

PT 645
MAR 28/18
ONE DAY
SEMINAR

EFFECTIVE MINISTRY IN A SOCIAL MEDIA WORLD

WITH DR. BRYCE ASHLIN-MAYO

Social media is changing power structures, social norms, views of authority, and desire for participation. The five shifts in our culture caused by social media will be explored.



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COURSE DESCRIPTION

This one-day workshop will help church leaders understand and critically reflect on the effectual nature of social media with particular attention to how it impacts and, potentially, alters ministry approaches and paradigms.

LEARNING OBJECTIVES

Upon successful completion of the workshop, participants will be able to:

*Understand the implications, effects, and shifts social media has caused in the cultural landscape and, by extension, ministry and the Church.

*Design, evaluate, alter, and implement ministry strategies for a social media world with critical awareness of its impact, opportunities, and potential dangers.

COURSE OUTLINE

LOCATION: Brentview Baptist Church – 3512 Charleswood Drive NW

COST - \$69 before March 14; \$79 after March 14 (includes snacks and lunch)

OR One Credit Tuition Fee - \$400

- 8:30am Welcome & Introduction to the Five Shifts caused by Social Media
10:30am Exploring Shift One: learning how to effectively respond in the Church while being faithful to the Church's mission.
12:00pm Lunch
1:00pm Exploring Shift Two through Five: learning how to effectively respond in the Church while being faithful to the Church's mission.
4:00pm Wrap up

READING, REFLECTION, ASSIGNMENTS

Recommended for Workshop

- Read Schuurman, Derek C. *Shaping a Digital World: Faith, Culture and Computer Technology*. Downer Grove: InterVarsity, 2013.

Requirements for One-Hour Credit

1. Read Schuurman, Derek C. *Shaping a Digital World: Faith, Culture and Computer Technology*. Downer Grove: InterVarsity, 2013.
2. Research and write a 2000 word reflection and evaluation of a particular ministry area/methodology.

TO REGISTER . . .

To register for the workshop contact specialevents@ambrose.edu To register for academic credit contact registrar@ambrose.edu A full syllabus will be available for students seeking 1 Hour Credit for this workshop.