

## Digital Ministry (Sample Syllabus)

### Instructor:

Rev. Wil Ranney

### Meeting:

Live: Tue-Thu, 6:30 PM – 7:20 PM central

Off-Line: At your convenience

### Course Description

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The rapid change of technology creates both potential and uncertainty, advancing at a steady rate, disrupting and shaping our cultural realities. This class is designed to illuminate God's role in technological change, and our calling to claim these tools for use in ministry. During this course, you will discover the function technology has played throughout church history, the role it plays now, and its potential for helping us to re-imagine a new and future church.

### Learning Outcomes

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- Leadership – That you understand the emerging vocational possibilities inherent in Digital Ministry, discerning your role therein.
- Service – That you grasp the potential for digital ministry to transform the world, including the ways in which it can be used to promote social justice (and injustice).
- Faith – That you can identify the awesome ways in which God is at work through technology, and use that knowledge to imagine the future of the Church.
- Learning – That you know the ways in which ministry has been conducted through technology throughout the history of the church and in the present digital age.

### Resources

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NOTE: All the books can be found used or digital on Amazon, they will not be available in the bookstore.

- [BOOK] Cottin and Bazin (2004) [Virtual Christianity: Potential and Challenge for the Churches](#), World Council of Churches
- [BOOK] Shiky, Clay (2009) [Here Comes Everybody: The Power of Organizing Without Organization](#), Penguin Books.
- [BOOK] Reiss, Eric (2011) [The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses](#), Crown Business
- [BOOK] Gould, Meredith (2015) [Social Media Gospel: Sharing the Good News in New Ways](#) (2<sup>nd</sup> Addition)
- [ONLINE] Netflix and Hulu access
- Additional readings and videos will be provided through MyWartburg.
- New books are being considered for 2018

TECHNOLOGY: Having a serviceable laptop and smartphone will make this class much easier. If you don't have a laptop, you may want to try and barrow one for the semester or use this an excuse to get one.

## Learning and Assessment Exercises

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### **Class Sessions (Live or Off-Line)**

Wartburg Talks (40 minutes): You'll be presented with 2-3 Short Videos with at least one practical and one academic topic. There will be a reflection question or exercise after each section.

### **Maker Space (Live)**

Once a week we'll meet over lunch for frank discussion about how what we're learning applies to our ministry contexts.

### **Online Discussion (OD)**

Between each class session you will have at least one reading or viewing assignment that is meant to spur online discussion. This will happen on our facebook group unless stated otherwise. I'll pose a question to get us started. Don't put these discussions off, get involved early. I'll assess your comprehension of the materials based on what you bring to the discussion.

### **Projects**

You'll be expected to consider one digital ministry project in your ministry context, to complete during the semester. We'll help you brainstorm and point you in the right direction.

### **Presentations**

At the end the semester, you'll get to report on the progress you've made in your project area.

## Course Schedule

Jan 10	<b>Introduction to Digital Ministry</b>  <b>Talks:</b> My Digital Ministry Calling Moore's Law and the Singularity Analog Church in a Post Digital World  <b>Maker Space:</b> Review Syllabus Setup Important Internet Services Establish Class Covenant  <b>OD:</b> HCE, Into and Chapter 1 and 3
Jan 12	<b>Digital Ministry as Vocation</b>  <b>Knight Talks:</b> Vocations that Involve Digital Ministry Entrepreneurial Spirit in God's Divine Economy of Abundance Web Basics: Blogging, CMSs, and Newsfeeds  <b>Maker Space:</b> Skill Assessment Setup Personal Blog  <b>OD:</b> LS, Intro – P. 27 (L. 364), Ch. 5 <b>Assigned:</b> Profile a Digital Minister Blog Post
Jan 17	<b>Startups for Church</b>  <b>Knight Talks:</b> Lean Startup, Managing Risk in a Digital World Minimum Viable Ministries Iterations, Pivots, and Exit Celebrations  <b>Maker Space:</b> Digital Ministry Ideas Pitch-Off Review Digital Minister Profiles  <b>OD:</b> <a href="#">Thought Leader Video</a> <b>Assigned:</b> Pitch Deck Scavenger Hunt <b>Due:</b> Profile a Digital Minister Blog Post
Jan 19	<b>Spirit Laden Pitch Decks</b>

	<p><b>Knight Talks:</b>  Finding Killer Images with Copyright Permission  From Sermon Slides to Pitch Decks, Moving Presentations  Embedding Video</p> <p><b>Maker Space:</b>  Work on Pitch Off Pitch Deck  Pitch Deck Scavenger Hunt Review  Embedding Video Practice</p> <p><b>OD:</b> <i>The Digital Reformation</i>  <b>Assigned:</b> Pitch Off Pitch Deck [Teams]  <b>Due:</b> Pitch Deck Scavenger Hunt</p>
Jan 24	<p><b>Technology in Ministry</b></p> <p><b>Knight Talks:</b>  When and Why to Seek a Technical Solution  A Brief History of Technology in Religion  The Digital Reformation</p> <p><b>Maker Space:</b>  Pitch Off Pitch Deck Rough Draft and Test Presentation  Technology in Ministry Scrum on Trello</p> <p><b>OD:</b> HCE, Ch. 8  <b>Assigned:</b> Church Technology Profile Blog Post  <b>Due:</b> Pitch Deck Draft Pitch</p>
Jan 26	<p><b>Not Your Grandma’s Church Social</b></p> <p><b>Knight Talks:</b>  The Social Side of Media  Shifting Social Capital in a time of Rapid Cultural Change</p> <p><b>Maker Space:</b>  “Pray for Me”  Pitch Deck Pitch Pitch</p> <p><b>OD:</b> <i>The Anthropology of YouTube</i>  <b>Assigned:</b> Church Technology Profile Blog Post Vlog  <b>Due:</b> Pitch Deck Pitch</p>
Jan 31	<p><b>Facebook, Twitter, and Google, Oh My!</b></p> <p><b>Knight Talks:</b>  Facebook for Ministry  Twitter for Ministry</p>

	<p>Google for Ministry</p> <p><b>Maker Space:</b> Church Technology Profile Viewing Take “Digital Ministry at Wartburg” Social</p> <p><b>OD:</b> SMG – Section II <b>Assigned:</b> Finish Digital Ministry Pages <b>Due:</b> Church Technology Profile Due</p>
Feb 2	<p><b>Social Media Marketing for Ministry</b></p> <p><b>Knight Talks:</b> Effective Organic and Paid Marketing for Your Ministry Targeted Facebook Advertising Search Engine Optimization: Domains, Google Adwords, Directory Services</p> <p><b>Maker Space:</b> Marketing “Digital Ministry at Wartburg”</p> <p><b>OD:</b> @Midnight Episode <b>Assigned:</b> Email Scavenger Hunt <b>Due:</b> Digital Ministry Pages</p>
Feb 7	<p><b>Old School Social: Email and RSS</b></p> <p><b>Knight Talks:</b> Email Etiquette and Email Marketing (Featuring Mailchimp) Syndication and RSS (Makeup Time)</p> <p><b>Maker Space:</b> Create Your Own Newsfeed Mock Email Trial</p> <p><b>OD:</b> Church Logo Scavenger Hunt <b>Assigned:</b> Pitch Off Part Duex Prep <b>Due:</b> Email Scavenger Hunt</p>
Feb 9	<p><b>Visual Literacy I</b></p> <p><b>Knight Talks:</b> Religious Symbols and Iconography Making a Great Ministry Logo Four Principles of Design</p> <p><b>Maker Space:</b> Pitch Off Part Deux</p>

	<p><b>OD:</b> <a href="#">A Brief History of Religion in Art</a> (TedEd)  <b>Assigned:</b> Ministry Branding Project  <b>Due:</b> Pitch Off Part Duex Prep</p>
Feb 14	<p><b>Visual Literacy II</b></p> <p><b>Knight Talks:</b>  Memes for Ministry  Color Theory and Liturgical Colors  Typography for Church</p> <p><b>Maker Space:</b>  Ministry Branding Project Draft Critique</p> <p><b>OD:</b>  <b>Assigned:</b>  <b>Due:</b> Ministry Branding Project Draft</p>
Feb 16	<p><b>Branding Project Presentations</b></p> <p><b>OD:</b> VC – Ch. 2  <b>Assigned:</b> Mid-Term Take Home Exam  <b>Due:</b> Branding Project</p> <p>Ritterchor on Tour</p>
Feb 21	<p><b>REVIEW</b></p>
Feb 23	<p><b>Online Theology I: Our Virtual God</b></p> <p><b>Knight Talks:</b>  Virtuality with Pokemon Go  Hypertextuality and Wikipedia  Simuality and Anonymity</p> <p><b>Maker Space:</b>  Where do you see God online?  Exam Review</p> <p><b>OD:</b> Black Mirror, ep. TBA  <b>Assigned:</b> The Internet of You VLOG  <b>Due:</b> Mid-Term Take Home Exam</p>
Feb 24 – Mar 6	<p><b>Winter Break</b></p>
<b>Mar 7</b>	<p><b>“Don’t Be Evil” – Online Sin</b></p>

	<p><b>Knight Talks:</b>  Personal Sin Online  Systemically Sinful Algorithms</p> <p><b>Maker Space:</b>  Mid-Term Class Evaluation/Crowdsourced Topic Discussion  _____ Porn</p>
Mar 9	<p><b>Crowdsourced Session I</b></p> <p><b>Crowdsourced Prep Time</b></p> <p><b>Maker Space/Knight Talks:</b>  [crowdsourced]</p> <p><b>OD:</b> DWB Attendance  <b>Assigned:</b> Church Media Scavenger Hunt</p>
Mar 14	<p><b>Church Tech I</b></p> <p><b>Knight Talks:</b>  Print Media is Dead (Long Live Print Media)  Sound Systems and Podcasting  Recording, Projecting, and Live Streaming</p> <p><b>Maker Space:</b>  Knight Vision Demo  Sound Board Demo</p> <p><b>OD:</b> Church Website Scavenger Hunt  <b>Assigned:</b> Change the World Pitch Prep  <b>Due:</b> Church Media Scavenger Hunt</p>
Mar 16	<p><b>Church Tech II</b></p> <p><b>Knight Talks:</b>  Photography and Pinterest  Internet and Networking Basics  Church Website Elements  Church Database?</p> <p><b>Maker Space:</b>  Change the World Pitch Off</p> <p><b>OD:</b> Alexander Cowan's Lean Teams  <b>Assigned:</b> Change the World Branding</p>

	<p><b>Due:</b> Change the World Pitch Prep</p>
Mar 21	<p><b>Reimagining the Committee</b></p> <p><b>Knight Talks:</b>  Digital Ministry Teams  Ministry Plans (Business Plans)  Remote Culture</p> <p><b>Maker Space:</b>  Change the World Judged Pitch</p> <p><b>OD:</b> Crowdsourcing Scavenger Hunt  <b>Assigned:</b> Change the World Ministry Plan  <b>Due:</b> Change the World Branding Draft</p>
Mar 23	<p><b>Crowd Surfing</b></p> <p><b>Knight Talks:</b>  Crowdfunding and Crowdsourcing  New Communication Models  Net Neutrality</p> <p><b>Maker Space:</b>  Kickstarter Campaign  Change the World Ministry Plan Draft Critique</p> <p><b>OD:</b> Help People Online  <b>Assigned:</b> Change the World Test MVM  <b>Due:</b> Change the World Ministry Plan Draft</p>
Mar 28	<p><b>Bringing the Love of God Online</b></p> <p><b>Knight Talks:</b>  Engaging those in Need  Promoting Civil Dialog</p> <p><b>Maker Space:</b>  MVM Building</p> <p><b>OD:</b> The Boy Who Built a Windmill Interview on The Daily Show  <b>Assigned:</b> Test MVM Implementation  <b>Due:</b> Change the World Test MVM</p>



Mar 30	<p><b>Technology in Social Justice</b></p> <p><b>Knight Talks:</b>  ICT4D: Technology in Mission  Internet as Basic Human Right  Environmental Technologies</p> <p><b>Maker Space:</b>  Test MVM Evaluation</p> <p><b>OD:</b> [TBA]  <b>Assigned:</b> Test MVM Iteration  <b>Due:</b> Test MVM Implementation</p>
April 4	<p><b>Being Digitally Prophetic</b></p> <p><b>Knight Talks:</b>  Disruption and Ministry  The Glocal Church  The Future Church</p> <p><b>Maker Space:</b>  Iteration Learning/Change the World Presentation  Crowdsourced Session II Topic Discussion</p> <p><b>OD:</b> Karma Race on Reddit  <b>Assigned:</b> Crowdsourced Prep, Change the World Presentation  <b>Due:</b> Test MVM Iteration</p>
April 6	<p><b>Crowdsourced Session II</b></p> <p><b>Knight Talks:</b>  [Crowdsourced]</p> <p><b>Maker Space:</b>  [Crowdsourced]</p> <p><b>OD:</b> Pray For Each Other Online  <b>Assigned:</b> Final Exam  <b>Due:</b> Crowdsourced Prep</p>
April 11	<p><b>Rice Day</b></p>
Finals TBA	<p><b>Final Presentations</b></p>

