Course ID:	Course Title:	Fall 2021	
LE545	**Effective Online Ministry**	**Prerequisite:**	
		Credits:	**3**

	Class Information		Instructor Information		Important Dates	
Delivery:	Online	**Instructor:**	Rev. Bryce Ashlin-Mayo, DMin, MDiv, BTh (honours)	**First Day of Classes:**	August 5, 2021
Days:	August 5, 12, 19 ZOOM Discussions: November/December at a mutually agreed upon date and time.	**Email:**	Bryce.Ashlin-Mayo@ambrose.edu	**Last Day to Add/Drop:**	August 6, 2021
Time:	9am-3pm	**Phone:**	403-701-0983	**Last Day to Withdraw:**	November 22, 2021
Room:	n/a	**Office:**	403-242-3431 ext 101	**Last Day to Apply for Extension:**	November 23, 2021
Lab/ Tutorial:		**Office Hours:**	Tuesday-Friday, 9am till 4pm	**Last Day of Classes:**	December 13, 2021
Final Exam:	No Final Exam				

Course Description

A theological and methodological exploration of online ministry with particular attention to creating an online ministry strategy. It will examine how the internet and social media is profoundly changing culture and explore how the Church can effectively engage this new medium for the advancement of God's kingdom and mission.

Expected Learning Outcomes

Upon successful completion of the course, the student will be able to:

- Understand, apply and reflect on how the intersection of ecclesiology and media ecology influences ministry methodology.
- Effectively employ new internet-based technologies (video production, video conferencing, social media, content management systems, databases, and digital advertising) for ministry purposes.
- Design and create an immediately implementable multi-year online ministry strategy that can either exist exclusively online or compliment an in-person church ministry strategy (hybrid approach).
- Critically examine online ministry for its impact, opportunities and potential pitfalls.

Required Reading

Read both of the following:

- Ashlin-Mayo, Bryce R. *Digital Mission: A Practical Guide for Ministry Online*. Toronto: Tyndale Academic, 2020.
- Schuurman, Derek C. *Shaping a Digital World: Faith, Culture and Computer Technology*. Downer Grove: InterVarsity, 2013.

Read one of the following:

- Ong, Walter J. *Orality and Literacy*. London: Routledge, 2002.
- Postman, Neil. *Amusing Ourselves to Death: Public Discourse in the Age of Show Business*. New York: Penguin Books, 1986.

Course Schedule

Workshops

　Attend the Three All-Day Workshops (attend all three online workshop and participate accordingly. With the instructor's approval, if you are unable to attend one of the workshops, you may watch the recorded version posted to Moodle and report through email that you have watched it)

- Understanding Online Ministry – Thursday, August 5 from 9am till 3pm via Zoom
    - Forming a Theology of Ministry
    - Understanding Media Ecology
    - Understanding the Four Terraforming Shifts of Digital Technology
- Building an Effective Online Ministry – Thursday, August 12 from 9am till 3pm via Zoom
    - Gather
        - Video Conference Software (Google, Microsoft Teams, Facebook Rooms and Zoom)
        - Tips for using this well in ministry settings
        - How to capture, edit and post social media and video content online (including Live Streaming)
        - Small Groups, Mentorships
        - Sacraments/Ordinances
        - Youth and Children's Ministries
    - Scatter
        - Justice and Compassion
        - Evangelism Online
        - Digital Outreach Strategies
    - Organize
        - Social Media Management
        - Facebook, Twitter, Instagram, etc.
        - Social Media, Search Engine and Retargeting Advertising
        - Websites, Apps, Content Management Systems and Search Engine Optimization
        - Graphic, Video and Audio Creation Tools
        - Church Database Systems
        - Managing and Tracking People, Giving, Ministries and Teams
        - Leading Teams Online
        - Tips and Tricks to leading teams, managing projects and facilitating meetings online.
        - Policy and Procedures for Online Ministry
- Launching an Effective Online Ministry – August 19 from 9am till 3pm via Zoom

- o Introduction to Exclusively Digital Ministry Strategies
- o Introduction to Hybrid Ministry Strategies
- o Understanding, discerning and employing church mission, vision, strategy and core values and how an online ministry strategy is related to/integrated with these.
- o Designing and Implementing a Multi-year Online Strategy that includes (but not limited to): Worship, Discipleship, Mission, Ordinances, Corporate Prayer, Community, Giving, Leadership, Children, Youth, Governance

Zoom Discussions
- Participate in five Zoom conversation with the class based on the text (*Digital Mission: A Practical Guide for Ministry Online*). If you can't attend for any reason, please let the instructor know in advance. Each student will be able to miss one discussion without negatively impacting their grade. This will happen on a mutually agreed upon date and time. The Zoom code will be posted on the Moodle page in advance.

Requirements:
Assignments are weighted as follows:
- Attendance   5%
- Reading   5%
- Online Discussion via ZOOM   10%
- Interaction Papers   20%
- Creative product   15%
- Develop, Critique, Research   45%

Attendance – 5%
- Attend all three online workshop and participate accordingly. If unable to attend, you may watch the recorded version posted to Moodle and report that you have watched them to the instructor.
- Due: August 31, 2021

Reading – 5%
- By the deadline listed above, please submit a statement in Word format through Moodle that states your name and the percentage of the required reading you completed.
- Due: October 31, 2021

Discuss – 10%
- Participate in five Zoom conversations regard the content of the main text by the professor (*Digital Mission: A Practical Guide or Ministry Online*). This will be done via Zoom with the Zoom Code posted in Moodle.
- Dates: TBAD

Interaction Paper #1 – 10%
- Write a 500-word interaction paper on *Shaping a Digital World: Faith, Culture and Computer Technology.* This paper will interact with the material in the book with specific focus how to it will impact the student's view and implementation of digital ministry.
- Due: October 31, 2021

Interaction Paper #2 – 10%
- Write a 500-word interaction paper on the book chosen from the required reading list (either: Ong or Postman). This paper will interact with the material in the book with specific focus how to it will impact the student's view and implementation of digital ministry.
- Due: October 31, 2021

Create – 15%

- Create a sample of ministry related video content (minimum 5 minutes) and post it on Facebook or YouTube (even if it is a private link share) and share the link with the professor and the class (via Moodle). This will be marked based on creativity, effectiveness, and implementations of the Four Shifts.
- Due: November 31, 2021

Develop, Critique, Research – 45% (15% for each of the three parts)

- A comprehensive online strategy for a church or ministry (minimum 1000 words) that can be immediately employed by your ministry and/or church (you are encouraged to use graphics, creative formatting, etc. - assume it is for public communication). Follow the information and instructions given in class.
- Write a 1000-word critique of your ministry strategy considering media ecology and the potential issues arising from it.
- Research and write a 1500-word paper on the future of online ministry. Share your thoughts on the future of online ministry (where you believe things are headed), its limitations and its possibilities (use academic-based research and include a total of at least 10 sources with 2-3 footnotes per page).
- Due: November 31, 2021

Submission of Assignments:

All written assignments are to be submitted electronically through the designated Moodle site. It is important that all submissions be formatted as a *Microsoft Word* document, **NOT PDF**.

> Basic Format: Papers should all be written as follows:
> - *Microsoft Word* File Format
> - Print is to be the equivalent of 12-point font.
> - Double-spaced
> - All pages are to be numbered
> - Citation of Sources: The learner is free to use his/her preferred style (e.g. Kate Turabian's *A Manual for Writers*, or *The Chicago Manual of Style*), but must remain consistent throughout the entire paper.

Attendance:

Attendance is mandatory unless previous permission is granted from the instructor. In case an absence is granted for one of the three worships, the student must watch the recorded version (posted on Moodle) and send a note to the instructor that this has been completed. This must be completed by August 31, 2021.

Other:

All Assignments should be submitted via Moodle on or before the due date. If an extension is needed, please contact the instructor in advance. Extensions will only be granted in serious situations outside of the student's control. Late assignments without pre-approved extensions will lose 10% per day late. Once an assignment is seven days late, it will receive a zero.

Grade Summary:

Grade	Interpretation	Grade Points
A+	Mastery: Complete Understanding of Subject Matter	4.00
A		4.00
A-		3.70
B+	Proficient: Well-Developed Understanding of Subject Matter	3.30
B		3.00
B-		2.70
C+	Basic: Developing Understanding of Subject Matter	2.30
C		2.00
C-		1.70
D+	Minimal Pass: Limited Understanding of Subject	1.30
D		1.0
F	Failure: Failure to Meet Course Requirements	0.00
P	Pass	No Grade Points

Percentage and Letter Grade equivalency are as follows:

Letter Grade	Percentage
A+	98% - 100%
A	94% - 97%
A-	90% - 93%
B+	85% - 89%
B	80% - 84%
B-	75% - 79%
C+	70% - 74%
C	65% - 69%
C-	60% - 64%
D+	55% - 59%
D	50% - 54%
F	0% - 49%

Because of the nature of the Alpha 4.00 system, there can be no uniform University-wide conversion scale. The relationship between raw scores (e.g. percentages) and the resultant letter grade will depend on the nature of the course and the instructor's assessment of the level of each class, compared to similar classes taught previously.

Please note that final grades will be available on the student registration system. Printed grade sheets are not mailed out.

Ambrose University Important Policies & Procedures:

Communication
All students have received an Ambrose e-mail account upon registration. It is the student's responsibility to check this account regularly as the Ambrose email system will be the professor's instrument for notifying students of important matters (cancelled class sessions, extensions, requested appointments, etc.) between class sessions.

Exam Scheduling
Students who find a conflict in their exam schedule must submit a *Revised Examination Request* form to the Office of the Registrar by the deadline noted in the Academic Calendar. Requests will be considered for the following reasons only: 1) the scheduled final examination slot conflicts with another exam; 2) the student has three final exams within three consecutive exam time blocks; 3) the scheduled final exam slot conflicts with an exam at another institution; 4) extenuating circumstances. Travel is not considered a valid excuse for re-scheduling or missing a final exam.

Standards of Behaviour in the Classroom Setting
Learning is an active and interactive process, a joint venture between student and instructor and between student and student. Some topics covered within a class may lead to strong reactions and opinions. It is important that Students understand that they are entitled to hold contradictory beliefs and that they should be encouraged to engage with these topics in a critical manner. Committing to this type of "active learning" significantly increases the learning experience for both teacher and student, and reflects the Christian imperative to pursue truth, which lies at the heart of the Ambrose educational experience. However, active discussion of controversial topics will be undertaken with respect and empathy, which are the foundations of civil discourse in the Classroom Setting. Primary responsibility for managing the classroom rests with the instructor. The instructor may direct a student to leave the class if the student engages in any behaviour that disrupts the classroom setting. If necessary, Ambrose security will be contacted to escort the student from class. Please refer to your professor regarding their electronic etiquette expectations.

Academic Integrity
We are committed to fostering personal integrity and will not overlook breaches of integrity such as plagiarism and cheating. Academic dishonesty is taken seriously at Ambrose University as it undermines our academic standards and affects the integrity of each member of our learning community. Any attempt to obtain credit for academic work through fraudulent, deceptive, or dishonest means is academic dishonesty. Plagiarism involves presenting someone else's ideas, words, or work as one's own. Plagiarism is fraud and theft, but plagiarism can also occur by accident when a student fails or forgets to acknowledge to another person's ideas or words. Plagiarism and cheating can result in a failing grade for an assignment, for the course, or immediate dismissal from the university. Students are expected to be familiar with the policies in the current Academic Calendar that deal with plagiarism, cheating, and the penalties and procedures for dealing with these matters. All cases of academic dishonesty are reported to the Academic Dean and become part of the student's permanent record.

Academic Policies
It is the responsibility of all students to become familiar with and adhere to academic policies as stated in the Academic Calendar. The academic calendar can be found at https://ambrose.edu/content/academic-calendar-2

Privacy
Personal information (information about an individual that may be used to identify that individual) may be required as part of taking this class. Any information collected will only be used and disclosed for the purpose for which the collection was intended. For further information contact the Privacy Compliance Officer at privacy@ambrose.edu.

Coursework Extensions
Should a request for a time extension on coursework exceed the end of the term, a *Coursework Extension Application* must be completed and submitted to the Office of the Registrar. The extension (if granted) will be recorded on the student record. Extensions are granted at the discretion of the instructor and are normally granted for 30 days beyond the last day of the term.

Normally, Course Extension Applications will be considered only when all of the following conditions are met:
- the quality of prior course work has been satisfactory;
- circumstances beyond your control, such as an extended illness or death of a family member, make it impossible for you to complete the course work on time; and
- you submit *Coursework Extension Application* to the Office of the Registrar on or before the deadline specified in the Academic Schedule.

If granted, time extensions do not excuse you from a final examination where one has been scheduled for the course.

A temporary grade of TX will be assigned until a final grade is submitted in accordance with the new deadline. A final grade of F will apply to:
- all course work submitted after the end of the semester unless a coursework extension has been granted; and all course work submitted after the revised due date provided by an approved extension to coursework.

Academic Success and Supports

Accessibility Services
Academic accommodation is provided to Ambrose students with disabilities in accordance with the Alberta Human Rights Act and the Canadian Charter of Rights and Freedoms. Provision of academic accommodation does not lower the academic standards of the university nor remove the need for evaluation and the need to meet essential learning outcomes. Reasonable accommodations are tailored to the individual student, are flexible, and are determined by considering the barriers within the unique environment of a

postsecondary institution. It can take time to organize academic accommodations and funding for disability-related services. Students with a disability who wish to have an academic accommodation are encouraged to contact Accessibility Services as early as possible to ensure appropriate planning for any needs that may include accommodations. Staff can then meet with students to determine areas to facilitate success, and if accommodations are required, ensure those accommodations are put in place by working with faculty.

Ambrose Writing Services
Ambrose Writing services provides academic support in the four foundational literacy skills—listening, speaking, reading, and writing. It also assists students with critical thinking and the research process. Throughout the academic year, students can meet with a writing tutor for personalized support, or they can attend a variety of workshops offered by Academic Success. These services are free to students enrolled at Ambrose University. Academic Success serves all students in all disciplines and at all levels, from history to biology and from theatre to theology. To learn more, please visit https://ambrose.edu/writingcentre

Ambrose Tutoring Services
Ambrose Tutoring Services provides support in specific disciplinary knowledge, especially in high-demand areas such as chemistry, philosophy, math and statistics, and religious studies. These tutors also coach students in general study skills, including listening and note-taking. During the academic year, Ambrose Tutoring Services offers drop-in tutoring for courses with high demand; for other courses, students can book a one-to-one appointment with a tutor in their discipline. These services are free to students enrolled at Ambrose University. To learn more, please visit https://ambrose.edu/tutoring.

Mental Health Support
All of us need a support system. We encourage students to build mental health supports and to reach out when help is needed.

On Campus:
- Counselling Services: ambrose.edu/counselling
- Peer Supportive Listening: One-to-one support in Student Life office. Hours posted at ambrose.edu/wellness.
- For immediate crisis support, there are staff on campus who are trained in Suicide Intervention and Mental Health First Aid. See ambrose.edu/crisissupport for a list of staff members.

Off Campus:
- Distress Centre - 403-266-4357
- Sheldon Chumir Health Care Centre - 403-955-6200
- Emergency - 911

Sexual Violence Support
All staff, faculty, and Residence student leaders have received *Sexual Violence Response to Disclosure* training. We will support you and help you find the resources you need. There is a website with on and off campus supports – ambrose.edu/sexual-violence-response-and-awareness.

Off Campus:
- Clinic: Sheldon Chumir Health Centre - 403-955-6200
- Calgary Communities Against Sexual Abuse - 403-237-5888

Note: Students are strongly advised to retain this syllabus for their records.