

# Virginia Conference Staff

## Course Offerings



for  
**2009 – 2010**  
District Training Days

**THIS IS A BOOKLET ON CONFERENCE STAFF COURSE  
OFFERINGS FOR DISTRICT TRAINING DAYS.**

**IF YOU ARE INTERESTED IN HAVING SOMEONE OTHER THAN  
STAFF TEACH A PARTICULAR TOPIC, PLEASE NOTE THAT  
STAFF HAVE HELPFUL AND CULTURALLY DIVERSE  
CONTACTS ALL OVER THE UNITED METHODIST CHURCH IN  
THEIR FIELDS AND WOULD BE DELIGHTED TO RECOMMEND  
PERSONS WHO MIGHT FIT A PARTICULAR NEED FOR YOUR  
DISTRICT.**

**FIRST DEADLINE: MAY 1**

**ALL DISTRICTS WHO HAVE THEIR REQUESTS FOR STAFF IN  
BY MAY 1 WILL RECEIVE STAFF ASSIGNMENTS FOR THEIR  
DISTRICT TRAINING DAYS BY THE END OF MAY.**

**SECOND DEADLINE: AUGUST 1**

**ALL DISTRICTS WHO HAVE THEIR REQUESTS IN BETWEEN  
MAY 1 AND AUGUST 1 WILL RECEIVE THEIR STAFF  
ASSIGNMENTS BY THE END OF AUGUST. THE CABINET WILL  
BE NOTIFIED ABOUT THE MAY 1 ASSIGNMENTS SO IT WILL BE  
CLEAR WHICH STAFF ARE ALREADY COMMITTED FOR  
PARTICULAR DAYS.**



## **Marc Brown**

**Director of Connectional Ministries**

### ***DOES YOUR CHURCH HAVE A PRAYER?***

Helping a local congregation live into the reality of Jesus' prayer for his disciples as recorded in the 17th chapter of the Gospel of John. Applying biblical principals that can empower a congregation to achieve consensus in developing a strategic plan for fruitful ministry.

### ***ASKING THE RIGHT QUESTIONS***

Understanding how key questions in the Gospel of Mark can help a congregation to be revitalized by the biblical principal of losing its life for Jesus' sake and the gospel's as recorded in Mark 8:34-35.

### ***BOUND FOR THE PROMISED LAND***

Understanding how the story of the spies in the Promised Land in Numbers 13 and 14 is an analogy of today's Church. Interpreting congregational reality and goal setting that helps a local church overcome the giants that are facing its ministry.

### ***FISHING ON THE RIGHT SIDE OF THE BOAT***

Helping a congregation to order its administrative structure so it may fish on the right side of the boat. Based on the resurrection story of Jesus instructing his disciples to fish on the right side of the boat in John 21:1-14.



## **Neill Caldwell**

**Associate Director of Communications for  
Print Media; Advocate Editor**

### ***I Love to Tell the Story: Church Communications 101 (2 hours)***

Your church's story is important and needs to be told. Communications is a form of ministry and is part of our mission to tell others about God. This overview of church communications looks at several specific areas: internal church communications; external communications, public relations, crisis communications, working with the secular media and resources.

### ***Communications as Evangelism (2 hours)***

Communications is rarely considered to be evangelism, but telling your story to others fulfills Christ's "Great Commission." This workshop will help participants take a more proactive approach to sharing their church's story to all who need to hear it. It examines the ways we reach out to potential visitors in the community, by signage, advertising, free media, and how we keep members and potential members aware of what's happening within the church.

### ***Effective Church Newsletters, Bulletins and Brochures (2 hours)***

The newsletter is an important part of a church's communications ministry. It helps churches nurture and inform the congregation and new members, as well as reach out to others in your community. The newsletter provides the best clue to prospective members of what it would be like to be a part of your church. It is an opportunity to extend your ministry beyond Sunday morning to reach people in their homes. The workshop will help you develop an attractive newsletter, plus will look at other printed pieces including your weekly bulletin and brochures.

### ***Dealing with the Secular Media (2 hours)***

What makes a good news or feature story? When should you call your local newspaper, TV or radio station with news about your church? And what do you do when the media shows up on your doorstep? This workshop helps church leaders and clergy develop a relationship with your local media and learn how to treat them as friends and not enemies.

### ***United Methodist Web Resources (2 hours)***

In 2008 The United Methodist Church revamped its web site. This seminar looks at the UMC.org site, plus other sites related to the work of the church including

our conference Web site. (If time allows, it will also include other helpful non-United Methodist Web sites.) Note: High speed Internet access is required for this workshop.

***Igniting Ministry (2/4 hours)***

The United Methodist Church developed a successful media and welcoming campaign called Igniting Ministry in 2000. This program provides resources, training and grants in order to help churches have open hearts, minds, and doors. This workshop will introduce participants to Igniting Ministry principles in marketing, welcoming newcomers and motivating members. Plus it will explore the new Rethink Church campaign which builds on the foundation of Igniting Ministry. Note: Resources are available for purchase through Cokesbury or the [ignitingministry.org](http://ignitingministry.org) web site.



## **Beth Downs**

**Director of Ministerial Services**

### ***CONSIDERING THE MINISTRY***

Considering a call to ministry? Is your heart tugging you to listen to God to serve in the church in some way, either in pastoral ministry or specialized ministry? Come and learn about the options and process for ministry in the United Methodist Church including professionally certified lay person, certified lay minister, licensed local pastor, or ordained clergy.

### ***TRAINING FOR S/PPRC MEMBERS***

This workshop includes an overview of the responsibilities of the Staff/Pastor Parish Committee, the specific role of the chairperson, characteristics of effective S/PPRC's, how to develop good working relationships with clergy and church staff, a model for the annual evaluation of clergy and church staff, a model for discussion prior to completing the "appointment preference form", resources available to clergy and S/PPRC's for feedback, support and development. If the district superintendent co-leads, the course could also include information about the appointment process and parsonage issues.

### ***SUPPORT SYSTEMS FOR CLERGY***

What resources are available to assist you in being effective in your ministry? Learn about the appointment evaluation process, the annual S/PPRC evaluation, and the Survey of Clergy Effectiveness, as well as financial resources for continuing education and other resources available to you.

### ***STAFFING ISSUES FOR MULTIPLE STAFF CHURCHES***

This workshop will address a variety of issues that relate to multiple staff ministry, including job descriptions, staffing for your church's mission and vision, finding and hiring staff, training staff, staff meetings, strategies for working together effectively as a staff team, and supervision.

***Recommended Books:***

Career and Calling, A Guide for Counselors, Youth and Young Adults by Ginny Ward Holderness

Calling & Character, Virtues of the Ordained Life by William H. Willimon

A Deacon's Heart by Jack Seymour & Margaret Ann Crain

The Christian as Minister (edited by GBHEM)

Guidelines for Staff/Pastor Parish Relations Committees from Discipleship Resources



## **J. Denise Honeycutt**

**Director of Mission**

### ***UNDERSTANDING OUR THEOLOGY OF MISSION IN ORDER TO BE AN EFFECTIVE MISSION LEADER***

The United Methodist Church has 4 (four) goals in mission. All that we do in mission is to be guided by our theology of mission. But many times we are quick to move to action before ever understanding what it is we really believe about mission. In this workshop we will examine our basic beliefs about mission and how to put those into practice in our local congregation.

### ***MISSION MADE EASY! – What are the resources available for your local church?***

The United Methodist Church is doing amazing things at home and around the world in mission. The only problem is many of our church members have no idea of what is being done and how they are a part of this work. Together we will examine some of the ways we, as United Methodist, are participating in God's mission. We will review where you, as a mission leader, can get updated mission information and how to share that with your congregation.

### ***WHAT IN THE WORLD ARE OUR MISSIONARIES AND HOW CAN MY CHURCH GET INVOLVED?***

In this workshop we will hear from several of our missionaries serving around the world on your behalf. As we view these videos we will discuss ways in which you could use these mission tools in your local congregation. You will be given practical ways in which your congregation, no matter how small or how large, can become more involved with our missionaries and their work. We will also discuss how being in a partnership with a missionary can offer new life and vitality to your congregation.

### ***INTEGRATING MISSION and OUTREACH INTO THE FULL LIFE OF YOUR CONGREGATION***

Mission is not the call of only a small group or committee in the church, it is the call of all Christians. In this workshop we will examine ways in which mission can be integrated into all areas of the church including worship, administrative council, trustees, finance, Sunday School etc. Practical tools and resources will be shared.



**Linda Rhodes**  
Director of Communications

***RETHINK CHURCH (IGNITING MINISTRY)***

When United Methodist Church advertising promises that “Our hearts, our minds and our doors are always open,” only the people in local United Methodist Churches can live out that promise. This training helps local churches understand what it means to be welcoming, especially to unchurched seekers. How can we see our church the way “outsiders” see it? We all think that our churches are friendly, welcoming places. But are they? Do we show kindness, acceptance, and hospitality to everyone – first-time visitors and members alike? People catch glimpses of Christ through their encounters with us. In a nation that's becoming more unchurched all the time, we need to ensure that seekers encounter in us a Christ that they want to know better. This workshop helps us look through the eyes of a visitor to identify the physical and emotional barriers that visitors to our churches often face.

This can be a 3½ to 4-hour session including an overview of the United Methodist advertising campaign plus segments on welcoming, inviting, making disciples, and dealing with change in your congregation. It also includes information about resources, free advertising materials and funding support available to local churches.

If requested, the workshop can be condensed to a shorter session (1 to 1½ hours) dealing with only one or two of the above topics.

***MARKETING: ANOTHER WORD FOR EVANGELISM***

Evangelism is inviting people into the faith. There are three kinds of invitation: (1) Personal (a member of congregation invites friend, relative, associate at work or neighbor to come to church); (2) Corporate outreach (church does things as a congregation to help the community); (3) Community image (church builds an image through advertising and media presence). All three types will be discussed and examples will be provided for how to do each type of invitation with an emphasis on how to use marketing and communications tools to help tell the story of your church. Topics will include: free advertising materials available from United Methodist Communications, how to buy advertising time and space, establishing an image, identifying what is “news,” writing a news release, working with the news media, and more.

## ***MEDIA RELATIONS***

Why should a church worry about media relations? Every church should develop a communications plan in order to effectively use twenty-first century media and technology to share the good news of Jesus Christ to an unchurched world. This workshop will step you through what should be included in a communications plan; talk about how to cultivate relationships with news reporters; provide examples of how to write a news release; and help you identify what is considered “newsworthy.”

## ***CRISIS COMMUNICATIONS***

Every church should have a plan for what to do when a tragedy, scandal, crime or controversy lands on its doorstep. Participants will be given a template to help them develop a written Crisis Communications Plan. Topics will include developing a media policy; individual roles and responsibilities; maintaining contact information; media procedures for all staff; notification processes; guidelines for dealing with media; and basic dos and don'ts when speaking to the press.

## ***SPEAKING TO THE MEDIA: SPOKESPERSON TRAINING***

This workshop offers skills and techniques to handle media interviews successfully. Learn guidelines for working with the media in a crisis or controversial situation. Practice how to prepare for an interview, and then role play how to respond to reporters' questions. Get tips and phrases to help you respond to difficult questions.

## ***LOOKING GOOD IN PRINT***

Do your print publications effectively communicate your message to your target audience? This workshop will deal with the basics of producing a church newsletter or other print publication. Topics will include content, writing style, basic principles of effective layout, production options and distribution.



## **Martha Stokes**

**Director of Leadership and Inclusivity**

### **Lay Life and Work:**

#### ***Called to Be Lay Leader: The Next Steps***

Lay people are partners in ministry with clergy. We must take seriously this call to be ministers: to be involved, exercise spiritual disciplines, be evangelists, help our churches become missional, and celebrate our connectionalism. This workshop will focus on the role of the local church and/or district lay leader. Although this workshop is geared toward those currently serving as elected lay leaders, it can also pertain to any person in lay leadership.

#### ***Each One Called: Serving Together to Equip the Church***

The church should be a place where members identify their callings and grow in ministry, not where people are merely picked and chosen to fill positions. This workshop will focus on building an equipping ministry system – preparing, connecting, and equipping people for service.

### **Hospitality, Disability, and Health Ministries:**

#### ***Build It and They Will Come: Evangelism Through Accessibility***

Do your church building and ministries create barriers that prevent all people from being a part of the Body of Christ to the fullest extent possible? Two decades after the sweeping Americans with Disabilities Act threw open the doors of workplaces, schools and other institutions to people with disabilities, disability activists say that religious entities have been less responsive because they are exempt from most of the act's requirements. This session will include a basic look at areas of disability, accessibility of facilities, assessment of church needs, program design, and information about Commission on Disability grants for building modifications and new programs.

## **Older Adult Ministries:**

### ***Ageless Wisdom: Models for Older Adult Ministry***

The lengthening of the average human lifespan is one of the remarkable achievements of the 20th century. The percentage of older persons in our global society is growing and expected to nearly double between 1990 and 2030. As a result, churches must be intentional in developing ministries which provide a place of welcome, spiritual nurture, and empowerment in ministry to, for, by, and with older adults. The workshop will incorporate current statistics and challenges facing older adults, models for local church ministries, and the latest in older adult ministry resources.



## **Angie Williams**

**Director of Children, Youth, Young Adult, and Higher Education Ministries**

### ***Transformational Approaches to Address Systemic Concerns of Ministry with Young People***

Over the last few decades as the church has struggled to understand and implement vital ministries with young people, congregations have often made the mistake of treating the symptoms rather than curing the disease. We have looked for the quick fix of easy, attractive, and entertaining ways to reach young people without being willing to ask the tough questions that lead us to recognize the systemic issues that have become the root of the problem. Over time, it has become obvious that the quick fixes are not working. This workshop will explore the fundamental and foundational changes that need to take place in the church in order to ensure fruitfulness and transform our ministries with young people.

### ***Reaching Kids on the Fringe***

From the urban street kids of the ghetto, to the “goth” kids of blackness, to the kids victimized by destructive homes, to the kids from non-traditional family backgrounds, to the kids strung out on drugs, to the kids with countless body tattoos and piercings, to any category of high-risk youth, we do not find many local churches with these types of marginalized teens sitting in the pews. This training workshop will address the special needs of these seemingly unlovable youth who are often outcast and forgotten by our congregations. We will explore answers to how we can meet the challenge of bringing our hearts closer in line with God’s heart for these teens in our midst.

### ***Mission as a Way of Life (Young People)***

This workshop will be co-led by Angie Williams and Denise Honeycutt. In a world of great need, youth want to be part of the answer. In this workshop we examine what it means to be people of justice and ways we can teach that to our youth so that they understand mission as a way of life. We will share practical hands on youth mission opportunities (mission sites) that are reflective of our theology of mission as United Methodist.

### ***Exemplary Congregations in Youth Ministry***

This workshop will introduce participants to the Study of Exemplary Congregations in Youth Ministry - a three-year quantitative and qualitative study of those congregations that are consistently successful in shaping the faith lives of youth and discovering what practices and key elements surround these youth ministries. The General Board of Discipleship participated in and completed this study in the fall of 2005. The study features objective survey instruments that can be duplicated in your local church, as well as in-depth, qualitative findings to teach the essential traits and practices that make these congregations succeed where so many are struggling. The purpose of this workshop will be to educate participants about the *extensive* assessment tools and resources that have been made available as a result of this incredible comprehensive study. This workshop is ideal for congregations who acknowledge the need for new direction and vision in youth ministry.

### ***Recruiting, Retaining, and Rewarding Volunteers***

Local churches face the ongoing need to recruit volunteers; however, recruitment is only half the battle. Retaining experienced volunteers is a critical issue as well. This training workshop is based on an extensive research project completed by the Center for Philanthropy for the purpose of assisting all types of social service and community organizations in their efforts to strengthen volunteer quantity and quality. Most importantly, the tools and resources that will be discussed in this workshop for recruiting, retaining, and rewarding volunteers result from the direct feedback of volunteers themselves!

### ***Blame My Brain: A Look Inside the Teenage Mind***

Have you ever wondered about the unpredictable behaviors and moods of adolescents? Whether you are a parent, youth worker, or concerned congregation member, you have undoubtedly noticed the effect that the conduct and dispositions of youth have on those around them. This training workshop will explore how new knowledge of the extensive biological changes experienced by the developing teenage brain can equip and influence ministry with youth and their parents. Furthermore, we will discuss the implications of this information in ministry settings and how we can use these findings to develop more effective youth ministry approaches.

### ***Media and Ministry with Youth and Young Adults***

The current culture is becoming "post-literate," meaning that youth and young adults rely heavily on communication that is image-based and not as dependent upon words. This workshop will explore how to maximize your potential in reaching a post-modern generation by using various media in ministry. Specifically, we will explore the use of visual and experiential media in ministry with young people. This workshop is also appropriate for anyone who desires to use media more effectively in ministry and worship, whether the audience is young people or people of ALL ages.

### ***Missing in Action: Improving Our Ministries to Young Adults***

It probably comes as no surprise to you that young adults experience difficulties during this stage of their life as they face new responsibilities, decision making, relationship changes, career uncertainty, and self-discovery. Why then, is a group that is so desperate for guidance overwhelmingly absent from our local churches? Young adults are in a critical period of life, and the Church needs to respond and help young adults to find their place as disciples of Jesus Christ in the world. This workshop will discuss postmodern ministry and how to ensure that your church is communicating to young adults that they matter, making the Gospel relevant to their lives and culture, and creating ministries that address the varied and changing realities of young adults.



**Anna Gail Workman**  
Director of Congregational Development

***TURN THE CHURCH INSIDE OUT***

Remembering what it means to be the church, this workshop will explore the “missional church” of the 21<sup>st</sup> century as it compares to the “modern” church of the 20<sup>th</sup> century.

***THEY LIKE JESUS . . . IT’S THE CHURCH THAT TURNS THEM OFF!***

We will take a look during this workshop at what has been learned from conversations with the unchurched.

***GROW YOUR CHURCH FROM THE OUTSIDE: UNDERSTANDING THE UNCHURCHED AND HOW TO REACH THEM***

This workshop will focus on what has been learned when the “unchurched” are asked about church

***TWELVE MISCONCEPTIONS ABOUT MINISTRY TO THE UNCHURCHED***

In this workshop we will explore the inconsistencies between what many people believe about reaching the unchurched and what really works

***TELLING THE OLD, OLD STORY . . . WITH A TWIST!***

How do we share our faith? Bill Hybels says it is as simple as walking across the room. But as United Methodists we struggle to know how. This workshop will explore our faith stories and how to share that with others

***DEVELOPING AN EVANGELISM PLAN***

This workshop will assist the local church evangelism committees in the development of a plan for evangelism.

***EVANGELISM—BEYOND THE CHURCH WALLS***

A workshop to challenge local churches to reach into their communities in order to share the gospel... not just to build up membership. We will explore how to learn who is in the community around the church and look at examples of outreach ministries tied to the needs of the community.

***IF YOU INVITE THEM, THEY WILL COME***

Research has shown that 87% of the people who come to a United Methodist church for the first time come because someone they knew invited them. This

workshop will focus on preparing people to issue those invitations. Included will be discussion related to preparations that need to be made by the church in order to receive these guest.

### ***DROWNING IN THE DETAILS? 15 STRATEGIC INSIGHTS FOR RUNNING A CHURCH***

This workshop should help you move from where you are as a church leader to where you want to be. It will help you to understand the “business” and “administrative” sides of doing church. The focus will be on ideas and principles for developing systems and structures that support a growing church committed to fulfilling God’s purposes.

### ***MOVING INTO THE FUTURE***

Five questions every congregation needs to answer as it plans for the future. This workshop would share tools necessary for congregations engaged in a visioning process.

### ***LET’S HAVE A BABY! CHURCHES STARTING CHURCHES***

Designed for a congregation or group of congregations with a desire to reach new groups of persons. This workshop would explain the key ingredients of a plan for birthing a new congregation or second campus ministry.

### ***TO BUILD OR NOT TO BUILD?***

This workshop will help church leaders and pastors avoid unnecessary building, keep building costs at a minimum if it is the right time to build, and maintain focus on ministry through a building program.

### ***NATURAL CHURCH DEVELOPMENT (NCD) 2 HOURS***

An introductory workshop which presents the basic elements of NCD including the eight quality characteristics of a growing church.