



Churches are encouraged to send a team of lay leaders to develop an action plan to implement in their church.

Certified Lay Servants who successfully complete the Laity Leadership Academy and implement the action plan will receive recertification recognition.

## REGISTRATION

Registration is \$50 and will be available June 5, 2017 by visiting: [www.gnjumc.org](http://www.gnjumc.org)

**Deadline to register is: August 15, 2017**

## PROGRAM SCHEDULE

### Saturday, September 9

7:45 a.m. - 8:15 a.m.	Registration
8:30 a.m. - 9:00 a.m.	Worship
9:15 a.m. - 12:15 p.m.	Assigned Laity Track
12:15 p.m. - 1:15 p.m.	Lunch and Networking
1:30 p.m. - 5:00 p.m.	Assigned Laity Track

## QUESTIONS

For questions, please contact Rosa Williams at: [rosamw@optonline.net](mailto:rosamw@optonline.net)

## LOCATION

The United Methodist Church of Greater New Jersey  
Mission and Resource Center  
205 Jumping Brook Road  
Neptune, NJ 07753



# LAITY LEADERSHIP ACADEMY

## SEPTEMBER 9, 2017



The 2017 Laity Leadership Academy provides tools and skills for lay leaders facing the challenges of the 21st century. Specifically, the Academy provides expert assistance and guidance in creating:

**Vital small group ministries**  
**Inspiring worship experiences**  
**An evangelism church**  
**A social media ministry**  
**Liturgical/praise and dance ministry**

*Equipping laity to lead in vital congregations*

# LAITY LEADERSHIP ACADEMY TRACKS

## **TRACK 1: I'M WITH THE BAND: A DAY LONG WORSHIP CLINIC**

Facilitator: Eric Drew, Director of Worship

Worship musicians and leaders will go deeper in their understanding of worship, leading worship and musicianship on the worship team. Feel free to bring your instruments. Keyboards, amps and drums will be provided.

- Achieve an understanding of worship leadership
- Grow in individual musical excellence
- Gain greater understanding of multimedia technologies
- Develop an action plan to improve music ministry in your congregation

## **TRACK 2: THE E WORD: CONNECTING WITH YOUR COMMUNITY IN NOT-SO-SCARY WAYS**

Facilitator: Trey Wince, Director of New Disciples

Just as bridges and cities go together, churches and communities are linked. Congregations are in a unique place to transform people's lives as God's people connect to their communities.

- Rid your church of any "newcomer repellents"
- Practice easy (non-weird) ways of church invitation
- Establish an action plan and timeline for connecting your church to the surrounding community

## **TRACK 3: CREATING YOUR WEBSITE**

Facilitator: Eric Valosin

This track is designed to help your church self-promote programs and attract a targeted web community which will build your overall online presence. Participants will learn:

- The "Three C's of Branding"
- Old school vs. emerging trends in web design
- Options for website design and platforms available
- Social media and email marketing management strategies for connecting

### **Please note:**

*The Academy requires reading and preparation in advance, as well as post-conference implementation of an action plan in the local church.*



## **TRACK 4: BUILDING AN EFFECTIVE CHURCH SOCIAL MEDIA STRATEGY**

Facilitator: Debbie Bruce & George Lagos

This track provides an overview of the social media channels including Facebook, Twitter, Instagram and seven "must haves" to ensure time spent on social media provides engagement with both existing and new church members.

- Identify and designate a maintenance point person
- Understand the differences in media channels and promote effectively
- How to integrate social media into your communications plan
- Setting measurable and timely goals for engagement and effectiveness

## **TRACK 5: VITAL MINISTRIES WITH OLDER ADULTS**

Facilitator: Helen Hunter & Arthur Harrell

This track provides an overview of the aging process, including physical, mental, and social changes. Learn strategies to engage in the support for elderly parishioners and families.

- Identifying available community resources and services
- Better understand how faith communities can partner in ways that bring value to God's people in response to their needs
- Engage in vital conversation/resourcing around leveraging older adults
- Identify and develop an action plan to implement ministry of elderly caring

## **TRACK 6: EXPRESSIVE LITURGICAL AND PRAISE DANCE**

Facilitator: Pamela D. Gordy

Liturgical/Praise dance has a purpose of deepening and focusing the worship experience. This track will discuss the history and importance of dance, symbols to look for in choreography and how to prepare for a dance ministry. Come prepared to demonstrate your moves.

- To equip women of all ages and skill levels to offer their whole bodies to God through dance and movement as worship and ministry
- To lead a prayerful dance ministry in the church and community which tells God's stories through dance and movement
- Develop an action plan to initiate a dance ministry team