

# XPastor

**Expanding the Business Brain + Pastoral Heart**

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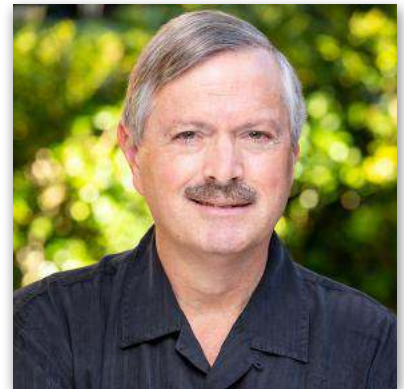
## **Syllabus** **Operations 102—Communications**

*Asking the right questions*  
*Discovering the best answers*

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The subject of this course is an area that is often overlooked—Communications. Many people think that “it just happens.” Others think that “if it is going fine, why study it?” How do you know that your communication strategy and practices are “state-of-the-art?” In 4 new live lectures and 10 recorded webinars, we will explore the gamut of church communications.

In fourteen classes, this course will help you comprehensively understand communications strategy and practices—and immediately apply them to your church. Though we live in a communications age, most pastors need huge improvement in this area!



### **Class 1—Strategy: Understanding Your Culture**

Before we get to the “hows” of church communication, we need to consider the “whys.” What is the strategy of communications? What is the underlying culture of your church that requires a unique communication style? Communication skills must always be evolving.

Author Sam Chand says, “Anytime communication is not working the communicator has to take ownership of the mis/non communication. Leaders have to understand the language of the leader (abstract) vs. language of the follower (concrete).” Each church must consider its branding—this is the process of defining who you are in the setting of your community. To set your strategy, you must begin by understanding the culture of church and communications.

### Guest Lecturer

Dr. Samuel R. Chand is an author, speaker and mentor-coach to some of the country's largest church pastors. He regularly speaks at leadership conferences, churches and corporations. Sam has served as a Senior Pastor, college President, Chancellor and President Emeritus. His singular vision for his life is to *help others succeed*. Of his many books, one of his most popular is *Cracking Your Church's Culture Code*. Being raised in a pastor's home in India has uniquely equipped Sam to share his passion—that of mentoring, developing and inspiring leaders to break all limits—in ministry and the marketplace.



### Required Reading

- Chapter 1, “Culture Trumps Vision,” in *Cracking Your Church's Culture Code: Seven Keys to Unleashing Vision and Inspiration* by Samuel R. Chand.

### Suggested Reading

- *The Power of Being Direct* by Rob Cizek. [www.xpastor.org/istaffing/my-growth/the-power-of-being-direct](http://www.xpastor.org/istaffing/my-growth/the-power-of-being-direct)
- *Lessons from a Secret Shopper* by Greg Atkinson. [www.xpastor.org/facilities/10-year-planning/lessons-from-a-secret-shopper-2](http://www.xpastor.org/facilities/10-year-planning/lessons-from-a-secret-shopper-2)

## Class 2—Strategy: Parsing the Preaching Pastor

No business or organization in America has such a leader as the Senior Pastor. Jack Welch of General Electric, and all other CEOs, might speak a few times a quarter. Even if the CEO dryly delivers the speechwriter's words, people listen to the prosperous leader. Things are different in the local church. Forty times a year, the Senior Pastor must deliver a compelling presentation of biblical truth and personal mission. Thus, it makes sense that we need to discover the Senior Pastor's perspective on church communications.

How does one relay the voice of the Directional Leader? What kind of church atmosphere does that Leader want? You must understand the preferences of the Leader with regard to information flow, such as pulpit & worship announcements, bulletins, digital signage, electronic newsletters, & websites, welcoming & way-finding, video monitors, video ads & promos, banners, brochures. How does the church create high impact moments for the Senior Pastor?

People remember “a hug, a handwritten note, someone showing up, holding us when we cry—not only a well-conceived promotional campaign and great graphics.” Connecting with the Senior Pastor's spiritual DNA and vision is the beginning point of any communications strategy.

## Guest Lecturer

Mike Erre became the Senior Pastor of EvFree Fullerton in 2012. In the first seven months, the church grew from 2,500 to 4,400 in worship. Mike is a relevant communicator of Christ and missional values. Before this, he was Lead Pastor at Mariners Church—Mission Viejo Campus, and had been the lead Teaching Pastor at Rock Harbor Church. Mike holds an M.A. in Philosophy of Religion and Ethics from Talbot School of Theology. He is a member of the *Conversant Life* forum and has written four books:



- *The Jesus of Suburbia: Have We Tamed the Son of God to Fit Our Lifestyle?*
- *Why Guys Need God: The Spiritual Side of Money, Sex, and Relationships*
- *Death by Church: Rescuing Jesus from His Followers, Recapturing God's Hope for His People*
- *Why the Bible Matters: Rediscovering Its Significance in an Age of Suspicion*

## Required Reading

- Chapter 2, “Culture Killers,” in *Cracking Your Church's Culture Code: Seven Keys to Unleashing Vision and Inspiration* by Samuel R. Chand.

## Suggested Reading

- *The Paperless Office, Not Even a Paperclip* by David Fletcher. [www.xpastor.org/istaffing/my-growth/the-paperless-office-not-even-a-paperclip](http://www.xpastor.org/istaffing/my-growth/the-paperless-office-not-even-a-paperclip).
- *Working with Strong Personalities at the Top* (3-part series) by Paul Utngage [www.xpastor.org/new-xp/xp-sp-relationship/working-with-strong-personalities-at-the-top](http://www.xpastor.org/new-xp/xp-sp-relationship/working-with-strong-personalities-at-the-top)

## Class 3—Web

“Everyone has a website, so why study it?” Wrong question. Perhaps we should ask, “With the criticality of relevant communications, why are there so many junkie websites?” This class will examine the purpose and vision of church websites. Is your site built for staff use, for “customers,” congregants, visitors or the public? We will focus on the style of websites, from simple to complex, from structured to artistic. Does a website have to be expensive? We will examine the major web platforms.

What makes a church site so different from other organizations and companies? We will discuss and “live demo” several significant sites—and give the tools so you can critique your own site. We will examine the various review mechanisms, criteria, surveys, team process, inclusion of decision-makers, and input from the church vision-creator and directional leader.

## Guest Lecturers

Today's guest lecturers are two leaders from Realty LA, [www.realtyla.com](http://www.realtyla.com), a young church of 3,000 in Hollywood, California. John Travis is the Director of Operations and Andrew Hummell is the Communications Director.



John Travis is a graduate of Duke University with a degree in Comparative Area Studies. He worked in management consulting in New York and for a film producer in Los Angeles. John discovered Reality LA through podcasts a few months after it started in 2006.



Andrew Hummell moved to Los Angeles, intent on fulfilling his childhood dream of becoming an executive in the film industry. He began attending Reality LA from a friend's invitation. At an RLA men's retreat, Andrew sensed God's urging toward vocational ministry.

Consider the opening lines of the RLA website:

*Our mission is to communicate and preach the unchanging truth of the person and work of Jesus Christ in a way that everyone in our city and culture can comprehend. Our desire is to continually equip people to bring glory to God and the light of Jesus into their respective communities, however diverse they may be.*

### Required Reading

- Chapter 3, "Seven Keys of Culture," in *Cracking Your Church's Culture Code: Seven Keys to Unleashing Vision and Inspiration* by Samuel R. Chand.

### Suggested Reading

- *Branding & Re-Branding: Church Branding Part 1* by David Fletcher. [www.xpastor.org/communication/web-tech/branding-re-branding](http://www.xpastor.org/communication/web-tech/branding-re-branding).
- *Churches That Have Re-Branded: Church Branding Part 2* by David Fletcher. [www.xpastor.org/communication/web-tech/church-that-have-re-branded-branding-part-2](http://www.xpastor.org/communication/web-tech/church-that-have-re-branded-branding-part-2).
- *XPastor Re-Branded* by David Fletcher. [www.xpastor.org/communication/web-tech/xpastor-re-branded](http://www.xpastor.org/communication/web-tech/xpastor-re-branded).
- *7 Questions to Ask About a Content Management System* by Tim Warren. [www.xpastor.org/communication/web-tech/7-questions-to-ask-about-a-content-management-system](http://www.xpastor.org/communication/web-tech/7-questions-to-ask-about-a-content-management-system)

## Class 4—Hardware and IT

The backbone of communications is hardware and information technology. These are the tools that we have at hand to implement a communications strategy. Is your shop PC or Mac? Or, have you skipped those tools and gone to tablets? We will examine the total cost of ownership of PCs, tablets and pads. Wi-Fi is a growing need for the entire campus, but what about the cost?

This class will touch on telephone and the changing trends in smart phones. Ten years ago, cloud computing and storage was a pipe dream; now they are standard for homes and becoming common in business. All churches need a data security and backup plan. In all of this, what are the trends for the future?

**Guest Lecturer**

Chris Gunnare is the Chief Operation Officer at the Lutheran Church of Hope in West Des Moines, Iowa. The church has 9,500 in worship and Chris has come out of the business community to his present position. Through this leadership role in the church, Gunnare provides guidance to the following ministries: worship, production, fellowship, administration, finance, hospitality, facilities, communications and Café Hope.

**Required Reading**

- Chapter 4, “Vocabulary Defines Culture,” in *Cracking Your Church’s Culture Code: Seven Keys to Unleashing Vision and Inspiration* by Samuel R. Chand.

**Suggested Reading**

- *PR Matters: A Survival Guide for Church Communicators* by Justin Dean, 2017.

**Class 5—Productivity Tools**

A newly-coined term is SaaS, which stands for software as a service. If you are using gmail, then you are using SaaS. There are many all-church database tools for kids check-in, online giving and online communities. There are also tools for online calendars and planning tools, such as Planning Center for worship.

What will be your evaluating criteria for purchasing these services? How can you determine the needs of your church and “fit” of the tool, without using the tool for six months?

**Guest Lecturer**

Steve Caton is the Vice President Sales and Marketing of Church Community Builder. Steve has an extensive background in technology, fundraising and church leadership. In addition to serving as an elder in his local church, Steve has served in key leadership roles with OnlineGiving.com and Christianity.com, which launched a network content management system for the church and nonprofit community.



Dave Bair is a member of the Leadership Team at Church Community Builder with a focus on Church Coaching and internal systems and processes. He has many years of experience with large process and culture improvement projects in several industries such as manufacturing, oil refining, power generation, universities, and churches. Dave’s specialty is coupling the implementation of tangible results with sustainable cultural change.

**Required Reading**

- Chapter 5, “Change Starts with Me,” in *Cracking Your Church’s Culture Code: Seven Keys to Unleashing Vision and Inspiration* by Samuel R. Chand.

## Suggested Reading

- *How to Live Stream and Start Church Online* by Collin Jones. [www.xpastor.org/operations/communication/how-to-live-stream-and-start-church-online](http://www.xpastor.org/operations/communication/how-to-live-stream-and-start-church-online), 2020.

## Class 6—Multisite Issues and Cutting Edge Issues

This class will have two parts to it, both linked and yet also independent of each other. The first part will deal with the unique communications challenges in multisite churches. Multisite churches need to determine centralized services versus campus provided services. How will sermon streaming be done—by sneaker-net, internet or DVD? Will there be video announcements or live? Shared bulletins or unique to each campus ... or will you “go green” and have none at all?

The second part examines cutting edge trends in church communications, which has a direct bearing on many multisite churches. What are the latest and greatest trends in communications?

### Guest Lecturers

Rick Clapp is the Executive Pastor for Mountain Springs Community Church in Colorado Springs. Previously, he served as Executive Pastor for nine years developing the staff and leaders of Vanguard Church in Colorado Springs.



Houston Clark is a Co-Founder and Principal of Clark. Drawing from their experience working with North Point Community Church, 20 years ago, George and Houston Clark developed a vision to create relevant and impactful environments that could reach culture. From that, they developed a unique approach to creating AVL systems that helped shape contemporary worship in many churches throughout the country, enabling them to be highly relevant communication platforms.



### Required Reading

- Chapter 6, “The Catalyst of Chaos,” in *Cracking Your Church’s Culture Code: Seven Keys to Unleashing Vision and Inspiration* by Samuel R. Chand.

### Suggested Reading

- *What Churches Don’t Want to Hear in Raising Capital Funds* by Jim Shepherd. [www.xpastor.org/money/generosity-vs-capital-campaigns/what-churches-dont-want-to-hear-in-raising-capital-funds](http://www.xpastor.org/money/generosity-vs-capital-campaigns/what-churches-dont-want-to-hear-in-raising-capital-funds)

## Class 7—Media Engagement

The term “advertising” has a negative connotation to the average consumer. Yet, we are besieged with product information. Web and print publishing are vital to churches. Church advertising can be as crass as “Fast Eddy’s Used Cars.” For churches, what is the

role of newspaper, magazine, web and social media engagement? How are you engaging your people?

There is also radio and television advertising; is that feasible for your church? On the web, there is SEO, Search Engine Optimization and also social media SEO. This class will explore various methods for engaging the media.

### **Guest Lecturer**

Matt Branaugh is Director of Editorial for the Church Law and Tax Group at Christianity Today. His duties include editing the Church Law & Tax Report newsletter, ChurchLawAndTax.com, and the ManagingYourChurch.com blog, as well as leading the editorial team.



Matt also writes the Church Law & Tax Update and Church Management Update eNewsletters, and the "Office Toolkit" column for Leadership Journal.

### **Required Reading**

- Chapter 7, "Changing Vehicles," in *Cracking Your Church's Culture Code: Seven Keys to Unleashing Vision and Inspiration* by Samuel R. Chand.

### **Suggested Reading**

- *The Top 8 Things Churches Should Learn From TV Newsrooms* by Rob Cizek.  
[www.xpastor.org/ministry/working-with-pastors/the-top-8-things-churches-should-learn-from-tv-newsrooms](http://www.xpastor.org/ministry/working-with-pastors/the-top-8-things-churches-should-learn-from-tv-newsrooms)

## **Class 8—Policy and Practice**

Let's look at communications polices and practices in a local church. We will talk with Concord Church of Dallas, a thriving church of 6,000 in worship. Staff and volunteer teams need to deal with editing rights and quality control of the website. How does a local church design or redesign a new logo? We need to explore how these churches use consultants and vendors in their communications departments. Every Sunday there are issues of copyright in print, music and video.

With creative types abounding, how does a church handle Intellectual Property issues and Work for Hire agreements. With pastors and directors, issues of personal use of computers, printers and copiers need to be considered. What is the role of the church to prevent pornography viewing on its computers?

### **Guest Lecturer**

Kason Branch is a graduate of the University of Arkansas with a bachelor's degree in Business Administration with a concentration in Marketing. He began his career with AT&T as a member of the prestigious AT&T Leadership Development Program. Kason is the Chief Operating Officer of Concord Church in Dallas under the leadership of Senior Pastor Bryan



Carter. He is responsible for leading a staff of forty full-time employees as well as providing leadership to church-wide initiatives such as capital campaigns and facility expansion. Under his leadership is the Ministry Operations of the church as well as the Operations Support, which includes: Finance, Human Resources, Facilities Management, Security, Multimedia, and Marketing.

### Required Reading

- Chapter 8, “Yes, You Can,” in *Cracking Your Church’s Culture Code: Seven Keys to Unleashing Vision and Inspiration* by Samuel R. Chand.

### Suggested Reading

- *Boosting Easter Attendance—A Guide on Facebook Ad Campaigns* by Chris Nelson. [www.xpastor.org/operations/communication/boosting-easter-attendance-a-guide-on-facebook-ad-campaigns](http://www.xpastor.org/operations/communication/boosting-easter-attendance-a-guide-on-facebook-ad-campaigns), 2019

## Class 9—Continuation of Multisite

There was a great deal of material from Rick Clapp in Class 6 and some was not covered. This class will continue and conclude the session with Rick on communications in a multisite church. We will focus on the unique communications challenges in such churches. Multisite churches need to determine centralized services versus campus-provided services.

How will sermon streaming be done--by sneaker-net, internet or DVD? Will there be video announcements or live? Shared bulletins or unique to each campus ... or will you “go green” and have none at all?

### Guest Lecturer

Rick Clapp is the Executive Pastor for Mountain Springs Community Church in Colorado Springs. Previously, he served as Executive Pastor for nine years developing the staff and leaders of Vanguard Church in Colorado Springs.



### Required Reading

- *Communications System of Hope Community Church of Raleigh, North Carolina*. [www.xpastor.org/new-xp/all-policies/communications-system-of-hope-community-church-of-raleigh-north-carolina](http://www.xpastor.org/new-xp/all-policies/communications-system-of-hope-community-church-of-raleigh-north-carolina)

## Class 10—Communications Team

The key to good communications is the team of staff and volunteers. How does one create a great and creative communications team? What is the role of the creative team in the entire “vibe” of the church campus? Let’s explore how to communicate effectively within a budget. This will include the use of volunteers. Are you going to accept all the photography of volunteers or will you have quality and control standards? Are there inexpensive ways to utilize electronic platforms ... texting, social media, church apps,



HTML email, and robocalls? Will online advertising work for churches or can you advertise in social media?

There are ways that you can shift resources away from traditional media. Yet, you must maintain cross-platform consistency of experience and graphic presentation style.

### **Guest Lecturer**

Rob Cizek is the Executive Pastor at Northshore Christian Church, a non-denominational church of 1,500 and Christian Academy of 800 in the greater Seattle area. He oversees daily operation of the organization and its ministries. His responsibilities include overseeing the staff, strategic planning, communications and interfacing with Northshore's Elder Board. He also organizes a networking group for Executive Pastors in the Puget Sound area. His prior experience includes being an Emmy award-winning newsroom manager.



### **Required Reading**

- *Care and Correction or Shaming at Watermark Community Church: Full Case Study* by David Fletcher. [www.xpastor.org/ministry/counseling-how-to/care-correction-or-shaming-at-watermark-community-church-full-case-study](http://www.xpastor.org/ministry/counseling-how-to/care-correction-or-shaming-at-watermark-community-church-full-case-study).
- *How to Communicate Effectively on Any Budget* by Rob Cizek. <http://www.xpastor.org/operations/communication/church-communications-101-how-to-communicate-effectively-on-any-budget/>

## **Class 11—The Church Beyond the Multisite Model**

### **Monday**

What do you do when you realize that seven worship services will not meet the congregation's needs? Northland went multisite and "internet church" and continued to grow. They soon saw that multisite was not scalable. What then? To meet the challenge, Northland went to a "church distributed" strategy. They have met strategic and technical challenges along the way.

This class will explore the unique way in which Northland has grown from a city church, to a national presence, to having sites all over the globe.

### **Guest Lecturer**

Marc McMurrin is the Executive Director of Operations of Northland—A Church Distributed in Orlando, Florida. He oversees the finances and day-to-day operations of the church, managing the resources God provides through the people at Northland. He previously served as the executive vice president for Music Mission Kiev, a missions organization reaching the people of the former Soviet Union; Marc managed their operations in the United States and abroad. He holds a degree in Business Management from the University of Central Florida. Marc says his time with Music



Mission Kiev gave him “a solid foundation in ministry leadership and operational effectiveness in a growing and dynamic ministry,” and that God prepared him for meeting the operational needs of Northland and the distributed church.

Chad Turnbull is the Director of Distributing the Church. Growing up in Lexington, Kentucky, Chad was notorious for talking all the time. The incessant chatter of childhood grew into a passion for communication, and that passion found a home in ministry and strategy development. “In anything I’ve done in my life, from sales, branding and entrepreneurial endeavors to student ministry and leading worship, the thing that has consistently brought me the most joy is articulating a vision or an idea in a way that makes a difference in someone’s life.” Through his gifts of exhortation, encouragement and strategic thinking, you will typically find Chad helping someone accomplish something that is important to them. Here at Northland, you will find him helping people start distributed churches so that they can live as the church everywhere, every day. He holds a bachelor’s in, not surprisingly, communications from Asbury University.



## Required Reading for Classes 11-14

Our textbook for these four classes will be: *Multicultural Ministry Handbook--Connecting Creatively to a Diverse World*, edited by David Anderson and Margarita Cabellon. This was an 2011 Outreach Magazine Book Award winner and Dave Michener (lecturing in Class 13) contributed two chapters. For this week, read Chapters 1-3.

## Suggested Reading

- *The Three Big Mistakes Most Churches Make on Their Websites* by Cathy Hutchison. [www.xpastor.org/operations/communication/the-three-big-mistakes-most-churches-make-on-their-websites](http://www.xpastor.org/operations/communication/the-three-big-mistakes-most-churches-make-on-their-websites), 2015.

## Class 12—Celebrating Diversity in the City of Angels

Los Angeles has 10.1 million people and is one of the most diverse cities in the nation. 48% are Hispanic, 29% Anglo, 10% African-American, 11% Asian and 2% “other.” Shepherd Church has grown into a multi-ethnic community of over 10,000 in worship. This innovative church not only attracts various ethnic groups, but has planted a self-sustaining church in the Hispanic community. This class will explore how Shepherd Church connects people who have various cultural preferences, styles and desires. Their lessons may help your church become a place of multi-cultural connection.

## Guest Lecturer

Jeremy Hoff is the Administrative Pastor of Shepherd Church in Los Angeles, California. Jeremy has served at Shepherd of the Hills Church for nearly fourteen years, beginning in the Information Systems and now within Administration. Jeremy loves to organize ministry, enhance outreach, and improve communication. A bit of a world traveler, Jeremy’s



information technology skills have taken him overseas to serve others in the name of Christ: Egypt, Jordan, Turkey, Kenya, Germany, Mozambique, and others.

## Required Reading

- Read Chapters 4-6 of *Multicultural Ministry Handbook--Connecting Creatively to a Diverse World*.

## Class 13—A New America, Churches in Urbanized Areas

The “BosWash” area is a sprawl of connected cities between Boston and Washington D.C. This urbanized area spans the gap from poverty to affluence, politically disconnected to the holders of national office. The U.S. census reports that in 1790, 5% of American lived in urbanized areas, 66% in the 1960s and 80% now. Bridgeway Community Church is in the midst of this “new America.” This class will explore how they do both their internal and external communication. Who is coming to this urbanized church, how are they connected into one congregation and what lessons has Bridgeway learned along the way?

## Guest Lecturer

After serving in churches in Pennsylvania, New York and Ohio since 1983, Dave Michener moved to Columbia, Maryland in 1998 to plant a youth ministry within Bridgeway Community Church, a multicultural, non-denominational church with approximately 4,000 in attendance each week.



Mich is a graduate of Baptist Bible College of Pennsylvania and has received his Masters of Ministry from Moody Graduate School in Chicago. Since 2005, Mich has been the Executive Pastor at Bridgeway where he serves on the senior leadership management team, giving leadership to the staff that serves BridgeKids, Student Ministries, all Adult Church Ministries and Operations, as well as serving on the teaching/preaching faculty.

## Required Reading

- Read Chapters 7-9 of *Multicultural Ministry Handbook—Connecting Creatively to a Diverse World*.

## Suggested Reading

- *Leadership Live: Connecting to the Congregation* by Keith Duff. [www.xpastor.org/operations/communication/leadership-live-connecting-to-the-congregation](http://www.xpastor.org/operations/communication/leadership-live-connecting-to-the-congregation), 2020.

## Class 14—Crossing Language and Cultural Barriers

How many different ethnic and cultural groups can a church have and still be one united body in Christ? Do ethnicity or culture matter more than being one body? Damansara Utama Methodist Church (DUMC) in Malaysia is a church of worshippers with a multitude of linguistic and cultural challenges. Their major ethnic groups consist of

Malaysian Chinese and Indians, immigrants from Myanmar and Nepal, as well as many from a local background such as those from East Malaysia.

Languages spoken are English, Chinese (Mandarin as well as other dialects), Malay, Tamil, Myanmarese, and a number of other languages and dialects. Integrating the entire congregation is a linguistic and cultural challenge. Also, people within each language group are at different seasons in their spiritual journey. DUMC is working through their journey of strategy and tactics to reach English as well as non-English speakers, crossing cultural divides and uniting a congregation.

This class will give you an insider's view of their successes and struggles, and their pain and celebrations in this cultural challenge.

## Guest Lecturer

Bernard Lee is the Executive Pastor of Damansara Utama Methodist Church in Malaysia. Bernard has had over ten years of management consulting experience, focusing on strategic human resources and change management. As a consultant and HR practitioner, his global and regional clients came from varied industries including banking and finance, oil and gas, FMCG, pharmaceutical and utility.



As the Executive Pastor at DUMC, he oversees the overall functions of the church including staffing, resourcing and strategic alignment of vision, ministry and operations. As a ministry partner, he provides counsel and support in all vital DUMC programs. He is also instrumental in the leadership transition process of DUMC.

## Required Reading

- Read Chapters 10-11 of *Multicultural Ministry Handbook—Connecting Creatively to a Diverse World*.

## Suggested Reading

- *Great Pastoral Communication by Video* by Gavin Kajikawa. [www.xpastor.org/operations/communication/great-video-communication](http://www.xpastor.org/operations/communication/great-video-communication), 2020.

## Assignments

Pick 3 for a B or 5 for an A. Assignments are due 5 months after the class begins.

*Audit students are not required to do the assignments.*

1. Perform a detailed analysis of the websites of 4-7 churches. One each site, examine the entry page—what are the dominant items and why are they there? Is the entry page fresh or laden with months or years of accretion? Examine the navigation structure. Describe the user experience for a non-believer, for a visitor and for a regular attendee. Describe what the site conveys about the culture of the church.
2. Review the Communications policies of 3-5 other churches. Examine what is needed for social media, editing rights on the website, intellectual property, viewing pornography on church computers, conflict of interest between staff and vendors. Consult a regional communications professional on the relevance of your policy.
3. Do a Sunday morning site visit to 2-4 other churches. Describe the user experience from getting directions, to parking, to walking in, to the worship service, to leaving the worship center, to returning to your car, to exiting the parking lot. For an enhanced learning, take a governing board member, or other church leader, with you. Use your phone to take pictures and videos of your experience.
4. Analyze your communications strategy. List the communications tools in your toolbox, such as bulletin, website, logo, e-newsletter, social media, newspaper, advertising, signs, campus look and feel. How integrated is your strategy? Are the parts working together or are they isolated? If you asked a member of your communications team, could they give an elevator speech on the strategy?
5. Interview the Senior Pastor/Lead Pastor of your church and/or another church. Discover the spiritual DNA of the SP. What does the SP desire the communications team to share about his ministry vision and passion? Probe what innovations or renovations the SP would like with the communications team and tools.
6. Write an article or book report on one aspect of what you have learned, 1,000-1,500 words. You can focus on issues in your own church or life, or from another ministry. XPastor might publish your article. *This assignment counts double.*
7. With permission of the professor, create your own assignment.

**Reading**—Read 300 pages for a B or 500 pages for an A. This reading does not include the required reading for the course. Books are not included in tuition. Select material from the bibliography or read other material with prior approval of the professor.

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