



Memo

Date: June 27, 2016
To: Pastors and Parish Business Managers
From: Brad Wilson, Chief Financial Officer, Office of Finance
Re: Villanova University – Certificate in Church Management

Villanova University has created a Church Management Webinar Series. To date, seven parish business managers enrolled in the program, completed the course work, and earned the Certificate in Church Management. The feedback from this group has been very positive.

This program was mentioned at the recent Council of Priests meeting, and we would like to see even more business managers take advantage of the training. Therefore, the Office of Finance will reimburse the cost for one person per parish/mission to earn the Certificate in Church Management.

Because it is foreseeable that someone could pay for the program and not complete the courses, the Office of Finance will only provide reimbursement once the certificate is earned.

If you are interested, please see the attached materials and the following link to enroll in the program: www.oursundayvisitor.com/groupCMS

CHURCH MANAGEMENT CERTIFICATE Webinar Series

Our Sunday Visitor

AmericanChurch INC



Each webinar has given me greater insight and ideas to improve my ministry.

Joyce Shipley
Business Manager

WELCOME!



I'm pleased to welcome you to the Church Management Webinar Series, co-sponsored by Villanova University's Center for Church Management and Business Ethics, Our Sunday Visitor and AmericanChurch. The philosophy behind this Series is that, while the Church is not a business, we do have a stewardship responsibility to utilize our resources as effectively as possible. Frequently, this involves using sound management techniques. All three co-sponsors view their mission as one of assisting churches in their stewardship efforts on a variety of levels.

Our most distinguished team of presenters is eager to provide participants with the most current thoughts on applying sound management practices in a faith-based environment. Participants in the Webinar Series have the opportunity to earn a Certificate in Church Management from Villanova's School of Business.

We would be pleased to have you join us in our ministry to the Church.

Charles Zech, Ph.D.

Director, Villanova Center for Church Management and Business Ethics

2016 – 2017 COURSE SCHEDULE

Date	Course	Instructor
09/07/16	Spirituality of Administration	Rev. Bill Byron SJ
09/28/16	Church Security & Loss Prevention	Jim Reaves
10/19/16	Civil Law	Patricia Rizzo, Esq.
11/09/16	Leadership Development	Dr. James W. Klingler
12/07/16	External Communications/ Church Marketing	Jay Einspanier
01/11/17	Church Websites	Dr. William Wagner
02/01/17	Human Resources for Church Orgs.	Dr. Carol Fowler
02/22/17	Decision Making/Problem Solving	Mike Yakir
03/15/17	Church Budgeting	Michael Castrilli
04/05/17	Social Media	Steve Hewitt
04/26/17	Parishioner Relations	Jim Gallo
05/17/17	Strategic Planning	Mark Mogilka

Schedule is subject to change.

- ▶ Attend all sessions to earn 12 Continuing Professional Education (CPE) credits and to earn 1.8 Continuing Education Unit (CEU) credits
- ▶ Complete coursework to earn a Certificate in Church Management from Villanova University

“As Controller, I am consistently focused on improving budgeting, financial transparency, councils and communications. The Church Management webinars provided great insight and timely material that I could share in training sessions.”

Debbie Swisher, Controller

Complete Series

\$899

Complete all twelve courses to earn certificate

\$825

per additional individual from same organization

\$119

individual webinars

FREQUENTLY ASKED QUESTIONS

What is the Church Management Series webinar program?

The Church Management Series consists of twelve 90-minute web seminars presented by Villanova University's Center for Church Management and Business Ethics, Our Sunday Visitor and AmericanChurch, Inc. This series helps pastors, staff and leadership of all religious denominations. Each webinar is conducted at two different times on the date scheduled, at 2 p.m. and 7 p.m. Eastern.

Is the webinar interactive?

Yes. Participants can ask questions and share insights through a designated Q&A section on the webinar screen

Can I participate in only select sessions?

There is an option for participants who wish to attend individual webinars for \$119 per session. In addition, there is an option to purchase and view recorded webinars at a later date through our secure portal.

What are the requirements to earn a certificate in Church Management?

Participants must pay the \$899 course fee (\$825 for each additional participant from the same organization), attend all 12 sessions, submit and pass the required coursework for each webinar. Coursework consists of a three-to-five page typewritten paper with the subject of how each session either applies or will be applied in the participant's work at a church or church-related organization. Each paper is graded on a pass/not pass basis. Although presenters are generally available for questions after each webinar, revisions and comments to the required papers are minimal.

Now in our sixth year serving church leaders

2016-2017 sessions begin soon!

“The power-packed knowledge I gained through the program was invaluable.”

Traci Machalick
Business Manager

Space is limited!
Reserve your spot now!

How to Register

(800) 348-2886,
Ext. 3892

tstewart@osv.com

osv.com/cms



2016-2017 Church Management Certificate Series Schedule
Villanova University ♦ Our Sunday Visitor ♦ American Church

DATE	TOPIC	Presenter
Wed, Sep. 7, 2016	<u>Spirituality of Administration (Recorded Edition)</u> This short session (approximately 30 minutes) will be your opportunity to practice connecting to the Go To Training system, ask questions using the “chat” feature, and learn how to work with your audio options. You’ll learn how to connect to recorded versions of the webinars, in case you have to miss a session. Your first webinar will be a recorded version of The Spirituality of Administration, presented by Rev. Bill Byron SJ (retired from the CMS series). All other webinars will be presented live, with the option to view a recording if needed.	<u>Rev. Bill Byron SJ</u> Rev. Byron is a Professor of Business and Society at St. Joseph’s University in Philadelphia. Fr. Byron is the author of 14 books and the editor of two and he writes a bi-weekly column for the Catholic News Service Syndicate.
Wed, Sep. 28, 2016	<u>Church Security & Loss Prevention</u> This is a church-specific security, loss prevention, and threat management program for people who share the common goal of keeping staff, congregations, property, church funds, and other congregational assets safe and secure. The program examines why and how people embezzle from their church; hiring and background screening selection skills and techniques; innovative loss prevention programs for investigating, preventing, and identifying these church losses; and cash collections, internal cash controls, and anti-skimming procedures will be presented.	<u>Jim Reaves</u> Jim has over 35 years’ experience in security, loss prevention, and emergency management in corporate, private, and government organizations. He has been teaching at Villanova University for the past 25 years as an Adjunct faculty member. Jim completed his Masters of Science degree in Criminal Justice and Management.
Wed, Oct. 19, 2016	<u>Civil Law</u> Whether we like it or not, law impacts each of us in everything we do. Even churches must be aware of the civil law implications on their activities, and of the fact that a church is a citizen, with rights and responsibilities as all citizens have. Civil Law must be considered for church issues such as contracts, premises liability, liability from negligent hiring and supervision, and personnel problems. Additionally, churches have their own legal systems for their own church law issues. And there are also those most interesting intersections where Civil Law and church beliefs collide. In short, law matters, and church professionals need to be aware of this.	<u>Patricia Rizzo Esq.</u> Patricia Rizzo has been part of the faculty in the Master of Science in Church Management program at the Villanova University School of Business since 2009, teaching “Church Law and Civil Law”. She is a graduate of Temple University School of Law, and also holds a Master’s Degree in Religious Studies from Villanova.
Wed, Nov. 9, 2016	<u>Leadership Development</u> The purpose of this webinar is to describe a conceptual framework that can assist leaders in understanding the leadership situations they face and the leadership tools at their disposal. A number of different leadership styles will be discussed, and the process of developing a “tool kit” of leadership skills will be emphasized.	<u>Dr. James W. Klingler</u> Jim is the Associate Director of the Innovation, Creativity, and Entrepreneurship (ICE) Center at Villanova University. He has been a member of the Management and Operations Department in the Villanova School of Business since 1979.
Wed, Dec. 7, 2016	<u>External Communications/Church Marketing</u> Introduction of basic marketing concepts such as segmentation/targeting and their fit within a religious institution environment; the identification, quantification, and measurement of realistic goals and objectives as they relate to growth and development will be part of the presentation.	<u>Jay Einspanier</u> Jay is an adjunct professor in the Villanova School of Business where he has taught for 9 years in graduate business courses. He teaches courses focused on branding and marketing strategy. Jay holds an MBA from the University of Pennsylvania and a Bachelors of Civil Engineering from the Georgia Institute of Technology.
Wed, Jan. 11, 2017	<u>Church Websites</u> More and more, your website is the first place people go to learn about your church. This webinar will examine the features that go into making a good church website and how it can evolve into a useful tool for the whole church.	<u>Dr. William Wagner</u> Dr. Bill has been teaching, consulting, and conducting research in Information Systems since 1988. He received his PhD in Information Systems from the University of Kentucky in 1992, and has been on the faculty of Villanova University for the past 22 years.

Wed, Feb. 1, 2017	<u>Human Resources for Church Organizations</u> The Human Resources for Church Organizations webinar will cover the basics of HR, look at the elements of healthy pastoral human resource principles and will be a resource for those in leadership in church organizations. Human Resources is at its core the process by which we work with people at all levels of an organization for the purpose of accomplishing the mission of that entity.	<u>Dr. Carol Fowler</u> Dr. Fowler retired as the Director of the Department of Personnel Services for the Archdiocese of Chicago, coordinating 14 agencies. Carol holds a Doctor of Ministry degree from St. Mary's Seminary and University, Baltimore.
Wed, Feb. 22, 2017	<u>Decision Making/Problem Solving</u> While we make personal decisions every day, decisions made by leaders can have a far reaching impact, both positive and negative. This webinar will discuss the characteristics of decision making, obstacles to good decision making, and a process to make better decisions, including a proven way to resolve problems by discovering their root cause.	<u>Mike Yakir</u> Mike is the Chancellor for the Archdiocese of the Military Services, the largest geographical diocese in the Catholic Church, responsible for supporting over 1,000 active-duty Reserve, National Guard, and contract priests stationed at military installations around the world and at VA hospitals in the US. He received his BA in Business from Bluffton College in Ohio and his MBA from the University of Findlay.
Wed, Mar 15, 2017	<u>Church Budgeting</u> This webinar covers the budgeting process at the church level. The primary focus is on operational budgeting. Budgeting for capital projects will be discussed to a lesser extent.	<u>Michael Castrilli</u> Michael is an adjunct professor at Villanova University and the Director of Education and Professional Services for a leading software company in Washington, DC. He received an MPA from the Maxwell School at Syracuse University and a M.Div. from the Washington Theological Union and a BA from the State University of New York at Albany.
Wed, Apr. 5, 2017	<u>Social Media</u> This webinar introduces the various types of social media and demonstrates how each can be useful in furthering a church's mission, while at the same time cautioning about the possible pitfalls of each.	<u>Steve Hewitt</u> A graduate of Southwest Baptist University, Steve became an early pioneer in using computers and programs as a ministry tool. Steve served as a pastor for 15 years before founding and becoming editor-in-chief of <i>Christian Computing Magazine</i> in 1989. He continues in that role and is also co-founder and editor-in-chief of <i>American Church Magazine</i> .
Wed, Apr. 26, 2017	<u>Parishioner Relations</u> Often people site poor relationships with parish staff, priests, and pastors as a reason for leaving or becoming disengaged with the Church. These situations often arise when tough news needs to be delivered or a parish volunteer feels underappreciated. This webinar will provide a set of best practices for working with parishioners and Church volunteers in a pastoral way, while not sacrificing Church teaching or the success of the parish.	<u>Jim Gallo</u> Jim is the Center Director of the Center for Church Management and Business Ethics at Villanova University. He earned a Master's degree in Higher Education Administration from Neumann University and a Bachelor's degree in Theology from Loyola University in Maryland and is currently a doctoral student in Higher Education Administration at Saint Joseph's University in Philadelphia, where he is researching assessment measures for mission at Catholic Colleges and Universities.
May 17, 2017	<u>Strategic Planning</u> The webinar will provide participants with the basic characteristics of effective pastoral planning. Several practical models will be presented that can be easily adapted and utilized by faith communities to create short-term and long-term pastoral plans.	<u>Mark Mogilka</u> Mr. Mogilka is the Director for the Department of Stewardship and Pastoral Services, Diocese of Green Bay, Wisconsin. He received his MS in Social Work from the University of Wisconsin, and an MA degree in Religious Studies from the University of Detroit. Awarded the Yves Congar Award by the national Catholic Pastoral Planners organization (CPPCD) in 2007.

Our Sunday Visitor, Inc.



FAQ: CHURCH MANAGEMENT CERTIFICATE WEBINAR SERIES

Can you tell me a little about the Certificate Program/Church Management Series?

There are 12, 90-minute web seminars (see schedule attached) presented by Villanova University's Center for the Study of Church Management and Business Ethics, Our Sunday Visitor and AmericanChurch. The series is ecumenical in order to help pastors, staff, and leadership of all religious denominations. Each webinar will be shown at two different times on the date scheduled, at 2:00 pm Eastern and 7:00 pm Eastern. If participants have access to a computer with an internet connection, no matter where they are in the world they can watch and listen through their computer speakers!

Are there previous education requirements to sign up for this series?

Unlike a Masters program, the Church Management Series does not require an undergraduate degree in order to receive the Certificate in Church Management.

What do I need to do in order to receive the Certificate?

You will need to register as a Certificate Participant by filling out a simple form and pay the required fee, attend all 12 sessions or view recordings (see below), and complete and return the required coursework on time with a passing grade for each webinar.

What if I am out of town, ill, or for some other reason have to miss one of the webinars?

Each webinar will be offered at two different times on the date scheduled – 2:00 pm Eastern and 7:00 pm Eastern. If you have access to a computer with an internet connection while traveling, you can still attend! In addition, Certificate Participants will receive access to a secure web portal where they can replay, at no charge, each webinar up to 30 days after its original play date.

Tell me about the coursework involved.

Each Certificate Participant *must attend all 12 webinars* (live or recorded) and submit via email to Dr. Charles Zech (charles.zech@villanova.edu) a paper about how each specific webinar topic applies to their church, diocese/denomination headquarters, or their work in or with the church. Following are particulars about the paper:

- Three pages minimum, five pages maximum in length, typed using a 12-point font, double-spaced, with one-inch margins
- Include participant name, church name, city, state, date and topic of webinar at top of paper
- Papers are due to Dr. Zech before the date of the next webinar (approx. 3 weeks)
- Will be graded pass/fail only. There will be minimal, if any, comments.
- Due to the number of participants, your papers will not be returned to you. If you haven't heard from Dr. Zech by the date of the next webinar, you can assume you got a "pass" on that paper.

Can we ask questions during the event? Is the webinar interactive?

Yes, the webinar is interactive and you can ask questions! In fact, we encourage it! All participants will be “muted” in order to eliminate any distracting background noise at each person’s location; however they will have the ability to ask the presenter questions by typing them in the designated section of the webinar screen. Occasionally, the presenter will use polling questions to elicit anonymous responses from the participants.

Will we receive handouts?

Yes, you will receive a copy of the presentation. Some of the faculty may also have additional materials they share with participants.

Will I have access to the faculty presenting the webinars?

Yes, each instructor will give their contact information during the session.

What is the cost?

- \$899 – For each person desiring a Certificate of Church Management, payable through the website link by credit card. (Special arrangements can be made for payment by check.) This includes the option to replay the webinar for free within 30 days of original play date via a secure web portal.
- \$825 – For each additional person from the same organization.
- \$119 – Per webinar per person, for someone wanting to attend an individual webinar. No certificate is awarded to these participants, however.

Will CDs be available?

Yes, CDs of each Church Management Series webinar will be available for purchase at \$350 per webinar.

How did this come about?

Each summer Villanova University hosts a week-long Church Management Institute requiring attendees to physically be on the University campus which involves time away from work and family, as well as added travel costs. After discussions, the three organizations decided marrying the quality education and high-level instructors from the Institute with the expertise and convenient technology used by Our Sunday Visitor and AmericanChurch in their successful webinars was a no-brainer!

Differences between receiving a Certificate in Church Management and Receiving Certification:

Certification differs from a certificate program. *Certification* generally refers to an earned credential that demonstrates the holder's specialized knowledge, skills, and experience. In contrast, a *certificate* is usually an educational offering that confers a document at the program's conclusion.

We are offering a CERTIFICATE IN CHURCH MANAGEMENT.

Certification	Certificate
Results from an assessment process that recognizes an individual's knowledge, skills and competency in a particular specialty	Results from an educational process
Typically requires professional experience	For newcomers and experienced professionals
Awarded by a third-party, standard-setting organization, typically not-for-profit	Awarded by educational programs or institutions often for-profit
Indicates mastery/competency as measured against a defensible set of standards, usually by application or exam	Indicates completion of a course or series of courses with a specific focus (different than a degree-granting program)
Standards set through a defensible, industry-wide process (job analysis/role delineation) that results in an outline of required knowledge and skills	Course content determined by the specific provider or institution, not standardized
Typically results in credentials to be listed after one's name (LNCC, ONC, CCRN)	Usually listed on a resume detailing education
Has on-going requirements in order to maintain; holder must demonstrate he/she continues to meet requirements	Demonstrates knowledge of course content at the end of a set period in time