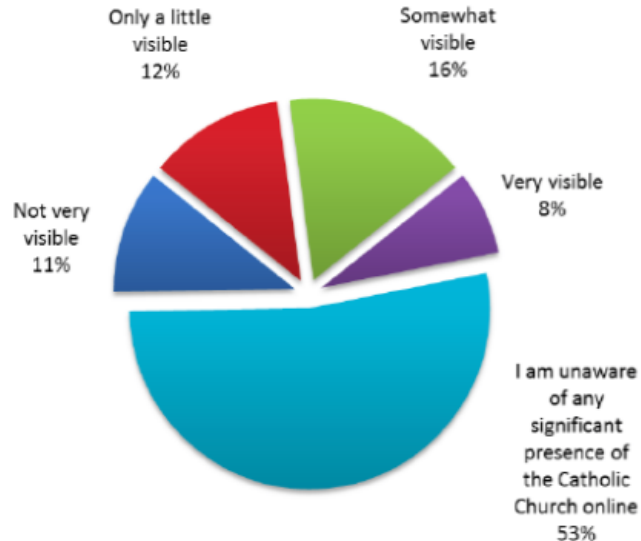


# ► Need for comprehensive trustworthy information

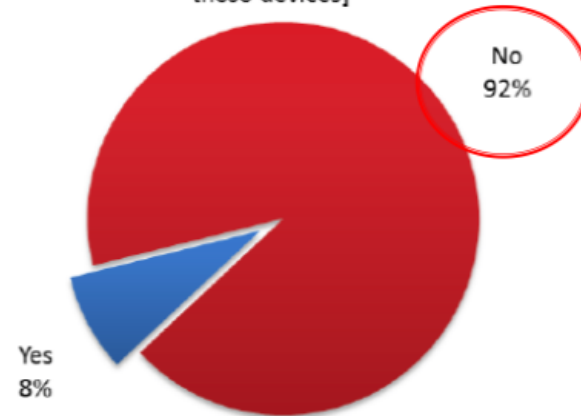
## Plugged in but tuned out?



*How would you rate the Catholic Church's visibility on the Internet?*



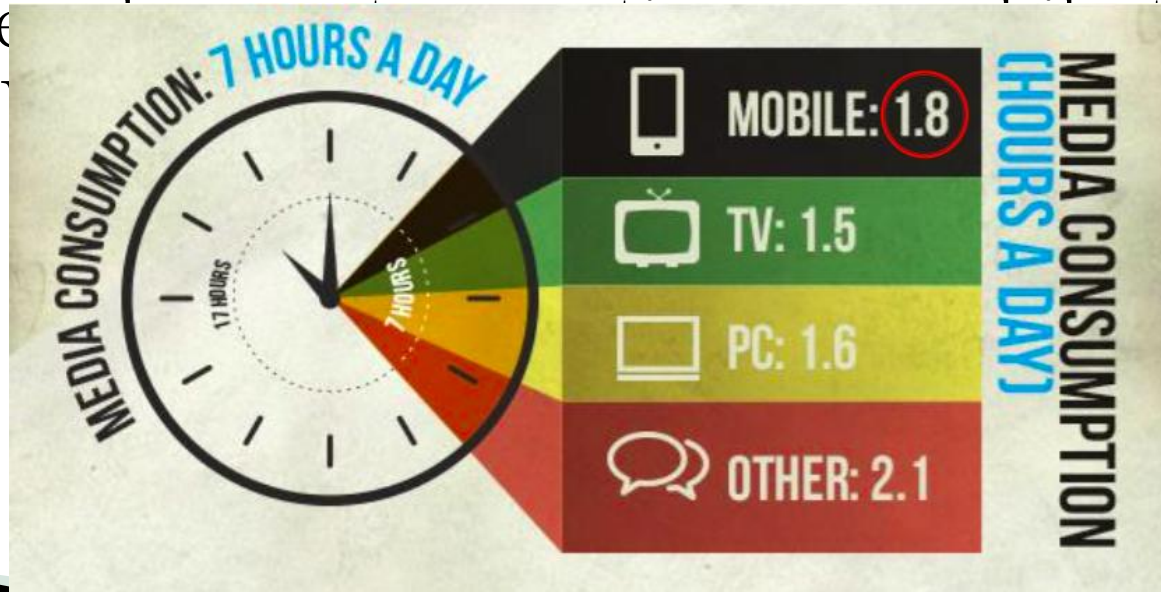
*Do you use any applications (i.e., apps) related to the Catholic Church or Catholicism on your cellphone or other mobile, e-reading, or gaming devices? [Among respondents who regularly use these devices]*



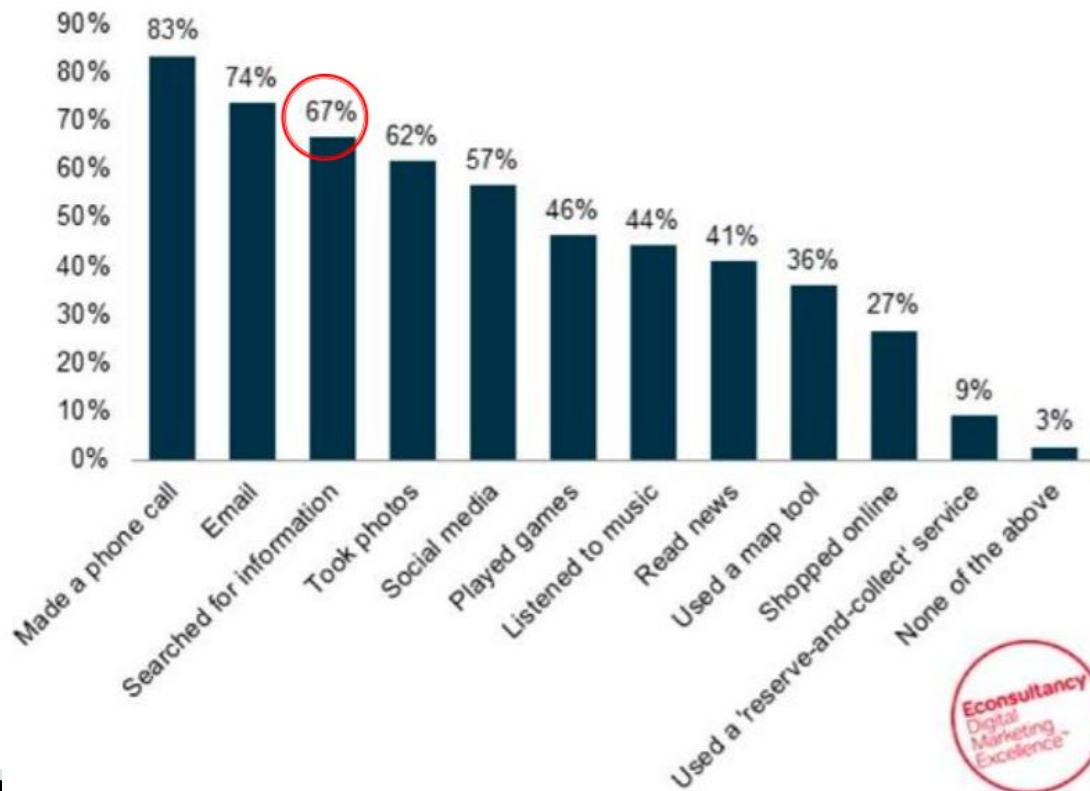


# Increase in mobile use

- ▶ In 2013, smartphones surpassed cell & home phones
- ▶ People spend more time on their smartphones than their TVs



- ▶ Mobile phones are used for gathering information



Respondents: 728

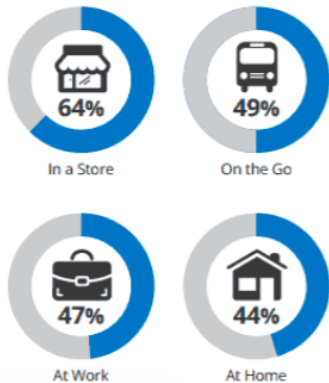


# ► Mobile search assists in decision making

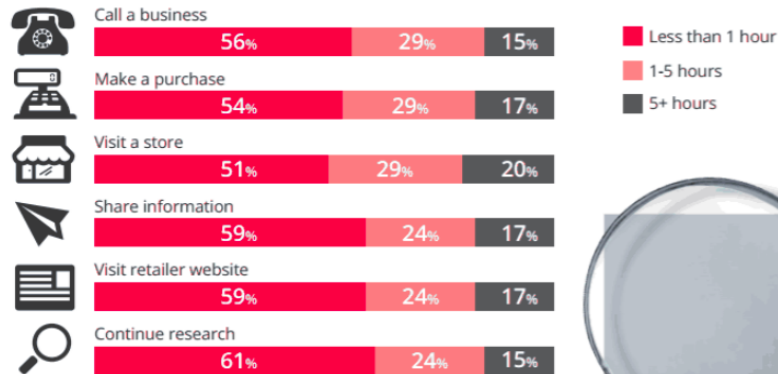
## MOBILE SEARCH IS A KEY PART OF THE DECISION-MAKING PROCESS

**45%**

OF ALL MOBILE SEARCHES ARE **GOAL-ORIENTED** AND CONDUCTED TO HELP MAKE A DECISION

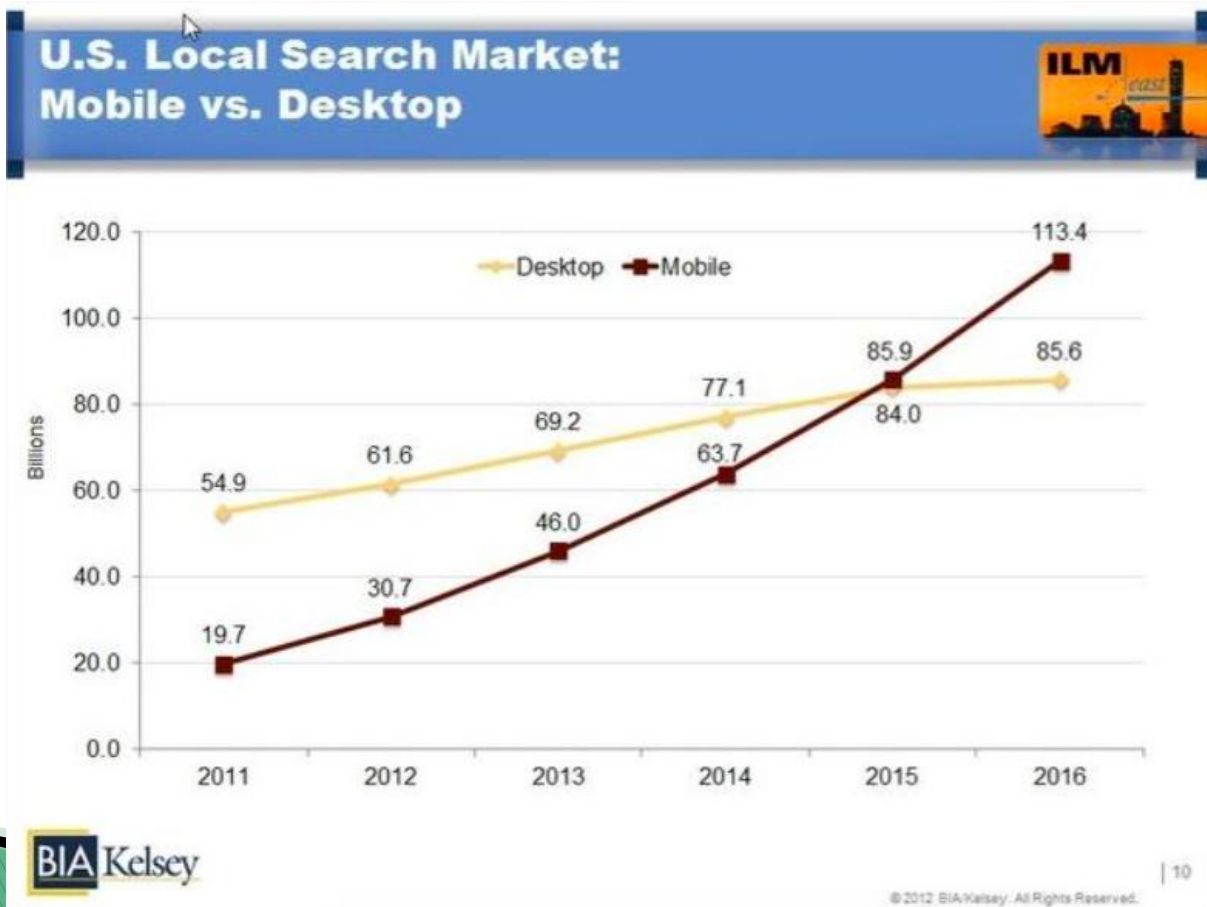


## MOBILE SEARCHES TRIGGER QUICK ONLINE AND OFFLINE ACTIONS





- By 2016 mobile search will surpass desktop



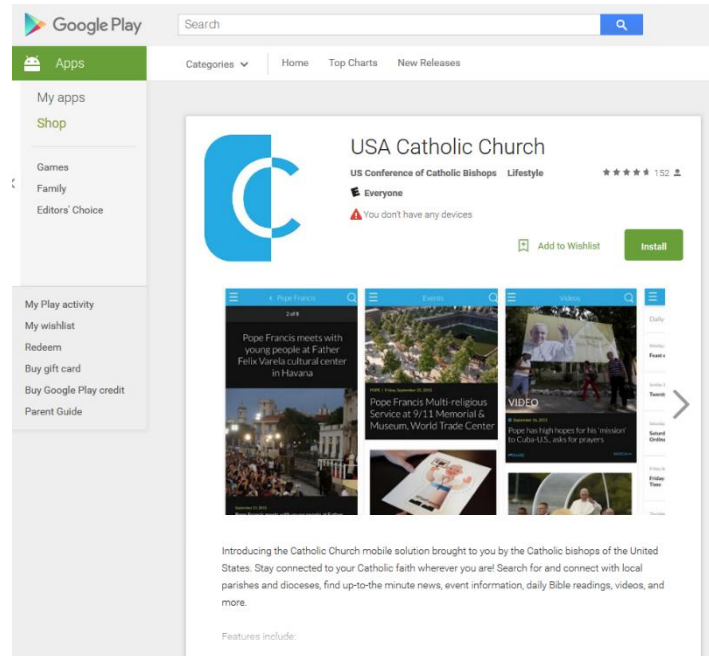
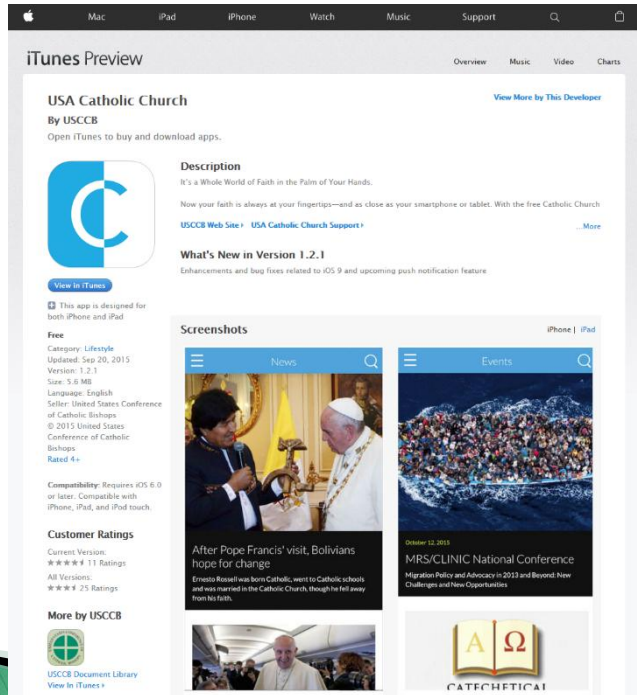
# The USA Catholic Church Mobile Solution

CATHOLICHURCH

USCCCB

# Launched September 8, 2015

- Apple iTunes and Google Play stores
- Spanish and English



# What is included

- ▶ Pope landing page news and information
- ▶ Daily readings
- ▶ Videos / live stream video feed
- ▶ Photo galleries
- ▶ Weekly national resources
- ▶ Parish and diocese finder
- ▶ Parish and diocese news, events and information
- ▶ Parish and diocese staff bios
- ▶ Weekly parish bulletins
- ▶ Donate page

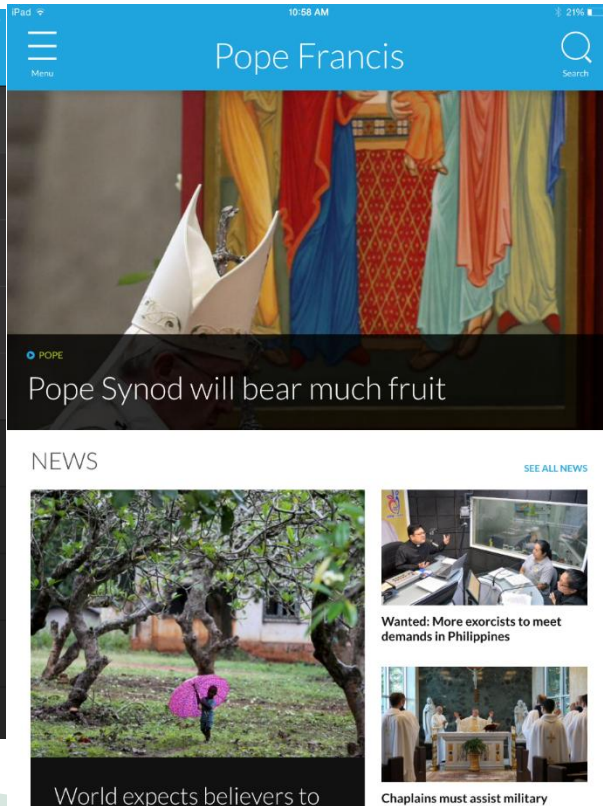
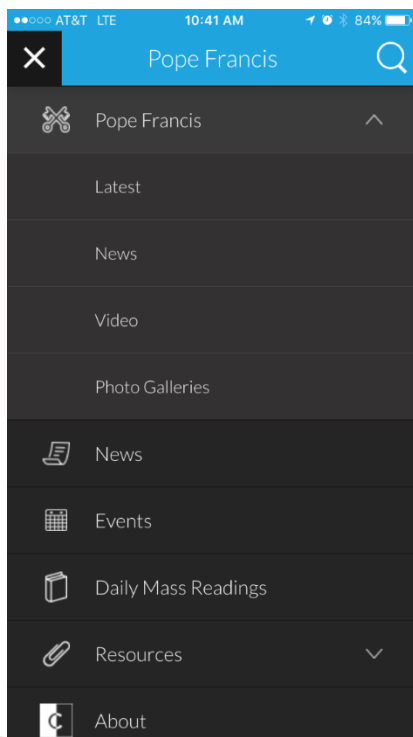






# Features – Pope Francis

## News, Video and Photo Galleries



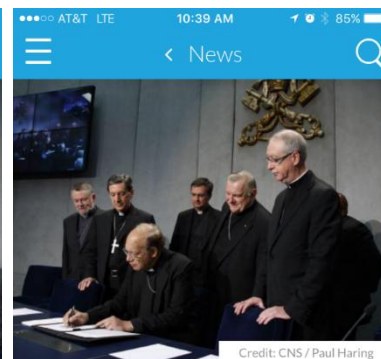
# Features – News

## News, Video and Photo Galleries



NEWS

SEE ALL NEWS



POPE

Bishops from around the world plead for climate change action


Catholic News Service | October 26, 2015

VATICAN CITY (CNS) -- The presidents of the U.S. and Canadian bishops' conferences joined leaders of the regional bishops' conferences of Asia, Africa, Latin America, Oceania and Europe in signing an appeal for government leaders to reach a "fair, legally binding and truly




# Features – Events


Events




NAT\_INT | Monday, November 2, 2015  
**All Souls Day**



NAT\_INT | Sunday, November 1, 2015  
**All Saints Day**




NAT\_INT | Sunday, November 15, 2015  
**National Bible Week**




NAT\_INT | Sunday, November 29, 2015  
**Advent Begins**


Events




NAT\_INT | Sunday, November 1, 2015  
**All Saints Day**




NAT\_INT | Monday, November 16, 2015  
**USCCB General Assembly**



Events




NAT\_INT | Sunday, November 1, 2015  
**All Saints Day**



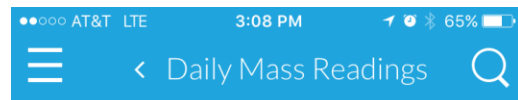
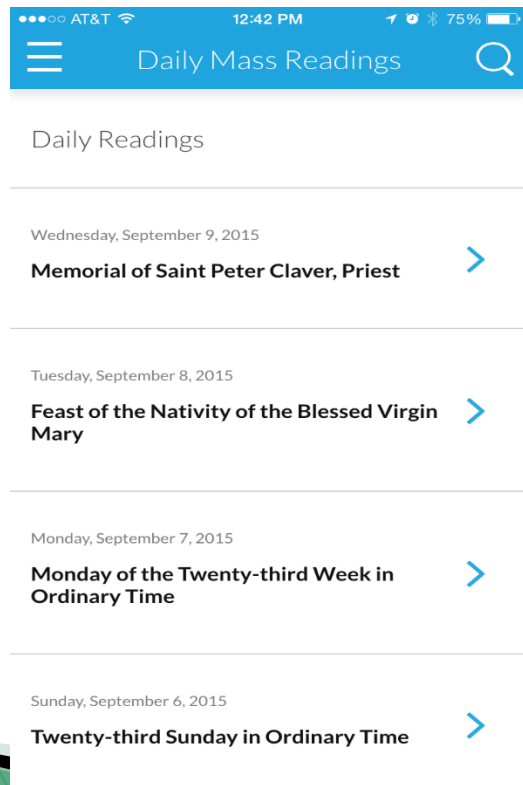
NAT\_INT | Monday, November 2, 2015  
**All Saints Day**

Events



NAT\_INT  
**All Saints Day**  
November 1, 2015 12:00 AM  
**All Saints Day**  
+ ADD TO CALENDAR

# Daily Readings



## Thursday of the Twenty-ninth Week in Ordinary Time

October 22, 2015

Reading 1 [Rom 6:19-23](#)

Brothers and sisters:

I am speaking in human terms because of the weakness of your nature.

For just as you presented the parts of your bodies as slaves to impurity and to lawlessness for lawlessness, so now present them as slaves to righteousness for sanctification.

For when you were slaves of sin, you were free from righteousness.

But what profit did you get then from the things of which you are now ashamed? For the end of those things is death.

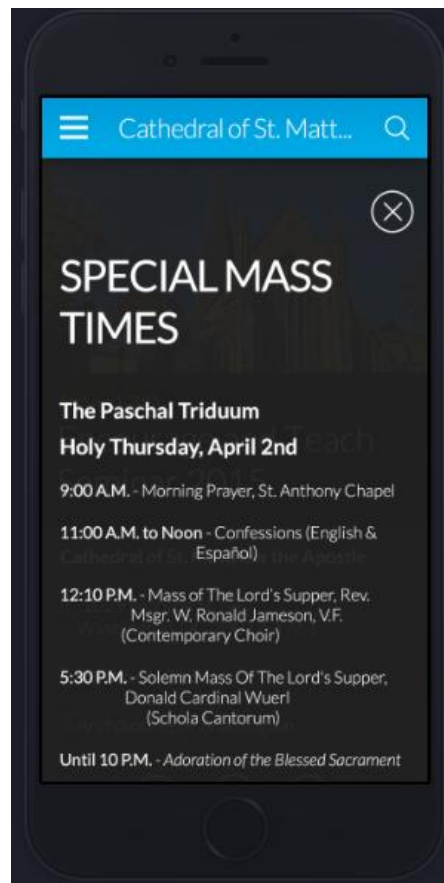
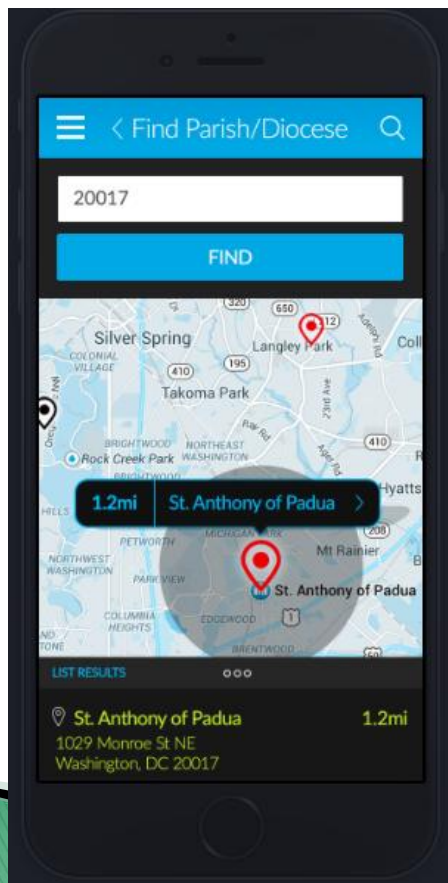
But now that you have been freed from sin and have become slaves of God, the benefit that you have leads to sanctification, and its end is eternal life.

For the wages of sin is death, but the gift of God is eternal life in Christ Jesus our Lord.





# Parish finder





# Features – Multimedia Galleries



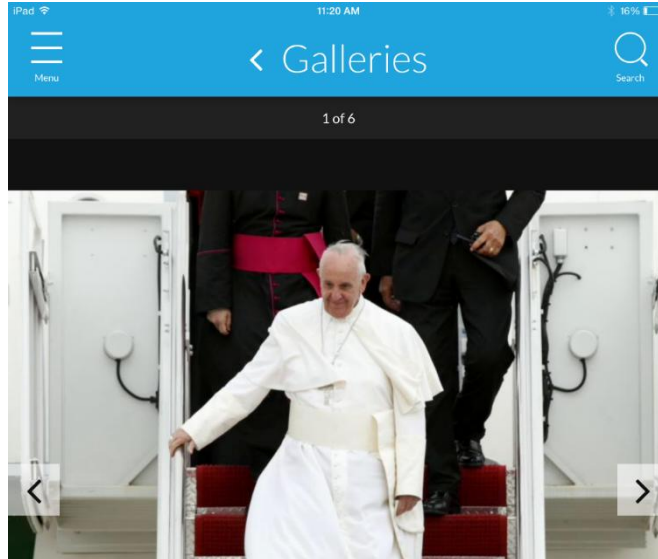
October 5, 2015

Synod of Bishops on the Family



September 27, 2015

Pope Francis at Independence Hall  
in Philadelphia



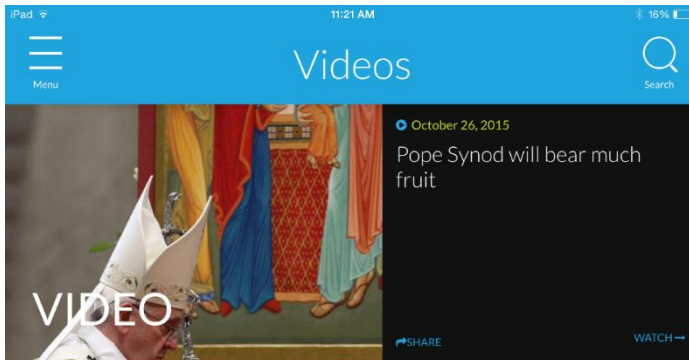
September 22, 2015

Pope Francis walks from plane arrival at Joint Base Andrews outside Washington

Picture: CNS / Reuters



# Features – Multimedia Videos



POPE | Monday, October 26, 2015

▶ Pope Christians must change with times



POPE | Monday, October 26, 2015

▶ Pope Synod will bear much fruit



Tuesday, October 27, 2015

▶ Synod winners and losers?



POPE

## Pope Synod will bear much fruit

By, | October 26, 2015

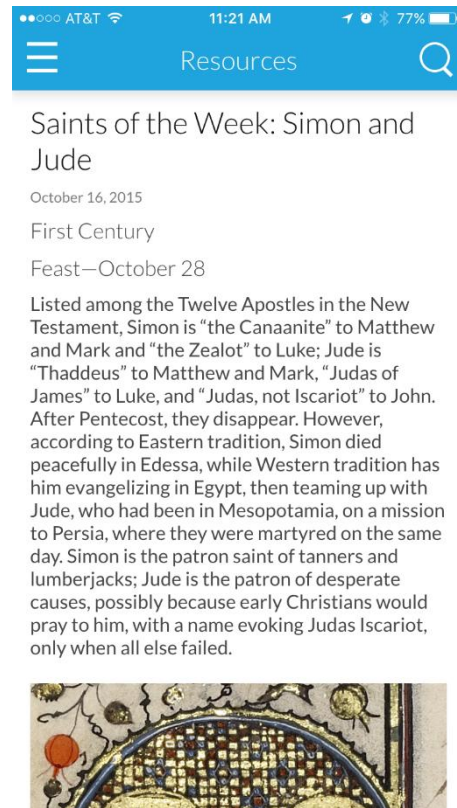
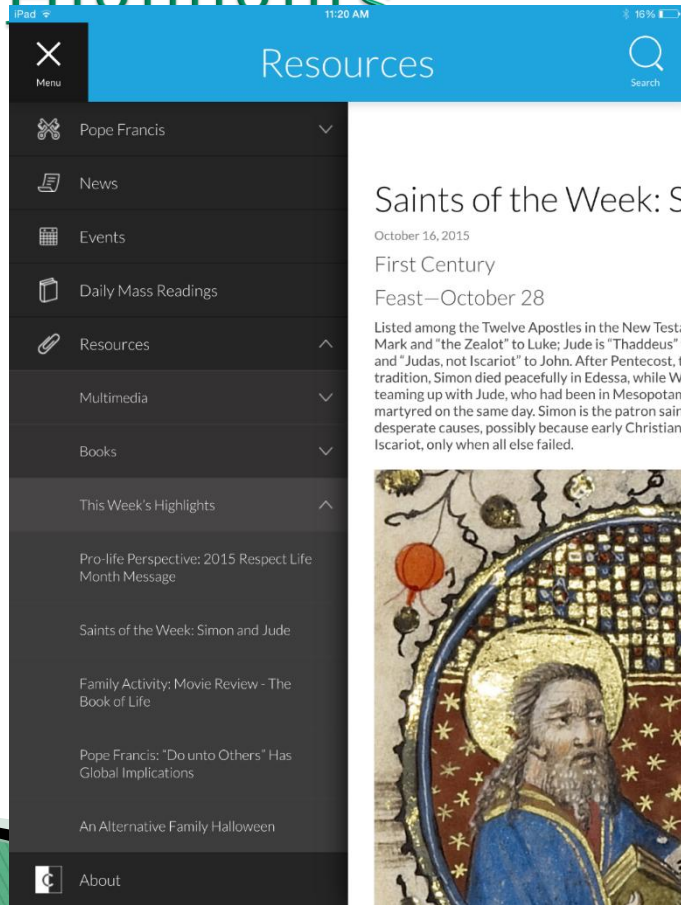
The 2015 Synod of Bishops on the Family ended with a Mass in St. Peter's Basilica Sunday Oct. 25.



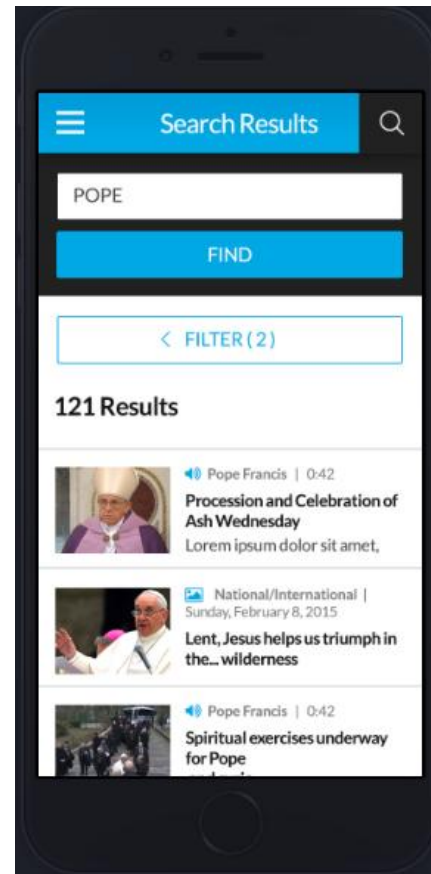
USCCB © - Build: 19:47:10 September 18, 2015



# Features – This Week's Highlights



# Navigation & search





myUSCCB







The video can also be found at the bottom of the  
myUSCCB page at <http://www.usccb.org/myusccb>



# What is myUSCCB?

- ▶ Access to all archived resources
- ▶ Downloadable content for distribution
- ▶ Live event and webinar access and participation
- ▶ USCCB store discounts
- ▶ Personalized printing
- ▶ Diocese and parish access to Catholic Church mobile solution



# *This Week in* **MINISTRY**

Weekly materials for liturgical planning  
Weekly emails with prepared content

- ❖ *Social media posts and shareable images*
- ❖ *Weekly prayers*
- ❖ *Saint of the Week*
- ❖ *Salt and Light – guest column*
- ❖ *Fact of Faith*
- ❖ *Reflection*
- ❖ *Weekly cartoon*
- ❖ *And more...*



# Membership structure

Account Package	Users	Catholic Church Mobile App	Bookstore Discount	Who would need this?	Account Price
Bronze	Up to 3 users	No	20% discount on bookstore resources	Best for individuals or small parishes	\$12/month (\$144/year)
Silver	Up to 25 users	No	30% discount on bookstore resources	Best for average-sized parishes, diocesan offices, or ministry groups	\$16/month (\$192/year)
Gold	Up to 50 users*	Yes	40% discount on bookstore resources	Best for large parishes, schools, dioceses, or institutions	\$22/month (\$264/year)

\*Need more than 50 users? Contact us for special pricing.

**Gold Level now free for 1 year!**



The background is a complex, abstract composition of various shades of green and teal. It features overlapping geometric shapes, including circles, squares, and lines, creating a sense of depth and movement. A large, faint, circular logo is visible in the center, containing the letters 'USCCCB'. The text 'Next Steps...' is prominently displayed in the middle-right area in a black, serif font. At the bottom right, the letters 'USCCCB' are repeated in a large, semi-transparent, green font.

Next Steps...

USCCCB



- ▶ Now – November 30: Parish and diocese beta testing
- ▶ December: myUSCCB members gather content
- ▶ January: Parishes and diocese enter content



# QUESTIONS ?

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