Work Ahead

- Saturday, March 11 – Designing the Network
- Homework
  - Designing network: programming, activities, resources
  - Building the first draft of a website for the network
- Saturday, April 22 or 29 – Building the Website
Design Steps through April

1. Develop a target audience(s)
   - Develop a network framework for the target audience(s)

2. Add current programming to the network framework
   - Redesign current programming using digital strategies

3. Identify priority needs of your target audience(s)
   - Generate ideas to address the unmet needs of your target audience(s)
   - Organize the ideas into the network framework

4. Develop the first draft of the website design

#1. Target Audiences

Audiences

- Children & Families
- Teens & Families
- All Adults (20+)
- Young Adults: 20s-30s
- Mid-Life Adults: 40s-mid 50s
- Mature Adults: mid 50s-mid 70s
- Older Adults: 75+
- Families: All Ages
- Families: Children and Youth
- All Ages/Multigenerational – Whole Community
#2. Network Framework

1. Caring Relationships
2. Celebrating the Seasons
3. Celebrating Rituals & Milestones
4. Learning the Christian Tradition
5. Praying & Spiritual Formation
6. Reading the Bible
7. Serving, Working for Justice, & Caring for Creation
8. Worshipping God
9. Missional
10. Life Stage Issues

Adult Faith Formation Network

1. Adult Living
2. Discovering Faith
3. Faith Enrichment
4. Scripture
5. Seasons of the Year
6. Service
7. Spiritual Life
8. Sunday Worship
Family Faith Formation Network

Families at the Center of Faith Formation
A Network of Experiences, Activities & Resources for Families with Children

Whole Community Network

Welcome to a Life Worth Living
A Community-Wide Yearlong Faith Formation Experience

Gratitude
September
Description

Generosity
October
Description

Service
November
Description

Peace
December
Description
#3. Add Current Programming

<table>
<thead>
<tr>
<th>Content Areas</th>
<th>Current Programs</th>
<th>Redesign Ideas</th>
<th>New Ideas</th>
</tr>
</thead>
<tbody>
<tr>
<td>Caring Relationships</td>
<td></td>
<td></td>
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<tr>
<td>Celebrating Church Year Seasons</td>
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<tr>
<td>Celebrating Milestones</td>
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<tr>
<td>Praying &amp; Spiritual Formation</td>
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<tr>
<td>Reading the Bible</td>
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<tr>
<td>Serving, Working Justice, Care for Creation</td>
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<td>Worshipping with the Faith Community</td>
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<tr>
<td>Life Stage Issues</td>
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<tr>
<td>Missional (outreach)</td>
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</tbody>
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#4. Redesign Using Digital Strategies

- Fully Online Faith Formation
- Mostly Online with Regular interaction in Gathered Sessions
- Online Faith Formation & Gathered Sessions (Flipped Classroom)
- Gathered Program with Online Components beyond the Program
- Gathered Program with Supportive Online Content
Extend the Event

Church Event or Program

At Home & Daily Life

Offer in Multiple Formats

Website
- Digital Content to Extend & Deepen Event

Event
- Interaction
- Connection
- Communication
- Demonstration

Social Media

Multiple Formats
- Offering the Event in New Formats
Video Recording Events

1. Stream live presentations at church
2. Offer webinars as an alternative to a church-based program
3. Record live presentations and webinars to create a home-grown library of video content
4. Develop multiple versions of a program:
   - design and conduct a gathered program – record it
   - Edit the video in segments
   - Design individual, mentored, or small group study with a guide and resources

Build on an Event/Experience
(Sacraments, VBS, Mission Trip, and much more)

Preparing
- What types of experiences, programming, activities, and resources will you develop to prepare people for the event?

Experiencing
- How will you design the event?
- How will you engage age groups, families, and the faith community?

Living
- How will you sustain/extend the event?
- What types of experiences, programs, activities, and resources will you offer people?
Flip the Model

@ Home / Daily Life
Exploring the Content
- print, audio, video, activities

@ The Program
Applying the Content:
Create – Practice - Perform - Participate

Integrate Online & Gathered
40-Day Lent Curriculum

<table>
<thead>
<tr>
<th>Church</th>
<th>Daily &amp; Home</th>
<th>Online</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Ash Wednesday</td>
<td>• Fasting</td>
<td>• Lenten learning resources</td>
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<tr>
<td>• Lenten Sunday</td>
<td>• Praying</td>
<td>• Lenten calendar</td>
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<tr>
<td>liturgies</td>
<td>• Service/Almsgiving</td>
<td>• Daily Lenten prayer</td>
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<tr>
<td>• Stations of the</td>
<td>• Lectionary reflection</td>
<td>• Weekly table prayer</td>
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<tr>
<td>Cross</td>
<td>• Family Lenten activities</td>
<td>• Video resources</td>
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<tr>
<td>• Lenten prayer</td>
<td>• Lenten service</td>
<td>• Online retreat experience</td>
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<td>• Lenten retreat</td>
<td>• Lenten service</td>
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<tr>
<td>• Lenten service</td>
<td>• Lenten soup suppers</td>
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<td>• Lenten soup suppers</td>
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</tbody>
</table>
#5. Identify Priority Needs

1. Life Stage Issues  
2. Generational Issues  
3. Milestones & Life Transitions  
4. Ethnic & Cultural Needs  
5. Spiritual & Religious Needs  
6. Other…
Sample Themes – Mature Adults

1. Dealing with retirement
2. Making life plans, finances, health
3. Becoming a grandparent
4. Making a difference in the community and world
5. Incorporating family changes and transitions
6. New ways of living and relating as a married couple
7. Caring for aging parents
8. Taking time to read the Bible and learn more about my faith
9. Growing spiritually and exploring spirituality for the 2nd half of life
10. Connecting with people my age; talking about things that matter to us
11. Dealing with loss

Empathy Map

<table>
<thead>
<tr>
<th>SAY</th>
<th>DO</th>
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<tbody>
<tr>
<td>What do you hear your target group saying?</td>
<td>What actions and behaviors do you notice in your target group?</td>
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</table>

<table>
<thead>
<tr>
<th>THINK</th>
<th>FEEL</th>
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<tr>
<td>What might your target group be thinking? What does this tell you about their beliefs/convictions?</td>
<td>What emotions might your target group be feeling?</td>
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Option: Research
(Using the “Research Guide”)

Tasks
1. Gather demographic information about the congregation and its surrounding community.
2. Observe the people in the wider community.
3. Interview selected church leaders.
4. Conduct two or more focus groups of people in your target audience(s).
5. Produce a summary report of the 1) observations, 2) interviews, and 3) focus groups.
6. Identify the most important needs of the target audience(s) to be addressed.

Option: Research

1. Compile the responses for each question from all of the interviews.
2. Review the responses for each question to identify related themes. Group these items together by giving identical or similar items the same number beginning with #1. The #1 item should have the most responses, the #2 item the second most responses, and so on.
3. Name in one phrase or sentence each of the most mentioned responses—themes. Develop a summary report for each question that includes only the top priority themes.
Option: Research

Produce summary reports:

1. Compile one report of the major insights from your community observations.
2. Compile one report of your interview findings—identifying the major themes for each interview question.
3. Compile one report of your focus group findings—identifying the major themes for each focus group question.

Research: Compiling the Themes

<table>
<thead>
<tr>
<th>Observation</th>
<th>Interviews</th>
<th>Focus Groups</th>
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</table>
#6. Generate Ideas to Address Needs

1. What new programming do we need to address the needs that surfaced in the research?
2. What would our target audience like to see the church offer them through faith formation?
3. How can we address the audience’s needs through age-specific programming?
4. How can we address the audience’s needs through intergenerational and/or family programming?
5. How can we develop missional outreach programming and strategies with this target audience?

Generate Ideas to Address Needs

6. How can we utilize multiple environments: self-directed, mentored, at home, in small groups, in large groups, church-wide, in the community, and in the world?
7. How can we utilize digitally-enabled strategies?
#7. First Draft of Website

Other Platforms
www.wordpress.org  www.wix.com  www.squarespace.com

Build a Website

1. Choose a domain name.
2. Select a website template that is “mobile” responsive.
3. Create the primary navigation system (main menu) from the network content areas.
4. Build each webpage to incorporate all programs, activities, and resources for each content area.
5. Design the webpage for your target audience—write the website content to your audience.
Build a Website
Things to Remember...

1. Don’t make the user think—make web pages self-explanatory so the user hardly has any perceived effort to understand them, for example, clear choice of labels, clearly “clickable” items, simple search.
2. People generally don’t read web pages closely; they scan, so design for scanning rather than reading.
3. Create a clear visual hierarchy and menu system (main menu, submenus).
4. Make it very clear how to navigate the site, with clear “signposts” on all pages.
5. Omit needless words.
6. The home page needs the greatest design care to convey site identity and mission.
7. Promote user goodwill by making the typical tasks easy to do, make it easy to recover from errors, and avoid anything likely to irritate users.

Digital Platform
#8. Plan a Network Season

**Fall Season:**
September 1 – January 1

**Winter/Spring Season:**
January 1 – May 1

**Summer Season:**
May 1 – September 1

Design a Network Season

1. Add currently scheduled programming for this season (age group, family, and/or intergenerational) in the appropriate Network content areas and month(s).
2. Use digitally-enabled strategies to redesign current programming (extending programs with online content, offering online-only programs, etc.)
3. Select new programming ideas for this season from the ideas generated in Step 3. Where appropriate, schedule the programming (e.g., a monthly focus).
4. Develop playlists of content, programs, and experiences.
5. Develop the final version of the seasonal plan and design the seasonal faith formation website.
Develop a Seasonal Plan & Calendar

<table>
<thead>
<tr>
<th>Content Area (examples)</th>
<th>Programming &amp; Dates</th>
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<tbody>
<tr>
<td></td>
<td>Month 1</td>
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<tr>
<td>Scripture Enrichment</td>
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<td>Faith Enrichment</td>
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<td>Spiritual Enrichment</td>
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<tr>
<td>Service &amp; Mission</td>
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<td>Life Issues</td>
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Faith Formation Playlists

Playlists are thematic learning plans that integrate a variety of ways to learn, multiple learning environments, and online and physical spaces—from which people can create their own faith formation plan.
Networks of Faith Formation

The Seasons of Adult Faith Formation

Playlists of Content & Experiences
Whole Community Network
#9. Test the Plan & Website

1. Let your user experience the network online. Show don’t tell. Let them review the website and the programming. Just the minimum context so they understand what to do. (Have computers or tablets available for people to use or ask them to bring a device.)
2. Have them talk through their experience, e.g., “Tell me what you are thinking as you are doing this.”
3. Actively observe. Watch how they use (and misuse!) the website. Don’t immediately “correct” what your user is doing.
4. Follow up with questions, such as: “Show me why this would (or would not) work for you.” “Can you tell me more about how this made you feel?” “Why?” “Do you find things that interest you and connect with your life?” “Are there things you would have liked to see?”

#10. Launch the Network

Be sure to pay careful attention to the titles and descriptions so that they capture people’s interests. Develop descriptions that are positive in tone, indicate clearly the content or focus of an activity.

1. Describe how your offerings respond to something within the lives of people. Highlight the relationship between the content and the particular spiritual or religious needs, interests, passions, concerns, or life issues of people.
2. Describe the 2-3 benefits of participating or engaging in faith formation.
3. Explain to people how to use the Network and how to access the activities and resources.
Promotion Ideas

1. Connect to (or extend from) a gathered event.
2. Use personalized invitations.
3. Establish a Facebook page for faith formation for announcements, updates, stories and photos from people engaged in faith formation, etc.
4. Use Twitter to announce updates, events, and invite reflections from people on their experiences.
5. Send email or e-newsletters to targeted groups (use a service like Constant Contact, Mail Chimp, Flocknote).
6. Provide ways to share experiences using blogs, Twitter, Facebook: videos, reports, photos, etc.

Marketing in Four Steps – Seth Godin

1. The first step is to invent a thing worth making, a story worth telling, a contribution worth talking about.
2. The second step is to design and build it in a way that people will actually benefit from and care about.
3. The third one is the one everyone gets all excited about. This is the step where you tell the story to the right people in the right way.
4. The last step is so often overlooked: The part where you show up, regularly, consistently and generously, for years and years, to organize and lead and build confidence in the change you seek to make.

(http://sethgodin.typepad.com/sets_blog/2016/08/marketing-in-four-steps.html)
Connect to Social Networks

Our social network is made up of all the people we’re connected to, all the people they are connected to, all the people they are connected to, and so on.

Use a feedback capture grid to facilitate real-time capture, or post-mortem unpacking, of feedback on presentations and prototypes – times when presenter-critiquer interaction is anticipated. This can be used either to give feedback on progress within the design team or to capture a user’s feedback about a prototype. You use the grid because it helps you be systematic about feedback, and more intentional about capturing thoughts in the four different areas.

1. Section off a blank page or whiteboard into quadrants.
2. Draw a plus in the upper left quadrant, a delta in the upper right quadrant, a question mark in the lower left quadrant, and a light bulb in the lower right quadrant.

It’s pretty simple really. Fill the four quadrants with your or a user’s feedback. Things one likes or finds notable, place in the upper left; constructive criticism goes in the upper right; questions that the experience raised go in the lower left; ideas that the experience or presentation spurred go in the lower right. If you are giving feedback yourself, strive to give input in each quadrant (especially the upper two: both “likes” and “wishes”).

#11. Evaluate Programming
Things to Remember about Change

1. **Follow the bright spots**: investigate what’s working and clone it.
2. **Script the critical moves**: don’t think big picture, think in terms of specific behaviors. Shrink the change.
3. **Point to the destination**: change is easier when you know where you’re going and why it’s worth it.
4. **Find the feeling**: knowing something isn’t enough to cause change. Make people feel something. Build an emotional and rational case for change.

Develop Project-Centered Teams
Build a Curation Support System

1. Develop trusted expert curators to assist.
2. Develop a list of high quality online resource centers.
3. Subscribe to faith formation blogs and newsletters.

Develop Trusted Sources
Develop a Research Checklist

1. People: teachers, mentors/guides, guest presenters
2. Community programs: churches, agencies, organizations,
3. Educational institutions: colleges, seminaries
4. Retreat and spiritual life centers, monasteries
5. Denominational programs, events, websites
6. Museums
7. Books (with study guides) & E-books
8. Apps
9. Audio podcasts & audio learning programs
10. Videos & video learning programs
11. Online courses & online activities
12. Television shows
13. Organizational websites
14. Resource center websites

Develop Evaluation Criteria

✓ Biblical content and interpretation
✓ Theological content and emphasis
✓ Developmental appropriateness
✓ Ethnic-Cultural appropriateness
✓ Inclusive of diversity
✓ Respect for diverse ways of learning
✓ Appearance and visual appeal
✓ Ease-of-Use
✓ Quality of Experience
✓ Applicable: Able to be incorporated into daily and home life