

## **PRELIMINARY SCHEDULE ~ Summer Scholars 2010**

at Columbia Theological Seminary ~ July 26-29, 2010

### **MONDAY ~ JULY 26 (Registration begins at 11:00 AM)**

**3:00 Welcome, prayer, introductions, announcements**

**3:30 Possibilities!** (plenary session)

- Why Social networking media for Congregations – What You Can Achieve
- Faith-Related Uses of Social networking media: Both Relevant & Reverent?

~ **Steve Hayner & Susan Wyche**

**5:00 Break**

**6:00 Dinner**

**7:00 Practicalities!** (plenary session)

A whirlwind tour of plum examples from varied churches – what social networking media are “out there” for use with your congregation

~ **Bill Reichart, Genie Hambrick, Linda Morningstar**

**8:30 Adjourn – evening on your own**

### **TUESDAY Morning ~ JULY 27**

**8:30 Morning Prayers**

**9:00 Possibilities & Practicalities, cont'd.**

**In small groups** (by church size)

- Identify which social networking media, for what purposes, can be valuable in YOUR congregation.
- If already using social networking media in your congregation: Making sure yours are purpose-driven/ intentional.

~ **Conference Leaders**

**10:30 Break** (Bookstore Open)

**11:00 Panel – *Fundamental Issues & Brass Tacks for Your Congregation***

Panel Discussion w/ Audience Participation

- Anticipating issues / avoiding pitfalls
- Staffing, budgeting, establishing, maintaining social networking media in your congregation

~ **Steve Hayner, Matt Rich, Joel Tolbert, Bill Reichart**

(continued Wednesday afternoon & Thursday morning)

**Noon - Lunch** (Bookstore Open)

See last page for how participants will choose among these workshop sessions.

**SCHEDULE, cont'd. TUESDAY Afternoon ~ JULY 27**

**1:00 TWO SIMULTANEOUS SESSIONS:**

**Session 1 – FACEBOOK**

Potentialities & Stellar Examples  
(i.e., what it can do for you in your church)

~ **Bill Reichart, Matt Rich**

**Session 2 – BLOGS & Multimedia Newsletters**

Potentialities & Stellar Examples  
(i.e., what it can do for you in your church)

~ **Joel Tolbert, David Park, Tom Evans**

**BREAK** (½ hour)

**FOUR SIMULTANEOUS SESSIONS:**

▪ **Hands-On Workshop 1B FACEBOOK**  
***Basic Learners***

~ **Matt Rich, Bill Reichart**

▪ **Hands-On Workshop 1E FACEBOOK**  
***Experienced Users***

~ **Bob Craigmile, Jay Thomas**

▪ **Hands-On Workshop 2B BLOGS**  
***Basic Learners***

~ **David Park, Steve Hayner**

▪ **Hands-On Workshop 2E BLOGS & Multimedia Newsletters**  
***Experienced Users***

(BRING YOUR VIDEO CAMERA if you have one)

~ **Tom Evans, Joel Tolbert**

**4:30 What's New / What's Next** (plenary session)  
**Susan Wyche**

**5:30** *dinner on your own – classroom available for co-working*

**WEDNESDAY morning ~ JULY 28**

**8:30 Morning Worship**

**9:00 TWO SIMULTANEOUS SESSIONS:**

**Session 3 – TWITTER**

Potentialities & Stellar Examples  
(i.e., what it can do for you in your church)

~ **Matt Rich, Rachel Ezzo**

**Session 4 – CONSTANT CONTACT**

Potentialities & Stellar Examples  
(i.e., what it can do for you in your church)

~ **Jay Thomas, Linda Massengill**

**BREAK** (½ hour)

**FOUR SIMULTANEOUS SESSIONS:**

**Hands-On Workshop 3B TWITTER**

***Basic Learners***

~ **Rachel Ezzo** (Sarah Erickson assists)

**Hands-On Workshop 3E TWITTER**

***Experienced Users***

~ **Matt Rich** (David Park assists)

**Hands-On Workshop 4B**

**CONSTANT CONTACT**

***Basic Learners***

~ **Jay Thomas, Linda Massengill**

**Hands-On Workshop 4E**

**CONSTANT CONTACT**

***Experienced Users***

~ **Bill Reichart, Genie Hambrick**

**12:30 - Lunch**

(Bookstore Open)

## **WEDNESDAY Afternoon ~ JULY 28**

**1:30 Session 1R– FACEBOOK [repeat]**  
Potentialities & Stellar Examples  
(i.e., what it can do for you in your church)  
~ **Bill Reichart, Matt Rich**  
*(no hands-on workshop w/this session)*

**Session 2R BLOGS [repeat]**  
Potentialities & Stellar Examples  
(i.e., what it can do for you in your church)  
~ **Joel Tolbert, David Park**  
*(no hands-on workshop w/this session)*

**Break**

**3:00 Session 3R – TWITTER [repeat]**  
Potentialities & Stellar Examples  
(i.e., what it can do for you in your church)  
~ **Matt Rich**  
*(no hands-on workshop w/this session)*

**Session 4R – CONSTANT CONTACT [repeat]**  
Potentialities & Stellar Examples  
(i.e., what it can do for you in your church)  
~ **Jay Thomas, Linda Massengill**  
*(no hands-on workshop w/this session)*

**4:15 Brass Tacks for Your Congregation** (plenary session)  
*Continued from Tuesday*  
Panel Discussion w/ Audience Participation  
▪ Staffing, budgeting, establishing, maintaining social networking  
media in your congregation  
~ **Sarah Erickson, Bill Reichart,**  
**Tom Evans**

**5:15** *dinner on your own – classroom available for co-working*

**THURSDAY ~ JULY 29**

**8:30 Morning Prayers**  
~ **Linda Morningstar**

**9:00 - Enrichment Opportunities** (plenary session)  
(Podcasts, Flickr, YouTube, YouStream, SlideShare, iTunes, etc.)  
~ **Bob Craigmile, Steve Hayner,**  
**Byron Wade** (via Skype)

**10:30 - Break**  
(Bookstore Open)

**11:00 Fundamental Issues** (plenary session)  
*Continued from Tuesday*  
Panel Discussion w/ Audience Participation  
▪ Anticipating issues / avoiding pitfalls  
~ **Steve Hayner, Jay Thomas, Genie Hambrick**

**11:45 Facilitated Sharing & Closing Worship**  
~ **Linda Morningstar & Others**

**12:30 Adjourn**

### **About choosing among the workshop sessions:**

For Tuesday afternoon and Wednesday, participants will need to decide which two “platforms” they want hands-on experience with, and which two they want just to see a presentation with examples.

You may choose 2 sessions with hands-on workshops (Tuesday afternoon and Wednesday morning) **plus** 2 sessions without hands-on workshops (Wednesday afternoon).

Following are the options. See time frames in the Schedule.

#### **Tuesday afternoon** – choose:

- FACEBOOK – with hands-on workshop (basic or experienced)
- or*
- BLOGS – with hands-on workshop (basic or experienced)

#### **Wednesday morning** – choose:

- TWITTER – with hands-on workshop (basic or experienced)
- or*
- CONSTANT CONTACT – with hands-on workshop (basic or experienced)

#### **Wednesday afternoon** – choose:

- FACEBOOK (without hands-on workshop)
- or*
- BLOGS (without hands-on workshop)

**and** choose:

- TWITTER (without hands-on workshop)
- or*
- CONSTANT CONTACT (without hands-on workshop)