

What Is Web Ministry?

AN ONLINE COURSE FROM UNITED METHODIST COMMUNICATIONS

Course Overview

"What Is Web Ministry?" has five sections. You are encouraged to work through the course in a sequential fashion progressing from the first module, "Defining Moments," to the second, "Jesus, John Wesley and Us," and so on. However, you will find that you may want to "circle back" to previous discussion forums and share additional ideas and comments based upon the input of others.

What is the goal of this online course?

As a result of taking this online course, you will develop a strong foundation upon which to build a dynamic Web ministry in your local church. This foundation will be based upon clear biblical and theological principles in keeping with the traditions, ministry and mission of The United Methodist Church. In addition, you will build a network of relationships with other course participants to foster ongoing support, feedback, encouragement and resource sharing to maintain a vibrant Web ministry. Equipped with knowledge, skills, resources and support, you will be ready to take the next steps in developing a vibrant Web ministry in your local church.

What are the course objectives?

Through this online course, you will gain knowledge and skills that empower them to:

- Develop an online network of relationships to support your work in Web ministry.
- Define and use Web and Internet technology terms.
- Study and apply the biblical and theological principles for developing a Web ministry that are rooted in the traditions, ministry and mission of The United Methodist Church.
- Identify the ways people engage with Web and Internet technology on a daily basis and determine the implications and applications of these for Web ministry.
- Evaluate church websites to create a list of effective options for Web ministry.
- Research and experience several Web and Internet tools that can enable effective Web ministry.
- Develop a preliminary plan with a purpose and goals for establishing a Web ministry.
- Determine your next steps in the process of developing a Web ministry.
- Access resources, training and support through United Methodist Communications and its Web and Internet technology sites, forums and events.

Defining Moments

In this first section of "What Is Web Ministry?" you will discover what we mean when we say "Web Ministry" and other terms and develop some basic understandings of the Web and Internet. Together we will build a community of support to help each other develop a vital Web ministry in our local churches. This section includes the following assignments and resources for a total of 20 points toward successful completion of the course:

- Assignment 1.1: Update Your User Profile by providing a brief description (bio) and uploading a photo or avatar (5 points).
- Assignment 1.2: Introduce Yourself to the rest of the participants (5 points).

- Defining Moments (Book Activity containing content for section one).
- Assignment 1.3: What Is Web Ministry? discussion topic to share your definition of Web ministry (3 points).
- Assignment 1.4: Share Your First Steps discussion topic to tell others at least three things you've already done to develop a Web ministry in your local church (5 points).
- How to Add an Entry to the Glossary (Video and PDF containing how-to instructions).
- Assignment 1.5: Define Web and Internet Technology Terms commonly used in cyberspace and Web ministry (2 points).

Jesus, John Wesley and Us

In this second section of "What Is Web Ministry?" you will explore the biblical and theological basis for developing a Web ministry for your local church that is rooted in the traditions, mission and ministry of The United Methodist Church. Then you'll begin to work on your own vision for Web ministry in your local church. This section includes the following assignments and resources for a total of 15 points toward successful completion of the course:

- Jesus, John Wesley and Us (Book Activity containing content for section two).
- Assignment 2.1: Craft a Vision for Your Web Ministry by making an online text entry (10 points).
- Assignment 2.2: Share Your Vision discussion topic to tell others what you see for your local church's Web ministry (5 points).

Who's Online and Why?

In this third section of "What Is Web Ministry?" you will learn about the demographics of who's online, what they're doing when they are online and how this information can be used to create an effective Web ministry for your local church. With this information, you'll begin to explore who your target audiences will be for your Web ministry and how to respond to their needs. This section includes the following assignments and resources for a total of 15 points toward successful completion of the course:

- Who's Online and Why? (Book Activity containing content for section three).
- Assignment 3.1: Who's Your Primary Target Audience choice poll to share your top target audience group (3 points).
- Assignment 3.2: The Needs of Seekers discussion topic to share your insights as they relate to Web ministry (4 points).
- Assignment 3.3: The Needs of Members discussion topic to share your insights as they relate to Web ministry (4 points).
- Assignment 3.4: The Needs of Leaders discussion topic to share your insights as they relate to Web ministry (4 points).
- Assignment 3.5: Review Your Website Plans discussion to share if and how your knowledge of these nine people-types revised your plans for your Web Ministry (10 points).

Ministry in Cyberspace

In this fourth section of "What Is Web Ministry?" you will evaluate and share websites to create a list of effective options for Web ministry, and you will research and explore several Web and

Internet tools that can enable effective Web ministry. This section includes the following assignments and resources for a total of 15 points toward successful completion of the course:

- Ministry in Cyberspace (Book Activity containing content for section four).
- Assignment 4.1: Share Your Favorite Websites discussion topic to tell others what sites interest you when considering how to reach out to seekers, members and leaders through a Web ministry (5 points).
- Assignment 4.2: Evaluate UMC.org and Find-A-Church.org to identify potential Web ministry options (4 points).
- Assignment 4.3: Evaluate Web-Based eCommunications Tools to identify potential Web ministry options (4 points).
- Assignment 4.4: Evaluate Web-Based Meeting and Collaboration Tools to identify potential Web ministry options (4 points).
- Assignment 4.5: Evaluate Blogging and Social Networking Tools to identify potential Web ministry options (4 points).
- Assignment 4.6: Evaluate Web-Based Multimedia Sharing Tools to identify potential Web ministry options (4 points).

Taking It to the Next Level

In this fifth section of "What Is Web Ministry?" you will develop a preliminary plan with a purpose and goals for establishing a Web ministry; determine the next step in the process of developing a Web ministry; and access resources, training and support through United Methodist Communications and its Web and Internet technology sites, forums and events. This section includes the following assignments and resources for a total of 35 points toward successful completion of the course:

- Taking It to the Next Level (Book Activity containing content for section five).
- Assignment 5.1: Develop Your Web Ministry Plan with a purpose and goals (25 points).
- How to Upload an Assignment (Video and PDF instructions).
- Assignment 5.2: Share Your Web Ministry Plan discussion topic to tell others details of your preliminary plan (10 points).
- Assignment 5.3: Course Evaluation to provide feedback about the course (5 points).