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REGIS UNIVERSITY
SCHOOL FOR PROFESSIONAL STUDIES

MASTER OF SCIENCE
IN
COMPUTER INFORMATION TECHNOLOGY

**Gateway Battered Women's Services Website
Development Project**

PROFESSIONAL PROJECT

Lena Alhusseini
October 2005

Regis University
School for Professional Studies
MSCIT Program

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I would like to thank the following people. Gateway Battered Women's Services took a chance on this project and supported it all the way to completion. My wonderful friends kept me motivated and focused —not an easy task. Finally, I would not have been able to finish without the love and support of my amazing parents, sisters, and most importantly, my dear son Tariq.

Abstract

The development of a website for a non-profit organization concerned with domestic violence is described, including the needs assessment, methodology, implementation, finalization, and evaluation. Gateway Battered Women's Services (GBWS), in Aurora, Colorado, provides shelter, advocacy, and counseling for women and children affected by domestic violence. Its goal is the elimination of personal and societal violence against all women and children through education, support services, and promoting social change within the community. GBWS needed a web presence, a database, and an online counseling service to distribute information on domestic violence to potential clients and volunteers and to solicit donations. A questionnaire was used to evaluate the results and to formulate recommendations. The recommendations were implemented where possible.

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1. Introduction

Gateway Battered Women's Services (GBWS), a non-profit organization serving the needs of women and children affected by domestic violence, provides shelter, advocacy, and counseling. Its population of clients is difficult to reach, mostly due to the dynamics of domestic violence: fear of retribution, isolation, and secrecy. As a result, getting information to them about resources and available help is difficult. The security risk for clients means that GBWS's physical location must remain protected and safe with secret unmarked shelter locations.

1.1. Goals

GBWS's goal is the empowerment of women and children to rebuild their lives in a healthy way. In support of this, GBWS offers clinical care and other services. To do this, it is clearly important to make contact with clients in need. An associated objective is to improve the general awareness of domestic violence by making available resource and referral information. The project reported here is directed to supporting these goals of GBWS.

1.2. Need for the Project

Within GBWS, it became clear that most victims contacted were directed to the agency by word of mouth. It was felt that many more women and children could be helped

if the services were advertised on the internet. Consequently, GBWS needed a web presence to distribute information on domestic violence to those that might benefit. To support this effort, a database and an online counseling service were required. An additional benefit of a web presence would be an increased effectiveness of finding potential volunteers and eliciting donations.

A presentation about the idea of a website, made to the Board of Directors, was received positively. The presentation gave an overview of both the pros and the cons of having a web presence. The pros included the ability to distribute important messages—information on safety planning and abuse recognition can save a victim’s life—without women having to physically seek services, the solicitation and recruiting of volunteers and donations, and the ability to provide access by other organizations that might benefit from GBWS experience and services. The cons included the risks to the security and safety of victims if contacts via the website were not handled properly.

1.3. Scope

This project report describes the development of a website for GBWS that addresses the issues mentioned above, including the tasks involved and the milestones that guided the project. The primary objective of the website is to distribute information about domestic violence and the services that are available in the community. Secondary objectives are to build a communication channel between the agency and its volunteers and donors, to help

develop its services, and to create public awareness about itself. To achieve these things, it was decided that the website should satisfy the following properties.

- It should provide vital information regarding domestic violence and be a resource for women and children suffering from domestic violence—specifically with respect to services available in the Denver and Aurora areas of Colorado.
- It should contain a database of advocates, volunteers, and activists.
- It should be attractive and easy to maintain using Microsoft FrontPage.

1.4. Issues

The Board was concerned about the effort required to create and maintain a website. This was addressed, by the author, through a general overview of the hardware and software requirements for developing and maintaining a website.

Financial constraints were a serious concern. This issue was partly addressed when Regis University offered to host the website at no cost. The only real cost would be that of the software needed for development and maintenance. The author volunteered to purchase the software and to perform the maintenance, leaving only minimal costs for the agency.

The idea of a chat room was considered and was found attractive to the programs and counseling department. However, it was considered risky in terms of liability to the Board. As an idea requiring further thought, it was left for future consideration by the agency.

The major concern of the Board was security. If a women suffering from domestic violence accessed our website, would that not put her at risk of the batterer discovering such accesses? First, the deferral of a chat room reduced the risk somewhat. Second, a page on the website was planned to address this issue by giving a warning and instructions on how to stay safe and delete website access history.

A final concern was the lack of technical expertise in the agency, other than the author, for ongoing development and maintainance of the website in the long term. To address this concern, the author agreed to develop and maintain the website indefinitely and to train selected staff in its maintenance.

1.5. Glossary

HyperText Markup Language (HTML) is the coding language used to create hypertext documents for use on the web. HTML defines the structure of a web page by the use of tags and attributes.

Microsoft Access, according to the user-defined encyclopedia Wikipedia, is “a relational database management system from Microsoft, which combines the *Jet* relational database engine with a graphical user interface (GUI). This development environment provides productivity-enhancing features for both advanced developers and beginning users. It can use data stored in Access/Jet, SQL Server, Oracle, or any ODBC-compliant database” (Wikipedia).

Microsoft FrontPage is a site-creation-and-management software tool providing a WYSIWYG HTML editor and website administration under the Windows operating system.

WYSIWYG is an acronym for What You See Is What You Get. In Microsoft FrontPage code is concealed and the developer is able to see how the document will look like while it is created.

A *Web hosting service* is a business that provides server space and support services to individuals, organizations, and businesses.

A *Server* is a networked computer that provides data, files, information, programs, web pages, and other services to client or third-party software.

An *Active Server Page* (ASP) is a dynamically-created web page, having a .ASP extension, that contains HTML and embedded programming code written in ActiveX scripting, VBScript, or Jscript. When a browser requests an ASP, the web server generates a page with HTML code and sends it back to the browser.

FrontPage Server Extensions are server-side scripts (computer code) that extend the functionality of FrontPage. These extensions support features such as hit counters, data collection, e-mail processing, and database processing.

A *tag* is a command that specifies the type of an element of a web page structure.

An *attribute* is a named value associated with an element of a web page structure.

Metadata is data that describes data. For example, it may describe the characteristics and format of data such as who, what, where, when, why, and how the data was collected.

A *hit* is a single request from a web browser to a server for a particular page. A count of hits is often used to describe the number of times a web page has been accessed.

1.6. Summary

GBWS Board of Directors and management decided that a website for GBWS would be created which would address the requirements of GBWS management, and which would include information regarding both the agency and domestic violence and give referrals to local, national, and international partners. The website would also include a contacts database where users could request further information, volunteer their services, or become involved in other ways.

2. Review of Literature and Research

The author conducted research both on the internet and in published material, including textbooks, white papers, reference books, helplines, and manuals. Research was conducted primarily in the areas of project management and the technical aspects of creating and managing a website with a database, to enhance the author's educational and technical abilities in website development. Information was gathered on the planning, organization, and technical implementation of the project. For the latter, technical helplines at both the website server provider and software manufacturers were utilized extensively.

2.1. Relevant Literature

There is a large amount of information on the web on database design and project management and organization. Nevertheless, the actual database implementation was challenging. Finding the right information to address the specific difficulties faced proved to be time consuming. The most helpful information was provided by helpline customer representatives of the various software manufacturers, in addition to the GoDaddy.com web-hosting service helpline.

A necessary reference resource was Microsoft FrontPage Inside Out and Microsoft Access Inside Out. The authors led the reader through every stage of website and database development.

Web-based search engines and web crawlers were also extremely useful. Keyword strings produced general and specific data that addressed the question and made the research result much more query specific. The engines most used were Dogpile, Google, and AltaVista.

2.2. Life-cycle Models

The waterfall development process is a popular version of the systems development life cycle model for software engineering (See Figure 1). A traditional linear and sequential model of software development, it implies that each phase of development can be completed independently and pass its results on to the following phase. The waterfall development process consists of the following steps.

- *Analysis:* the process of designing the system under construction, including deciding how its parts will function and how they will relate to each other.
- *Requirements definition and specifications:* the requirements gathering phase, including the process of tailoring the project to address the specific needs of the users. The process of deciding how the system will be implemented, including addressing questions such as data requirements (what and how will the data be processed), software construction (the process of building the software to address the specific needs of the project), and interface construction (what it will look like).

- *Design:* the process of translating the requirements and specifications of the project to develop the website.
- *Implementation:* transforming the products of the design phase into a form that is executable – building the website and database.
- *Testing:* ensuring that the website works according to the requirements and the specifications.
- *Training:* Ensuring designated staff are trained on project's maintenance.
- *Operation and maintenance:* Continuing with the project's modifications and development and ensuring quality maintenance.

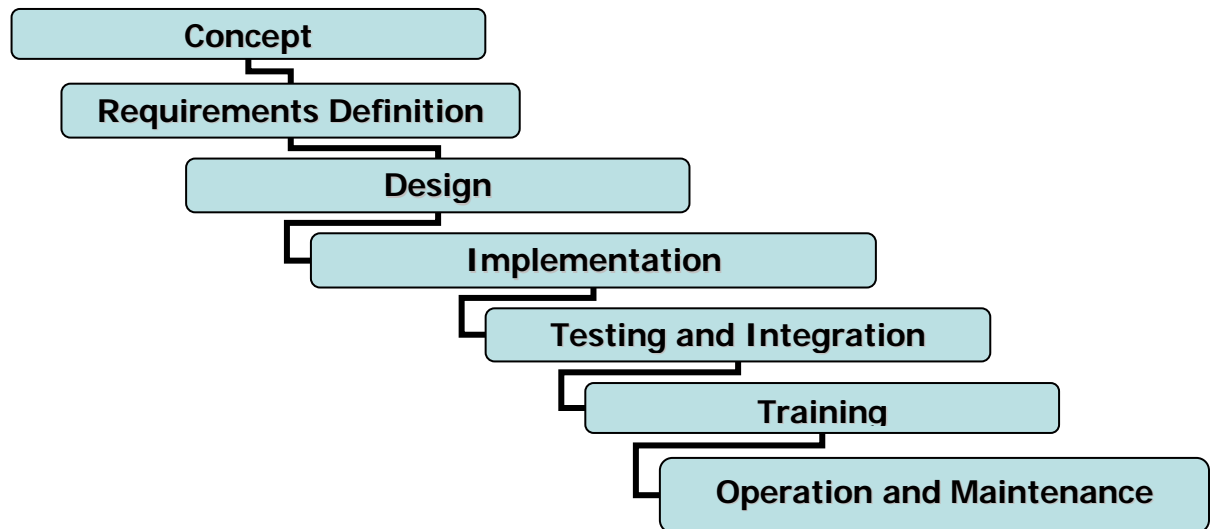


Figure 1 - The Waterfall Model of the Software Life Cycle

2.3. Comparison of Domestic Violence Agencies' Websites

Ideas about the presentation aesthetics of the website and the content management were developed by reviewing websites on the internet that serve similar populations. This review was particularly helpful in generating ideas on content management.

2.4. What is Known

For GBWS, this project was an ambitious step. For those working in the field of domestic violence, safety is paramount. The major issues that the proposed website presented were those of security, for both the clients and the staff. Concerns for clients were many, since accessing a website about domestic violence can be detrimental to their safety if the batterer discovers the victim's internet use history.

Some options presented to GBWS included the utilization of secure access to server administration features, password-protected chat rooms, and Secure SSL chat rooms. These options did not present a sufficiently secure environment for GBWS. Other safety issues were also troublesome, including history/cache files tracking, email, and autocomplete. Autocomplete is a function found in web browsers and other software utilities by which entered text, such as a web address, is saved in a list to be presented back to the user for a selection when the utility is next used.

In addition, although specialized security software could be purchased to address some of these issues, it was beyond the agency's budget allocation.

2.5. Summary

The information needed for the development, methodology, and implementation of the website was readily available, both in printed form and on the internet. Additionally, helplines were a surprising source of excellent guidance and information. Interviews with other website developers provided essential information on the structure and management of the database.

3. Methodology

3.1. Project Statement

The purpose of the project was to design a web presence for GBWS that effectively promulgates its range of services and that provides a tool for advocacy and outreach. The website should project a GBWS image and stress the availability of services that can empower women and children suffering from domestic violence. The website should detail all of GBWS's services and provide helpful guidelines and information for those seeking further information on the dynamics of domestic violence. Finally, it should provide a contact database where volunteers and others can communicate with GBWS for further information.

3.2. Interviews

The development of the project included interviews with Board members, management, and staff. In addition, informal interviews were conducted with clients of GBWS. Focus groups were a primary source of information, particularly as it related to the usability, functionality, and attractiveness of the website. Interviews were also conducted with other students and web developers concerning the quality and usability of various available software packages.

3.3. Implementation

3.3.1. Research Methods

Research methods used included the study of printed material, reference books, helplines, and websites, and comparisons with similar established websites. Second, interviews were conducted with management, staff, and clients in informal meetings, formal meetings, and focus groups. Finally, a questionnaire to evaluate the project was distributed and analyzed. A questionnaire was distributed to 35 participants. Eight questionnaires were returned completed. The questions on the form included both open-ended and close-ended questions to obtain feedback on the attractiveness on the site, navigation, information quality and new suggestions.

The interviews were conducted both with clients and staff; the groups were requested to discuss the same questions posed on the questionnaire. The need for a Spanish language version of the website was highlighted.

3.3.2. Implementation Plan

Implementation planning was based on the following steps: project analysis, requirements specification, design phase, implementation phase, testing phase, training phase, operational phase, and completion.

The time frame allocated for each phase was slightly optimistic, particularly the implementation, testing and training phases. However, the use of a linear sequential model

of project development was an appropriate choice. The project costs and deliverables were estimated correctly, and for GBWS non-technical staff each phase was easily identifiable and validated before the next phase commenced.

3.4. Specific Procedures

Implementation proceeded according to the work breakdown structure given in the following steps.

1. Proposal Presentation

- Proposal and concept presented to GBWS Board of Directors and management

2. Requirements Gathering

- Desired outcome, objectives and scope defined
- Financial feasibility and budget limitations outlined
- Software and hardware requirements defined
- Project methodology formalized

3. Project Design

- The website's user interface design blueprints created
- Forms and database design – defining data requirements

4. Implementation

- Website template
- Website content
- Presentation for approval
- Website finalization
- Website URL choice
- Website upload to web server

5. Database Implementation on Microsoft Access

- Entity Relationship Diagram (ERD) design
- Form linkage to database
- Database testing
- Database refinement

6. Final Testing Phase

- Usability and functionality testing
- Link testing
- Database testing

7. Website User Interviews and Questionnaire

- Questionnaire design
- Interviews
- Analysis of results
- Change implementation

8. Website Presentation to Management

9. Staff Training

- Access database
- FrontPage and website maintenance

10. Project Finalization and Evaluation

3.5. Model Used for Project

The linear and sequential method of the waterfall development model was used.

Following this method, each phase is completed before the next begins.

- Concept — The project concept in terms of product, framework, objectives, functions, and deliverable was documented and presented.
- Requirements Definition — Identification, analysis, and definition of project requirements and feasibility were conducted.

- System and Software Design — Breakdown of project components and the architectural and detailed design of each part was completed.
- Implementation — The incorporation of the database into the website was completed.
- Testing and Integration — Testing of the project components and integration of the database was performed.
- Training and Maintenance — Training on maintenance of the project was completed.
- Completion and Finalization of the Project

3.6. Resource Requirements

Based on the needs and requirements defined by the Board, it was decided to conduct market research into the expected cost of creating and maintaining the website. The requirements for the website were well known. The basic framework given as a guide included the following:

- Microsoft compatible
- Low financial investment (less than \$500)
- User friendly, easy to navigate
- Minimal technical skills requirements
- Minimal training requirements

A quick market survey of the available software and web-hosting services indicated that the project was financially and technically feasible for GBWS.

3.7. Deliverables Requirements

GBWS management specifically directed that the website and database function entirely within the Microsoft suite of software packages. Consequently, the choices of software and database were narrowed. Requirements were established with respect to website and database software.

3.7.1. Website Software Requirements

The website software had to have the right specifications to address the technical requirements of the project, ease of use, a minimal need for technical development skills, a minimal need for training, and a low financial investment. The most obvious candidate for the website design, Microsoft FrontPage, was chosen because of its compatibility with other Microsoft products, its user friendly-templates, and its tools. GBWS's website was envisioned as a low-maintenance project within the organization; FrontPage was seen to address the issue of long-term maintenance through its user-friendly features.

3.7.2. Database Software Requirements

The database software was to satisfy requirements for functionality, compatibility with the Microsoft environment, ease of use, a minimal need for training, and a low

financial investment. Microsoft Access was chosen primarily because it satisfied the functionality requirements.

3.7.3. Resource Requirements

The primary resource need was a reliable web hosting service with highly available technical support for the chosen Microsoft environment and the ability to scale up the amount and scope of resources.

3.7.4. Website Appearance

Requirements gathered from the interviews specified that the website should provide:

- Easy navigation and user friendliness,
- Easy access to all pages from every page,
- A simple design to fit in with GBWS's image projecting empowerment and hope,
- A bright solid color scheme so the website can be viewed with ease and clarity.

3.7.5. Identity Privacy

The question of including in the website the contact numbers and names of GBWS staff members was much debated. It was finally decided to leave this as an individual choice. The agency's physical location was not included, and the postal contact was restricted to a post office box number.

3.8. Financial Costs

The cost of the project, an important consideration for GBWS, was not to exceed \$500.

3.9. Design

GBWS management wanted a simple and easily navigated website that would lay out the contents of the website to the viewer in a logical framework. Research was conducted on domestic violence agencies' websites and the GBWS staff prepared a list of preferred websites. One of the websites examined is that of the National Coalition Against Domestic Violence (See Figure 2), which illustrates some of the features that GBWS's management required for their website. Its main features are clarity and simplicity, with all links prominently displayed on the home page. Another example cited was the Minnesota Center Against Violence and Abuse (See Figure 3).

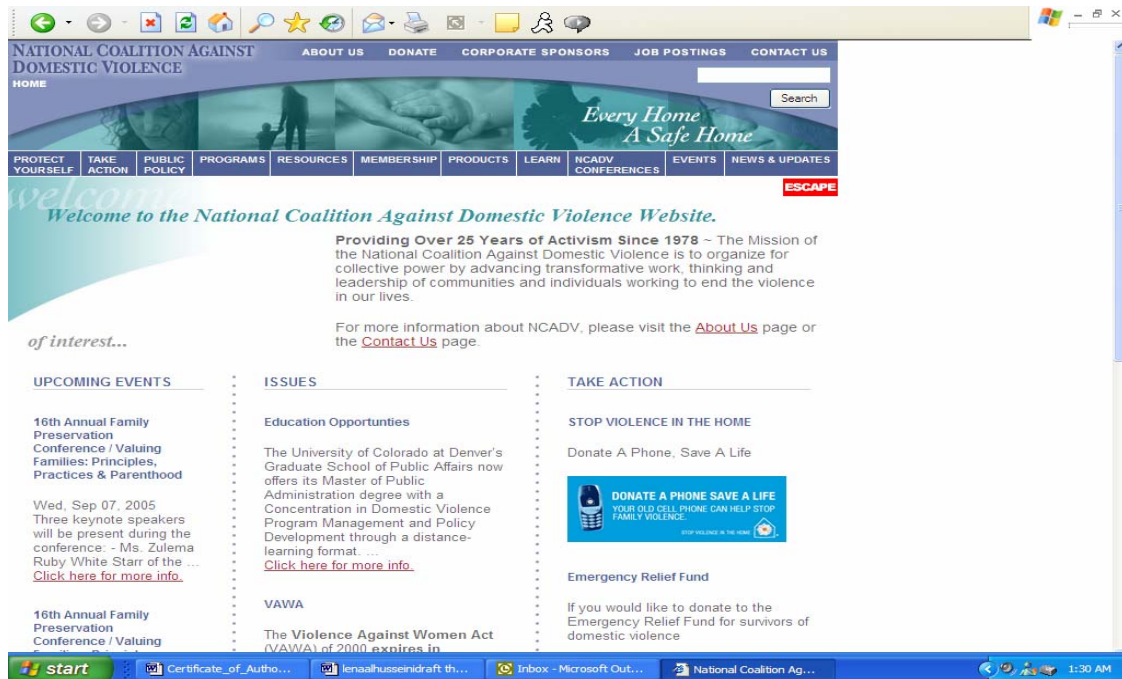


Figure 2. National Coalition Against Domestic Violence Website



Figure 3. Minnesota Center Against Violence and Abuse Website

3.10. Outcomes

After several prototypes, the website design shown in Figure 4 was chosen as an attractive and appropriate design.

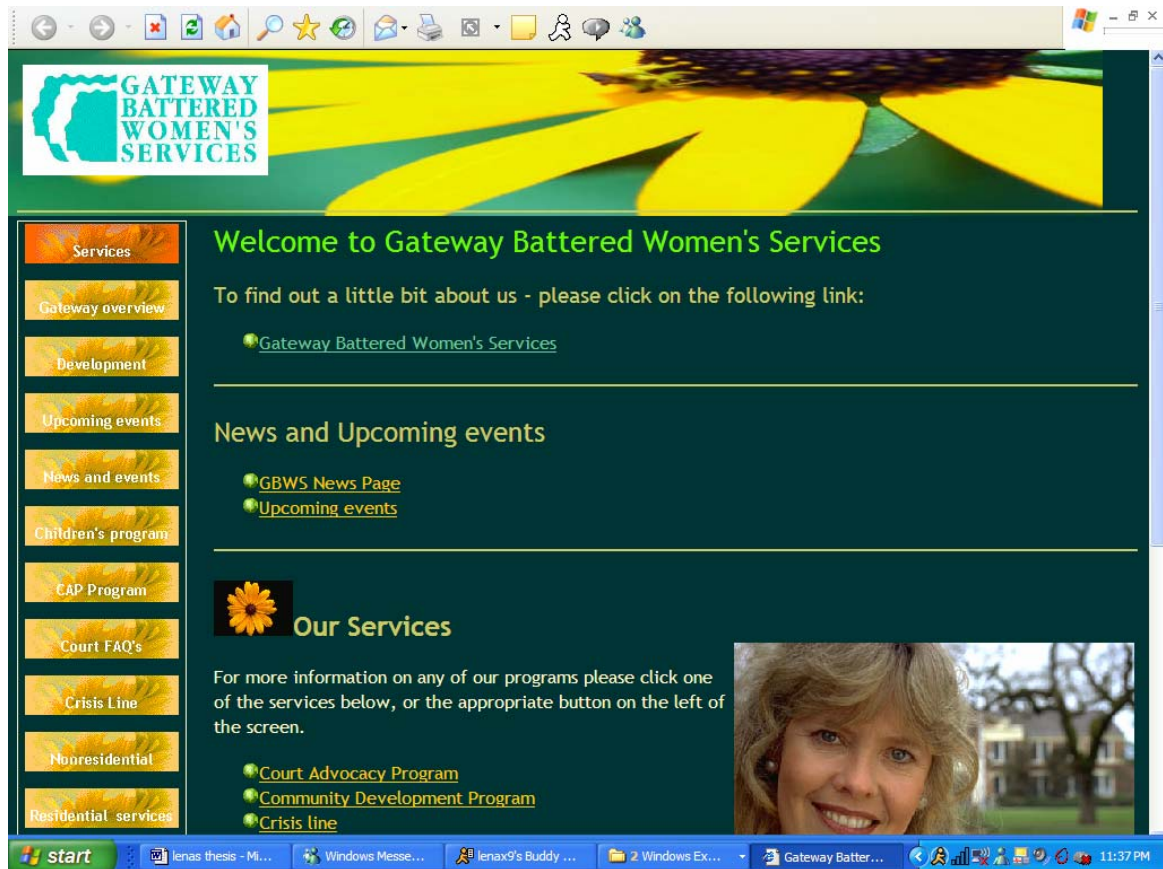


Figure 4. GBWS Home Page

The structure of the website is simple. On the left, a panel allows a user to access any page. The contents of the pages are divided by department, with a few pages giving helpful information to women who are in a domestic violence situation.

4. Implementation

4.1. Website Contents

GBWS has 25 main pages linked by 13 main subject headings, including:

- Home page
- About GBWS — includes history, mission and goals, organization structure, GBWS Board, annual reports (PDF), and a contact request form
- News and events
- Our services — details all GBWS services including residential and non-residential services, shelters, counseling, and court advocacy
- FAQs page — on domestic violence and court advocacy information
- Volunteer voices — articles detailing volunteers' experiences with GBWS
- Client stories — articles describing clients' and survivors' experiences with domestic violence
- DV statistics
- Safety plan
- Computer safety
- How you can help
- Job opportunities
- Feedback

4.2. Website Structure

Figure 5 illustrates the structure of GBWS's website. Data is stored in a file on the server which is subsequently downloaded to a Microsoft Access database on GBWS's administration computer.

4.3. Testing and Review Phase

A questionnaire was distributed to 30 employees of GBWS, of which eight were completed and returned. The results are shown in Table 1.

Question	Response		
	Yes	No	Percentage
Did the website load easily?	8	0	100% said yes
Was the design appropriate?	7	1	86% said yes
Was it easy to navigate?	8	0	100% said yes
Was the information easy to retrieve?	8	0	100% said yes

Table 1. Questionnaire Results

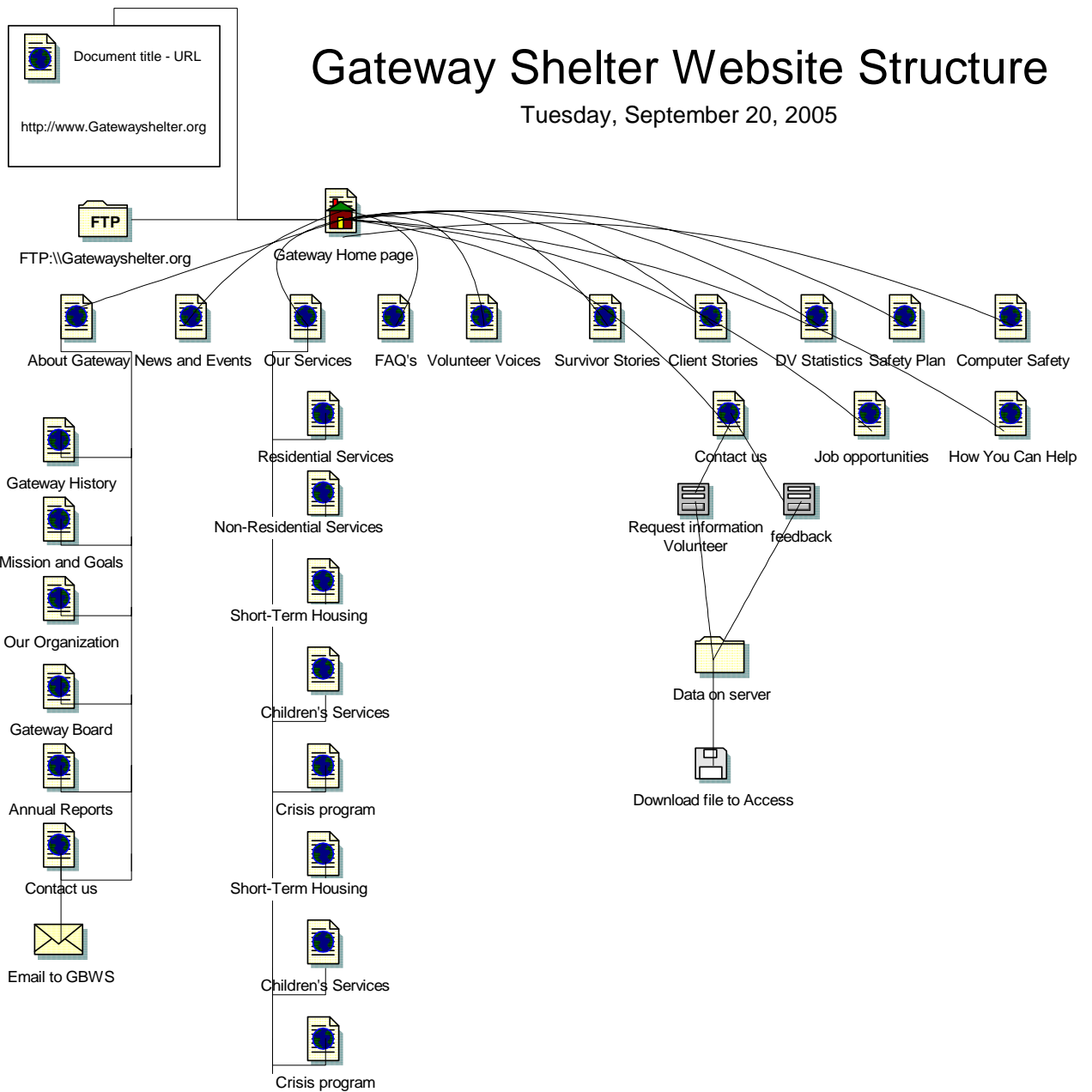


Figure 5. Gateway Shelter Website Structure

The questionnaire included both open-ended and close-ended questions. There was a comments section, which was quite useful in highlighting areas of concern. Broken links were found and errors were corrected. Although the aesthetic look of the website was a concern for one respondent, GBWS management chose to accept the design shown in the diagram. Completed questionnaires are found in Appendix B.

An informal focus group discussion was organized with clients, followed by informal and formal staff meetings at which respondents indicated that they found the website easy to navigate and attractive. Concern was raised regarding the accessibility of the website for those for whom English is not a first language. Since many clients speak Spanish as a first, and often only, language, it was decided that the website should be mirrored in Spanish at a future date.

4.4. Contacts Database

The contacts database was deemed necessary to collect and distribute information to women and interested parties in a timely and professional manner. The Access database was chosen because of its suitability to the requirements, and the GoDaddy.com server fulfills Microsoft FrontPage requirements in its ability to host FrontPage extensions. Database features include web server software which can be built into either Microsoft Windows NT, Microsoft Internet Information Server, or Microsoft Personal Web Services. A FrontPage-based client and its server can reside on the same machine with

the availability of FrontPage 2000 Server Extensions. The server's FrontPage 2000 Server Extensions are required to send form data to a text file or email address, to implement FrontPage-based web security, and to enable remote database authoring. The extensions are not required to send form data to a database or to create reports using the Database Results Wizard.

In addition, support for Active Server Pages (ASP) was required. Database features in FrontPage rely on Active Server Pages (ASPs) to provide up-to-date information every time a web page is loaded or refreshed. IIS running on the Windows NT server provides native support for ASP.

On the client, only a browser is required to view pages created with the database features in FrontPage 2000.

As previously mentioned, one requirement requested by GBWS management was easy searching and retrieval of the website. The learning curve for the software chosen should be easy and minimal, and preferably a Microsoft product, to be compatible with Microsoft Office. Two staff members were trained for two days on Microsoft Access.

The screenshot shows a web browser window displaying the Gateway Battered Women's Shelter website. The page has a dark green background with a yellow and green abstract design at the top. On the left side, there is a vertical menu with yellow buttons labeled: Services, Gateway overview, Development, Upcoming events, News and events, Children's program, CAP Program, Court FAQ's, Crisis Line, Nonresidential, Residential services, A volunteers story, and DV Statistics. The main content area is titled "What kind of Information would you like?" and contains three radio button options: "Send Gateway Literature.", "Send Gateway Newsletter.", and "I'm interested in volunteering." Below this, a section titled "Tell us how to get in touch with you:" contains input fields for Name, E-mail, Address, and Phone. There are "Submit Request" and "Reset Form" buttons. Below the form is a small image of a yellow flower and the text "Our services". At the bottom, there are links for "Search", "Feedback", and "Vacancies", followed by contact information: "Send mail to Gatewaysshelter@hotmail.com with questions or comments about this web site.", "Copyright © 2002 Gateway Battered Women's Shelter", and "Last modified: 06/25/04". The Windows taskbar at the bottom shows the Start button and several open applications, including "lenas thesis...", "Windows M...", "lenax9's Bu...", "ftp://gatew...", "ftp://gatew...", and "Inbox - Micr...". The system clock shows "12:03 AM".

Figure 6. Information Request Form

The input form was designed as illustrated in Figure 6. The information required for collection by GBWS's development staff is simple: query type, name, email address, address, and telephone number. Upon submission, a confirmation page appears, as shown in Figure 7. Information is collected and displayed as in Figure 8. The server used was FrontPage-compatible. A file was created to collect data from users and download it onto

the Access database. Data can be viewed directly from the server from an Microsoft Access data file or downloaded onto an Access database for sorting and manipulation by development staff for follow up. The table would be displayed as illustrated in the examples in Figures 8, 9, and 10. For the comments page, all data is collected on a file on the server and downloaded onto an Access form. The data required is ID, name, email, and comment.

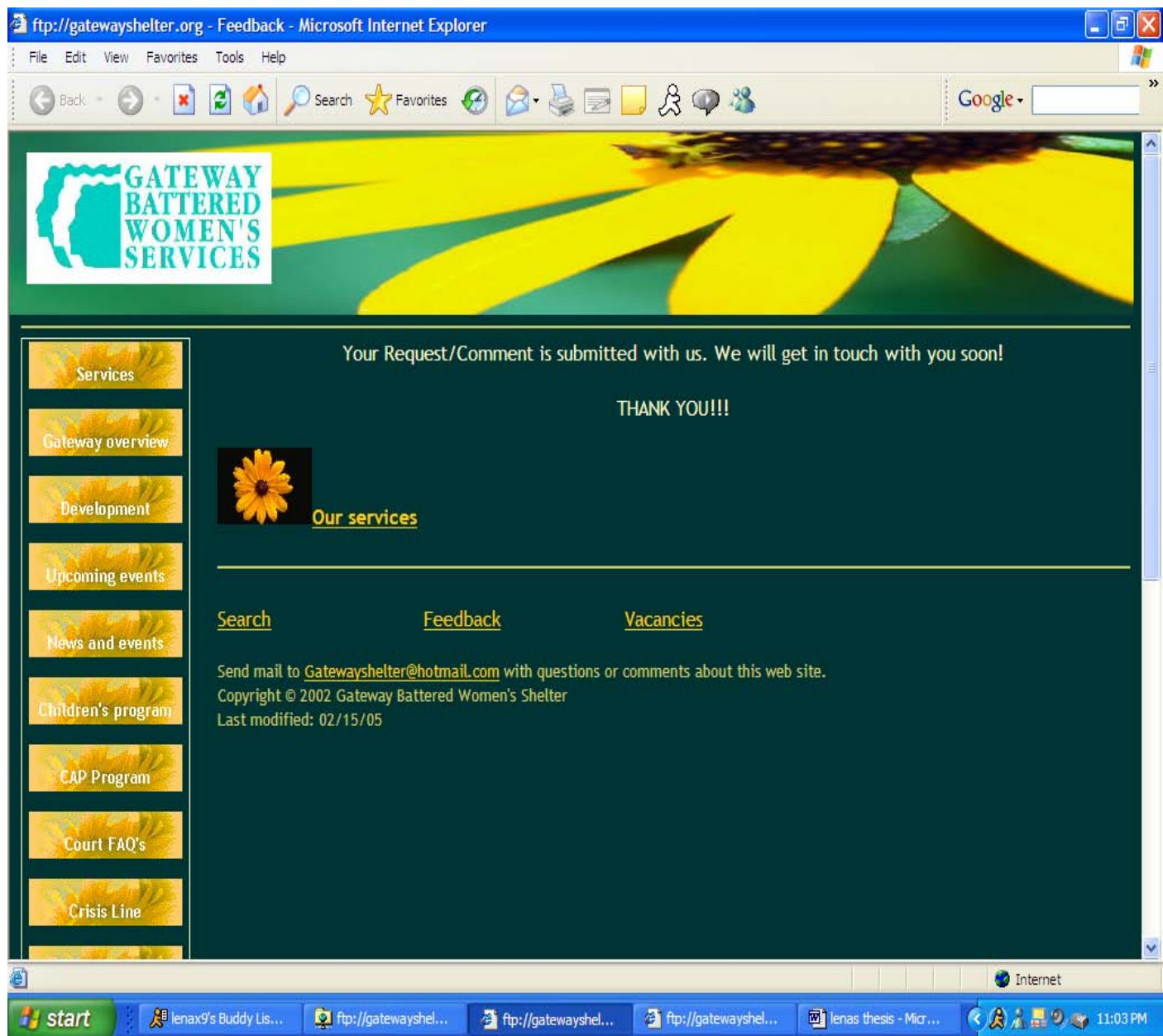


Figure 7. Information Request Confirmation Form

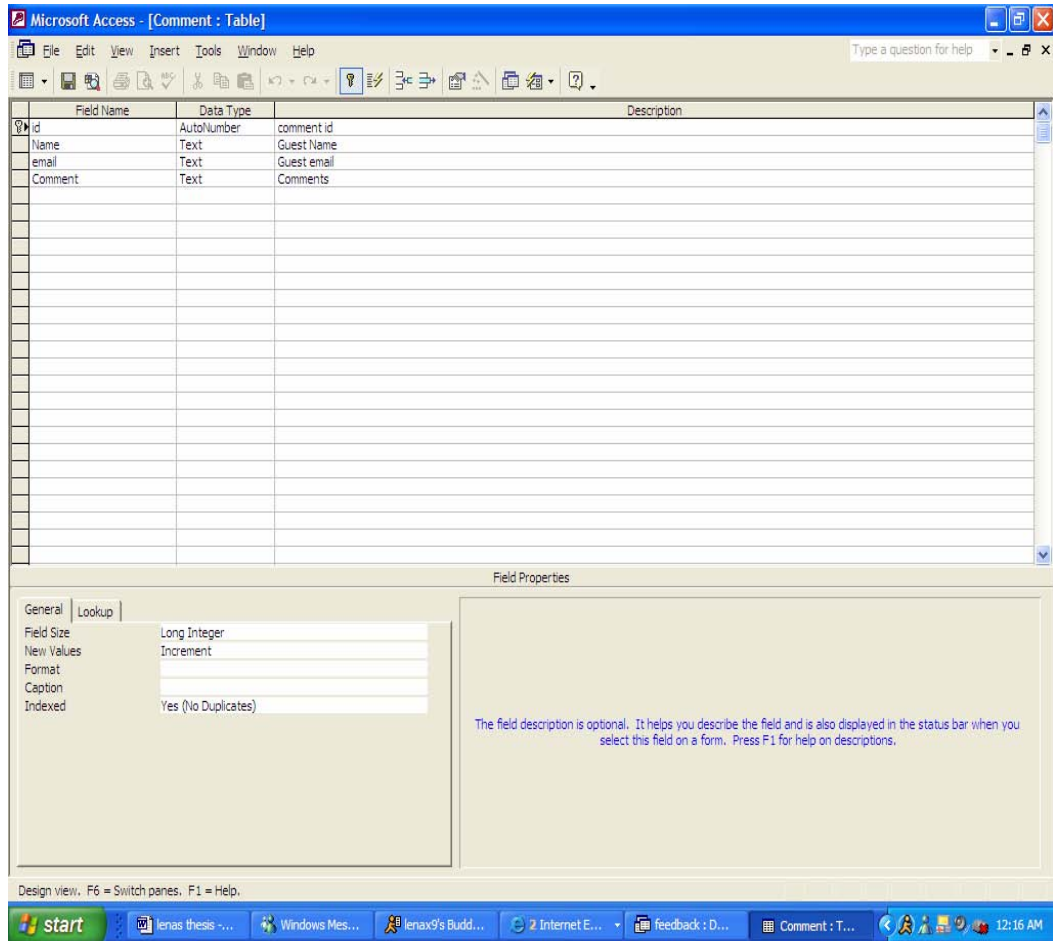


Figure 8. Data Display

Microsoft Access - [Comment : Table]

FileEditViewInsertFormatRecordsToolsWindowHelp

Type a question for help

Figure 9. Data Display on Microsoft Access

Microsoft Access - [form : Table]

Figure 10. Data Table on Microsoft Access

4.5. GBWS's Website Entity Relationship Diagram

An *Entity Relationship Diagram* (ERD) is the graphical representation of a database's logical structure. Figure 11 illustrates the entities, relationships, and attributes of GBWS's database.

GBWS		Edit Date: 9/1/2005 12:00:38 AM
Description: ERD		
Target DB: Access	Rev: 0	Creator: Administrator
Filename: GBWS DB		Company: GBWS

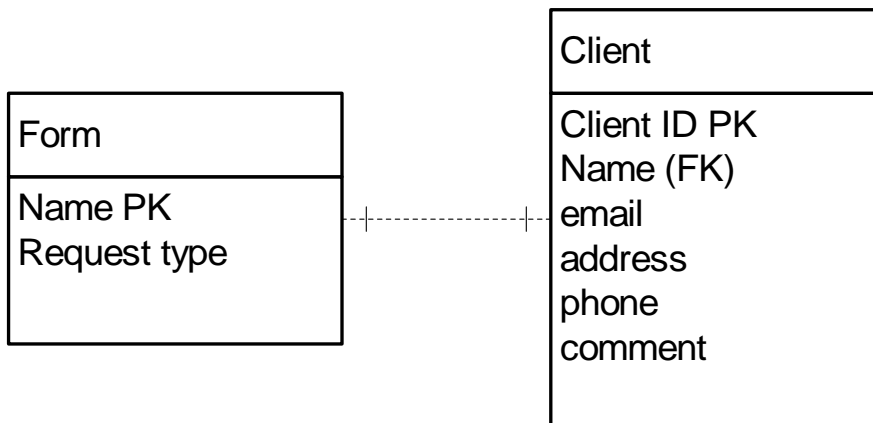


Figure 11. GBWS ERD

4.6. Traffic Statistics

The website had 65,267 requests from April 2004 until December 2004 and 102,187 from January 2005 to July 2, 2005. The highest number of requests occurred from October 2004 through June, 2005. For a breakdown of statistics, refer to Appendix B.

4.6.1. Monthly Report

The Monthly Report as produced by GoDaddy.com's analog 5.1 and Report magic for Analog 2.10 is shown in Figure 12. A page hit can result in several server requests, as images for each page are loaded. Depending on the period, the first and last months may not represent a complete month of data, resulting in fewer apparent hits.

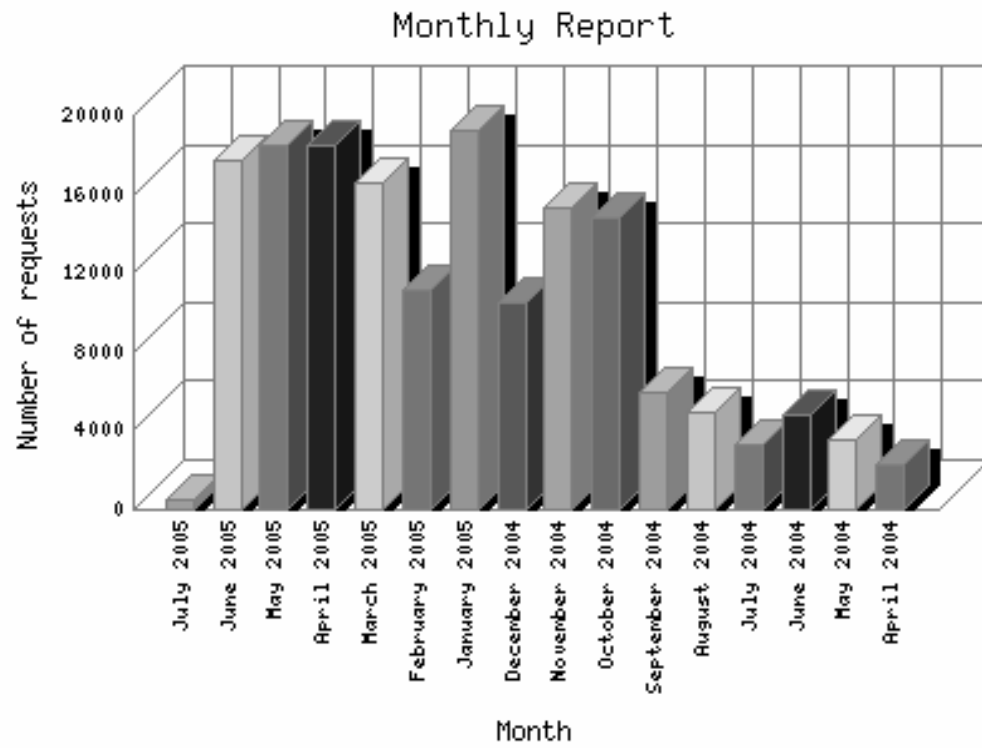


Figure 12. Number of Requests by Month

A breakdown of the number of requests by month is shown in Table 2.

Month		Number of requests	Number of page requests
1.	April 2004	2,282	427
2.	May 2004	3,553	411
3.	June 2004	4,804	2,107
4.	July 2004	3,233	442
5.	August 2004	4,889	620
6.	September 2004	5,963	709
7.	October 2004	14,783	1,028
8.	November 2004	15,297	1,213
9.	December 2004	10,463	988

10.	January 2005	19,220	1,108
11.	February 2005	11,143	1,092
12.	March 2005	16,591	1,526
13.	April 2005	18,495	2,161
14.	May 2005	18,512	2,916
15.	June 2005	17,704	2,595
16.	July 2005	522	112

Table 2. Requests by Month

Most active month: May 2005 with 2,916 pages sent

Monthly average: 1144.4 pages sent with 107.3 Tbytes served and 9850.2 requests handled

Report generated: July 2, 2005 at 05:35

Report time frame: April 4, 2004 at 18:02 to July 1, 2005 at 22:23

4.6.2. Yearly Report

The Yearly Report shows total activity on a website for each calendar year (Analog 5.1 and Report Magic for Analog 2.10). Each page hit can result in several server requests, as the images for each page are loaded. Most likely, the first and last years do not represent a complete year's worth of data, resulting in fewer hits. See Table 3.

Year		Number of requests	Number of page requests
1.	2004	65,267	7,945
2.	2005	102,187	11,510

Table 3. Requests by Year

Most active year: 2005 with 11,510 pages sent

Yearly average: 6,485 pages sent with 607.845 Tbytes served and 55,818 requests handled

Report generated: July 2, 2005 at 05:35

Report time frame: April 4, 2004 at 18:02 to July 1, 2005 at 22:23

4.6.3. Search Query Report

The Search Query Report as produced by Analog 5.1 and Report Magic for Analog 2.10 shows the queries that site visitors have sent to search engines to find the GBWS site. This only lists queries for search engines that have been defined and that provide this information in their referrer data. This report shows the first 30 results by number of requests. It is sorted by number of requests. See Table 4.

Search Query		Number of requests
1.	gateway battered women's shelter	65
2.	children witnesses or victims of assault	46
3.	battered women's shelter	37
4.	battered women	16
5.	gateway battered women's shelter	12
6.	gateway battered women's services	10
7.	battered women shelter	9
8.	gateway battered women's shelter aurora	8
9.	gateway battered women shelter	7

10.	gateway women's shelter	6
11.	gateway shelter	6
12.	court advocacy	6
13.	www.gatewaysshelter.org	5
14.	gateway battered	5
15.	gateway battered women	5
16.	denver women's shelter	4
17.	domestic violence teen	4
18.	gatewaysshelter.org	4
19.	women's shelter denver	4
20.	teen anger	4
21.	gateway battered women's shelter denver	4
22.	lena alhusseini	3
23.	gateway battered shelter	3
24.	crisis line	3
25.	teenage domestic violence	3
26.	gateway children's services	3

27.	statistics on battered women	3
28.	used cell phone donation women shelter denver	3
29.	battered women shelter colorado	3
30.	aurora municipal court	2
	[not listed: 217]	250

Table 4. Search Query Report

Report generated: July 2, 2005 at 05:35

Report time frame: April 4, 2004 at 18:02 to July 1, 2005 at 22:23

4.7. Summary

The project was developed using the waterfall development process model. The project requirements were defined and a work breakdown structure was developed that defined tasks and deliverables.

The website development process went according to plan and GBWS's management were extremely pleased with the results. GBWS received many more volunteers and donations as a direct result of its web presence. The website received visitors beyond anyone's expectations, and management is committed to budget for the website as a core and important project within the organisation.

5. Project History

The project began from a professional and personal observation that often those most in need find it difficult to access available resources that can help them get out of a bad situation. Most of the population that the author worked with had direct and easy access to the intranet. Coupling the author's education in information technology and her career as a counselor of children suffering from domestic violence, this project was a highly educational and enriching experience.

GBWS needed to expand their resources and build a pool of volunteers, referrals, and donors. In addition, information about GBWS services and referrals would benefit from added distribution to the target populations. Part of the dynamics of domestic violence is that the victims are often isolated and lack the power to access help. A website was considered a perfect first step to getting help. Empowerment by giving information and education is part of the healing process, and having it readily available is an important tool for getting help.

5.1. Milestones

The project's milestones, as shown in Figure 13, were many. The most important of which was to get the idea accepted by the GBWS Board. Once that had occurred and the project definition began to take shape, the next milestone was the actual implementation.

This was the first time the author had attempted to create a website and the task, although frustrating at times, was always rewarding.

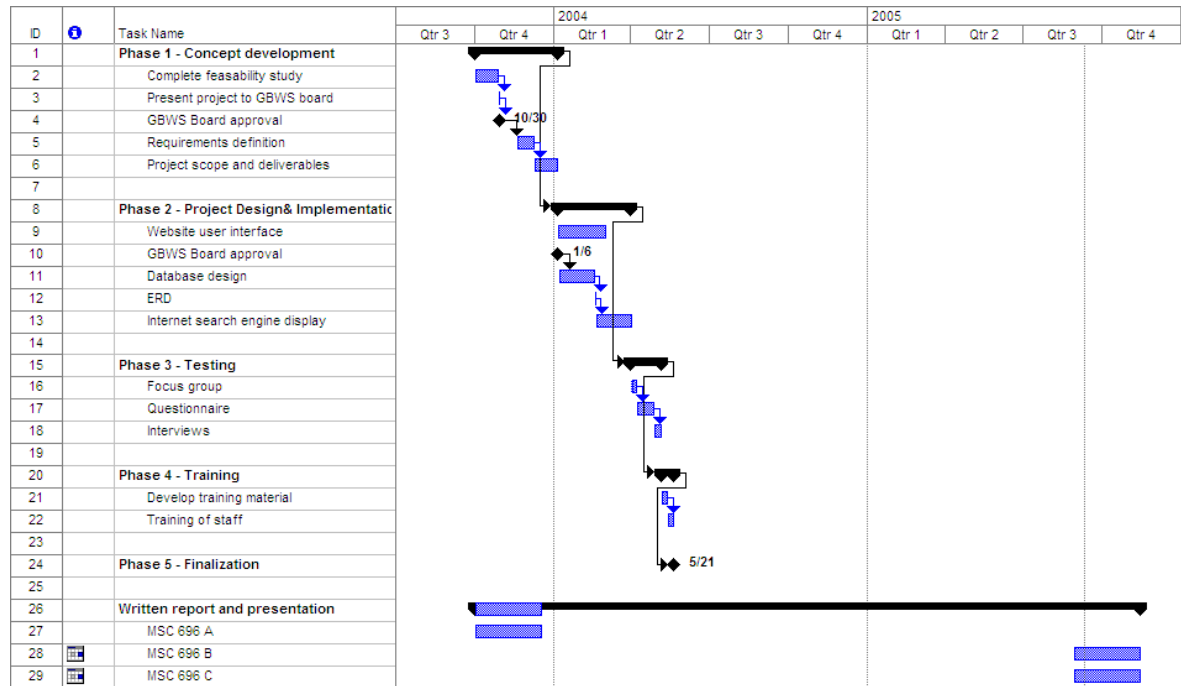


Figure 13. Project Timeline

5.2. Changes

The initially estimated costs were minimal—just the cost of purchasing the software. It was estimated that the total costs for the project were to remain less than \$500 and it seemed we might be able to implement the project with the only expense being the cost of Microsoft FrontPage. But, as website development proceeded, it became apparent that Regis University was having difficulties with its server which resulted in frequent server

downtime. After considering alternatives, it was decided to use the GoDaddy.com web hosting service because their price was the most competitive and they support both FrontPage and Access. The initial costs were minimal, \$115 for the software and \$180 for an annual subscription with GoDaddy.com. The annual subscription included domain name registration and domain masking. The total cost for the project came in at \$295.

5.3. Setup and Domain Registration

GBWS chose to register our domain name as www.gatewayshelter.org. GBWS chose the Deluxe plan at GoDaddy.com for a monthly fee of \$9.95, which includes the services shown in Table 5.

Disk Space	2,000 MB
Monthly data transfer	100 GB
Email Accounts	500
Email forwarding accounts	Unlimited
Databases	10 MySQL MS Access (Windows) SQL Server 2000 (Windows)
Server Operating System	Linux or Windows support
Languages Supported	Windows: ASP/PHP Windows: ASP.NET Linux: PHP/PERL/JAVA

Forums	Included
Blogging	Included
Photo Galleries	Included
Free software and scripts (Chat, Content management etc.)	Included
Traffic fact (site analysis)	Supported

Table 5. GBWS Web Hosting Plan Features

Of many changes to the project, the most important was the proposal to create a chat room with online real-time counseling for victims. Although the initial proposal seemed attractive to the counselors, administration decided that the liability issue would be too great for GBWS at this time. Other changes included content items and sections added, the image and look of the website, ease of maintenance, and updating and hosting the website. Simplicity was the key factor in the design and organization of the site. Since a major constraint was financial, it was necessary to simplify the project design and to use the available resources as efficiently as possible.

In the two years during which the website was created, it has become an important tool for GBWS staff and clients and has grown into a dynamic and growing project of the organization. The number of hits testifies to the need in the community for information, and the website has proven that it is an excellent tool for information delivery. GBWS has

decided to increase the budget for maintenance of the website in addition to creating a mirror site in Spanish.

5.4. Search Engines

The most difficult issue encountered, since the author was unfamiliar with keyword research and Meta tags concepts, was getting the website to display in the results of search engines. After many failed attempts at getting the right keywords, the website was finally visible on most search engines.

Web-based search engines are an important tool for any website's exposure. Traffic Blazer by GoDaddy.com was used to input keywords to be picked up by various search engines. Traffic Blazer has a user-friendly interface to help the user create Meta tags and keywords. The GBWS site was submitted to most popular search engines, including Google, Yahoo, and AltaVista.

Page ranking was another challenge. According to The Spider's Apprentice (Spider's), "Search engine ranking algorithms are closely guarded secrets, for at least two reasons: search engine companies want to protect their methods from their competitors, and they also want to make it difficult for web site owners to manipulate their rankings. You should not copy directly, but rather paraphrase. That said, a specific page's relevance ranking for a specific query currently depends on three factors:

- Its relevance to the words and concepts in the query

- Its overall link popularity
- Whether or not it is being penalized for excessive search engine optimization (SEO).”

Most search engines handle words and simple phrases. So a search would begin for pages which have a high number of occurrences of the queried subject or word. Therefore, the more often a word appears in a web page, compared with its frequency in the overall language, the more likely it will appear in the search results.

When ranking results, there are several factors at play, primarily where the keyword appears—high on a page, bold, in the title, or in the URL. Other factors include inbound link text, page title, and description. Some of the key words used for the GBWS site are shown in Table 6.

URL: <http://www.gatewayshelter.org>

Web Site Description: Information about Gateway’s services which include shelter, advocacy, counseling, education and information about domestic violence.

Web Site Title: www.gatewayshelter.org

Web Site Keywords: Gateway Battered Women’s shelter, Denver, Colorado, women, advocacy, battered women’s shelter, gateway Colorado, Denver, Shelter, Domestic Violence, Cycle of violence, children and domestic violence, women and domestic violence, teen dating violence, power and control, safety plan, advocacy, education about domestic violence, Group therapy, individual counseling for women, teens and children. Residential stay, crisis counseling, crisis line. Same sex group and individual therapy. Teen group therapy, children's group therapy. Spanish and English.

Table 6. Sample of Keywords

GBWS finally made it in the top five when a query was submitted to Google. See Figure 14.

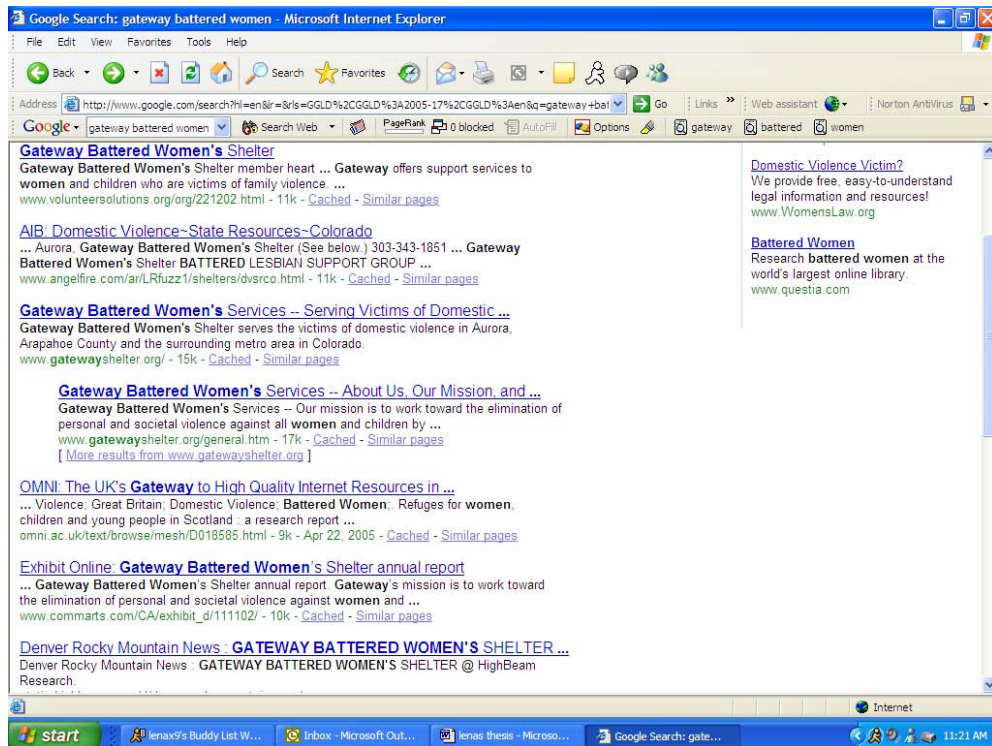


Figure 14. GBWS on Google

6. Conclusions

6.1. Lessons Learned

One of the most valuable lessons learned is project flow organization. Getting input from management and choosing the look of the website was a difficult task. Once the requirements were decided, the rest of the project flowed.

A difficult task for the author was the technical aspects of web design. Creating the database and linking it to Microsoft Access was time consuming and difficult. Many of the technical aspects of creating a website were a challenge, and required many hours researching available web materials, internet searches, and holding while waiting for customer assistance for the various help lines.

The author learned that clarity of design and goals is essential to project success. The terms of reference were clear after the initial GBWS Board meeting and that helped to address each hurdle with a clear and specific goal in mind.

Getting the website to show up on web search engines was a particular challenge. Getting the right Meta tags seemed easy initially, but proved time consuming.

Technology is under utilized in social work. This project was an important stepping stone for GBWS. It was the organization's first experience of what the internet offers to

their work. It was such a success with the numbers of inquiries and volunteers recruited, that GBWS will be creating a Spanish language site and expanding the present website.

The idea of creating a web-based real-time forum is still a consideration. As mentioned previously, the Board felt that the liability issues for GBWS are too high at this stage. However, the idea is believed to be an excellent forum to reach the target populations. Security and legal issues need to be well thought out before GBWS commits to a web-based chat room.

Another issue was the fact that the author was the only staff member with any web design training. In September 2003, the author relocated to Washington, DC, and joined another organization. As a result, communication and development of the website had to be communicated remotely. Although it did not cause significant difficulties, it is a consideration for the long-term maintenance of the website.

6.2. Future steps

The GBWS website project was a great success for the agency. Due to the tangible increase in visibility and advocacy, GBWS Board and management has decided on the following,

- Budgeting for the further development of the website: This includes adding more relevant information and updating the aesthetics. As of April 2005, this was approved by GBWS's Board. The website has been undergoing constant

development and new site was completed in August 2005. This thesis details the development of the first version. The new appearance is demonstrated in Figure 15.

- Expanding the number of web pages available to include more safety plans and other essential information: This includes adding local and state emergency contact information.
- Expanding the section on internet safety to include some technical information on erasing one's tracks.
- Creating a mirror image of the website in Spanish.
- Creating a web-based newsletter to be sent to those interested in further information.
- Once legal issues have been resolved, creating a web-based counseling chat room for those unable to physically seek shelter and services.
- Including links to other agencies locally, nationally, and internationally for further information and assistance.



Figure 15. GBWS New Website

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Appendix A Website Contents

The contents of the website are partitioned into the following components.

- Welcome and introduction
- Links to all pages on the site
- Overview
- Mission statement and general and contact information
- GBWS Board and management structure
- Community development program information
- Community outreach, public relations, volunteer program, and resource development information, with an information request form
- Upcoming events
- Volunteer training class schedule and fundraising activities
- What's been happening and special thanks
- Overview of recent events
- Children's program
- Services for children and teens, with an information request form
- Court Advocacy Program (CAP)
- Advocacy program for victims of domestic violence at Aurora Municipal Court, with an information request form
- Court FAQs
- Information and guidance on some FAQs about the CAP program
- Crisis line
- GBWS services and the crisis line: goals, capabilities, screening, and accessibility information, with an information request form
- Non-residential program
- Counseling and therapy services

- Residential programs
- Shelter services and mission goals
- Personal accounts of domestic violence by gateway volunteers and survivors
- Domestic violence statistics
- Prevalence of domestic violence, domestic violence and teens, health concerns, domestic violence and children, rape, and stalking
- FAQs on domestic violence
- Safety plan
- What you can do prior to a violent incident
- Internet safety
- Job opportunities
- Feedback
- Search

The following are a sample of GBWS website content.

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[Development](#)

[Upcoming events](#)

[News and events](#)

[Children's program](#)

[CAP Program](#)

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Welcome to Gateway Battered Women's Services

To find out a little bit about us - please click on the following link:

[Gateway Battered Women's Services](#)

News and Upcoming events

[GBWS News Page](#)

[Upcoming events](#)



Our Services

For more information on any of our programs please click one of the services below, or the appropriate button on the left of the screen.

- [Court Advocacy Program](#)
- [Community Development Program](#)
- [Crisis line](#)
- [Children's services](#)
- [Residential services](#)
- [Short term housing services](#)
- [Nonresidential services](#)



[GBWS Search Page](#)

[GBWS Feedback Page](#)

Send mail to info@gatewayshelter.org with questions or comments about this web site.
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Last modified: 03/24/05



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Gateway Battered Women's Services - Overview

What we're all about...

Gateway Battered Women's Services is the only agency specifically serving victims of family violence in the city of Aurora and Arapahoe County, including all of the rural cities. Gateway also serves women and children from the surrounding counties who may need our services.

The problem of domestic violence is widespread and affects families of all races, religions and economic lifestyles. It is estimated that half of all families are touched by violence in their homes.

Many women are killed each year by an intimate partner. The trauma suffered by children who witness family violence can result in their becoming the victims and batterers of the next generation.

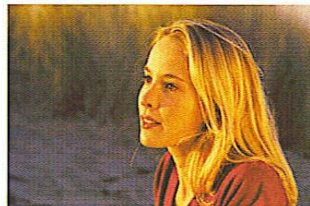
The cycle must be broken. No one should live in fear of abuse in their own home.

Our Mission

The overall mission of Gateway Battered Women's Services (Gateway) is to work towards the elimination of personal and societal violence against all women and children by empowerment through education, support services, and by actually promoting social change within the community.

A little background

Gateway has entered its third decade of service provision to victims of domestic violence - we have been working in this field since 1977.



Gateway was the first shelter in the community to establish a comprehensive counseling program for nonresident women and children - and it remains a leader in the provision of services to children. It was also one of the first shelter in the nation to establish a criminal justice program - designed to help victims of domestic violence through the criminal justice process.



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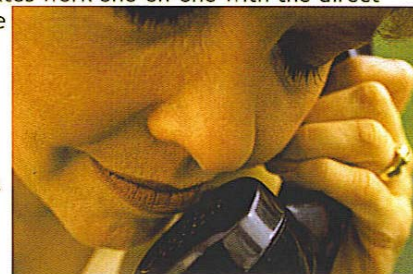
Court Advocacy Program

At the Aurora Municipal Court, Gateway houses a Court Advocacy Program (CAP) that provides victims of domestic violence with emotional support, information on their legal options and court processes - giving women the resources they need to make positive legal choices and a much-needed voice within the Criminal Justice System.

Advocates

Our advocates offer referrals, safety planning, crisis intervention and emergency services (cell phones for 911). Although the program is in a Criminal Court setting, victims also receive information on civil court matters such a restraining orders, child-support enforcement, divorce/separation, immigration, victim compensation and other pertinent matters. Information on how to access victim compensation is provided as well. Advocates work one-on-one with the direct victims in the case and their children. We also provide a comfortable space for them to be while at court, including a special children's area with all the comforts of home.

All domestic violence cases at the Aurora Municipal Court are directed to our program.



Access without Barriers

All the services of our Court Advocacy Program are also provided for our Spanish-speaking and hearing-impaired clients. When the need to work in another language arises, we make all the necessary arrangements to be able to overcome any language barrier in providing court advocacy.

Sharing our Expertise

Gateway is a training resource in matters of domestic violence for judges, prosecutors and probation officers. City attorneys network regularly with our staff when considering unusual dispositions. Additionally, judges invite the victims' input at sentencing and Gateway facilitates the process. By bringing our expertise to authorities that can effect change publicly, our efforts to end abuse are widened.

[Legal FAQ's](#) - Click this link to review frequently asked questions about legal

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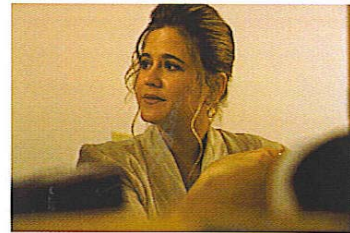
Community Development Program

The community development program is comprised of four components: community outreach, public relations, volunteer program and resource development.

Community outreach

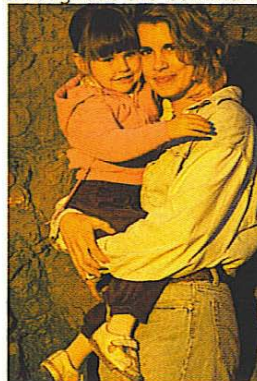
Community outreach involves educating community groups and professional organizations about domestic violence. Staff and volunteers participate as presenters in our Speaker's Bureau.

Staff also facilitates training sessions on domestic violence for area professionals.



Public relations

Gateway disseminates information to the public via quarterly newsletters, brochures, print media, radio and television to enhance agency visibility throughout the community and increase community awareness regarding domestic violence.



Volunteer program

Volunteers are recruited and trained two times a year to provide assistance in all areas of agency operations. Volunteer must complete a 26-hour training session prior to their volunteer experience.

Resource Development

Throughout the year, Gateway is involved in special events, direct mail campaigns and organized fund raisers.

Goals

- To provide education to the community on domestic violence issues through presentations to groups, schools, the media and in-service training of volunteers.
- To disseminate information and education through the publication of Gateway's bi-annual newsletter - which has a readership of 15000



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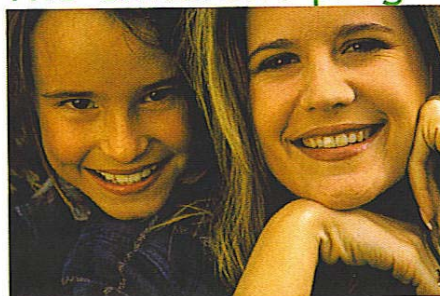
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The Children's program



Gateway is a "safe container" where children can work through their traumatic stress.

Gateway believes that if love is not taught in the home it is difficult to learn it anywhere else. Our clear message to the community is that everyone deserves to live in a nonviolent home where they are loved,

nurtured and respected. Children are not shadows in a home where domestic violence is present. They hear, they see, they are a part of and are aware of what is happening in their home. Gateway provides an extensive nonresident counseling program to children who have witnessed domestic violence. The mother's involvement with Gateway services is a prerequisite for children to receive counseling.

At Gateway's nonresidential children's program we use a community-based, multi-systematic method to manage each child's progress. Children counselors meet with school counselors and provide referrals for child care and summer recreational activities. They also refer within the community for extra nutritional and medical help.

Children's services focus on creative, nonviolent activities that can help build self - esteem and promote constructive emotional expression. This is accomplished through individual and group sessions.



Our children's nonresidential counseling programs use therapeutic play to help each child gradually feel secure enough to experience their vulnerabilities and strengths, form a trusting bond with their counselor and celebrate their resiliency. we strive to build self esteem and to nurture each child by listening to their stories, drying eyes and wiping noses.

Individual counseling is provided on a weekly basis and can continue as long as needed. The groups are age appropriate with similar age children participating. All of the groups are held on an ongoing basis.

Information Request Form

Select the items that apply, and then let us know how to contact you.

Court FAQs - Frequently Asked Questions

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Some of the questions domestic violence victims commonly ask when they first appear in court are,

What will happen today?

Today is the arraignment, which is the defendant's first appearance in front of the judge. The defendant will make the decision to plead guilty/not guilty or to continue the arraignment to a later date. If the defendant pleads guilty he/she may be sentenced today.

What happens if the defendant pleads not guilty?

The matter will be set for trial at a later date and you and all the witnesses will be subpoenaed to testify at the trial.

What is a subpoena?

a subpoena is a court order requiring your appearance for a court proceeding. If you don't appear in court you could be found in contempt of court and face possible fines or jail.

What is a No Contact Order?

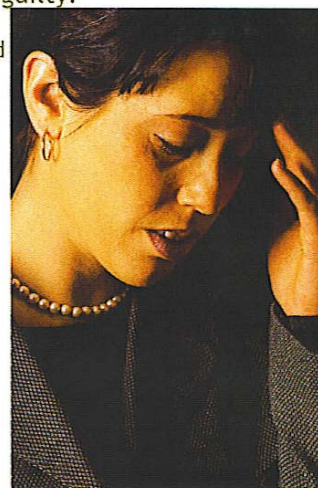
a No Contact Order relates to the criminal case and it is an order that prohibits the defendant from initiating any contact with the victim and other persons named in the case. If the case is dismissed or the defendant is found not guilty the No Contact Order will terminate.

What is a Restraining Order?

A Restraining Order is a civil protective order issued at county court and can be made permanent. It provides protection throughout the United States.

Can I drop the charges?

Generally no. This is a criminal case and it is within the sole authority of the City Attorney to decide whether a case will go forward, not the victim.





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Crisis Line

24-hour, 7 days per week crisis line services.

Gateway's 24-hour Crisis Line is often a victim's first step towards making others aware of their situation and getting the help they need. Our Crisis Line is staffed with trained counselors and volunteers ready to listen and give referrals to women who are experiencing psychological and physical abuse in their relationships. Crisis services continue to expand to serve the hearing-impaired and those who do not speak Spanish or English.



Goals

- To maintain 24-hour crisis line 7 days per week
- To provide immediate intervention and assistance to families dealing with domestic violence
- To provide 24 hour access to shelter services for safety and assistance
- To provide over 5000 annual callers access to general information, referrals and advocacy with other community agencies to ensure access to appropriate services in the community.
- To provide clear and complete information regarding domestic violence

Capabilities

Crisis intervention and counseling

- Immediate intervention and assistance
- Information on emergency and community resources
- Referrals to and advocacy with other community agencies

Screening for shelter services

The callers needs are accessed so accurate information can be provided whether it's entry into the shelter, referrals to community resources or emotional support that's needed.

Accessibility

Services are available to callers with hearing impairment as well as those who do



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Domestic Violence Statistics

PREVALENCE OF DOMESTIC VIOLENCE:

1. It is reported that nearly 6 million women are beaten every year in the United States by a current or former intimate partner.
2. One out of every four American women (26 percent) report that they have been physically abused by a husband or boyfriend at some point in their lives. Thirty percent of Americans say they know a woman who has been physically abused by her husband or boyfriend in the past year.
3. While women are less likely than men to be victims of violent crimes overall, women are five to eight times more likely than men to be victimized by an intimate partner.
4. Women are 7 to 14 times more likely than men to report suffering severe physical assaults from an intimate partner.

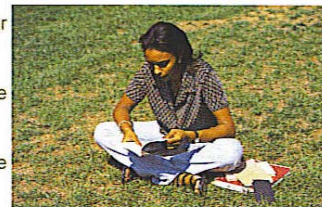


HEALTH ISSUES:

1. About half of all female victims of intimate violence report an injury of some type, and about 20 percent of them seek medical assistance.
2. Thirty-seven percent of women who seek treatment in emergency rooms for violence-related injuries are injured by a current or former spouse, boyfriend or girlfriend.

DOMESTIC VIOLENCE AND TEENS:

1. Forty percent of teenage girls age 14 to 17 report knowing someone their age who has been hit or beaten by a boyfriend.
2. About one in three high school students have been or will be involved in an abusive relationship.
3. Teen dating violence most often takes place in the home of one of the partners.
4. One in five dating couples report some type of violence.



Search

in their relationship.

5. One study found that 38 percent of date rape victims were young women from 14 to 17 years of age.
-

DOMESTIC VIOLENCE AND CHILDREN:

1. In a national survey of more than 2,000 American families, approximately 50 percent of the men who frequently assaulted their wives also frequently abused their children.
 2. Slightly more than half of female victims of intimate violence live in households with children under age 12.
 3. A young boy who witnesses family violence in his home is 700 times more likely to grow up and abuse his female partner.
-

RAPE:

1. Three in four women (76 percent) who reported they had been raped and/or physically assaulted since age 18 said that a current or former husband, cohabiting partner, or date committed the assault.
 2. Nearly one-fifth of women (18 percent) reported experiencing a completed or attempted rape at some time in their lives; one in 33 men (3 percent) reported experiencing a completed or attempted rape at some time in their lives.
-

STALKING:

1. Seventy-eight percent of stalking victims are women. Women are significantly more likely than men to be stalked by intimate partners (60 and 30 percent respectively).
2. Eighty percent of women who are stalked by former husbands are physically assaulted by that partner and 30 percent are sexually assaulted by that partner.

(NOTE: SPECIAL THANKS TO THE FAMILY VIOLENCE PREVENTION FUND FOR THE INFORMATION IN THE ABOVE ARTICLE)

For More Information Contact:

Gateway Battered Women's Shelter
PO Box 914 Aurora CO 80040
Tel: 303 343 1856
FAX: 303 343 8094
Internet: info@gatewayshelter.org

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Domestic Violence - Frequently Asked Questions:

Isn't it true that women beat men as often as men beat women?

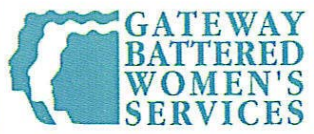
Women do hit men - sometimes, but not always, in self-defense. But in the vast majority of domestic violence incidents in which serious injuries occur, men are the batterers and women their victims. Certainly, all domestic violence is wrong - and the costs of abuse are huge. Domestic violence fills emergency rooms and courts, juvenile justice centers and morgues. And the crime in our homes is contributing to the crime on our streets. Whether or not there is abuse in your own family, domestic violence IS your business. Each one of us can and must be part of the solution.

Haven't advocates exaggerated the prevalence of domestic violence in this country? Isn't domestic violence really quite rare?

Domestic violence occurs here and in every community. Every 12 seconds men stalk, beat, kick, and terrify the women they promised to love. Domestic violence is difficult to measure with precision, but there is no doubt that it is a costly and devastating problem for our nation. If you doubt it, spend a night at an emergency room. Talk with a police officer who answers domestic abuse calls. Go to court and listen to the women who are forced to seek restraining orders against their husbands or boyfriends. The FBI says that domestic violence is the most committed crime in this country, but the least reported - so any statistics are considered to be conservative. But, whether there are one million or six million incidents (the actual estimate in the United States) of physical abuse against women each year, this is an epidemic we can no longer ignore. There's no excuse for domestic violence, and no excuse for any of us not to help end abuse.

Isn't it the feminist ideology that causes battered women's advocates to portray all men as batterers and women as their helpless victims?

All men certainly are not batterers. We welcome the many men who are joining efforts to prevent and stop domestic violence. Men have a critical role to play in ending this epidemic. However, it is beyond dispute that the gender roles in our society can reinforce attitudes that lead to violence against women - and certainly fail to condemn those attitudes. We cannot effectively address this epidemic if we ignore the impact of gender roles. Battered women are not helpless victims. Most find remarkable courage as they seek escape from the violence that threatens their lives and the lives of their children. We have to do more to help battered women. Police and doctors, clergy and employers, teachers and soccer coaches, men and women - you and I - can help stop domestic violence. And, we must.



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FOR IMMEDIATE RELEASE

Volunteer Training Class

Gateway's next Volunteer Training Class will be held in June and October 2005. The class is 26 total hours and is held three times a year in the Denver Tech Center area. Call Jeneen on (303) 343-1856 now to register because we need you!

CREW Golf Tournament - Fundraiser for Gateway

The 12th Annual Golf Classic sponsored by the Commercial Real Estate Women/Denver (CREW/Denver) will be held on Tuesday, June 21, 2005. The tournament will be at the exclusive Ranch Country Club. All levels of golfers are welcome to this Best Ball Tournament. Please call Jeneen at 303-343-1856 to register for the tournament and to find out about Sponsorship opportunities.

Annual Luncheon & Fundraiser

Gateway's 7th Annual Luncheon Fundraiser which recognizes "National Domestic Violence Awareness Month" will be held at the Inverness Hotel on Tuesday, October 4, 2005. Please mark your calendar to come and celebrate "26 Years of Care" in Arapahoe County with Gateway. Many levels of sponsorship are available. For more information please contact Gateway at 303-343-1856.

If you are interested in serving on one of the fundraising planning committees - please contact Jeneen at (303) 343-1856 to be part of the fun.



EVER WONDER WHAT TO DO WITH YOUR OLD CELL PHONE?

Gateway has the answer for you! We are collecting used cell

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phones, not older than four years old. We use these phones for two purposes. First, phones are given to victims in highly lethal situations so that they may access emergency personnel at any time. Secondly, any excess inventory of phones is sold to a company that will refurbish the phones and sell them to companies overseas.

If your family, community, church or company is thinking about organizing a cell phone drive, please contact us at 303-343-1856.

Money received from these efforts go directly to fund Gateway's programs. This is a win-win proposition. You can support Gateway Battered Women's Services, receive a tax deduction and your old phones are recycled. Phones with chargers (no other accessories please) can either be mailed directly to Gateway Battered Women's Shelter, P. O. Box 914, Aurora, CO 80040 or dropped off at one of the following locations:

**Mile High Acura,
Mile High Honda, &
Mile High Mitsubishi
2777 S. Havana St.
Denver, CO 80014
Mon – Sat 8:30am – 9 pm**

**Interchurch Taskforce
1553 Clinton Street
Aurora, CO 80010
Mon, Tues, Wed, Fri 9am – 3pm**

**Aurora Municipal Court
Court Advocacy Program
14999 E. Alameda Ave.
Aurora, CO 80012
Monday – Friday 8am – 5 pm**

**Neighborly Thrift Store
3360 S. Broadway
Englewood, CO
Mon-Sat 10am – 4pm**

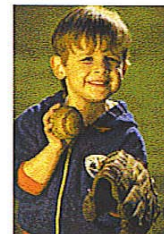
Gateway would like to extend a very special thank you to the above businesses that are accepting the cell phone donations. This support truly is making a difference for our clients!

**THANK YOU FOR SUPPORTING VICTIMS OF DOMESTIC VIOLENCE
IN THIS UNIQUE WAY!**

Thinking about a donation drive?

Plan now to host a donation drive to benefit the women and children at Gateway? Many individuals/organizations organize drives for specific items such as nonperishable food, paper and cleaning products throughout the year. We always appreciate your help!

Thinking about a holiday donation drive? It's not too early to start organizing what you, your family, your co-workers, or your church group will



do to ensure that the holiday's can be a joyful time for the client's at Gateway. Contact Gateway's Administration Office on (303) 343-1856 to find out what is needed and to get a list of gift ideas.

For More Information Contact:

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Email: info@gatewayshelter.org

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Nonresidential Program

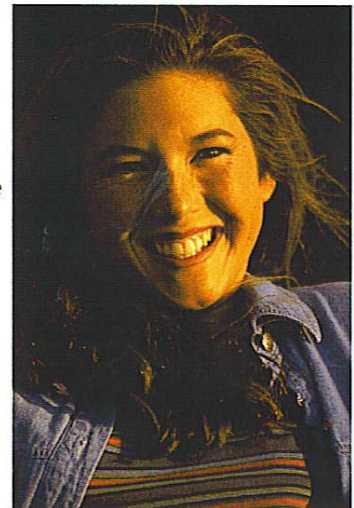
Our Nonresidential Program helps to empower women and children who are survivors by providing them with the tools, counseling and resources needed to continue to build strength.

Individual Counseling

Individual counseling is offered to women and children suffering from the effects of domestic violence, living in an abusive situation or working on feelings generated by a prior abusive relationship.

Our counselors work hand in hand with our clients to empower and to heal the pain and scars of abusive relationships. Part of our process includes education, self empowerment, building self esteem, setting boundaries, safety planning and healthy relationships.

Our counselors also advocate and help our clients with referrals, community networking and work with women to regain power and control of their lives.



Short-term counseling

This 16-week psycho-educational group teaches both English and Spanish speaking women how to identify abuse at all levels, set boundaries, develop a safety plan and take control. This safe, comfortable group forum enables victims to share without fear, build strong camaraderie, and find joy and strength in each other's progressions.

Long-term counseling

Offered in individual and group sessions, both in English and Spanish, long-term counseling further explores a woman's journey towards self awareness, assertiveness, self-esteem, parenting, and skills for nurturing healthy relationships are taught. Extended group support offers victims added comfort as they overcome the hardships of ending relationships.

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Same sex individual/ group counseling

Gateway offers individual counseling and support groups for women who have experienced violence in same-sex relationships. We provide a safe and confidential environment for women who have experienced abuse in an intimate relationship with another woman.

Our goals are to provide empowerment through knowledge, group and individual support. Gateway provides a wonderful opportunity to share and converse with other women who understand and have experienced similar situations.

Some of the topics that we cover include the cycle of violence, types of abuse, parenting, homophobia, sexism and societal oppression, boundaries, assertiveness and self esteem. Through education, we hope the healing will occur.

Teen support groups/individual therapy



Teens living in a domestic violence situation are offered a safe place where they can share their fears and feelings - talk about anger, confusion and loss. The cycle of domestic violence is discussed, along with safety, healthy relationships, red flags, self-care tools, anger management, school, friends and setting goals.

Teens either living in a domestic violence situation or who are currently involved in an abusive situation are offered individual counseling where empowerment and healing occurs. Learning about the dynamics of domestic violence, types of abuse, boundaries, feelings, anger, red flags and self-esteem helps teens to move forward towards healthy relationships.

Information Request Form

Select the items that apply, and then let us know how to contact you.

- ☒ Send Gateway Literature
- ☐ Send Gateway Newsletter
- ☐ I'm interested in volunteering

Name

Title

Address

E-mail

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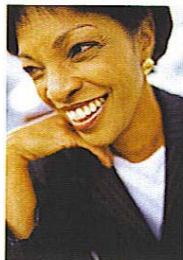
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Residential Programs



Gateway's North residential program offers a 30-day program for women and children fleeing domestic violence. The North Shelter provides women with confidentiality and safety, enabling the rebuilding of a life free from abuse.

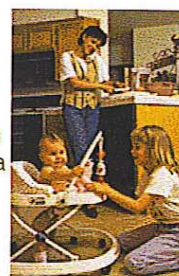
We provide a 24-hour crisis line answered by trained staff and volunteers who offer referrals, counseling and crisis intervention. In addition to a place to sleep, we also offer the food, clothing and necessities that the women and children are forced to leave behind.

Building Strength

While in shelter, victims attend weekly group meetings that offer support, information about the cycle of violence and help regaining self-esteem. Counselors are available 24 hours a day to help with referrals for medical, housing and financial needs, but most importantly, we are here to listen.

Security and support for children

Specific times for snacks, meals, groups, play and sleep create a secure and structured environment for the children who reside at Gateway. Children are counseled individually, in groups and through structured play activities. Children between the ages of 4 -18 and their mothers are expected to meet with a children's counselor for an individual intake. These intakes will determine the needs of each individual child.



Non-violent communication skills are taught along with positive conflict resolution. Women enroll their children in school and are assisted with registration, clothing and school supplies.

Extended Stay Program

Sometimes 30 days is not enough time for our clients to find permanent housing. Therefore, Gateway has designed a program that allows our clients to stay in shelter for 90 days. During their stay, women receive





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Safety Plan - What can you do prior to a violent incident?

1. Know how to identify or recognize your partner's increasing pattern of violence so as to identify his/her danger levels.
2. When possible, plan to leave before violence occurs and when batterer is not around to go to a safe place. make arrangements with a trusted friend or a friend of a trusted friend who the batterer does not know to help you and/or your children. Ask them not to tell anyone.
3. Notify a neighbor to be alert to strange noises and to call the police when this happens.
4. If is safe, get rid of all weapons in your home if your partner is nearing a violent stage or is in a violent stage of the cycle.
5. If you feel it is safe for her/him, teach your eldest or most responsible child to call the police giving your name and address if a violent incident is occurring. If you think this action would put your child in danger, teach them to go to a safe place.
6. Know your local battered women's shelter number. Gateway (Aurora and Arapahoe County) is 303 343-1856.
7. Plan where you will go in an emergency or dangerous situation and consider telling your employer not to talk with your partner until he/she talks to you first, if you believe your partner may come to your workplace.



What can you do during a violent incident?

1. Leave the physical presence of the batterer, if possible.



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- a. Leave the home and locate your escape items
 - b. Get to a room with a lock on the door and/or phone.
2. Call the police "911" or your local shelter for battered women.
 3. If your child has been prepared, have him/her call the police.
 4. Scream so your neighbors can hear and so they will call the police.
 5. If you leave by car, lock your car doors immediately and do not unlock the doors until you arrive safely.
 6. If you can not leave, protect yourself to the best of your ability.
 7. Check yourself and children for injuries and go to the hospital if necessary.
-

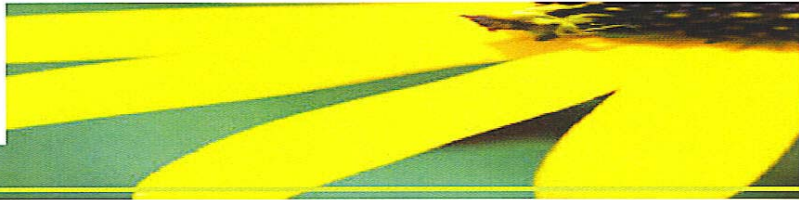
For More Information Contact:

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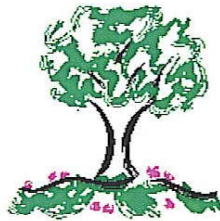
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A VOLUNTEER'S VOICE

By Penny Heffernan

GATEWAY VOLUNTEER AND SURVIVOR OF DOMESTIC VIOLENCE

I read somewhere that courage is not the absence of fear but it is going ahead with something even though you are filled with fear.



Those who are or have been in a domestic violence situation know plenty about fear. I am gripped with fear wondering what mood he will be in when he gets home. I've learned quickly to tread lightly as I try to read his moods. Is he upset about work? Did I forget to do something he asked me to do? Did the kids upset him? Panic stifles the air in my lungs as once again I recognize the fire of rage in his eyes. I know what to expect. It's only a matter of time.

What is more terrifying is that I've managed to live, day after day, with fear as my constant companion. I don't remember what it was like before this fear invaded my soul. I can only dream of how it must be to live in peace and quiet. Do others relax and enjoy the day and then drift off in a sound and restful sleep?

The stress of living in daily fear is taking its toll on my health --- I have heart palpitations, I'm jumpy all the time; can't eat or sleep much; my nervous stomach is always acting up, and I have frequent headaches. I feel like a very old woman. I'm bent over with the weight of the world on my shoulders. I move slowly...carefully...fearfully.

How long can I live like this? They tell me that I deserve better. A little voice inside of me tells me that I think they're right. That voice is so tiny that it takes all of my strength to hear it.

But I do hear the words and I listen! I've decided to make the break! Now I am faced with new fears: Can I make it on my own? Can I survive without hearing someone tell me that they love me? Do I really have what it takes to make a life for myself? I surprise myself and answer "yes".

I realize that the new fears facing me are nothing compared to the ones I left behind. Along with new fears, however, there is plenty of HOPE. Hope to fulfill what I once only dreamed about: a home that is comfort, peaceful, and SAFE.

There is always fear of the unknown, but I am moving toward a better place. Maybe I do have that thing that they call "COURAGE!"

Appendix B Questionnaire and Sample Responses

This appendix contains sample completed questionnaires.

Gateway web site questionnaire

In order to improve our website – we need your feedback! It will be greatly appreciated if you can take a minute and tell us what you think....

Log into the website at www.gatewayshelter.org

Did the website load easily?

☒ Yes ☐ No

Was the design appropriate?

☒ Yes ☐ No

Was it easy to navigate?

☒ Yes ☐ No

Was the information easy to retrieve?

☒ Yes ☐ No

Anything we should add?

- about the cell phone drive

Any comments or suggestions – (i.e. links to add/more information to make available?)

- maybe what donations we take or where they
can be taken for Gateway. (ex. Humboldt etc.)
- seemed like it pointed out Currona – maybe explain
we help every/anyone from any city/state/country etc.

Name: Jessica

Program: COVA / South RES

Gateway web site questionnaire

In order to improve our website – we need your feedback! It will be greatly appreciated if you can take a minute and tell us what you think....

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Did the website load easily?

☒ Yes ☐ No

Was the design appropriate?

☒ Yes ☐ No

Didn't like the bright yellow flower another less bright or the same less bright color is recommended.

Was it easy to navigate?

☒ Yes ☐ No

Was the information easy to retrieve?

☒ Yes ☐ No

Anything we should add?

Any comments or suggestions – (i.e. links to add/more information to make available?)

Name:

Ruby Dudley

Program:

S. Pres.

Gateway web site questionnaire

In order to improve our website – we need your feedback! It will be greatly appreciated if you can take a minute and tell us what you think....

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☒ Yes ☐ No

Was the design appropriate?

☐ Yes ☒ No

Was it easy to navigate?

☒ Yes ☐ No

Was the information easy to retrieve?

☒ Yes ☐ No

Anything we should add?

The color of the flower next to the GBWS heading is too bright.

Any comments or suggestions – (i.e. links to add/more information to make available?)

Name: Amira Abdul-Rauf

Program: South Residential

Gateway web site questionnaire

In order to improve our website – we need your feedback! It will be greatly appreciated if you can take a minute and tell us what you think....

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☒ Yes ☐ No

Was the design appropriate?

☒ Yes ☐ No

Was it easy to navigate?

☒ Yes ☐ No

Was the information easy to retrieve?

☒ Yes ☐ No

Anything we should add?

more info about extended stay

Any comments or suggestions – (i.e. links to add/more information to make available?)

Broken link from - www.gatewayshelter.org/statsdv.htm
broken clicking on our services link

Name: Monica Gamache

Program: South Res

Gateway web site questionnaire

In order to improve our website – we need your feedback! It will be greatly appreciated if you can take a minute and tell us what you think....

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Did the website load easily?

☒ Yes ☐ No

Was the design appropriate?

☒ Yes ☐ No

Was it easy to navigate?

☒ Yes ☐ No

Was the information easy to retrieve?

☒ Yes ☐ No

Anything we should add?

staff emails and

Any comments or suggestions – (i.e. links to add/more information to make available?)

Name:

Program:

Gateway web site questionnaire

In order to improve our website – we need your feedback! It will be greatly appreciated if you can take a minute and tell us what you think....

Log into the website at www.gatewayshelter.org

Did the website load easily?

☒ Yes ☐ No

Was the design appropriate?

☒ Yes ☐ No

Was It easy to navigate?

☒ Yes ☐ No

Was the information easy to retrieve?

☒ Yes ☐ No

Anything we should add?

Everything is great. You did an excellent job on the web site. Thank you!

Any comments or suggestions – (i.e. links to add/more information to make available?)

Take out "City Attorney's Office" from page that talks about coming to or with your old cell phone, and write court advocacy program. See rest of the information is ok.

Name: *Maria Luisa O'Neill*

Program:

Gateway web site questionnaire

In order to improve our website – we need your feedback! It will be greatly appreciated if you can take a minute and tell us what you think....

Log into the website at www.gatewayshelter.org

Did the website load easily?

☒ Yes ☐ No

Was the design appropriate?

☒ Yes ☐ No

Was it easy to navigate?

☒ Yes ☐ No

Was the information easy to retrieve?

☒ Yes ☐ No

Anything we should add?

I'm not sure how to operate the
search function?

Any comments or suggestions – (i.e. links to add/more information to make available?)

The link to our services did not open up...
only on the Domestic Violence page

Name: Christel

Program:

Gateway web site questionnaire

In order to improve our website – we need your feedback! It will be greatly appreciated if you can take a minute and tell us what you think....

Log into the website at www.gatewayshelter.org

Did the website load easily?

☒ Yes ☐ No

Was the design appropriate?

☒ Yes ☐ No

Was it easy to navigate? (but, could add toolbar)

☒ Yes ☐ No

Was the information easy to retrieve?

☒ Yes ☐ No

Anything we should add?

- On crisisline page include crisisline phone number
 - Add links to other programs are mentioned in other sections
 - ex. In crisisline page link to shelter ~~and~~ services where they are mentioned
 - Add FAQ page request safety plan to main page
- Any comments or suggestions - (i.e. links to add/more information to make available?)

WARRDVARC.ORG
Find the good.org

Name:

Program: