Course ID:	Course Title:		Fall 2020
LE545	**Effective Online Ministry:**	Prerequisite:	
	Understanding, Creating and Launching Ministry Online	Credits:	3

ONLINE CLASS

Class Information		Instructor Information		Important Dates	
Dates:	Workshops: August 12, 29, 26	**Instructor:**	Rev. Bryce Ashlin-Mayo, DMin, MDiv, BTh (honours)	**Last day to add/drop, or change to audit:**	End of first week of class
	ZOOM Discussions: September 2, 9,16, 23, 30	**Email:**	Bryce.Ashlin-Mayo@ambrose.edu	**Last day to withdraw from course:**	Fri 4pm, 6th week of class
Office:		**Phone:**	403-701-0983	**Last day to apply for coursework extension:**	Mon Nov 23

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.
- Critically examine online ministry for its impact, opportunities and potential pitfalls.

Textbooks

Read both of the following:

- Ashlin-Mayo, Bryce R. *Digital Mission: A Practical Guide for Ministry Online*. Toronto: Tyndale Academic, 2020. (If this book isn't available in time, read: Ashlin-Mayo, Bryce R. *Age of Kings: Pursuing God Heart in a Social Media World*. Calgary: Incipiosermo, 2018.)
- Schuurman, Derek C. *Shaping a Digital World: Faith, Culture and Computer Technology*. Downer Grove: InterVarsity, 2013.

Read one of the following:

- McLuhan, Marshall, and Quentin Fiore. *The Medium Is the Massage: An Inventory of Effects.* Corte Madera: Gingko Press, 2011.
- 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 – August 12 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 – August 19 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
        - Social Media Management
        - Facebook, Twitter, Instagram, etc.
        - Social Media, Search Engine and Retargeting Advertising
    - Organize
        - 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 26 from 9am till 3pm via Zoom
    - Understanding, discerning and employing church mission, vision, strategy and core values and how an online ministry strategy is related to/integrated with these.

- o Considering, 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. These will happen on the five Wednesdays in September from 8am till 9am, MST. The Zoom code will be posted on the Moodle page in advance.

Requirements:
Assignment 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: September 2, 2020

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: November 31, 2020

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.
- Due: September 2, 9, 16, 23, 30, 2020 (8am till 9am, MST)

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, 2020

Interaction Paper #2 – 10%
- Write a 500-word interaction paper on the book chosen from the required reading list (either: Ong, McLuhan 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, 2020

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, authenticity, effectiveness, etc.
- Due: October 31, 2020

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, 2020

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:
- o *Microsoft Word* File Format
- o Print is to be the equivalent of 12-point font.
- o Double-spaced
- o All pages are to be numbered
- o 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 before the first online Zoom discussion in September (September 2).

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 assignments are seven days late, they will receive a zero.

Grade Summary:

Grade	Interpretation	Grade Points
A+	**Mastery:** Comprehensive 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 matter	1.30
D		1.00
F	**Failure:** Failure to meet course requirements	0.00

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 Academic Policies:

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. If students do not wish to use their Ambrose accounts, they will need to forward all messages from the Ambrose account to another personal account.

Registration

During the **Registration Revision Period** students may enter a course without permission, change the designation of any class from credit to audit and /or voluntary withdraw from a course without financial or academic penalty or record. Courses should be added or dropped on the student portal by the deadline date; please consult the List of Important Dates. After that date, the original status remains and the student is responsible for related fees.

Students intending to withdraw from a course after the Registration Revision Period must apply to the Office of the Registrar by submitting a "Request to Withdraw from a Course" form or by sending an email to the Registrar's Office by the **Withdrawal Deadline;** please consult the List of Important Dates on the my.ambrose.edu website. Students will not receive a tuition refund for courses from which they withdraw after the Registration Revision period. A grade of "W" will appear on their transcript.

Students wishing to withdraw from a course, but who fail to do so by the applicable date, will receive the grade earned in accordance with the course syllabus. A student obliged to withdraw from a course after the Withdrawal Deadline because of health or other reasons may apply to the Registrar for special consideration.

Exam Scheduling

Students, who find a conflict in their exam schedule must submit a Revised Examination Request form to the Registrar's Office by the deadline date; please consult the List of Important Dates. 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.

Electronic Etiquette

Students are expected to treat their instructor, guest speakers, and fellow students with respect. It is disruptive to the learning goals of a course or seminar and disrespectful to fellow students and the instructor to use electronics for purposes unrelated to the course during a class session. Turn off all cell phones and other electronic devices during class. Laptops should be used for class-related purposes only. Do not use iPods, MP3 players, or headphones. Do not text, read, or send personal emails, go on Facebook or other social networks, search the internet, or play computer games during class. Some professors will not allow the use of any electronic devises in class. The professor has the right to disallow the student to use a laptop in future lectures and/or to ask a student to withdraw from the session if s/he does not comply with this policy. Repeat offenders will be directed to the Dean. If you are expecting communication due to an emergency, please speak with the professor before the class begins.

Academic Policies

It is the responsibility of all students to become familiar with and adhere to academic policies as stated in the Academic Calendar. 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.

Extensions

Although extensions to coursework in the semester are at the discretion of the instructor, students may not turn in coursework for evaluation after the last day of the scheduled final examination period unless they have received permission for a course Extension from the Registrar's Office. Requests for course extensions or alternative examination time must be submitted to the Registrar's Office by the deadline date; please consult the List of Important Dates. Course extensions are only granted for serious issues that arise "due to circumstances beyond the student's control."

Appeal of Grade

An appeal for change of grade on any course work must be made to the course instructor within one week of receiving notification of the grade. An appeal for change of final grade must be submitted to the Registrar's Office in writing and providing the basis for appeal within 30 days of receiving notification of the final grade, providing the basis for appeal. A review fee of $50.00 must accompany the appeal. If the appeal is sustained, the fee will be refunded.

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.

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