Butte’s Online Service Community

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MSTC Project

Butte’s Online Service Community

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Abstract

The problem that needs to be solved is that there is not one direct and/or instantaneously link/connection to service opportunities in Butte, Montana. The Coalition of Southwest Montana Continuum of Care is a group located in Butte that was formed the later part of 2017 to try and end homelessness in Butte. This online service community will be a catalyst in connecting the coalition, and other service groups, to the Butte community. Jesse James Garrett, in his book The Elements of User Experience, explains the process of how to build a successful online community. Tharon W. Howard, in his book Design to Thrive, discusses the RIBS approach to sustaining an online community. Using these approaches will help solve the problem that exits in communities that fail. Garrett describes five planes that will build a successful online community. These planes are called Strategy, Scope, Structure, Skeleton, and Surface. RIBS represent four strategies for developing a successful online community. These strategies are Remuneration, Influence, Belonging, and Significance. Applying Garrett’s five planes to building a community, using the RIBS method to solve the problem that exists, and using the artifact of service for the online community, a service online community can have success. There are three questions that need to be answered in building and sustaining an online service community. These questions are: What’s a good approach to User-Centered Design for an online community that would generate an increase of service opportunities in the Butte community? What attracts people to participating in a service community, and what effects does participating in a service community have on individuals/communities? How does technology support community formation and organization? Usability testing was done using the techniques of speak aloud protocol and card sorting. The results of the usability testing indicate that the website has effective aesthetics and readability, is easy to understand and navigate through, is wanted by service organizations, and is a new innovative idea for technology as it pertains to service in the community. Research suggests that Facebook and YouTube are in the top five most used social networks. A pilot test will be conducted to help understand how to better user experience. The pilot test will be assessed in a 6-12-month period. Research suggests that having an online community could promote positive change, increase interest in higher education, and create a more united community. Appendixes A-I show the website pages.

Key Words: Online community, service, social networks, aesthetic design, storytelling, images, user-centered design, card sorts, speak aloud, remuneration, influence, belonging, significance, and planes.
Introduction

An online community is “where the individual is not at the center of the relationship in a community; instead it is secondary. The primary focus in a community is on the user’s commitment to a core set of interests, values, and communication practices. Because secondary relationships in online communities are stronger than social networks, it is possible to engage in more complex tasks and activities in communities than it is in social networks.” (Howard, 2010 p. 15-17)

Three important types of activities in online communities are: sharing, cooperation, and collective action.

Sharing requires the least amount of organizational complexity because it’s the easiest activity which is ideal for social networks.

Cooperation takes more effort and demands more complexity. With cooperation, different individuals or small teams work on their own toward a common goal.

Collective action deals with large organizational structures, such as unions, government agencies, corporations, and professional organizations, which are setting policies or making binding agreements as part of their collective action.” (Howard, 2010 p. 15-17)

This project consists of developing an online service community for Butte, Montana. Involved in this developing process is creating a service website and connecting the website to two online social networks. The website is a site that will inform the Butte community of the possible places to give service, and the online social networks will connect the Butte community to these places of service. The two online social networks are Facebook and YouTube. The title of the project
involved in the service website and online social networks will be called—Butte’s Online Service Community.

The intent of the study is to create an online service community. Creating an online service community will hopefully increase people’s participation in the service that goes on in the community. The audience is the Butte Community.

A strategy for approaching and developing a successful online community, that Howard (2010) discusses will be the “four elements necessary for long term success.” (Howard, 2010 p. 15-17) These elements are known as RIBS, or Remuneration, Influence, Belonging, and Significance. These four elements are the starting point to building a successful online service community and will be discussed and addressed in this paper.

By using the RIBS method to solve the problem and by using the artifact of service for the online community, a service online community can have success. There are three questions that need to be answered in building and sustaining an online service community, that apply further to the RIBS strategy. These questions are: What’s a good approach to User-Centered Design for an online community that would generate an increase of service opportunities in the Butte community? What attracts people to participating in a service community, and what effects does participating in a service community have on individuals/communities? How does technology support community formation and organization?

Three hypotheses will be formed that correlate with the questions. The Null and Alternative Hypothesis’ will be used.
The process in developing and organizing the online community will be discussed. A discussion of those processes and development will be analyzed and put into action. A conclusion will be made, and a reference page will be included.

The Southwest Montana Continuum of Care Coalition is a group of 21 service organizations in Butte, Montana. Members include 4-C’s, Action Inc., Butte Community Council, Butte Food Bank, Heart of Butte, Butte Ministerial Association, Butte School District, Butte-Silver Bow Chemical Dependency Center, Butte-Silver Bow Community Development Office, Butte-Silver Bow Health Department, Butte-Job Service—Veterans’ Services, Food Service Providers-Heart of Butte, We Deliver-Help for the Homeless, Montana Independent Living Program, Butte Rescue Mission, Montana Veteran’s Administration, Public Housing Authority of Butte, St. James Healthcare, Southwest Montana Community Health Center/Healthcare for the Homeless, Volunteers of America, and Western Montana Mental Health Services.

This Coalition doesn’t have social networks that connect them together. They want one and express the need for one in the Butte Community. They express that there is a need to connect the Butte Community to their coalition, and using social networks is a productive way to connect to the community.

This service website and online community can help this coalition by connecting the community to their coalition and to their individual organizations. As the Butte community gets involved, whether it applies to involvement by cash donations, donations to support the coalition as a whole and as individual organization, or to support individuals in the community, this social online community will be one step forward to ending homelessness and poverty in Butte.
This coalition is in need of volunteers to train staff, volunteer time, money, living essentials, clothing, and love/support to those that are in need. The social networks of Facebook and YouTube connected to a service website can increase the number of volunteers in support of ending homelessness.

The organization of this coalition is revolutionary. Just like this service website and online service community, this coalition is unique. Combining a social online community to the coalition creates new possibilities and can cause a chain reaction that reaches to other communities in Montana and possibility the world. Combining the two creates a solution to gaps that exist in the current technology realm.

As this coalition learns to work together, they create for each organization ownership to follow through with planned goals. As ownership accelerates progress, the group working together as a whole changes the way homelessness is handled in Butte. Knowledge is power, and when the community has daily access to knowledge, as it pertains to service in their community, they provide help in making this coalition and the individual organizations in the coalition a powerful tool in changing poverty in Butte. If service organizations and the community succeed in ending homelessness, or rather the definition of homelessness, a chain reaction effect can occur in other communities, as word get out to other communities.

Monthly meetings are held by this coalition, and as each organization within the coalition shows accountability each month to report individual progress, their individual organizations expand and grow to their full potential over time. The evidence of this progress and possible redefinition of homelessness in Butte, will be seen when the online community is online, and people are sharing, commenting, posting, serving, taking action, and liking posts shared on Facebook and YouTube.
Background

Problem to be Solved
The problem that needs to be solved is that there is not one direct link/connection to service opportunities in Butte, Montana. The Butte community is not directly and/or instantaneously connected to the service that is available in the Butte community. This unavailability of an online service community, may be the cause of not as much service being performed in the community.

The solution to this problem is to build a website that includes specific organizations that serve the Butte community. These places are Butte humanitarian organizations, businesses, nursing homes, religious organizations, schools, and government. After these organizations and businesses are on a website, they then need to be connected to social networks.

Three of the most popular top five social networks are Facebook, Instagram, and Twitter. These are the social networks that will be used to solve this problem. These social networks will be used to build the online service community.

A Forrester Research survey, shows how online communities have been overlooked in their value. The article indicates that when dealing with social networking, online communities are second in satisfying the user, but are used the least. Forrester Researchers have said that online communities are being recognized, are being created, and are being used more often to obtain company objectives and goals. (Kim Celestre with Mary Pilecki, and Mike Carpenter on December 29, 2014 on How Online Communities Help You Achieve a Social Depth Objective when it comes to marketing a product)

In 2012 Forrester Research reported that over 40% of business technology decision-makers indicate that support forums, discussion forums, and professional social networks influence them throughout their online journey. These new online opportunities and communities increase brand popularity and attention. [https://go.forrester.com/blogs/12-11-28-jump_start_your_online_community/](https://go.forrester.com/blogs/12-11-28-jump_start_your_online_community/)

**Process on How to solve the problem**

Howard (2010) discusses the RIBS approach to sustaining an online community. Using this approach to build an online service community will help solve the problem that exits in communities that fail. RIBS represent four strategies for developing a successful online community. These strategies are Remuneration, Influence, Belonging, and Significance.

**Remuneration**

Remuneration is when “individuals become part of a social network because there is a clear benefit for doing so.” (Howard, 2010, p. 54)

There are five elements to developing an online community that will benefit individual members of the community and encourage those members to sustain the community

1. Encouraging people to share their stories. Sharing stories connects members to the online experience of community. They feel “real connections” (Howard, 2010, p. 51) with others in the online community. Stories attract members to their community and keep bringing them back to see more. Members develop a sense of satisfaction and a feeling of goodness as they participate and see others participate.

2. Promoting a social connection to the topic that is of interest. A service online community will attract people that love to serve. Members will start to get to know other people who participate in activities similar to their liking. They will want to follow and experience
the experiences that are going on in their community, and this will encourage engagement in the online experience.

3. Getting rid of noise and choosing social networks that are easily understood. Do not make the online experience complicated. To not have noise or clutter that distracts the user. This means that things that are not associated with the community needs to be taken away. If members of the community are posting stories that have nothing to do with the subject of the community it will distract the end user and they might not want to be a part of that community.

4. Keeping the focus on what the subject of the community is.

5. Encouraging participation. Howard mentions ways managers can encourage participation which includes: “seeding the discussion, using stars on messages to show member participation, ranking the value of users’ messages, removing users’ fear factor by providing examples of how to participate, sending out reminders about upcoming events or recent activities, and creating regular events for users.” (Howard, 2010, p. 52)

**Influence**

Howard says, “when members feel the pull of influence on them in a community and once they feel they have ‘buy in’ from a community, they’ll often stay in that community and continue contributing to it even when it’s no longer clear to them how they are being remunerated.” (Howard, 2010, p. 82)

Thera are five elements included in influence that will encourage members to stay in their community.
1. Influence must be allowed. People need to feel like they have a voice in the community that they are participating in. Members must be allowed to participate and have their voices be heard. (Howard, 2010, p. 85)

2. Boundaries must be set. Members must feel that they have a safe place in their community. (Howard, 2010, p. 83-84)

3. Fun must be allowed. Members must feel like their community is fun. Fun activities will engage the members and retain members to their community. (Howard, 2010, p. 84)

4. Knowledge needs to be acquired and learning and growth must take place for members who are a part of the community. If questions are asked, then answers should be provided.

5. Love must be felt, from, and between members of the community. Responding to concerns in the community will aid in members feeling valued and cared for. (Howard, 2010, p. 106)

**Belonging**

Howard says, “Belonging is the techniques or mechanisms by which we help members of the community develop the sense of ‘social presence,’ a sense that they belong in that community, that they identify with it, and share a bond with its other members.” (Howard, 2010, p. 130)

There are six elements included in belonging that will encourage members to stay in a community.

1. Sharing stories about what the community is about and what it values.

2. Including members in other group activities that are different from your own. Members inviting other members to activities in the community that encourage growth and
participation in unique events—this creates a sense of belonging, and in the process encourages participation within groups that would not normally engage with one another.

3. Discovering new ideas and a new sense of belonging can develop and occur when members feel included with other members.

4. Sharing history that involves the topic of the community. This gives members knowledge and knowledge encourages higher levels of participation and acceptance within the community. (Howard, 2010, p. 138)

5. Allowing symbols and pictures to be included by members. Pictures can touch an individual in ways words cannot. Pictures can uplift the community you are a part of. (Howard, 2010, p. 140)

6. Creating events that celebrate what is happening in the community and recognizing achievements of members. This encourages participation in a community.

**Significance**

Howard says, “In order for your online community to be considered ‘significant,’ your community needs to be: well organized, established as the ‘go place’ for accomplishing your users’ goals, valued by the people who are serious and passionate in their field, and distinguished as a reputable brand to your users.” (Howard, 2010, p. 169)

An online community will be successful when a plan is put into place and the structure is organized.

Significance has five elements that are required to achieve the goal of having a successful community.
1. Participation must be gradual. Allowing anyone to be a member, especially in the beginning can cause chaos. Starting with users that are significant to the project or start-up will create an organized community.

2. Participants, especially new members, must have significance in the community. Members who are significant in the online community will attract other members who can help the community grow into a reputable community.

3. Connector “nodes” must be first included in the online community. Connectors are “people who seem to know everybody.” (Howard, 2010, p. 175)

4. Mavens must be first included in the online community. Mavens are “enthusiasts and devotees in a subject matter area; they collect information about a subject and are thrilled to distribute it.” (Howard, 2010, p. 175)

5. Salesmen must be first included in the online community. Salesmen “are the big idea brokers; they aren’t only interested sharing in sharing information like the mavens, but they are also interested in persuading people to act on it.” (Howard, 2010, p. 175)

**Inquiry Questions and Hypothesis**

**Question One:** What is a good approach to User-Centered Design for an online community that would generate an increase of service opportunities in the Butte Community?

Null Hypothesis (Ho): There is no statistical data indicating that a good approach to User-Centered Design for an online community would increase the amount of service opportunities in Butte.

Alternative Hypothesis (Ha): People would serve in the Butte community more often if they were aware of, and a part of, an online service community that had a good approach to User-Centered Design.
**Question Two:** What attracts people to participating in a service community and what effects does participating in a service community have on individuals/communities?

Null Hypothesis (Ho): There is no statistical data indicating that community and service has any effect on communities and individuals.

Alternative Hypothesis (Ha): An increase of service in communities will develop common ground, satisfy basic human needs, establish and maintain more peaceful communities, will promote an increase in self-improvement, and will generate more feelings of love and compassion.

**Question Three:** How does technology support community formation and organization?

Null Hypothesis (Ho): There is no statistical data indicating that technology unites people and communities.

Alternative Hypothesis (Ha): Technology unites and supports community formation and organization.

**Literature Review**

This literature review discusses how to use the five planes that Garrett discusses in his book, The Elements of User Experience, to build a successful online community and it furthers the study of RIBS, and answers the questions: What’s a good approach to User-Centered Design for an online community that would generate an increase of service opportunities in the Butte community? What attracts people to participating in a service community, and what effects does participating in an online service community have on individuals/communities? How does technology support community formation?

Jesse James Garrett says:
A well-designed product is one that does what it promises to do. And a badly designed product is one that somehow doesn’t: scissors that don’t cut even though the blades are sharp. Products might look great and work well functionally but designing products with the user experience as an explicit outcome means looking beyond the functional or aesthetic. User experience design often deals with questions of context. Aesthetic design makes sure the button on the coffeemaker is an appealing shape and texture. Functional design makes sure it triggers the appropriate action on the device. User experience design makes sure the aesthetic and functional aspects of the button work in the context of the rest of the product, asking questions like, ‘Is the button too small for such an important function.’” (page 7-8, Garrett)

Garrett talks about what happens when people can’t use a website and why this detracts people from going back. “They blame themselves, they feel like they did something wrong, they feel like they weren’t paying attention, and they feel stupid.” (p. 10, Garrett)

This service website/social networks are supposed to be intended to help the user feel as if they accomplished something by being a part of the site. The user should feel like they are a part of something important that has created good context, aesthetic design, and functional design.

Garrett says that “providing a quality user experience is an essential, sustainable competitive advantage for creating a website, and effective communication is a key factor in the success of a product… (and good) user experience has a far greater effect on customer loyalty.” (p. 12-13, Garrett)

How do you effectively communicate on a website?
Garrett discusses the importance of the user being in mind in every step and outcome of a website as it develops. He suggests to always build with the user in mind with every design asking the questions, how do you connect to the user, what do they want to see, what will attract their attention, and what will keep their attention? (p. 15, Garrett)

Garrett talks about using five elements of design, or five planes that will make a great website/social network community. He says, “By breaking the job of crafting the user experience down into its component elements, we can better understand the task as a whole.” (p. 19, Garrett)

Five Planes/Elements

1. Surface
2. Skeleton
3. Structure
4. Scope
5. Strategy

Garrett talks about how we must have an interest in the site we are building, and we must consider what we want, but we need to keep in mind the user at all times to be successful in combining the two interests. He talks about what we want and what will be “required” to get to the end of that idea or creation. He talks about building from the bottom to the top.

**Strategy Plane**

“The foundation of a successful user experience is … knowing both what we want the product to accomplish for our organization and what we want it to accomplish for our users.” (p. 42, Garrett)
Steps

1. **Objective:** What do I want the website to convey? The importance and value of serving in the community.

2. **Identity:** How will users identify? Users will identify if they feel a connection to the community and can understand the aesthetics.

3. **Indictors:** Ask people to use the site, word of mouth, signs, get well known people involved, newspaper.

4. **Segmentation—Demographics**
   a. Group users in small groups with specific “characteristics in common” (p.42, Garrett).
   b. Groups for the service community could be:
      i. Who are my users? People interested in service.
      ii. Who is interested in service, who serves, why do they serve, what age group and or income of people are most likely to use the site? (This information can be found by looking at similar websites and online surveys).

**Scope Plane**

“Strategy becomes scope when you translate user needs and product objectives into specific requirements for what content and functionality the product will offer users.” (p. 57, Garrett)

Questions: What is valuable about my product? What conflicts could arise? What am I building?

Garrett says to “clearly articulate exactly what you’re setting out to build.” (p. 59, Garrett)
This service website is about service in the community and in order to get people involved and interested the member must feel connected to the site. Aesthetics and usability will attract the user to the site. This service community is valuable because it will give the Butte community an increase of knowledge about service being offered. Conflicts that could arise are people do not use the community properly and take advantage of the kindness of others.

Garrett discusses the importance of defining requirements. This service community is about service.

Requirements for this service community are: members need to be respectful towards others when using the site or will be taken off the group, soliciting will not be allowed, foul language can’t be used, inappropriate or false information cannot be said about another product or service that is part of the group, kindness must be shown.

Garrett poses the question, what am I not building?

This service community is not a business, it is a social network community free of ads. It is a social community free of bias and prejudice.

Garrett poses the question: Why are you making this product and what will it accomplish?

These questions will be answered on the homepage. This service community is being made so people in the Butte community will be more aware of service and, so they will have more service opportunities.

**Structure Plane**

“After the requirements have been defined and prioritized, we have a clear picture of what will be included in the final product. The structure describes how the pieces fit together to form a cohesive whole.” (p. 79, Garrett)
What should the user experience with this site?

Opportunity to give service.

How will this site work?

This website will be the catalyst to an online service community. It will connect to Facebook and YouTube. It is not just a service site it is a social community site. Most service sites do not have a group, they have a network that the community can like, comment, on and follow, but the community is not part of the group. This is a social online community gap that this website and social community will fill.

Other websites proved useful in finding a pattern of do’s and don’ts. Do not use too much text, use more pictures, and eliminate noise.

Garrett talks about “Interaction Design” (p. 88) What are the possible behaviors of the user? This will be determined with a pilot test. When a pilot test is conducted the builder of the community will understand how information is being processed on the site and will be able to organize that information accordingly.

**Skeleton Plane**

“On the skeleton plane, we further refine the structure, identifying specific aspects of interface, navigation, and information design that will make the intangible structure concrete.” (p. 107, Garrett)

In this plane detail needs to be addressed and implemented. How will the user navigate and obtain information? The user will do this in this online service community by using links “action buttons” (p. 117, Garrett) that connect to other links and websites and other communities. The
designs that Garrett talks about are Navigation and Information. Navigation presents information spaces and information presents information for “effective communication.” (p. 108, Garrett)

**The Surface Plane**

“In the surface plane content, functionality, and aesthetics come together to produce a finished design that pleases the senses while fulfilling all the goals of the other four planes.” (p. 133, Garrett)

In this part of the design the information elements need to be arranged to present a visually attractive website and community that connects all the information together.

Questions

1. “Where will the eye go first on this website and online community network?” (p. 137, Garrett)
   - a. The top of the pages.

2. “What Element of design initially draws the user’s attention” (p. 137, Garrett) to this website and Facebook page?

3. Is the site cluttered or too busy?

4. Is the user overwhelmed as soon as they see the home page?

5. Is the color blinding or attractive the eye?

6. Is their “uniformity” (p. 142, Garrett) to the design?

7. Are the pages “consistent” (p. 143) with the other pages and the theme of the site and online network?

8. Is the text readable?
9. And is the overall product appealing to the audience?

In the book Buzzing Communities, many of Garretts and Howards principles of design are reiterated, such as the importance of having a strategy/plan, growth, creative content, removing obstacles, having frequent events and activities, creating relationship and influence, integrating with important organizations, and creating a user experience that will keep members coming back to the page. (p. 18, Millington)

In the book Social Media, Kelly, Garretts and Howards principles of design and influence are reiterated such as be consistent, use Simplicity, create a visual appeal, and make your site stand out.” (p. 22, Social Media, Kelly)

Kelly lists several essentials to building a site.

1. Get influential groups involved that can help your site grow.
2. Pick a couple networks that work for your site— but not too many.
3. Make sure your site has interesting and clear content.
4. Promote the site by word of mouth and by influencers.
5. Be consistent.
6. Use links.
7. Investigate your competitors.
8. Measure success. (p. 19-43, Kelly)

500 Social Media Marketing Tips, Macarthy, discusses the importance of picking a social network that works for the community that is being built, defining and assessing goals for those networks, identifying the audience and their needs, desires, and interests, overcoming and identifying obstacles and problems that could arise, developing a strategy, connecting with the
audience through the use of aesthetics, providing information on the purpose of the site, focusing on loyalty and developing meaningful relationships with users by storytelling, pictures, being able to share content, and posts, developing a plan to have regular posts, answering questions, starting slow and progress, and enjoying the experience so others can also. (p. 4-15)

Online Community Management for Dummies, Ng, gives valuable information on how to build social communities that work. Ng’s ideas and suggestions coordinate with Howard and Garrett.

Factors from Ng that coordinate with Howard and Garrett are: how to foster an online community by understanding the community, how to build a community with “like-minded” people that can influence the community, creating and maintaining a “positive environment, exploring other communities, establishing rules and regulations that benefit the members, sharing and letting others share, creating a safe environment, finding “target audience,” answering questions, sharing interests, attracting people to site by using good aesthetics, inviting community participation, create frequent events, and being passionate about the site and service. (pp. 4-300, Ng)

McDonald discusses marketing your social community in the book Social Media Marketing. Ways to market your community are: feed your members by keeping content up to date and frequent, provide opportunity for members to post content in a safe manner, build slowly and build by starting out with members that have influence, encourage members to contribute and share content related to the product, search similar brands and keep on top of changes in social networks, and pick social networks that work best for the product.

An important part of creating an online community is understanding the people that you want to communicate with. Booth (2005), helps in understanding how to best communicate with the
people. This article provides information and new insight on how to better reach people who are on un-common ground and provides valuable information on how to improve communication skills in order for people to understand the importance we have to each other.

In order to communicate effectively, people need to not be extreme in dogmatism or skepticism. Gaining knowledge on the topics of dogmatism/skepticism is part of user-centered design because understanding this knowledge provides an understanding on how to reach the intended audience.

In order to build a great website, there needs to be an understanding of the people who are using the website and social networks. If knowledge is gained on how people communicate and how people develop common ground concerning the artifact of service, then a better online community will be built. Having a better understanding of the user that will be using the online community, will provide knowledge on how to build a good online community that will be appealing to the people that serve their community.

Booth believed that both skepticism and dogmatism, if taken to the extreme, leads to bad communication. He says that we need to get rid of each extreme behavior in order to find a middle ground. In regard to rhetoric Boothe says, “I.A. Richards long ago defined rhetoric as the art of removing misunderstanding. Richards rightly stressed our universal need for an art of listening so closely, so we know how to offer a response that will be in turn listened to.” (2005)

In order to create the best user-centered design online community, information on which social networks are used the most is valuable. eBiz/MBA-The eBusiness Guide website provides information on the most popular social networks. The most popular social networks that are used on a monthly basis according to eBiz are: Facebook @ 1,500,000,000 users, YouTube @
1,499,000,000 users, Twitter @ 400,000,000 users, and Instagram @ 275,000,00 users. These statistics were last updated on July 1, 2017. http://www.ebizmba.com/articles/social-networking-websites

1. What’s a good approach to User-Centered design?

User-Centered Design (UCD)

User-Centered Design is “a framework of processes in which the needs, wants, and limitations of end users of a product, service or process are given extensive attention at each stage of the design process.” User-centered design - Wikipedia

Three important and effective independent variables to approaching User-Centered Design are: Visual Rhetoric, Storytelling, and Aesthetics.

Visual Rhetoric

In order to have a good approach to user-centered design for an online community, good examples of visual rhetoric are a must. Bing.com has good examples of how to use visuals for online social networks. This website provides many good examples on how to use visual rhetoric and how to apply it on websites/social networks. Good graphics are important to attract end users that connect to online websites and on social networks. https://www.bing.com/images/search?q=visual+rhetoric&qvt=visual+rhetoric;

Lidwell, Holden, and Butler, of Universal Principles of Design say that “Aesthetic elements create a positive relationship with users that, in turn, make such troubles more tolerable and the devices more successful. . . and foster positive attitudes.” (2010, p. 20-21)

More people that connect to social media will serf online communities that have developed aesthetic designs. Good aesthetic elements create an appealing look for the end user.
Howard (2010) says, “Using visual symbols guide social interaction and provide immediate effects.” (p. 159)

Purdue Owl says, "Visual rhetoric" has been used to mean anything from the use of images as argument, to the arrangement of elements on a page for rhetorical effect, to the use of typography (fonts), and more.” [https://owl.english.purdue.edu/owl/resource/691/01/](https://owl.english.purdue.edu/owl/resource/691/01/)

**Storytelling**

Stories effect people in various ways and can draw them into social networks. If good storytelling is part of an online community than the end user will be drawn to that online community.

Lidwell, Holden, and Butler (2010) say that storytelling “Is the original method of passing knowledge from one generation to the next, and remains one of the most compelling methods for richly communicating knowledge.” (p. 230)

Knowledge can be gained from quality storytelling. People remember a good story and if a good story is told then that knowledge that is gained will always be connected to that story and will always be remembered.

Howard (2010) says that online communities “Provide a story that shares a vision.” (p. 186)

It is important for end users to see a vision of what can be accomplished by using and being a part of a service online community. Storytelling can help them see a vision if the storytelling is compelling.

Kind World is a website that gives examples of stories from people who have experienced service. Kind World tells intimate stories about people whose lives have been changed by
someone else’s service, and it connects to the world by using social media and by persuading people to give service using the artifact of stories.

Kind World.com is a useful example of how social media can promote service in positive ways by talking about positive interactions that people have experienced through community and individual service. [http://www.wbur.org/kindworld](http://www.wbur.org/kindworld)

**Aesthetics**

Lidwell, Holden, and Butler (2010) say, “The expectation effect refers to ways in which expectations affect perception and behavior.” (p. 84)

In order for the social networks and website to have a positive behavioral effect on the user, the perception and expectation of the user must be satisfied.


This means that font, color, and graphics need to be consistent, so the end user does not get confused, distracted, or lose focus on the importance of the theme.

“Contrast is one of the most basic and critical choices for color.” (Purdue Owl)

The Purdue Owl website tells about how contrast is the comparison of one color to another and how important contrast is in developing an effective website. Black and white are colors used most often because this combination is easy to read, but black and white do not always grab attention. Purdue owl suggests using black text over “neutral, or light colors like beige or even mint green.” The most important part of choosing color when dealing with text is to make sure it can be read easily. [https://owl.english.purdue.edu/owl/resource/691/03/](https://owl.english.purdue.edu/owl/resource/691/03/);
Purdue Owl gives suggestions for choosing fonts.

1. What kinds of expectations does the audience have regarding fonts? 
   Examples: Are they scholars or soccer fans? Church-goers or movie-goers?

1. What am I representing in my font choices? 
   Examples: Am I a job applicant? A student writing a seminar paper?

2. What kind of text am I running in different fonts? 
   Examples: Headlines or fine print? Body text or bulleted lists?

3. What distance is my text being viewed at? 
   Example: On a greeting card or a bumper sticker?

4. What fonts are commonly available on computers that I can use for the Web? What kinds of alternatives are available for text that cannot be displayed in Web browsers?

https://owl.english.purdue.edu/owl/resource/691/02/

The way text is presented on websites/social networks will attract the end user to an online community. If text and font is used that is clear, easy to read, and are universally known and recognized by most end users, then a larger audience will be reached. Purdue Owl and Lidwell, Holden, and Butler (2010) give good examples of how to use text and fonts that will attract the end-user.

“The impact of images on one's ethos (credibility) cannot be understated. The illustrations you use, the charts or graphs that make up a presentation, and even the photographs you place within a design will have significant impact as to whether an audience takes you seriously.”

https://owl.english.purdue.edu/owl/resource/691/04/
To engage an audience of end users to an online community, and in order for that community to look professional, images need to be credible and easy to understand. Good quality images will bring in the end users to the community and engage them. Purdue Owl provides valuable information on how to create images that are appealing and ones that are familiar to the people who will be participating in the service online community.

**Potential Gaps**

Potential gaps in user centered design are: not having a flow between the social networks, not using color combinations that attract the user, not having an organized structure that is easy to navigate through, not having aesthetics that attract the user, not using pictures that are part of the theme of my subject, not making sure that closure is in effect, not being consistent in my theme, not having a controlled environment, not having the user be able to expect that the social network and online community should run smoothly and be able to navigate through easily, by not having the pictures tell a story, and having too much noise on my website.

The service online community will get rid of these possible gaps by making the online service community a tool that has never been looked at the same way as other user-center design online communities. The service online community is unique because it is centered around service and the whole community of Butte can participate in service that is being offered by many different humanitarian organizations and businesses in the Butte community.

**Why Should This Research Topic Be Studied?**

This research topic is important to know so the end user can be reached in the most effective way possible. Creating an online community will bring the Butte community together in service. If knowledge is gained on how to best reach the audience, by creating designs that will attract
them, and if text and aesthetics on the website and social networks are easy to understand, then the online service community will be successful at reaching the end user. The end user will be attracted to the site/social network setup.

**What Contributions Will This Study Make to the Existing Literature?**

This online service community will set an example of how to create a great an attractive user-friendly website and online social networks. An “online service community” has not been created quite like this service online community.

This online service community is a service community connecting people in the Butte community to organizations that need help in alleviating hunger and homelessness in Butte. The Butte community has never, to the best of knowledge or research, ever had the opportunity to connect to other members of their community, using service as an artifact, and connect in a way that could involve the whole community on a daily basis, connecting them to Butte businesses and humanitarian organizations in a way that gives the entire community the opportunity to gain knowledge on how to serve and where to serve.

2. What attracts people to participating in an online community, and what effects does participating in a service community have on individuals/communities?

Two important and effective independent variables to approaching the participation in communities by individuals, are attractive and appealing social networks and effective stories/storytelling. By creating attractive and appealing social networks and using storytelling, people will want to participate in an online service community. Participation in online service communities will promote a positive change in the community/individual and will encourage people to serve more often.
Evidence of this is seen in number of people that use social media. As we saw above in user-centered design, millions of people like to connect to each other and their community on social media.

**Attractive Online Communities and Social Networks**

People want to participate in online communities when those social networks inside the community are interactive, when regular events are posted, when the environment is considered safe to share, and when people are cooperating and participating frequently.

Daniel Nations, of Life Wire, says, “Social networking has grown to become one of the largest and most influential components of the web.” He says that social networks are used so people can find old friends, other people who are similar to them, or/and who want to engage in similar activities. He talks about social networking also being a form of “entertainment.”

He also talks about how social networking can be used to further/advance personal businesses and endeavors for individuals. He gives examples of things such as: “businesses, entrepreneurs, writers, actors, musicians, or artists.” [https://www.lifewire.com/what-is-social-networking-3486513](https://www.lifewire.com/what-is-social-networking-3486513)

Howard (2010) discusses the value of creating Social Networks and Online Communities that Last. His research is helpful in understanding how producing and activating online communities can generate more service opportunities. As new technology is being implemented every day in the world human beings live in, the need for an online service community can be very valuable for citizens that live in communities. Howard’s research gives insights on how to build online communities and how online communities can benefit the society we live in, by connecting
individuals in new and innovative ways that they could not have otherwise been connected to otherwise.

Howard (2010) says “Online communities are stronger than social networks, it is possible to engage in more complex tasks and activities in communities than it is in social networks. He lists three types of activities: Sharing, cooperation, and collective action.” (p. 17)

People want to share, cooperate, and participate in collective action with one another, and an online service community is a great way to attract people to take action in service activities.

Howard (2010) says that building online communities “provide high quality interaction within an organization, improves retention and loyalty, identifies customer needs and new product opportunities, reduces travel cost and addresses problems ‘just in time, and creates real power if your connected to the right kind of community.” (p. 29-30)

The reasons that Howard gives for successful online communities are positive reasons why people are attracted to online communities. Using his research will produce a good online community that lasts.

Howard (2010) says to be “consistent in creating regular events.” He talks about how social networks can fail if there are not frequent online events “encouraging participation.” (p. 71)

Howard (2010) says that a good approach to user-center design is to create a “safe environment.” (p. 70)

Creating a safe environment for online communities means that people who are not following the rule of the community should be removed individually and the whole community should not be
punished for the bad behavior of the few. Howard gives valuable information on the importance of creating regular events and safe environments.

**Stories/Storytelling**

Stories attract people to participating in a community. Kind World is a website that gives examples of stories from people who have experienced service. Kind World tells intimate stories about people whose lives have been changed by someone else, and it connects to the world by using social media and by persuading people to give service by using the artifact of stories. This website is a useful example of how social media can promote service in positive ways by talking about positive interactions that people have experienced through community and individual service. [http://www.wbur.org/kindworld](http://www.wbur.org/kindworld)

The Krista Foundation is another good example of how to tell stories to attract people to be a part of their community. The Krista Foundation is an organization that helps prove that foundations that advocate peace through service can help in bringing communities and individuals closer together and encourages people to participate in an online community. This organization is an online community that is connected to the world. This organization as an example of what service can do for individuals and future generations in bringing them together to participate in causes that are important and worthwhile. [www.KRISTAFOUNDATION.ORG](http://www.KRISTAFOUNDATION.ORG)

In order to attract an end user to your social network good storytelling is a must have. Stories draw people in and they want to hear more and see more, more often.

**Positive Change**

Using technology to create an online community can support positive change within a community, by first changing the individual into a more productive part of their community.
When an individual is changed into a more productive member of the community, the community is stronger. A good online service community can change individuals because it is proven that service changes individuals.

Circle “investigates the effect of school required community service on academic performance. The authors found positive links between the two, providing solid research for community service advocates.” [http://civicyouth.org/quick-facts/volunteeringcommunity-service/](http://civicyouth.org/quick-facts/volunteeringcommunity-service/)

Circle believes that there is a positive link to service and higher student performance in schools. This leads to better communities with more productive future citizens.

The Government Corporation for National and Community Service (CNCS) believes that “America’s greatness comes from the extraordinary acts of ordinary citizens.” [https://www.nationalservice.gov/impact-our-nation](https://www.nationalservice.gov/impact-our-nation)

The CNCS believe that service empowers individuals and nations.

National Center for Education Statistics (NCES) of the U.S. Department of Education performed a survey in 1999 about service in public schools and how it benefits children of ages K-12. They believe that the results of this survey are valuable indicators of how service can build more productive individuals and communities. This is a reliable source because it comes from the U.S. Department of Education. [https://nces.ed.gov/pubs99/1999043.pdf](https://nces.ed.gov/pubs99/1999043.pdf)

The Bureau of Labor Statistics produces data and statistics about who serves in the United States. This website is reliable because it is a government website, and it is useful because it provides statistics on who serves in communities, and provides the percentages of how service is more likely to be done by individuals with certain criteria than those without.
The Bureau of Labor Statistics gives valuable information on the who, what, when, where, and why questions that need to be addressed as it pertains to the importance of how service can promote more productive individuals and communities.

An example from The Bureau of Labor Statistics in 2015 is: “Married persons volunteered at a higher rate (29.9 percent) in 2015 than those who had never married (19.9 percent) and those with other marital statuses (20.2 percent). Over the year, the rate declined for those with other marital statuses by 0.9 percentage point.” [https://www.bls.gov/news.release/volun.nr0.htm](https://www.bls.gov/news.release/volun.nr0.htm)

This example is a good indicator that traditional married persons are more likely to give service than other kinds of married persons.

At A Glance, Bringing the University to You—Young Volunteers (2013, 2000), are two articles that discuss how community service benefits communities. The information in these articles discuss the benefits of service when it comes to young people and how service can produce a better group of young adults and future generations. Knowing this information is valuable because the research shows the positive benefits of service in the community.

If service can promote young adults to work hard, then communities have harder working individuals who will benefit the societies they live in. The information in these articles are valuable because they provide knowledge on the effects of service and how those effects can help communities prosper.

[https://www.wmich.edu/sites/default/files/attachments/u5/2013/At%20Glance.pdf](https://www.wmich.edu/sites/default/files/attachments/u5/2013/At%20Glance.pdf)


What Can a Service Online Community Contribute to Social Media and Online Communities to Fill in Gaps?
An online service community is different than the normal social community. It is a social service network that connects the community to organizations in the community that need help in service.

The online service community is important because it will help the Butte community grow to be a more serviceable community, and it will bring a positive outcome to people individually and in the community.

This service online community is building upon a foundation of social media that exists and creating a unique opportunity for the Butte community to help their neighbors in need. Each individual in the Butte community can have the opportunity to help when help is needed.

3. How Does Technology Support Community Formation and Organization?

The results of online surveys prove that people serve in their communities. Providing an online service community for the community of Butte, will build on technology that is already available.

Three important and effective independent variables on how technology supports community formation and organization are building upon current foundations and building a community that lasts. Online community formation and organization are supported by technology when the process of building on current technology and building lasting communities are put into place.

Building Upon Current Foundations

Richard McNabb discusses in his article, Making the Gesture, about building on other people’s foundations. The information McNabb provides, is a valuable guide in the theory of building upon current technology that already exists, to build an online community that has not yet been seen or built yet in quite the same way as others have built online communities.
McNabb’s (2001) reference to building on foundations of the past helps reflect on the importance of building service foundations. His research is comparable to how service can be used to rely on others in our communities and in our neighborhoods. McNabb discusses how building on foundations benefits future generations and societies. If McNabb’s findings are applied to the artifact of service, then the results will be that service can build positive foundations for future generations in having more productive communities and individuals who live in those communities.

**Building Online Communities That Last**

The Krista Foundation uses technology to advocate peace in organizing and forming a place to unite individuals in a common cause. This organization discusses how service can be instituted as a way of life, and it teaches young adults how to incorporate service into their everyday lives. The Krista Foundation believes service does change the lives and attitudes of individuals and communities in a positive direction.

The Krista Foundation informs the reader/listener about how service can help people understand the importance of building communities, how service plays an important role in the building up of communities and uniting them, how service brings love to individuals and communities, how service can build skills in individuals, how the things learned from service becomes a value that people can internalize as a way of living their lives, and how service learning can serve the community.

The Krista foundation discusses how service that has been done in their organization has helped build stronger communities, how the people that serve start to understand different cultures and groups of people that are different from them, how service can build relationships between
people who are not familiar with one another, how service can develop individual talents and improve personal moral individually and within groups, and how all these things create compassion and love in communities.

Information that is useful on this website is that The Krista Foundation uses examples of how online community can work, and they believe knowledge is power, and when knowledge is shared with others, power is given to individuals to change their lives for the better as individuals, and change the communities they live in, which changes the world in a positive direction, and it is a change that will last for generations.

The Krista organization was created because the founder’s daughter died while giving service. Her name was Krista and she loved to serve. Krista’s parents wanted to give back to the world by developing a place for others to serve. This is how Krista’s parents wanted to remember their daughter. www.KRISTAFOUNDATION.ORG

video: http://www.kristafoundation.org/index.cfm/page/foundation-video-2010

Howard (2010) discusses the value of creating Social Networks and Online Communities that Last. His research is helpful because it helps in understanding how producing and activating online communities can generate more service opportunities. As new technology is being implemented every day in the world human beings live in, the need for an online service community can be very valuable for citizens that live in communities. His research gives insights on how to build these online communities and how online communities can benefit the society we live in by connecting individuals in new and innovative ways that they could not have otherwise been connected to otherwise.
Howard (2010) says that creating social networks “allows its users to be members of many communities in the network at the same time, is good for sharing activities, and makes it easier for users to build communities.” (p. 11)

Howard (2010) says that creating online communities “has an organizational structure focused around shared purposes rather than one-to-one relationships, has strong, predictable secondary relationships, is distinct from other communities because of differences in purpose, policies, and computing environment, is good for activities requiring sharing and cooperating, and is effective at providing the framework for activities requiring collective action.” (p. 11)

Potential Gaps

A potential gap in current technology is—how to best utilize the technology to make the most effective new type of community that has not yet been created. A service online community can create a common ground for end users and create an effective new type of community which has never been created. A community that has the members as part of the group.

How to Study This New Online Community Technology

An audience and tools need to be found and used to build a successful online service community.

The Lynda.com website provides useful information on how to better utilize Photoshop, Facebook, Instagram, and Twitter. This website goes into detail about how to use technology to make a website and online community the most effective it can be, in the process providing a safe environment for the user.

Lynda.com discusses the importance of finding your “audience, designing for the social media, writing documents, and engaging the audience.”
A good audience can be found by searching other social networks that are engaged with service activities. Prospect followers can be found by using search engines and by “joining conversations on other social networks. Joining similar groups can attract those groups to the service site. Using pictures, “headlines,” and filling out social “profiles” can increase chances in finding the right audience.

Lynda.com says:

“To engage the audience you must build relationships by establishing common ground, which is basic human needs and wants, join conversations, answer questions, join/start conversations with people, provide value with content, provide short and sweet answers and be polite, be human and professional, be serious but not too serious, say thank you in conversations, make people feel important, make it about the people, tell stories, be helpful, and bring value.”  https://www.lynda.com/Business-Online-Marketing-tutorials/Putting-all-together/151648/163648-4.html

Documents that need to be on these sites are: A long bio about Butte and about service, a short bio about Butte and why service is important to the Butte community and how it can help Butte be a more united community, and a one-liner, or catch phrase.

Contributions

The study of an online service community, and the implementation of that community to the Butte community, will create possibilities in other places around the world to engage in service and in their community in ways that have never been engaged in before, in quite the same way as other service websites or social networks that currently exist.

Process and Products
Processes Applied to Developing the Online Service Community

- Develop effective variables to user testing and usability
- Use effective aesthetics—color, pictures, graphics, etc.
- Develop an online community that is not extreme in skepticism and/or dogmatism.
- Develop significance within in the community gradually.
- Use storytelling to reach and keep the members of the community engaged.
- Research and use online survey’s to understand who to target in the online community.
- Research who will increase influence and continued support in the community.
- Research modern day experts to understand how to solve the problem and how to fill in gaps in existing online communities.
- Form a strategy and an appropriate approach reached for the user that is intended to be reached.
- Assess if there a need and want for service in the Butte community.
- Obtain knowledge on how to maintain and update the site frequently.
- Understand the users that need to be involved and who to follow, investigate service websites/social networks in order to discover the best way to build this service website/social networks.
- Compare/contrast different sites that are about service.
- Perform usability tests and pilot tests on the website and Facebook page.

Target Audiences

The target in the community of Butte that has the most influence is the Southwest Continuum of Care Coalition. They are supportive of this site and have the influence to help it grow. They have
been a supporter, so they are the target audience. This coalition has expressed the need for an online service community. The Facebook and YouTube page will be updated frequently by these members.

Online surveys suggest that families and traditional married couples serve more often. So, families will be a target audience.

**Similar Websites—Best Practices Review**


  This website has a noise (Too much information and aesthetics in one place). It is hard to decipher what the site is trying to convey. A useful piece of information was the format on how they presented organizations. They put their name and logo in a rectangle connected to a link. These links led to maps on where the organization is and information on how to serve.

- Billings:


  This website doesn’t clearly state the mission or the reason it was there. I learned from this website to eliminate confusion and make text more readable and simple to understand. The website is not attractive and is different than the online service website in that it connects the user to what area of service to serve in instead of providing links to places that serve. The website being built will be used to show information, not to connect to specific service places.
• Portland OR: https://www.handsonportland.org/

This is another website that asks you to find a place to serve. The service online community Facebook page is the connection to service. This website in Portland is just to see what service is available in the community. This page had appealing designs but has aesthetics that are distracting, taking away from the purpose of service. The site doesn’t have a stated purpose that is clear to understand. A simple website, with clear text and appropriate color, and a social connection will help in bringing the end user back to the site. This site tells a story using pictures. This was a good site to follow. It helps the user connect to the community. Many of these sites don’t make the user feel like they are connecting to a community. It is not personal. The service website and social network being built will feel personal.

• Slide Share: https://www.slideshare.net/webbedmarketing/social-media-for-community-service-organizations

This site has created aesthetics that are distracting and cluttered. There is not a clear idea of where to go first or what it represented.

• Serve Montana: http://serve.mt.gov/
This website has a very poor design because it is not eye catching. The site doesn’t draw the user in to wanting to perform services for the community. The one thing I did like about it was that it was simple, and navigation was easy to understand.


This site was one of my favorites. The design was easy to understand although there were a lot of links going everywhere that could have gotten a bit confusing. It seems so many websites think that more is better, but sometime less and simple gives less of a headache. Showing how to get involved in their organization shows good communication to the end user.

**Website Aesthetics**

After investigating and researching the process and products involved in service websites, a plan on how to build this service website will be designed as follows.

The name of the website and social networks for the online service community will be: Butte’s Online Service Community. This heading will be the heading for each page of the website and social networks. The first word in the title Butte’s Online Service Community is the word “Butte’s.” Since “Butte’s” is the town the online community will be taking place in, it should stand out, so a bold san serif will be used to separate the word “Butte’s” from the rest of the title. The words “Online Service Community” will be in a thin script font and will be placed below on the right of the word Butte’s. Online Service Community is an important part of the title, but it is describing Butte so this part of the title is secondary in importance and so it doesn’t need to be in bold thick font. The whole title “Butte’s Online Service Community” font will be the color
black. A silhouette of wildlife will be placed above the words Online Service Community. This
design will be eye catching and will represent Butte Montana outdoors.

Butte is unique and has a rich history, literally and figuratively. This site is designed in relation
to Butte’s History and its present-day culture. Butte has always been known for the unique
people who have lived here, the diversity of people who live here, and the fun activities that have
gone on in the past and which continue to go on today celebrating its history. Activities like the
folk festival and Saint Patrick’s Day are just a couple of the celebrations that Butte is known for.
Butte has been known as a rough mining town, but the people are always remembered as helping
each other out and supporting each other in times of need and that is why this online community
is so important. It can be a help in having those traditions of service and love continue in the
future for future generations.

The logo for the website and social networks will be placed on the left of the title “Butte’s
Online Service Community.” This logo will have a square on the outside, a circle inside the
square and a dove in the middle of the circle. Hearts will be placed on the sides and on the
bottom/top of the square. Each heart will be a different color.

The four hearts will be the colors of purple, maroon, green, and gold. The purple heart will
represent Butte High colors, the Veterans purple heart, and integrity. The maroon heart will
represent Butte Central colors, individual love/worth, and service. The green heart will represent
Montana Tech colors, knowledge, and evergreen trees that grow in Butte the best. The gold heart
will represent Butte being called the Richest Hill on Earth, refinement, end of the rainbow,
virtue, and Butte having a heart of gold.
The Circle will have the color of blue representing Montana clear blue skies. The circle represents one eternal round, never ending, promises kept, and the heavens (sky). The square will be an orange-brownish color. The orange square represents earth, like the mining done in Butte, and the lands around Butte. The square will represent that service is a cornerstone to establishing peace for the community of Butte, a sure foundation, making good choices by giving service, and dirt from the mining that was, and is done in the Butte Community.

The square/circle and the four hearts on each side of the square represent a compass, suggesting that giving service is a direction that will bring peace and harmony to the community.

The white dove in the circle stands for peace and faith in the future of solving the problem of homelessness exiting in Butte.

All these colors of the rainbow represent the different nationalities that have lived in Butte throughout the years. A melting pot of sorts.

The background for the heading will be a copper color representing the minerals that were mined in Butte.

In the right corner of the heading will be a flag and bald eagle which represent our country, The United States of America.

All the pages that have text will have the color yellow to represent the highest light. A city on a hill cannot be hid. Butte is a city on a hill. The sun is the highest form of light and so a pale yellow will represent the sun.

The home page will have pictures of Butte, with a description of the project.
A spiral clock will be placed on the contacts page representing the lasting time of Butte and hope in the future by learning from the past and acting in the present.

The contact page will have two different pictures of trains. One picture will be an old train and one a newer train. The old representing building on the past and the new representing a new direction. The tracks are of the Butte Train Trestle. This page represents the past and the future. Butte needs to go in a new direction but can only do so by learning from the past. Going in the direction of being a more serviceable and united community can change the Butte community, helping Butte travel in a more positive direction.

The about page will have pictures of the people of Butte serving and will describe what the website is about, and the rules associated with the site.

All these pages will attract Butte followers to the site and community because these are all artifacts and activities that they relate to and can understand.

The top of the organization pages will be separated into three sections with pictures. These pictures will tell the story of each page.

The Humanitarian page will have pictures of olive tree and then an olive branch being grafted into the tree. This symbolizes Butte’s melting pot of people and nationalities. The title will be Humanitarian and a scripture reference “Am I my brother’s keeper?” This will encourage people to say, yes, be their brother’s keeper and give service to these organizations. This page also addresses the combining of groups of diversity, such as: age, gender, color, race, and ability. The hope is to have these groups come together in service and create lasting bonds of friendship.

The Religious page will have pictures of sun flowers and a white rabbit. These pictures represent always looking to a higher power. The sunflower always faces the sun and the sun in most
religions represents a higher power. The quote about keeping your face to the sun reflects the meaning of the pictures. The white rabbit represents change and a new direction. The online service community is that new direction. Religious organizations will have an influence on the direction Butte travels. The title of this page will be Religion.

The Businesses page will have pictures of a mining lamp, a map and compass, and a business in action. The title will be Butte Businesses. These pictures will represent the work that has gone into building Butte. The quote: “The Only Way to Do Great Work Is To Love What You Do-Steve Jobs” encourages those that want to serve that working and service go hand in hand. The businesses that serve in the community are successful.

The Nursing homes page will have pictures of an elderly person’s hand reaching out to a young person’s hand with a heart in the middle and two pictures of elderly people. The title of this page will be Butte Nursing Homes. These pictures will evoke compassion and love. The quote: “No one has ever become poor by giving-Anne Frank” gives encouragement to the Butte community because it does not cost money to help those in need and most often service enriches the life of the server.

The Schools page will have pictures of music, art, books (studying), sports, and the cycle of the butterfly. The butterfly represents science and how hard work creates something beautiful. The title of this page will be Butte Schools. These pictures represent the activities that are offered in schools. The quote: “Give a poor man a fish and you feed him for a day. You teach him to fish and you give him and occupation for a lifetime--Chinese Proverb” reiterates that learning is better than not learning and as statistics show learning how to serve and serving in communities incites the desire for learning.
The Government page will have pictures of checks and balances and a gavel. The title of this page will be Butte Government with a quote about the Butte Government. These pictures represent government. The quote: “Government of the people, by the people, for the people, shall not perish from the earth—Abraham Lincoln” represents that we the people are responsible for our country and combining service with the government can help the people be responsible.

Each organization on the pages will have their name inside a rectangle. Inside the rectangle will be the name of the organization, contact information, map, phone number, their Facebook page, and a link attached to each. The side of each rectangle will have a picture that correlates with the pictures on the top of the page.

The Facebook and YouTube social networks will be patterned after the website design, and their links will be on the contact page.

The footer of the website will have the website logo with the words, Montana Tech PTC Project, and a copyright by Charity Lovshin 2018.

**Rules for the Online Community**

This website/online community/Facebook will not have ad’s or popups. The members must respect other members, use appropriate language, not post advertisements, not silicate for individual gain, and must post posts that have to do with service.

Posts to the Facebook page can be from individuals, but those individuals must be representing a group/organization/business that is participating in a service. The service being participated in can be for an individual or group. If any members are not following the rules of the site, they will be removed from the Facebook social network group. This online community is intended to be a safe place for the community to participate in service that is going on in the community.
Online Community Formation/Design Research from Literature Review

Howard and Garrett’s research material were essential in helping build this online community for Butte. Howard’s expertise was useful in reaching the individual user that will be a part of the group community. Howard’s knowledge helped in researching the user and what the user will want and need if involved in the community. The user needs to feel they have a reason for using the online community. If the user feels like they belong to the community, and if they feel the information they have to offer is valuable to the online community, the online community will be sustained over time. The user needs to feel like their influence matters, that they belong to the community, and the user needs to feel like the community is organized. Howard’s practices, when implemented, will sustain this online community.

Garrett’s expertise was useful in building the online community. Garrett’s knowledge helped in researching the important elements that need to be contained in developing an online community that will attract and sustain the user over time. Garrett discusses why there must be strategies, objectives, and goals in building an online community that lasts. The building of the community must reach the user and have the user in mind through the entire process for the community to be successful. The pieces gathered in developing the community must fit together to make a successful community, and there must be attention made to detail. Functionality and aesthetics must please the user, and the information must connect in a way that encompasses all other goals.

Both Garrett and Howard discuss the importance of the user’s wants and needs in sustaining an online community. Both discuss the importance of eliminating noise, building a site that matters, and building a site that has a common goal that the user will understand and relate to. Garrett focuses on the design process of building communities, and Howard focuses more on the user.
being involved in the site after the community has been developed. Each of these techniques were needed to build an effective website and online community that can be sustained through time.

**Usability Testing**

The website Butte’s Online service community will need to have usability testing done. Usability.gov will be an important site to understand how to effectively test the website. Usability.gov gives important information on visual design, user experience, content strategy, product management, card sorting, and templates and documents.

People will be asked to test out the site. They will be asked to engage in a usability study. Notes will be taken on the results of the study. Individual names will not be written down.

A testing of approximately 3-5 individuals will be performed and a group of about 20 people. The testing on the individuals will consist of a card sort/speak aloud and on the group a speak aloud protocol. Participants will be kept anonymous.

**Topics for Card Sort** (These will be used on the 3-5 individual users and blank cards will be given to the users to fill out their answers).

1. Home
2. About
3. Community Service
4. Contact
5. Humanitarian
6. Government

7. Religion

8. Nursing Homes

9. Business

10. Schools

11. Andrews Orthodontics

12. The Southwest Continuum of Care Coalition

13. Beehive Homes

14. Butte High School

15. Butte Food Bank

16. Floral Park Baptist Church

17. The intent of this project is to create an online service community. I hope by creating an online service community people’s participation in community service will increase. The audience is the Butte Community.

18. Thousands of Candles Can Be Lighted by a Single Candle, and the Life of the Candle Will Not Be Shortened—Buddha—Light Your Candle by Serving in the Butte Community

20. This website will be a hub to an online service community that connects to the social networks of Facebook and YouTube. The links to these networks are on the contacts page.

**Speak Aloud Protocol** (This will be used for the group participants and will be completed by March 27, 2018).

- Do the links work?
- Is it easy to navigate through the site?
- Are there any frustrations?
- Do you like the story the pictures tell? Can you read the story by looking at the pictures?
- Is the text readable?
- Do you understand the purpose of the site?
- Is it organized?
- Additional Comments…

**Pilot Test**

After usability testing, a pilot test will be performed. This test will consist of organizations/people getting on the Facebook page connected to the website and those people posting service activities to the Facebook group page. The activity and members will reveal how effective the online community can become. The dates to complete this will be about a year after the defense date of April 20, 2018.

**Correlate and Discuss**

In all the communities mentioned in the Process and Products research shows that individuals can follow on Facebook, but they cannot join and be a member on the organizations Facebook.
Not being able to be a member on Facebook is the difference, or gap, that was found between other service sites and the one being built for Butte. The Butte service online community allows people in the community to join and post to the Facebook page. These other online communities also need some financial support. The Butte service website does not need adds or financial support. Some of the sites researched don’t use pictures or storytelling to their advantage. Storytelling and short videos are more effective than a lot of text. Pictures are used for the Butte site that relate to the city of Butte and to individual organizations, so the user feels a connection to Butte and to the Butte Organizations involved in service.

**How the Online Community Will Function**

This website connects to Butte's Online Service Community Facebook and YouTube page. On the Facebook page, Butte citizens can join the service group, and then post the service that they are participating in. If your organization needs help from the community, other members of the community or members of the Facebook group, can offer help when the information that is needed is posted to the Facebook page. If a member of the Butte community is wondering what organizations serve in the community, this website gives a list of organizations in the community that provide opportunities to serve. If you are an organization/business, and want to be added to this website, you can contact me, Charity Lovshin, by looking at the information on the contact page.

**Individual Usability Testing Results—Card Sort**

*Card Sort # One*

Card Sort Topics/Responses (What is expected to be seen on the sites pages?)

- Home Page
• Index of information
  o Information about the site.
  o Go to sources.

• About Page
  o What services does the site offer?
  o Where is the location?
  o What is it about?

• Business Page
  o Names
  o Addresses
  o Phone Numbers
  o What kind of service does the site offer.

• Schools Page
  o Lists of Schools
  o Names of Schools
  o Addresses of Schools
  o Phone Numbers of Schools

• Contact Page
  o Address of Contact Person
  o Phone Number of Contact Person.

Card Sort # Two

Card Sort Topics/Responses (What is expected to be seen on the sites pages?)
• Humanitarian Page
  o Service Projects
  o Community Service Opportunities

• Community Service Page
  o Talk of how we as a community can strengthen the environment, us, and our society.
  o Community events

• Government Page
  o Community Projects
  o Community Meetings
  o Phone Numbers.

• Religion Page
  o All Religions in the Butte Area
  o Numbers and Addresses of Religions

• Nursing Homes Page
  o Pictures
  o Addresses
  o Volunteer Information
  o Phone Numbers
  o Names of Nursing Homes.

Card Sort # Three

Card Sort Topics/Responses (What is expected to be seen on the sites pages?)
• Home Page
  o Title
  o Pictures
  o Navigation Bar
  o Explanation of what the site is about and why does this site exist.

• About Page
  o Information on the person who created the site.
  o A detailed description of the site.

• Community Service Page
  o Paragraphs urging and persuading the intended audience to serve their community and how to spread the word so everyone has the opportunity to learn how to serve in their community.

• Contact Page
  o Email and publishing information.

• Humanitarian Page
  o Donations to Charities
  o Links to Where You Can Serve
  o Phone Numbers
  o Adoption Services

• Government Page
  o Phone Numbers
  o Links to Web Addresses
  o Political Services in the City
• Judges Names
• Times of Government Meetings
• Community Government Projects Going on in the Community

• Religion Page
  • Links to Churches
  • Addresses to Churches
  • Interviews with Pastors About What Their Church is About
  • What Churches Goals are for the Community
  • Phone Numbers

• Nursing Homes Page
  • Phone Numbers
  • Services
  • Pictures
  • Interviews with the Workers
  • Interviews with the People Who Live There
  • Stories of the People, or the Place, and any Comments

• Business Page
  • What Businesses are Doing for the Community
  • How are the Businesses Serving the Community?
  • Information on the Activities the Businesses are Doing to Make the Community a Better Place

• Schools Page
  • Donations Category
Card Sort # Four

Card Sort Topics/Responses (These are responses to information on the website)

*Topic:* The intent of this project is to create an online service community. I hope by creating an online service community people’s participation in community service will increase. The audience is the Butte Community.

*Response:* This information would be found on the Community Page.

*Topic:* Thousands of Candles Can Be Lighted by a Single Candle, and the Life of the Candle Will Not Be Shortened—Buddha—Light Your Candle by Serving in the Butte Community

*Response:* This information would be found on the Community Page.


*Response:* This information would be found on the About Page.

*Topic:* This website will be a hub to an online service community that connects to the social networks of Facebook and YouTube. The links to these networks are on the contacts page.

*Response:* This information would be found on the Community Page.

*Topics:* Andrews Orthodontics, The Southwest Continuum of Care Coalition, Beehive Homes, Butte High School, Butte Food Bank, and Floral Park Baptist Church.

*Response:* A god title for these topics would be—Main Butte Businesses and Organizations.

Card Sort # Five

Card Sort Topics/Responses (These are responses to information on the website)
Topic: The intent of this project is to create an online service community. I hope by creating an online service community people’s participation in community service will increase. The audience is the Butte Community.

Response: This information would be found on the About Page.


Response: This information would be found on the Religious Page.


Response: This information would be found on the Home Page.

Topic: This website will be a hub to an online service community that connects to the social networks of Facebook and YouTube. The links to these networks are on the contacts page.

Response: This information would be found on the Home Page.

Topics: Andrews Orthodontics, The Southwest Continuum of Care Coalition, Beehive Homes, Butte High School, Butte Food Bank, and Floral Park Baptist Church.

Response: This information would be found on a Butte Family Services Page.

Lessons Learned from Card Sort

- The online service website has been formed/created to be understood by users.
- The Community Service Page should be changed to a title such as: Organizations That Serve.
- The topics and responses coincide with the format of the website.
Comments from Individual Speak Aloud

Comments One

The pictures are fabulous, matching the sites. The website is very visual. You can search for any organization easily, and the links are easy to use. I am not sure how it works, but I am not a Facebook user and do not understand Facebook. If I didn’t know your exact website I wouldn’t have known what to look for. How will people find it?

Comments Two

Each page tells a story using pictures, and the boxes of the individual organizations are well formatted and informative on the organizations. The pictures on the boxes are nice and I wonder if a picture of the organization would be good too. Maybe later. The links work, and it is nice that you can click on the link, and the link goes right to the website, email, phone number, and Facebook. The explanation of the site is easy to understand, and it is a good idea. It is nice and simple to use. It is not complicated to navigate through.

Comments Three

The links all seem to work and connect to the site they are supposed to. The phone numbers go to the phone, so you don’t have to type in the numbers yourself. There were a few grammar issues.

Comments Four

The pictures tell the story of the site and it is easy to navigate through on your phone and on the computer. I like that all the information on the organizations are in the boxes and you just have to click on the link. The site is well organized and gives good information on how to use the site which is connected to Facebook. The font is easy to read.
Comments Five

The computer would not connect to the site, even after I put in the site address.

Lessons Learned About the Site’s Aesthetics from Individual Speak Aloud

- The pictures tell the story of the site and individuals pages.
- The site is easy to navigate through.
- The links work.
- The site is simple and easy to understand.
- The font is easy to read.
- The online community is a good idea.
- Some computers might have trouble getting onto the site.

Group Usability Testing Results—Speak Aloud Protocol

- Do the links work?
  - All the links work.
  - Some links need to be added, such as Facebook and Websites.
  - Very pleased with the idea of links connecting to organizations.
- Is it easy to navigate through the site?
  - Easy to navigate through.
  - Effective links and easy to understand how the site works.
  - Pages are organized well, and the navigation makes sense.
- Are there any frustrations?
• Some of the names of the organizations are not included.
• Need more businesses on the site.
• Some of the organizations no longer exist.

• Do you like the story the pictures tell? Can you read the story by looking at the pictures?
  • All liked the pictures.
  • All liked the stories the pictures told.
  • All thought the pictures were clear and easy to see.
  • All could read the story by looking at the pictures.

• Is the text readable?
  • The text is readable.
  • The text is easy to understand.
  • Well formatted sentences that are easy to comprehend.
  • The explanations are correct and help understand more about the website and the organizations involved on the website.

• Do you understand the purpose of the site?
  • All agreed that they understand the purpose of the site.
  • Explanation was required on how the site works and how it will benefit the community.

• Is it organized?
  • The site is well organized.
  • Impressed with the work and idea.

• Additional Comments…
  • Change the name Religion to Faith Communities.
- Change the name Humanitarian to Social Service/Non-Profit.
- Add Assisted Living to Nursing Homes Title or Senior Care.
- Switch the quotes on the Religion Page/Humanitarian Page.
- Excited about using the site.
- All hope that the site will be successful beyond the Graduate Project.
- Happy with the work that was put into the site. A Good accomplishment.

Lessons Learned About the Site from Group Speak Aloud

Overall the site is a good idea, Butte service organizations want to use it, it is well organized, navigation is easy, the text is readable and easy to understand, explanations are clear and the purpose is understandable, names of pages should be changed, pictures tell a story and are clear, need more businesses on the site, the links work, and users want to engage in the online community.

Pilot Test Results

Will be determined after the site is functioning. The best results will happen about 6-12 months after the project is made public.

Conclusion

Technology is an important tool for creating an online service community. Social networks that are formed to create an online service community can create a safe, easy, and attractive place for end users to search when they need to know about the service that is going on in the Butte community. Visual rhetoric, storytelling, and effective aesthetics are a good approach to building a service community that lasts, and these elements attract people to social networks.
Social media and networking will link people to service opportunities in the Butte community in coming together for a common purpose/goal. Using social media to connect the community to Butte organizations will be a positive and uplifting tool. An online service community can teach people how to use social media in a positive way and can help in building up the moral of individuals and communities.

An online service community in Butte can be a catalyst in bringing Butte organizations, businesses, and religious communities together, and will give the Butte community more opportunities to serve.

The articles, websites, and books used in this research for the online service community have been useful in this project’s investigation of proving that service creates a positive moral between individuals who belong to a community, service is a productive artifact in building up individuals and communities, service creates a foundation for future generations of service in the community, service brings individuals and communities closer together, service would be done more often by individuals if more information on how to serve and where to serve were readily available to individuals/communities.

Service generates compassion and help for basic needs and wants. When service is in place needs are met. If communities serve and they start to develop common ground of basic needs, that is when positive change takes place. When positive change takes place, effective communication within communities grow at new levels. The common ground of service in a community is a starting point for future growth of togetherness in communities. An online service community can create this environment.
When people are united in a cause, especially service, communities grow. This service community will allow many different cultures of people to get together for a common cause, which betters moral in the community against prejudices, and helps people in being kind to one another. Knowing who belongs to a community helps communities thrive.

I believe that the people in Butte want to serve and connect with service opportunities in their community, and I hope that this online service community can do just that. This online community is a benefit to the people in need in the Butte Community, and it gives Butte, and the people who live in Butte, opportunities to connect to one another in positive, uplifting ways that can bring peace and comfort to Butte citizens and can develop a sense of unity and progression in becoming a united community. Increases in community service within communities proves to unite and increase positive behavior between group/individuals, helps in building an increase of self-confidence, increases social interaction between individuals/groups of diversity, helps youth have increased desires to participate in work, and increases the desire for higher education.

By reaching out to significant/influential groups in the Butte Community, such as The Butte Ministerial Association and The Southwest Continuum of Care Coalition, the service online community will be able to grow and be successful. Adding The Butte Ministerial Association, The Southwest Continuum of Care Coalition, and members of the community to the Facebook page, increases possibilities of posts and events being added to the online community. An increase in added posts and events creates a stronger community. Creating paraphernalia associated with the online community, and reaching out to Businesses in Butte, will increase the success of the online service community. The actions of reaching out to Businesses and adding members to the Facebook network will be a gradual process but will hopefully have much success.
Butte is a city on a hill that cannot be hid. I invite the Butte community to take a journey together in uniting the community in positive ways. I invite you to take a journey that is centered around service and unification. I invite you to light your candle.
References


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Forrester Research Company: Forrester Research Company https://go.forrester.com/blogs/12-11-28-jump_start_your_online_community/


The Krista Foundation for Global Citizenship. www.KRISTAFOUNDATION.ORG


Portland OR: https://www.handsonportland.org/

Purdue Owl. https://owl.english.purdue.edu/owl/


Serve Montana; http://serve.mt.gov/


Slide Share: https://www.slideshare.net/webbedmarketing/social-media-for-community-service-organizations

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Volunteer Match: https://www.volunteermatch.org/search/index.jsp?l=Billings%2C+MT%2C+USA


Appendix A

Butte’s Online Community Website Home Page

Figure A1

Butte, Montana

Not Only Rich in Minerals, but Rich in Its People

My name is Charity Lovshin, and I am a Graduate Student in The Professional and Technical Communication (PTC) Department at Montana Tech. My project for graduate studies is to develop an Online Service Community for Butte, Montana.

An online community is “Where the individual is not at the center of the relationship in a community; instead it is secondary. The primary focus in a community is on the user’s commitment to a core set of interests, values, and communication practices. Because secondary relationships in online communities are stronger than social networks, it is possible to engage in more complex tasks and activities in communities than it is in social networks.” (Howard, 2010)

This website will be a hub to an online service community that connects to the social networks of Facebook and YouTube. The links to these networks are on the contacts page.
Appendix B

Butte’s Online Community About Page

Figure B1

About Butte’s Online Service Community

Thousands of Candles Can Be Lighted by a Single Candle, and the Life of the Candle Will Not Be Shortened
- Buddha

Light Your Candle by Serving in the Butte Community

This project consists of developing a website using two online social networks. This website is a site that will inform the Butte community of the possible places to give service, and the online social networks will connect the Butte community to these places of service. The two online communities are Facebook and YouTube. The services are Social Service/Non-Profit, Faith Communities, Government, Schools, Nursing Homes/Assisted Living, and local Businesses. The title of the project involved in the service website and online social networks will be called—Butte’s Online Service Community.

This website connects to the social networks of Facebook and YouTube which creates the Butte’s Online Service Community. On the Facebook page, Butte citizens can join the service group, and then post the service that they are participating in. Posting pictures/video’s after a service has been done is also encouraged. If you don’t have a Facebook account you cannot be part of the online community, but you can contact one of the organizations on this site and ask them what kind of service they participate in. If you join the Facebook group, and your organization needs help from the community, other members of the community or members of the Facebook group, can offer help when the information that is needed is posted to the Facebook page. If a citizen of the Butte community is wondering what organizations serve in the community, this website gives a list of organizations in the community that provide opportunities to serve. If you are an organization/business, and want to be added to this website, you can contact me, Charity Lovshin, by looking at the information on the contact page.

This website/online community/Facebook will not have adds or popups. The members have to respect other members, use appropriate language, not post advertisements, not solicit for individual gain, and must post posts that have to do with service. Posts to the Facebook page can be from individuals, but those individuals have to be representing a group/organization/business that is participating in a service. The service being participated in can be for an individual or group. If any members are not following the rules of the site, they will be removed from the Facebook social network group. This online community is intended to be a safe place for the community to participate in service that is going on in the community.
I believe that the people in Butte want to serve and connect with service opportunities in their community, and I hope that this online service community can do just that. This online community is a benefit to the people in need in the Butte Community, and it gives Butte, and the people who live in Butte, opportunities to connect to one another in positive, uplifting ways that can bring peace and comfort to Butte citizens and can develop a sense of unity and progression in becoming a united community.

Increases in community service within communities proves to unite and increase positive behavior between group/individuals, helps in building an increase of self-confidence, increases social interaction between individuals/groups of diversity, helps youth have increased desires to participate in work, and increases the desire for higher education.

Butte is a city on a hill that cannot be hid. I invite the Butte community to take a journey together in uniting the community in positive ways. I invite you to take a journey that is centered around service and unification. I invite you to light your candle.
Appendix C

Butte’s Online Community Website Organizations That Serve Page

Figure C1

Butte’s Online Service Community

Community Service

The greatness of a community is most accurately measured by compassionate actions of its members.
Coretta Scott King

There are six pages on this website of groups that contribute and/or need help with service projects in the community. Those groups are Social Service/Non-Profit, Government, Faith Communities, Nursing Homes/Assisted Living, Businesses, and Schools.

Each of the groups listed above have individual organizations with websites and social networks. If you hover over the community service drop-down menu, you will see the name of each group that serves and/or needs services. Then you click on a group that interests you. After you click on the group that is on the drop-down menu, you will see a list of organizations within that group. Listed on the page you clicked are the organizations within the group you clicked on. These organizations have numbers, websites, addresses, and social network accounts (if they have them) listed in their individual box. If you click on a link (website, phone number, Facebook, Email) associated with that organization, that link will take you to your desired destination. You can then contact that organization by phone, email, Facebook, or by their personal webpage to find out what community services they participate in. Phone numbers and email links can only be accessed by a mobile device. If you do not have a mobile device, you will have to use a landline phone or computer.

I encourage the Butte Community to reach out to these organizations and help them in their efforts to make Butte a better and safer place to live for its citizens and to be an example to other communities on how service can change communities.

Please Serve Your Community.
Appendix D

Butte’s Online Community Social Service/Non-Profit Page

Figure D1

Social Service/Non-Profit

Am I My Brother’s Keeper
Genesis 4:9

Name: Action Inc. Programs and Services (formerly HBC Dist N1)
Address: 26 West Silver Street, Butte, MT 59701
Phone: 406-721-6800; 800-794-4061
Website: www.butteronlineprograms.org

Name: Big Brothers and Sisters of Butte, Inc.
Address: 107 East Granite Street, Butte, MT 59701
Phone: 406-782-2644
Website: www.bbsbutter.org
Facebook: BBB

Name: Butte Community Council
Address: 101 North Main Street, Butte, MT 59701
Phone: 406-721-4019; 800-794-4061
Website: www.butterjes.org

Name: Butte 4-C’s
Address: 101 North Main Street, Butte, MT 59701
Phone: 406-721-4019; 800-794-4061
Website: www.butter4cs.org

Name: Butte Job Service
Address: 2201 White Blvd., Butte, Mt.
Phone: 406-494-0200, Hotline 406-494-0018
Website: http://jobservices.dip.mt.gov/about-job-service-butte
Job service e-mail: ButteJSC@mt.gov

Name: Butte Emergency Food Bank
Address: 1019 East Second Street, Butte, MT 59701
Phone: 406-782-6230
Website: www.butterfoodbank.org/

Name: Butte Ministerial Association: Contact Father Brian of...
Name: Christ Church Anglican
Address: 377 North Main Street, Butte, Montana, 59701
Phone: 406-494-3002/406-782-2877 (IMA)
Website: www.cupofblessing.org
<table>
<thead>
<tr>
<th>Name</th>
<th>Phone/Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Butte School District Business Office</td>
<td>406.633.2500, www Butte SD Business Office</td>
</tr>
<tr>
<td>Butte-Silver Bow Chamber of Commerce</td>
<td>406.723.3177, buttechamber.org</td>
</tr>
<tr>
<td>Butte Silver Bow Community Development Office</td>
<td>406.497.6400, <a href="http://www.co.silverbow.mt.us/BBB">www.co.silverbow.mt.us/BBB</a></td>
</tr>
<tr>
<td>Butte Veterans Services—DVOP (Disabled Veteran Outreach Program)</td>
<td>406.494.0316, <a href="http://www.co.silverbow.mt.us/VSS">www.co.silverbow.mt.us/VSS</a></td>
</tr>
<tr>
<td>Department of Family Services</td>
<td>406.496.4900, <a href="http://www.dphs.mt.gov/benefits_veteran-services">www.dphs.mt.gov/benefits_veteran-services</a></td>
</tr>
<tr>
<td>Montana Fair Housing</td>
<td>406.782.4814, <a href="http://www.montanafairhousing.org">www.montanafairhousing.org</a></td>
</tr>
<tr>
<td>Public Housing Authority of Butte (Silver Bow Homes)</td>
<td>406.782.6411, <a href="http://www.butterhousing.org">www.butterhousing.org</a></td>
</tr>
<tr>
<td>Office of Public Assistance</td>
<td>888.706.4535</td>
</tr>
<tr>
<td>Section 8 Housing Program</td>
<td>406.782.8099, <a href="http://www.butterhousing.org">www.butterhousing.org</a></td>
</tr>
<tr>
<td>Heart of Butte—Meals for the Homeless (Food Service Providers)</td>
<td>406.533.6078, <a href="http://www.heartofbutte.org/BBB">www.heartofbutte.org/BBB</a></td>
</tr>
<tr>
<td>Mariah’s Challenge</td>
<td>406.496.4900, <a href="http://www.mariahchallenge.com">www.mariahchallenge.com</a></td>
</tr>
<tr>
<td>Mining City Christmas</td>
<td>406.782.4814, <a href="http://www.miningcitychristmas.org">www.miningcitychristmas.org</a></td>
</tr>
<tr>
<td>Montana Fair Housing</td>
<td>406.782.4814, <a href="http://www.montanafairhousing.org">www.montanafairhousing.org</a></td>
</tr>
<tr>
<td>Office of Public Assistance</td>
<td>888.706.4535</td>
</tr>
<tr>
<td>Section 8 Housing Program</td>
<td>406.782.8099, <a href="http://www.butterhousing.org">www.butterhousing.org</a></td>
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<td>Montana Fair Housing</td>
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<tr>
<td>Office of Public Assistance</td>
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<tr>
<td>Section 8 Housing Program</td>
<td>406.782.8099, <a href="http://www.butterhousing.org">www.butterhousing.org</a></td>
</tr>
</tbody>
</table>
The Southwest Montana Continuum of Care Coalition

Margie Secomb is the CEO at Action, Inc. and has been involved in the non-profit world for 37 years. Margie is the organizer of the new coalition formed in Butte, The Southwest Montana Continuum of Care. Margie has made tremendous strides in the last few months in trying to combine the efforts of community service leaders. She wants to change how homelessness is seen in Butte, Montana. Her vision is to get rid of homelessness, and she has good cause to believe this as a possibility.

The Southwest Montana Continuum of Care is centered around serving those in need, as those needs pertain to hunger and shelter, and believes that when organizations are combined to come together for a common cause, miracles can happen in the lives of the people that they are trying to help. This coalition of leaders hopes to change the way service is seen and given in the Butte Community. Meetings with this coalition are held every first Friday of the month.

This coalition has a vision of not only these humanitarian leaders from The Southwest Montana Continuum of Care participating in ending hunger and homelessness in Butte, but also the Butte Community. They see residents in the Butte community coming together and being catalysts to helping homelessness become a memory in Butte. Getting rid of homelessness must be a community effort.

Action Inc. supports the idea of people in Butte being self-sufficient, and that is their main goal: to help the homeless become a productive part of society. The end of homelessness can happen by helping the homeless get back on their feet and by teaching them, through the many programs offered through Action Inc. and the members of the coalition, how to be productive citizens. Many of Action Inc.’s and individual members of the coalition’s programs teach the participants how to make a better life for themselves, and teach them how to be consistent in maintaining a productive and self-sustaining way of life. If an organization is interested in this coalition, you can contact Action Inc. Action Inc.’s information is on this page.
Appendix E

Butte’s Online Community Website Government Page

Figure E1

Government

Government of the people, by the people, for the people, shall not perish from the earth.

Abraham Lincoln

Name: Butte-Silver Bow Government
Address: 155 West Granite Street
Website: http://www.co.silverbow.mt.us
For phone numbers of all government departments go to http://www.co.silverbow.mt.us/122/Departments
Appendix F

Butte’s Online Community Website Faith Communities Page

Figure F1

Faith Communities

Turn your face towards the sun and the shadows fall behind you—Unknown

Anglican
Name: Christ Church Anglican
Address: 1200 Texas Ave., Butte, Montana, 59701
Phone: 406.494.3054/406.722.2877 (Butte Ministerial Association President)
Email: cra.butte@gmail.com
Website: www.cupofblessing.org

Assembly of God
Name: Journey Church
Address: 2081 Florence Avenue, Butte Montana, 59701.
Phone: 406.724.5543 (BMA)
Website: www.buttochurch.com

Baptist
Name: Church In The Valley
Address: 1658 Sampson Street, Butte, Montana, 59701.
Phone: 406.494.3887

Baptist
Name: Church In The Valley
Address: 1658 Sampson Street, Butte, Montana, 59701.
Phone: 406.494.3887

Baptist
Name: Floral Park Baptist Church
Address: 2500 Floral Boulevard, Butte, Montana, 59701.
Phone: 406.494.3600
Facebook: https://www.facebook.com/floralparkbaptist/

Lighthouse Baptist Church
Name: Lighthouse Baptist Church
Address: 3220 Saint Ann Street, Butte, Montana, 59701.
Phone: 406.725.7839
Website: www.lbcbutte.com
Butte's Online Service Community

**Family Worship Center**
- **Name:** Family Worship Center
- **Address:** 803 South Arizona, Butte, Montana, 59701.
- **Phone:** 406-782-5683
- **Website:** www.ButtFamilyWorshipCenter.org

**Foursquare**
- **Name:** A Foursquare Church
- **Address:** 45 West Greenwood Avenue, Butte, Montana, 59701.
- **Phone:** 406-782-5676
- **Website:** https://www.foursquare.org/churches/40265
- **Facebook:** APC

**Independent**
- **Name:** Heritage Bible Church
- **Address:** 3215 Hannah Bell Church, Butte, Montana, 59701.
- **Phone:** 406-494-0098
- **Website:** https://www.church.org/churches/montana/59701/heritage-bible-church-2/
- **Facebook:** HBC

**Jehovah's Witnesses**
- **Name:** Kingdom Hall of Jehovah's Witnesses
- **Address:** 3100 Yale Avenue, Butte, Montana, 59701.
- **Phone:** 406-494-5040
- **Website:** https://www.searchonamerica.com/place/kingdom-hall-jehovah-s-witnesses-496697.html

**Lutheran**
- **Name:** Saint Mark Lutheran Church
- **Address:** 223 South Monata, Butte, Montana, 59701.
- **Phone:** 406-722-4032

**Lutheran**
- **Name:** Saint Mark Lutheran Church
- **Address:** 223 South Monata, Butte, Montana, 59701.
- **Phone:** 406-782-5925
- **Website:** https://www.joinmychurch.com/churches/Saint-Mark-Lutheran-Church-Butte-Montana-United-States/214389

**Methodist**
- **Name:** Aldersgate United Methodist
- **Address:** 621 Thornton Avenue, Butte, Montana, 59701.
- **Phone:** 406-782-2425
- **Website:** www.aldersgatebutte.org
- **Facebook:** AUM

**Nazarene**
- **Name:** Butte First Church of the Nazarene
- **Address:** Corner of Marica Street, Butte, Montana, 59701.
- **Phone:** 406-722-5088
- **Website:** www.chambereofcommerce.com/butte-mt/45143-264-first-church-of-nazarene
- **Facebook:** Butte-First-Church-of-the-Nazarene

**Non-Denominational**
- **Name:** Church on the Rock
- **Address:** 1701 Lowell Avenue, Butte, Montana, 59701.
- **Phone:** 406-722-4032
- **Website:** https://www.facebook.com/Church-On-The-Rock-1252099756916792

**Name:** Restoration Church
- **Address:** 1836 Marica, Butte, Montana, 59701.
- **Phone:** 406-491-1604
- **Website:** http://www.restorationchurchmt.org/
- **Facebook:** PCR
The Butte Ministerial Association

The Butte Ministerial Association is a good example of what it means to give to the community when the community is in dire need of help. This association has up to twenty members and these members are all from different faiths. They work together in trying to bring peaceful relations to the religious organizations of Butte. They believe that effective communication, peaceful interactions, cooperation, mutual encouragement, and mutual respect, can unite people, even people who are different in beliefs and customs. They have been an example of this peace for the past twenty years. They say that praying for each other, and together, is a factor in bringing them together.

New members to this group that have been added the last few years are the bishops from the Church of Jesus Christ of Latter-day Saints. The Butte Ministerial Association has said that these bishops have been assets to their group. Including these bishops in the association has increased the members love for members of other faiths, recognizing on new levels that faiths of all kinds can come together and work together in peace for common causes. This association hopes that any other religious groups in Butte that want to participate feel welcome to. Any new congregation that wants to be a part of this association doesn’t have to be Christian, but they do have to be in the spirit of Christ.

The Butte Ministerial Associations purpose is to provide a central focus for the development of fellowship and cooperation amongst clergy and congregations of the community of help to serve the community better. They are organized for charitable, educational, and/or religious purposes. Father Brian of The Christ Church Anglican is the President of this association. His contact information is on this page if any religious organization would like to be a member of this association.

The members of The Butte Ministerial Association start their meetings with a prayer from one of the ministers, then they discuss finances, upcoming events, old and new business, and end the meeting with the Lord’s prayer. They use the funds they receive to give back to the community.

The Butte Ministerial Association is engaged in community service. A service they perform every Thursday is at the Genesis, Copper Ridge, and Crest nursing homes. They provide religious services for those that can’t get out to their own churches. The members of The Butte Ministerial Association want to make sure that the people of Butte that struggle leaving their place of living can also have a chance to participate in their beliefs.
Appendix G

Butte’s Online Community Website Nursing Homes/Assisted Living Page

Figure G1

Butte Nursing Homes/Assisted Living

No one has ever become poor by giving
- Anne Frank -

Name: Beehive Homes of Butte
Address: 2930 Elm Street, Butte, Montana, 59701.
Phone: 406.723.1550; 406.723.6668; 406.723.6666.
Website: www.beehivehomes.com
Facebook: Beehive Homes of Butte

Name: Big Sky Senior Living Community/Waterford
Address: 5701 Elizabeth Warren Avenue, Butte, Montana, 59701.
Phone: 406.494.8500.
Website: http://bigskyseniorliving.com/
Facebook: Big Sky Senior Living

Name: Continental Gardens
Address: 100 Garden Way, Butte Montana, 59701.
Phone: 406.242.0708.
Website: https://continentalgardens.bob.my/
Facebook: Continental Gardens

Name: Copper Ridge Health and Rehabilitation Center
Address: 3251 Nettie Street, Butte, Montana, 59701.
Phone: 406.723.3235.
Website: http://crscommunities.com/copperridge
Facebook: Copper Ridge
Butte’s Online Service Community

**Crest Nursing Home**
- **Name:** Crest Nursing Home
- **Address:** 3131 Amherst Avenue, Butte, Montana, 59701.
- **Phone:** 406-494-7015.
- **Facebook:** Crest Nursing Home

**Easter Seals, Highland Hospice**
- **Name:** Easter Seals, Highland Hospice
- **Address:** 3703 Harrison Avenue, Tamarack Square, Butte, Montana, 59701.
- **Phone:** 406-293-0020.
- **Website:** [http://egre-prm.easterseals.com](http://egre-prm.easterseals.com)
- **Facebook:** Easter Seals

**Genesis HealthCare**
- **Name:** Genesis HealthCare
- **Address:** 2400 Continental Drive, Butte, Montana, 59701.
- **Phone:** 406-721-6666.
- **Website:** [http://www.genesishealth.com/Butte](http://www.genesishealth.com/Butte)
- **Facebook:** Genesis HealthCare

**The Springs At Butte**
- **Name:** The Springs At Butte
- **Address:** 500 Mount Highland Drive, Butte, Montana, 59701.
- **Phone:** 406-494-0983.
- **Website:** [www.thespringsliving.com/communities/montana/the-springs-at-butte](http://www.thespringsliving.com/communities/montana/the-springs-at-butte)
- **Facebook:** The Springs At Butte

**Montana Independent Living Project, Inc.**
- **Name:** Montana Independent Living Project, Inc.
- **Address:** 3475 Monroe Street, Butte, Montana, 59701.
- **Phone:** 406-721-4814; 800-723-6407.
- **Website:** [http://www.milp.us](http://www.milp.us)
- **Facebook:** MILP
Appendix H

Butte’s Online Community Website Business Page

Figure H1

Butte Business

The Only Way To Do Great Work Is To Love What You Do

-Steve Jobs-
Butte’s Online Service Community

Charity Lovshin

Name: Montana Standard
Address: 25 W. Granite Street, Butte, MT 59701
Phone: 406.498.5500
Website: MTStandard.com
Facebook: The Montana Standard

Name: NorthWestern Energy
Address: 11 East Park Street, Butte, MT 59701
Phone: 1.888.467.9660
Website: http://www.northwesternenergy.com/
Facebook: NorthWestern Energy

Name: Town Pump
Address: 600 South Main Street, Butte, MT 59701
Phone: 406.497.6700
Website: www.townpump.com
Facebook: Town Pump

More Business will be added to this page soon.

Butte Schools

Give a poor man a fish and you feed him for a day. You teach him to fish and you give him and occupation for a lifetime—Chinese Proverb

Name: Butte High School Career Center
(619-22) 1090 South Montana Street, Butte, Montana, 59701.
Website:

Name: Butte Central High School (9-12)
Address: 9 South Idaho Street, Butte, Montana, 59701.
Phone: 406.786.6761
Website: www.buttocentral.org
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
<th>Email</th>
<th>Website</th>
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<tbody>
<tr>
<td>Butte Central Middle School (6-8)</td>
<td>1100 Delaware Street, Butte, Montana, 59701</td>
<td>406-728-4500</td>
<td></td>
<td><a href="http://www.buttcentral.org">www.buttcentral.org</a></td>
</tr>
<tr>
<td>Butte Central Grade School (K-5)</td>
<td>1100 Delaware Street, Butte, Montana, 59701</td>
<td>406-728-4500</td>
<td></td>
<td><a href="http://www.buttcentral.org">www.buttcentral.org</a></td>
</tr>
<tr>
<td>Butte Public High School (Butte High)</td>
<td>401 South Wyoming Street, Butte, Montana, 59701</td>
<td>406-651-2200</td>
<td></td>
<td><a href="http://www.butt.k12.mt.us">www.butt.k12.mt.us</a></td>
</tr>
<tr>
<td>Capstone Butte Christian School</td>
<td>1485 Continental Drive, Butte, Montana, 59701</td>
<td>406-728-2244</td>
<td></td>
<td><a href="http://www.butt.k12.mt.us">www.butt.k12.mt.us</a></td>
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<tr>
<td>East Middle School</td>
<td>2600 Grand Avenue, Butte, Montana, 59701</td>
<td>406-651-2600</td>
<td></td>
<td><a href="http://www.butt.k12.mt.us/ems.html">http://www.butt.k12.mt.us/ems.html</a></td>
</tr>
<tr>
<td>Emerson Elementary School</td>
<td>1924 Phillips Street, Butte, Montana, 59701</td>
<td>406-651-2809</td>
<td></td>
<td><a href="http://www.butt.k12.mt.us/emerson.html">www.butt.k12.mt.us/emerson.html</a></td>
</tr>
<tr>
<td>Hillcrest Elementary School</td>
<td>3000 Continental Drive, Butte, Montana, 59701</td>
<td>406-651-2800</td>
<td></td>
<td><a href="http://www.butt.k12.mt.us/hillcrest.html">www.butt.k12.mt.us/hillcrest.html</a></td>
</tr>
<tr>
<td>LVA Butte Literacy One to One Program</td>
<td>P.O. Box 244, Butte, Montana, 59701</td>
<td>406-728-7005</td>
<td></td>
<td><a href="mailto:Butteliteracy@gmail.com">Butteliteracy@gmail.com</a></td>
</tr>
<tr>
<td>Margaret Leary Elementary School</td>
<td>1 1/2 Mile Via Road, Butte, Montana, 59701</td>
<td>406-651-2550</td>
<td></td>
<td><a href="http://www.butt.k12.mt.us/ml.html">http://www.butt.k12.mt.us/ml.html</a></td>
</tr>
<tr>
<td>Montana Tech of the University of Montana</td>
<td>1300 West Park Street, Butte, Montana, 59701</td>
<td>406-495-4556 (North Campus)</td>
<td></td>
<td><a href="http://www.mtech.edu">www.mtech.edu</a></td>
</tr>
<tr>
<td>Whittier Elementary School</td>
<td>2500 Sherman Street, Butte, Montana, 59701</td>
<td>406-728-2840</td>
<td></td>
<td><a href="http://www.butt.k12.mt.us/whittier.html">www.butt.k12.mt.us/whittier.html</a></td>
</tr>
<tr>
<td>School District Business Office</td>
<td>111 North Montana Street, Butte, Montana, 59701</td>
<td>406-651-2500</td>
<td></td>
<td><a href="http://www.butt.k12.mt.us">www.butt.k12.mt.us</a></td>
</tr>
<tr>
<td>School District Driver's Education</td>
<td>401 South Wyoming Street, Butte, Montana, 59701</td>
<td>406-651-2200</td>
<td></td>
<td><a href="http://www.butt.k12.mt.us">www.butt.k12.mt.us</a></td>
</tr>
</tbody>
</table>
Butte’s Online Service Community

Name: School District Student Handbook
Phone: 406-533-5000
Websites:
http://www.bvette.k12.mt.us/parents/handbooks.html Parents
http://www.bvette.k12.mt.us/students/handbook.html Students

Name: School District Transportation
Address: 1220 East Front Street, Butte, Montana, 59701.
Phone: 406-221-2496
Website:

Name: Silver Bow Montessori School
Address: 1800 Sunset Road, Butte, Montana, 59701.
Phone: 406-494-1023
Website: www.silverbowmontessori.org and office@silverbowmontessori.org

Name: R.O.C.E.L.E.S
Address: 119 North Montana Street, Butte, Montana, 59701.
Phone: 406-221-8548
Website:

Name: TRIO - Education Opportunity Center (EOC)
Address: 25 Basin Creek Road, Butte, Montana, 59701.
Phone: 406-496-3720; 800-662-5132 ext. 4141
Website:

Name: TRIO Talent Search, Upward Bound and Student Support Services
Phone: 406-496-4090
Website:
Appendix I

Butte’s Online Community Website Contact Page

Figure I1
Acknowledgments

Individuals acknowledged in this project is my committee chair, Professor Glen Southergill, and my committee members, Professor’s Pat Munday and Tim Kober.

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References

1. Tharon W. Howard. Design to Thrive—Creating Social Networks and Online Communities that Last. 2010 Elsevier Company. Morgan Kaufmann.

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