



Website Redesign Document

Using Information Architecture Methodology

*Fire Baptized Holiness Church
of God of the Americas
<http://www.fbhchurch.org>*

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1 INTRODUCTION

Our website, fbhchurch.org, was originally created by Vernell Turner and published on October 3, 1997. The site was revised once in 2002. Although content is frequently added, the overall look and feel of it has remained the same for 18 years.

The site currently uses 164 MB of disk space and receives, on average, 3.546 G of traffic each month. Our average number of visits per month is 589. The site contains over 1,300 files, of which, there are approximately 400 active pages in the main directories.

Based on information received via e-mail, guestbook entries, and site statistics, we know that FBH members are **NOT** our primary visitors. Non-members frequent the Memorial Garden, the Guestbook, Prayer Requests, Sermons, and the About Us pages.

Members do use the site to locate specific churches during vacations or for mailing purposes. Unfortunately, individual church information (as well as District information) is not maintained on a consistent basis.

In the 2002 revised design we paid to have the official FBH Church logos modified for web use only! The official logos used for print were, in my opinion, flat and one-dimensional, perfect for print, but lacking for the Internet. I felt the logos could "come alive" on the web with a more realistic flame, actual dove, and a real Bible. Additionally, the dominant color of red in the official logos would greatly reduce the number of complimentary colors that could be used tastefully on the website pages.

Once the site was redesigned people began using the web-only logos in printed materials instead of the official logos. Bishop Frazier explained that we must use the official logos on the site and discontinue the use of the web-only logos.

The site and the processes to maintain it, must be redesigned to take advantage of current web technologies, the use of the official logos, and the opportunities to decentralize maintenance and administration of the site (currently 1 person maintains and administers the site – backups, passwords, new development & updates).

Vernell Turner is the only person currently committed to reviewing and restructuring fbhchurch.org. As the project moves forward, we will need additional team members to assist in usability testing and actual conversion of existing content.

2 PROJECT APPROACH

Objectives

The objectives of this project are to:

- Develop a quality web site with improved aesthetics that promote our church, the teachings of Christ, and the principles of holiness; (key objective)
- Develop processes that facilitate, simplify, and decentralize ongoing web functions and maintenance.
- Facilitate and promote collaboration, communication, and information flow through all areas of our church at the national, district, and local church levels.

Successful completion of the redesign will result in an increased number of members using the site and an increase of local churches creating and actively **maintaining** their pages.

Scope

This project involves the evaluation, investigation, design, and implementation of our web presence.

The scope of this project is to:

- Conduct an analysis of the current site
 - Conduct a content audit including status and relevance of each piece of content
 - Identify usability shortcomings and strengths
- Determine business requirements and user needs
 - Summarize long-range and short-range goals of the site
 - Determine intended audiences
 - Identify goals, visions, and issues of site users
- Design and develop the site
 - Content Design
 - Navigation Design
 - Layout Design
 - Visual Design
- Conduct usability testing.
- Research and recommend a Content Management solution.
- Research and recommend an Internet Service Provider.
- Convert existing relevant content.
- Conduct final review and testing.

- Develop internal marketing strategies to encourage the use of the site by our members (including our social network presence).
- Identify and define applications and processes needed for ongoing operation and support of the site (including a team of individuals to maintain the site).

Target groups

To ensure the success of this project it is necessary to have target groups participate in portions of the design process via surveys or brainstorming sessions. The goal is to get input and buy-in from a cross representation of the church.

Suggested target groups (“clients”) for this project are:

- Steering Committee consisting of the Board of Bishops (or their representatives), Chairperson of the Publication Board (and his representatives), and chairpersons of other National Boards as recommended by the Bishops
- Focus groups consisting of at least one (1) elder (or his representative) from each diocese, two (2) pastors (or their representatives) from each diocese; two (2) lay persons (preferably a teenager and an adult) from each diocese

Project Constraints

Projects are resource constrained or time constrained. Resources are people, equipment, and money.

We have ready access to talent that can help deliver a professional looking web site that meets our goals. The talent available to us consists of people willing to donate their time (volunteers) and others that must be paid for their time.

The greatest risk to the successful completion of this project is money. There is no budget. We will need funds to pay for non-volunteer professional assistance and software. It is possible to obtain donations or have fund-raisers to help pay for software and professional assistance.

Currently, we do not have an imposed deadline set for completing the project. I would like to complete the redesign by June 1, 2020. The time needed to finish the project will be affected by the availability of volunteers to complete their assigned tasks according to a specified schedule.

Reviewing the three (3) objectives of the project, I feel that we can achieve our key objective of developing a quality web site with improved aesthetics that promote our church, the teachings of Christ, and the principles of holiness; within the identified constraints of time and money.

Our decentralized maintenance goal may be forfeited if we cannot find individuals that are really committed to doing the work.

3 CURRENT SITE ANALYSIS

Analysis

The existing site should be evaluated from a user's perspective. We need to understand what users think about the site and how they use it. We also need to identify essential information.

We will analyze the current site's functionality, usability, and content by:

- Developing and conducting a survey.
- Developing a usability task list and evaluating the performance of the tasks using small test groups.
- Identifying all current content and determining its relevance in the redesigned site.

Developing and conducting a survey

The survey is designed to determine our current users and what they are trying to accomplish, as well as the strengths and weaknesses of the site.

I propose that we add the survey to the website and send it to targeted individuals within the church. We have 2 types of users, internal and external.

Proposed Survey: (feel free to add to the questions or suggest rephrasing)

Please answer the following questions by responding Agree, Somewhat Agree, or Disagree

	Agree	Somewhat Agree	Disagree
1) Menu items make sense to me	_____	_____	_____
2) The site is logically arranged	_____	_____	_____
3) The site needs more visuals	_____	_____	_____
4) There needs to be less scrolling	_____	_____	_____
5) The site was easy to use	_____	_____	_____
6) Content is written in clear and simple language	_____	_____	_____

Please answer the following questions

- 1) I primarily use **fbhchurch.org** to _____
- 2) What do you like best about the site? _____
- 3) What do you like least about the site? _____
- 4) What feature, function, or specific topic of information do you want added to the site? _____
- 5) Please share any ideas or comments that you feel will help us build a better site _____

Please answer the following about yourself:

- 1) Are you a member of the Fire Baptized Holiness Church? Yes or No
- 2) Which best describes your age group? (circle the appropriate answer)
5 - 13, 14 - 19, 20 - 35, 35 - 50, over 50, choose not to answer
- 3) Are you a minister? Yes or No

Developing a usability task list and evaluating the performance

We must identify key pieces of information on the web site by answering the question, What is it that we want people to find on the site?

Create a set of tasks to help determine the following:

- Learn-ability - How easy is it for users to find desired information the first time they encounter the site?
- Efficiency - Once users have learned the site, how quickly can they perform tasks?
- Errors - How many errors do users make (not able to find the page), how severe are these errors, and how easily can they recover from the errors?
- Satisfaction - How pleasant is it to use the site?

In my mind, key pieces of information on the site include: (collaboration point)

1. What our church is about –beliefs, history, composition
2. Where our churches are located
3. Information or notes of importance on a national level
4. School and Auxiliary information and activities (ie. YPI, FNII)
5. Dates and information concerning National Conventions and activities
6. Church literature and process documentation –(how to items)

An initial task list might be:

1. With the browser open, go to www.fbhchurch.org
2. Locate information that explains what our church is and our objectives
3. Determine where our church is located.
4. Locate information on the leaders of our church.
5. Locate the latest news article, event, or announcement on a national level.
6. Locate a specific church near you.
7. Find church publications/literature or information to obtain church publications/literature

Have the focus groups use the task list, watch their performance, and document it with these follow-up questions.

Use this form to record our observations and ask follow-up questions as needed:

Name: _____

Select One: ___ Elder ___ Pastor ___ Adult-lay person ___ Teen-layperson

Task	Status (1-easy - 5-difficult)	User Comment

Identifying all current content and determining its relevance

We must identify each piece of content in the current website and determine its value in the new design. To aid in this analysis we will construct a spreadsheet that lists the name of each piece of content, its location, file type, date last updated, and links to it. For example:

Name	Type	Last Update Date	Location (directory name)	Linked from
<i>dio1.html</i>	<i>Html</i>	<i>9-7-11</i>	<i>httpdocs</i>	<i>Home</i>

Content that hasn't been updated in at least two (2) years may not be relevant.

We **will not include the "District" pages** in the redesign because it is incomplete, and the districts do not maintain the information on a regular basis.

We **will not include the Local Church pages** in the redesign because they are not up to date. We will try to have local churches register their churches to provide a directory.

4 BUSINESS REQUIREMENTS & USER NEEDS

The requirements identified in this section are intended to be used as the basis for the redesign of fbhchurch.org. These requirements describe what the website must accomplish to provide value to the church.

The site should support teaching and learning about God, our church, and the principles of holiness. It should facilitate internal & external audience communication and provide appropriate access to data and applications useful across all levels of the church.

We need to

1. Get an increased number of people interested and excited about fbhchurch.org.
2. Increase usability
3. Ease maintenance of the site

1. Get an increased number of people interested and excited about fbhchurch.org

- 1.1 The site must have well presented up-to-date content relative to the needs of our audience.
- 1.2 It should present a coherent image of the church in message and visual corporate identity.
- 1.3 The site must support a user-friendly, interactive, and appealing visual design.
- 1.4 The site must be a major communications tool for all audiences (internal and external).
 - 1.4.1 It should promote a sense of community and foster internal, multi-way communication with and amongst senior leadership, elders, pastors, and the members.
 - 1.4.2 It should effectively market services and resources of the church to external audiences.
- 1.5 The site should promote efficiency by minimizing duplication of effort and data.
 - 1.5.1 It should promote standard software solutions and online applications such as membership, accounting, and document management & storage software.
- 1.6 The site should facilitate ministry, outreach, and evangelism to attract people who wouldn't ordinarily attend our local churches.

2. Increase usability

- 2.1 Internal and external audiences should be able to retrieve information through clear navigation.
 - 2.1.2 Site navigation should reflect the needs of the visitor as opposed to the formal hierarchy of the church.
 - 2.1.3 All content should be searchable by a search engine.

3. Ease maintenance of the site

- 3.1 The site should facilitate the publishing of information in an easy manner without a requirement for in-depth technical knowledge, such as an understanding of HTML.
- 3.2 The site should support an infrastructure for web content providers in which the Board of Publication provides advice and strategic direction.
- 3.3 The site should have the appropriate technical underpinnings that can be scaled to meet the growing needs of the church.
- 3.4 The site must be backed up regularly to minimize the loss of data and downtime to recreate pages.

- 3.4 A dedicated infrastructure team should be assembled to maintain the site and provide redundancy of knowledgeable personnel (not just 1 or 2 people familiar with the administration of the site).

My Notes until a little more progress is made on the document

What are the short range goals for the redesigned site? – updated look; accurate local church directory – church name and address info; current events-activities; disseminate information from senior leadership of the church to the members; resource to assist local churches in developing their sites; Bishop Frazier wants a section on stewardship – will we have an annual stewardship program/campaign?

New members, new visitors, new churches – church plantings
Spiritual enlightenment, growth, and development

What are the long range goals for the redesigned site? – to be a resource for our pastors, preachers, auxiliary leaders- equip leaders and members of the church with the resources needed to complete their tasks. To facilitate ministry and outreach; interactive applications-databases of information; online school of religion; media sales – revenue generator (online donations); online ministry- evangelism - outreach

What did we find out from the usability study of the current site?

What are the goals and issues of current users?

What do we want to emphasize?

What makes us different from other churches on the net?

*** will need a privacy policy ***

Audience Needs

We want to develop a web presence that promotes the Fire Baptized Holiness Church of God of the Americas to the world! Indeed, we have a message for everyone, but the site will be designed to appeal to a target audience of internal and external adult visitors of diverse cultures ranging from 18 to 65 years of age.

Our internal audience (**primary audience?**) includes the senior leadership of the church (bishops, elders, national officers, and national board members), pastors, district officers, local church leaders (deacons, auxiliary officials), and local church members. Our external audience (**secondary audience?**) consists of potential members (Christians and non-Christians) and members of other churches seeking information.

Building a site that people want to visit and revisit demands that we understand the needs and goals of our audience. Developing an audience list is a step toward that understanding. The audience list details each audience type and our best guess of the tasks they would perform on the site in a ranked order (most important tasks to least important).

Audience Type	Tasks
Bishops	
Elders	1. View Annual Convention Schedule 2. Print Annual Report Blank
National Officers/Board Members	
Pastors	
District Officers	1. View District events
Deacons	
Secretaries	
Treasurers	
Sunday School Officers	1. Find Sunday School resources - attendance sheets
Sunday School Scholars	
Lay Members	
Non-Members	

5 SITE DESIGN

Comparative Analysis

Our redesign efforts can be enhanced if we perform a comparative analysis of the websites of major church organizations. This analysis will help us understand what other churches are doing with their web presence (strengths and weaknesses), understand how our current site stacks up, and perhaps inspire some functionality that we hadn't previously considered.

Using the criteria below, we will analyze each of the following websites:

- Church of Jesus Christ of the Latter Day Saints – lds.org
- United Methodist – umc.org
- Church of God in Christ – cogic.org
- International Pentecostal Holiness Church – iphc.org
- Episcopal Church – episcopalchurch.org

Additionally, each team member should review at least 3 other sites of their choosing that showcases features and functionality that interests them.

Analysis Criteria: (I'll provide a worksheet to facilitate this work)

Score each criteria from 1 to 5, where 1 is bad, 2 is poor, 3 is fair, 4 is good, and 5 is outstanding.

Home Page – does it set a good context for visitors? Is it informative? Does it have an annoying splash page? How fast does the page load?

Navigation – is global navigation consistent across all pages?

Site Organization – is the site organization easy to understand? Is it intuitive?

Searchable – does the site have a search engine? If not, what about a site map? Are the search results organized and easy to understand?

Links and Labels – are links easy to distinguish from normal text? Are the links uninformative (“click here”)? Are the labels for content groupings easy to understand and germane?

Readability – are the pages easy to scan? Are line lengths reasonable? Is the information grouped in readable chunks or are there solid blocks of text? Is the font easy to read in terms of text size and color contrast with the background?

Download Times – do the pages load slowly or quickly? Is there a noticeable wait time for images to load?

Content – does the content fit the mission of the organization and the needs of the audience?

Effective Graphic Design – Is there too much visual traffic? Does the site have eye pleasing colors and text styles? Does the site have an overly busy background or moving elements that distract from the content? Do the graphics relate to the content?

We will summarize our findings, highlighting features and functions we may want to incorporate features to avoid.

Site Content

Now we need to concentrate on what the site will contain. We have to decide what pieces of content to put on the site and what types of functionality is needed to support the content.

We will use all the information gathered from the current site analysis, surveys, audience tasks, and comparative analysis to develop a content inventory. Each team member will create a list of desired content. We will review the lists eliminating duplicates and determine the importance of each piece (as it relates to our site goals and business requirements). We will write functional requirements for content that is not static.

The next step is to define the structure of the site by grouping and labeling the content.

6 SITE DEVELOPMENT

TBD

7 IMPLEMENTATION

TBD

8 MARKETING

To be compiled and submitted later (include Twitter and Facebook strategies)

9 SITE STANDARDS

Our standards may appear to impose constraints on individual creativity, but the goal is to present information and applications with default settings that offer the best in usability, based on sound design principles.

Design can be a personal choice. Within the professional design community there are certain rules of design that are universal. Using industry-accepted practices will help ensure that our Web pages are professional, usable, and available to the majority of Web users.

Overall Site Guidelines

Some users may arrive at our site looking for specific information. Others may be interested in simply browsing. Navigation of the site is very important. Strive to balance the needs of an experienced user against enticing packaging and explanatory text for the occasional user.

A consistent style of presentation on each page allows users to locate navigation mechanisms easily. Predictability will increase the likelihood that people will find the desired information.

Make sure all information is accurate. Test pages often. Develop procedures and processes to keep pages up-to-date and verify that links continue to work.

Editorial Guidelines

Our goal is to strive for as much consistency and clarity as possible. We recommend the use of the following writing style guides:

- The Elements of Style by William Strunk, Jr., E.B. White
- Associated Press Style Guide and Libel Manual - available from the Associated Press

Below are a few tips from the Human Factors International web site:

1. Write so people will understand and act quickly. Do not write to show your profound grasp of complex concepts and terminology.
2. Use short sentences. Long sentences decrease reading speed and comprehension.
3. Use words consistently. If a synonym is used, the user must first ask if the two words are the same and then mentally translate.
4. Use acronyms only where the user already knows them as a word.
Example: NASA
FBI

5. Use specific and precise wording. Tell the user exactly what to do. This will decrease interpretation time and errors.

Poor Example: Generate transaction input
Better Example: Enter the Expense Description listed on the voucher.

6. Use short and simple words. Long and unusual words sound impressive, but take a longer time to understand.

Poor Example: acquire Better Example: get
 evident clear
 identical same

7. Omit needless words. Every word takes time to read.

Poor Example: Enter the appropriate information below
Better Example: Enter the following:

8. Write in the active voice. Passive voice sounds dignified, but users understand active voice more quickly.

Poor Example: The part numbers should be entered.
Better Example: Enter the part numbers.

Page Structure, Layout, & Size

Design your page to target a monitor resolution of 1024x768. Use consistent headers and footers.

Present your information in small or moderate size segments with links to subsequent segments. If the segments are too small, users may become frustrated. Provide clues when scrolling is needed and design a mechanism to easily navigate within the page.

Large graphics as well as a large number of graphics slow the loading of a web page. Web pages live and die by their load speed. Research has shown that users will only wait for around 5 to 10 seconds for a page to load. Because of this, images should be optimized for the Web, meaning their resolution, size, and compression optimizes their file size. This helps to speed up the load time of Web pages.

It is advisable to keep the size of the web page, the size of your graphics, and the total number of graphics on a page as low as possible. Your entire web page should load in about 8 seconds at 56K.

Full-featured image editing programs (such as Adobe® Photoshop®) provide tools for image optimization. You can use the software to increase compression, lessen the color palette, and create slices of your images.

According to a Web 2.0 design guide, "use visual detail – whether lines, words, shapes, color – to communicate the relevant information, not just to decorate. Graphics should be relevant to the intended audience and compliment the purpose of the site.

Avoid distracting features such as blinking text or rapidly changing images. Blinking text or rapidly changing images draws attention away from all other content on a page.

Changing text or moving images can be useful for creating a dramatic initial impression, but they rarely add to the professionalism of the site's appearance.

If you must use animation, it is best to have it run a maximum of 2 complete cycles and then stop to allow users a chance to read and make navigational choices.

People who read English have a strong habit. They scan text and other material in the same way. Lay out the page to optimize visual access. Make the body of the screen flow from top left to the right and down.

Left justify text, labels and data. Left justified elements are easier to scan. Numbers are an exception. Never present textual items in all capital letters. Using all capital letters slows reading speed. NEVER underline text for emphasizing text on the Web. Underlined text looks like a clickable link.

Organize information to avoid a cluttered look. Clutter should never occur due to lack of grouping or poor justification. There is a relationship between clutter and the time required to find an item. Clutter costs in terms of scan time and intimidation to new users. Clutter due to high density can be acceptable at times.

When designing forms, group fields by functions. Group elements of the form by using blank lines, indentation, panels, and windows. Grouping helps users understand and find fields easily. Avoid horizontal scrolling of entry fields. The amount of text that appears in the field by default (without scrolling) may be misleading.

Use consistent button labels. Use sufficiently large icons and buttons. Be consistent with button size within a window, form, or page.

Fitt's Law:

As the size of an icon or button increases, so does the speed of traversing to and selecting that icon or button. As the distance of the mouse movement decreases, speed is also increased, so keep buttons and other targets large and mouse movement distances short.

Don't over do the use of bold and italic text. It can be confusing and distracting to the user. Be careful when using italic text. It is less readable on the screen.

Page links should not disturb the concept or structure of the text. Be careful not to over link. Whenever possible, choose a linking phrase that matches the title page in the destination document. The text phrase used as a link should be understandable on its own. The text of a link should make sense even if the link is not present. Avoid the use of "Click Here".

Color

Use colors and highlighting sparingly. According to Signal Detection theory, lots of different colors and highlighting make the screen so noisy that you can't find anything.

Information should be conveyed by means other than just color. Consider the needs of blind and color-blind users. Use color to draw attention. Use bright colors for items you want the user to notice now.

Background and text colors should enhance the presentation. Choose a background that does not interfere with the text or other information on the page. Do not use yellow on white. Do not use pure red or blue on black. These combinations don't give enough contrast between letters and background. You need 90% contrast between foreground and background to read text clearly.

Do not show pure red and blue together. Red and blue focus improperly in opposite directions. Extreme fuzziness or a 3-D illusion can occur when juxtaposed.

Avoid using multiple text colors. Text colors should be used sparingly for selective highlights, not as a way to add decoration or color to a page.

Coding

Do not hinder accessibility by misusing markup for a presentation effect. Heading Level Codes (<H1>, <H2>, <H3>...) are intended to distinguish logical structure levels in a document. Do not use them to increase font size. Use the second level (<H2>) as a subordinate or sub section to the first level. Use the third level (<H3>) as a subordinate or sub section to the second level. Use the size attribute within the FONT tag to increase font size.

Choose fonts to enhance readability.

Many type experts believe that sans serif fonts are better for screen display, even though serif fonts are easier to read on paper. The difference is due to the resolution of computer screens (72-120 dots per inch) in contrast to printers (300-2,540 dots per inch). Because on-screen dots are so big, fine details like serifs are exaggerated or distorted. Type designer Chuck Bigelow (co-designer of Lucida family of typefaces) says "serifs should be small things – but on screen they become big – no longer visual cues but noise – distracting chunks of interference".

Select a default font face. Arial is one of the most popular sans-serif fonts used on the web. "Georgia" is an alternative face that looks as sharp and clean on screen as other fonts look on paper. Do not mix more than 2 typefaces within a single document. Make a habit of specifying the size attribute within the font tag, because browsers differ in the use of default sizes.

Provide a text equivalent for every non-text element. This includes: images, graphical representations of text (including symbols), image map regions, animated GIFs), applets and programmatic objects, ASCII art, frames, scripts, images used as list bullets, spacers, graphical buttons, sounds, stand-alone audio files, audio tracks of video, and video:

- Use "alt" for the IMG, INPUT, and APPLET elements, or provide a text equivalent in the content of the OBJECT and APPLET elements.
- For complex content (e.g., a chart) where the "alt" text does not provide a complete text equivalent, provide an additional description using, for example, "longdesc" with IMG, a link inside an OBJECT element, or a description link.

- For image maps, either use the "alt" attribute with AREA, or use the MAP element with "A" elements (and other text) as content.

Specify the expansion of each abbreviation or acronym in a document where it first occurs. Use the "title" attribute of the ABBR and ACRONYM elements. Providing the expansion in the main body of the document also helps document usability.

Be careful when formatting tables. The content must make sense when presented in a linear fashion. Identify row and column headers. When tables are presented in a linear fashion, the cells are sequenced by rows, not columns.

Avoid the use of frames. Frames reduce the usability of the page by making it difficult to print or bookmark. If you must use frames, title each frame to facilitate identification and navigation. Describe the purpose of the frames and how they relate to each other.

Use "Under Construction" or "Work in Progress" for incomplete pages. Do not leave a page "Under Construction" for more than one (1) month.

10 REFERENCES

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(<http://www.humanfactors.com/>)

AT&T Style Guide, Information Architecture

The Library of Congress, World Wide Web Style Guide

W3C, World Wide Web Consortium, Web Content Accessibility Guidelines 1.0
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Computer Society, Style Guide Introduction
(<http://www.computer.org/author/style/intro.htm>)

The State of Texas, World Wide Web Design Standards and Coding Guidelines
(<http://www.state.tx.us/Standards/srrpub11.htm>)