

Communications Ministry Training Program

A partnership of United Methodist Communications and the Annual Conferences of The United Methodist Church

LOCAL CHURCH COMMUNICATIONS | WEB MINISTRY | OUR UNITED METHODIST CONNECTION and PROMOTION OF GIVING



RETHINK CHURCH | MEDIA SPOKESPERSON and CRISIS COMMUNICATIONS | WELCOMING | LOCAL CHURCH MARKETING





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Program Overview

Over the next three years, United Methodist Communications has committed to training at least two key leaders in each annual conference to reach every local United Methodist church with information, education, resources and skills to enhance communications ministry in these areas:

- Rethink Church
- Welcoming Ministry
- Local Church Marketing
- Web Ministry
- Our United Methodist Connection and Promotion of Giving
- Local Church Communications
- Media Spokesperson and Crisis Communications

Our goal is to increase exponentially the number of members and churches receiving training, workshops, presentations and skills to fulfill our mission to make disciples of Jesus Christ for the transformation of the world through effective communications ministry. You are a key link to our shared vision, and we are eager to partner with you in ways that maximize our resources.



The harvest is plentiful, but the laborers are few; therefore ask the Lord of the harvest to send out laborers into his harvest.

—Luke 10:2b



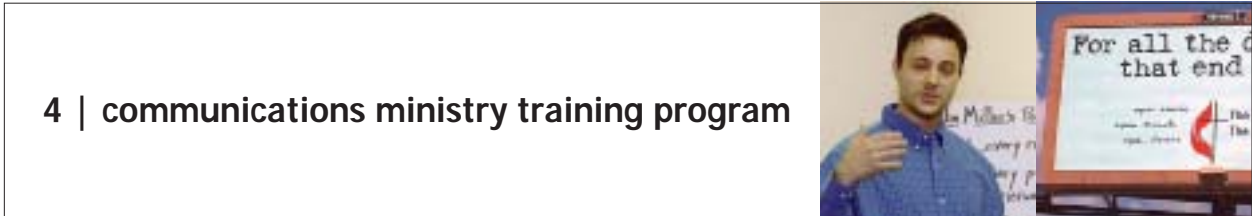


Training-of-Trainers Selection Criteria

Annual conferences across the connection are participating in Training-of-Trainers in partnership with United Methodist Communications, in Nashville. Conference Director of Marketing and Communications Kathryn Witte and United Methodist Ministries Director of Communications and Volunteers Lisa Maupin recently attended training in Nashville and have both been certified as a Communications Ministry Trainer II (CMT-II). Together they are spearheading the Nebraska Conference communications ministry training program.

The Trainer Characteristics Checklist that follows is intended to identify the best possible persons for Communications Trainer I (CMT-1) training. It is important to give careful consideration to the balance between the skills and responsibilities of the CMT-II trainer and the CMT-I candidate, as the two will work closely together. Wherever possible, we want to be certain to complement skills, gifts, experiences, etc., and to strive for diversity in ethnic, gender, culture and language as much as possible. The Nebraska Conference CMT-II trainers along with CMT-I trainers will become the core team for the Conference's communications ministry training program in partnership with United Methodist Communications. We are also equipped to expand this team over time to include persons with additional skills, talents, gifts, and diversities to support the overall needs of our conference and its local churches.

Note: One goal is to enlist at least two level I trainers to work in each district in collaboration with the level II trainers.





Logistics

Our Spring 2010 training event is scheduled for Springfield, Neb., on March 19-20.

Because the Training-of-Trainers session is an intensive, hands-on, full-day event, it is crucial that attendees actively participate in all components from start to finish. Except in extenuating, extreme circumstances, late arrivals and early departures will not be permitted. If you anticipate any problems, please discuss these with Kathryn Witte prior to submitting your forms. She alone can make exceptions if appropriate and warranted.

Friday, March 19, is the train-the-trainer day; to get the full impact of how to do communications facilitation and training, you are highly encouraged to participate in the Friday night and Saturday sessions of the Rethink Church event.

Registration for the train-the-trainer day includes the Friday night and Saturday sessions as well and is \$40. If multiple people from your congregation are interested in the train-the-trainer day, please contact Kathryn Witte at 402-464-5994, ext. 113.

Regular registration is \$40 for an individual, \$125 for groups of four to seven attending from the same congregation and \$200 for eight or more attending from the same congregation. Groups of 20 or more are asked to contact Kathryn Witte at kwitte@umcneb.org to receive special pricing and to ensure that enough materials are available. Payment is due on the day of the event; make checks payable to "Conference Treasurer."





Hotel accommodations

Lodging Possibilities for Rethink Church in Springfield
(Friday, March 19 and Saturday, March 20)

Comfort Inn (\$70 - \$129 per night)
I-80 Exit 440 and NE Highway 50; 9595 South 145th Street, Omaha
63 rooms, Pool, cable TV, king- and queen-size beds, honeymoon suites. (402) 896-6300
www.comfortinn.com/ires/hotel/ne405

CountrySide Suites (\$50 - \$126 per night)
I-80 Exit 440 and NE Highway 50; 9477 South 142nd Street, Omaha
32 rooms, convenient location, comfortable rooms. (402) 884-2644
<http://www.countryside-suites.com/CSOmaha.html>

Courtyard By Marriott (\$109 - \$129 per night)
12560 Westport Parkway, LaVista
246 rooms, restaurant, indoor pool and whirlpool, suites available. (402) 339-4900
www.omahalavistacourtyard.com

Hampton Inn & Suites (\$109 - \$159 per night)
12331 Southport Parkway, LaVista
120 guest rooms & suites, indoor pool, complimentary hot breakfast buffet. (402) 895-2900
www.omahalavistasuites.hamptoninn.com

“ Therefore, since we are surrounded by so great a cloud of witnesses, let us ... run with perseverance the race that is set before us, looking to Jesus the pioneer and perfecter of our faith. ”

—Hebrews 12:1-2a

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Schedule

The preliminary schedule for Rethink Church, Springfield First UMC

Friday, March 19:

- 8:00 a.m. Registration
- 9:00 a.m. Opening Devotion
- 9:15 a.m. Rethink Church
- 10:15 a.m. Break
- 10:30 a.m. Learning/Teaching Styles
- 11:15 a.m. Servant Leadership
- 12:00 p.m. Lunch
- 1:15 p.m. Diversity
- 2:00 p.m. Mission Insite
- 2:45 p.m. Break
- 3:00 p.m. Technology
- 3:45 p.m. Worship
- 4:00 p.m. End of Session

- 5:00 p.m. Evening Registration
- 6:00 p.m. Dinner and Entertainment (Cabaret Theater)
- 7:30 p.m. Leaving the Church Building (Panel Discussion, Q & A)
- 9:00 p.m. End of Day





Schedule

Saturday, March 20

- 8:00 a.m. Registration
- 9:00 a.m. There is No Place Like Nebraska and Nobody Like John Wesley
Centering on God—Morning Devotion (Rev. Mark Richardson)
- 9:15 a.m. What is Rethink Church?
- 10:00 a.m. Break
- 10:15 a.m. Morning Sessions
Welcoming (Barbara Nissen)
Mission Outreach (Lisa Maupin)
Identity (Kathryn witte)
Reactivating the Inactives (Koni Purscell)
- 12:00 p.m. Lunch
- 1:30 p.m. Afternoon Sessions
Technology and Find-a-Church (Barbara Nissen)
Children's Ministry (Cheri Kneifel)
Reactivating the Inactives (Koni Purscell)
Stewardship (Kathryn Witte)
- 2:30 p.m. Break
- 2:45 p.m. Small Group Work--So what? Now what?
- 3:40 p.m. Worship (Rev. Eldon Davis)
- 4:00 p.m. End of Day





Registration Form for CMT-1 credit for March 19:

Please review carefully the selection criteria specified on page 4. If you have any questions, please contact Kathryn Witte before completing and submitting your registration. This form should be completed if you intend to be "certified" as a communications trainer in the Nebraska Conference. Please indicate if you also plan to attend Friday evening and Saturday events.

Friday Day_____ Friday evening _____ Saturday_____

First Name_____ Last Name_____

Street Address_____

City_____ State_____ Zip Code_____

Home Telephone_____ Work Telephone_____

Cell Phone_____ Email Address_____

Dietary Considerations_____

Physical Considerations_____





General Event Registration Form:

Please indicate if you plan to attend Friday day, Friday evening and Saturday events (check all that apply).

Friday Day _____ Friday evening _____ Saturday _____

First Name _____ Last Name _____

Street Address _____

City _____ State _____ Zip Code _____

Home Telephone _____ Work Telephone _____

Cell Phone _____ Email Address _____

Dietary Considerations _____

Physical Considerations _____





Preparation and Participation

In preparation for the training, participants are encouraged to go to the Rethink Church/United Methodist Communications Web site, www.rethinkchurch.org (you might even consider signing up for an online course), and become familiar with the resources.

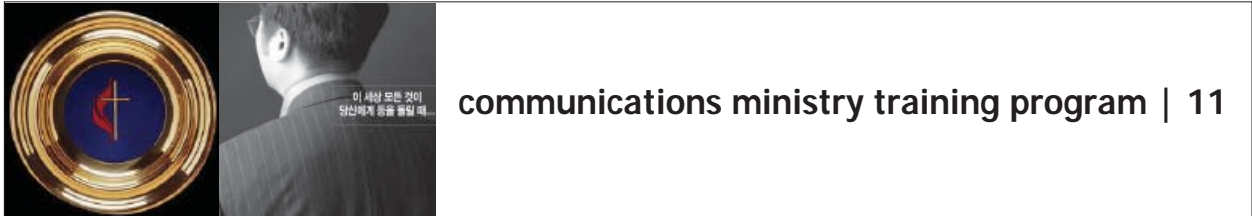
During the training, each attendee will actively participate in small groups, with the workshop team leaders and with other participants, to develop skills, explore content and prepare plans. The face-to-face component of the session is highly interactive, and each attendee is expected to be a co-leader with specific responsibilities for the collective learning, practice and community of trainers.

Immediately following the Training-of-Trainers session and throughout the rest of the year, all attendees will actively and fully participate in the online community of trainers through prescribed and impromptu discussion forums, resources and best practices sharing, and further education, learning and practice.

Successful completion of the pre-training and face-to-face components of the program will confer certification as a Communications Ministry Trainer I (CMT-1)¹ with the qualification as a trainer-of-trainers specialist. The CMT-1 will be a trainer in good standing for one year provided he/she fulfills the post-training requirements (see page 13).

Annual certification renewal will be required each year beginning in the next calendar year, and will be conducted through online learning and plan implementation evaluation (see page 13).

¹A Communications Ministry Trainer I (CMT-1) is someone trained by United Methodist Communications or the core conference communications ministry training team to be a communications training specialist. The CMT-1 is also equipped to train members of the annual conference to serve as workshop leaders, presenters and/or interpreters of communications ministry content modules. The CMT-2 may also conduct workshops, presentations and interpretation session of content modules at the conference, district or local church level within the annual conference. The CMT-2, in partnership with the conference core communications ministry training team, provides direct support to the CMT-1 members.





Preparation and Participation

“ They devoted themselves to the apostles’ teachings and fellowship, to the breaking of bread and the prayers. —Acts 2:42 ”





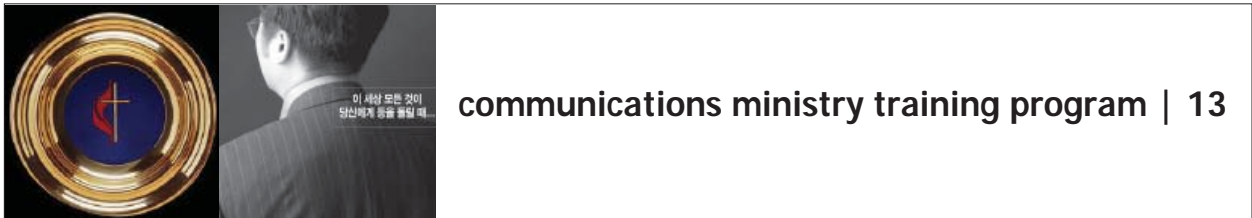
Expectations

The Communications Ministry Trainer I (CMT1) is:

- trained in basic to intermediate adult learning theory
- skilled in preparing, planning, leading and facilitation presentations, workshops and interpretation sessions in content areas for communications ministry at the local church and district levels
- invited to co-lead CMT-1 training with a CMT-2 within the annual conference
- mentored by a CMT-2 within the conference
- encouraged to participate in ongoing online forums and continued training
- selected and certified by the annual conference
- compensated (where applicable) by the annual conference or requesting district or local church according to annual conference policy and procedures.

²A Communications Ministry Trainer I (CMT-1) is someone trained by a CMT-2 to conduct workshops, presentations and interpretation sessions of communications ministry content modules at the district and/or local church level within the annual conference.

³The core content modules include Welcoming, Rethink Church, Web Ministry, and Our United Methodist Connection and Promotion of Giving.





Expectations of the Annual Conference

“ Be strong in the grace that is in Christ Jesus; and what you have heard from me through many witnesses entrust to faithful people who will be able to teach others as well. —II Timothy 2:1-2 ”



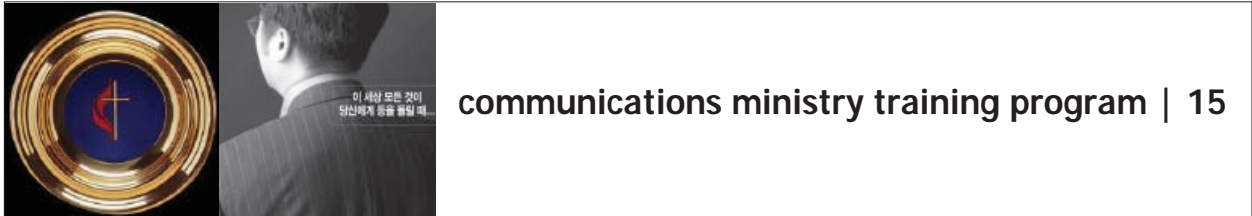


Support from United Methodist Communications

United Methodist Communications (UMCom) is committed to providing ongoing support for the success of each annual conference's communications ministry training plan and will offering the following resources to undergird the partnership:

- At least monthly electronic communications updates for trainers regarding skills and knowledge enrichment.
- An active online forum for trainers with direct access to UMCom training staff and subject matter experts.
- Unlimited access to all resources provided, produced or developed by UMCom that support the content modules for communications ministry training.
- Downloadable, customizable and reproducible handouts and other resources to support conference, district and local church workshops, presentations and interpretation sessions.
- At least quarterly Webinars for trainers to introduce new and updated content modules.
- At least twice-a-year telephone and/or Web-conferencing with United Methodist Communications training staff to discuss communications ministry training needs and plans.
- Access to a seasoned national trainer (CMT-3)⁴ to provide mentoring, support and additional training (as needed) to the CMT-2 team. United Methodist Communications covers all reasonable and customary CMT-3 expenses.

⁴A Communications Ministry Trainer III (CMT-3) is a seasoned national trainer and a part of the United Methodist Communications training team who provides training-of-trainers (CMT-2) and mentoring support to trainers at the conference level (CMT-2).



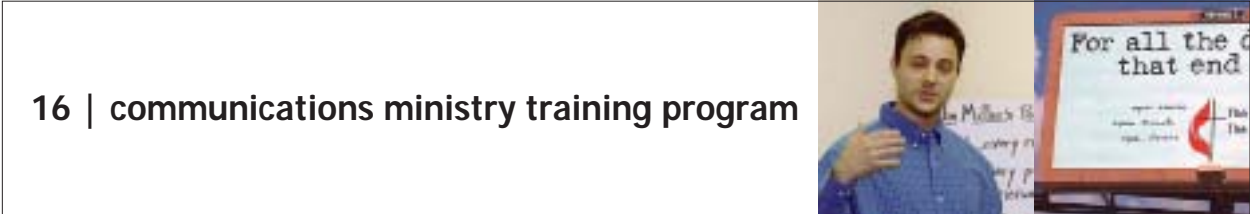


Support from United Methodist Communications

As needed and requested (schedules permitting and no more than once annually), United Methodist Communications training staff (CMT-3) is available to conduct a training-of-trainers session (CMT-2 and/or CMT-1) with the conference training team. United Methodist Communications will cover all reasonable and customary CMT-3 expenses.

In many areas of this program, United Methodist Communications is working in partnership with other general agencies, boards and commissions to provide subject matter expertise and leadership that will undergird and support our shared interests to empower each annual conference for communications ministry success. For example, components of the United Methodist Connection and Promotion of Giving content modules are developed and delivered in cooperation with the General Council on Finance and Administration (GCFA). These extended partnerships support our collaborative commitment and shared mission to make disciples of Jesus Christ for the transformation of the world and to fulfill our goals outlined in the Four Areas of Focus.

“ Jesus began to teach in their synagogues and was praised by everyone ... they were astounded at his teaching, because he spoke with authority. —Luke 4:15, 32 ”





Trainer Characteristics Checklist

It is an exciting time to be in ministry in the Nebraska United Methodist Conference. As you discern your call to work in communications, please review the following checklist.

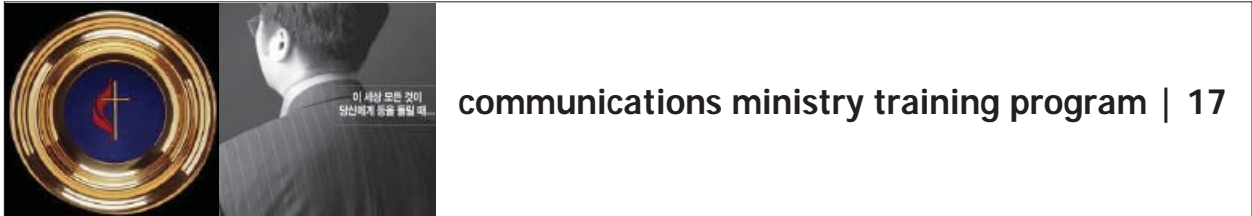
Qualities and Characteristics Specific to The United Methodist Church:

It is essential that each person selected to be a communications ministry trainer (CMT-2) should possess all of these qualities and characteristics.

1. An active member of The United Methodist Church.
2. Some experience in The United Methodist Church beyond the local church (such as district or conference involvement, leadership role, volunteer service, etc.).
3. An understanding of and commitment to the historical, theological and biblical foundations of The United Methodist Church and its connectional structure and nature.
4. An understanding of and commitment to the Social Principles of The United Methodist Church.
5. The desire to improve participants' understanding, commitment and involvement as they relate to fulfilling the mission of The United Methodist Church.

Qualities and Characteristics Specific to Training:

1. Exemplary verbal and written communication skills.
2. Prior experience as a workshop leader, presenter or subject-matter expert with a proven track record of dynamic leadership skills for interactive and engaging learning experiences or training sessions.





Trainer Characteristics Checklist

3. Some exposure to adult learning theory and at least a cursory understanding of learning and leading styles as they relate to training development and delivery.
4. A concern for improving attitudes and behaviors toward accomplishing defined outcomes.
5. Exceptional interpersonal skills and the ability to adapt to a variety of people, cultures and situations.
6. The willingness to continually hone and perfect training skills, learning new skills and keeping up-to-date on the latest trends, concepts and application to the training field.
7. A commitment to providing qualitative and quantitative feedback and evaluation of training events, workshops, presentations, interpretation sessions and trainer performance.
8. The desire and ability to offer ongoing follow-up and support to participants after the training event, workshop, presentation, session, etc.
9. Possesses at least two-thirds (20) of these characteristics of an effective trainer:
 - _____ knowledge of subject matter⁵
 - _____ genuine, authentic
 - _____ well-organized
 - _____ goal-oriented
 - _____ strong presence; poise

⁵These include, but are not limited to, Welcoming, Rethink Church, Web Ministry, Connectional Giving, Local Church Communications, Local Church Marketing, Media Spokesperson and Crisis Communications.





Trainer Characteristics Checklist

- _____ professional appearance
- _____ ability to relate content to participants' situations
- _____ good listener
- _____ patient
- _____ flexible; spontaneous
- _____ positive attitude
- _____ credible
- _____ ability to relate to others at all levels
- _____ coach and counselor
- _____ articulate; good speaker/communicator
- _____ empathetic; understanding
- _____ sense of humor
- _____ uses a variety of methods to convey information/skills
- _____ warm; approachable
- _____ tactful
- _____ good voice quality
- _____ enthusiastic





Trainer Characteristics Checklist

- _____ positive self-concept
- _____ honest and open
- _____ participant-centered
- _____ respectful of participants
- _____ emotional stability
- _____ good diagnostic/assessment skills
- _____ objective
- _____ open and receptive to critique; modest when receiving praise

As you think of these characteristic and how they may apply to you, also consider who you know that might also be interested in CMT-1 training. Please forward their names to Kathryn Witte at kwitte@umcneb.org.

After careful consideration, please forward your registration to Kathryn Witte by using the included registration form or by going to the Nebraska Conference Web site at www.umcneb.org and clicking on the Rethink Church quick link. As you complete the online registration, please make a note in the comments box that you have reviewed these materials.

