

THE ROMAN CATHOLIC  
ARCHDIOCESE OF ATLANTA



# Memo

**Date:** June 10, 2019  
**To:** Pastors, Principals and Business Managers  
**From:** Brad Wilson, Chief Financial Officer, Office of Finance  
**Re:** Villanova University – Certificate in Church Management

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Villanova University created the Church Management Webinar Series. To date, thirty-eight parish business managers and others 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 Council of Priests meeting, and we would like to see even more business managers and others take advantage of the training. Therefore, the Office of Finance will reimburse the cost for one person per parish/mission each year 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 the program:

<https://www1.villanova.edu/villanova/business/centers/churchmanagement/programs/certificate.html>

# Our Sunday Visitor, Inc.

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## FAQ: CHURCH MANAGEMENT CERTIFICATE WEBCAST SERIES

### **Can you tell me a little about the 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, Our Sunday Visitor, and AmericanChurch. The series is ecumenical in order to help pastors, staff, and leadership of all religious denominations. Each webcast will be shown at 2 pm Eastern on the date scheduled. (In case of technical difficulty, the live presentation will take place at 7 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!

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

Each webcast will be offered at 2 pm Eastern. (Or in case of technical difficulty, at 7 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 easy access to the on-demand recording of the webcast. Each webcast is available up to 180 days after its original play date.

### **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, pay the required fee, attend all 12 sessions or view on-demand recordings (see above), and complete and turn in the required coursework on time with a passing grade for each webcast. (Limit of two late papers.)

### **Tell me about the coursework involved.**

Each Certificate Participant *must attend all 12 webcasts* (live or recorded) and submit a paper about how each specific webcast topic applies to his/her church, diocese/denomination headquarters, or their work in or with the church. Following are details about the papers:

- Three pages minimum, five pages maximum in length, typed using Times New Roman 12-point font, double-spaced, with one-inch margins
- Include participant name, church name, city, state, date and topic of webcast at top of paper
- Papers are due before the date of the next webcast (approx. 3 weeks). Submitting a late paper must be approved by Matthew Manion from Villanova University. Limit of two later papers.
- 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 with comments. If you haven't heard from Mr. Manion by the date of the next webcast, you can assume you got a "pass" on that paper.
- You'll be given simple instructions to upload your paper electronically to a special portal.

**Can we ask questions during the event? Are the webcasts interactive?**

Yes, the webcasts are 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, you will have the ability to ask the presenter questions by typing them in the designated section of the webcast screen. Occasionally, instructors will use polling questions to elicit anonymous responses from the participants.

**Will we receive handouts?**

Yes, you will receive a handout copy of the slide presentation on which you can take notes. Some of the instructors may also have additional materials they share with participants.

**Will I have access to the instructors presenting the webcasts?**

Yes, each instructor will give his/her 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.)
- \$825 – For each additional person from the same organization.
- \$119 – Per webcast per person, for someone wanting to attend an individual webcast. No coursework is required and no certificate will be awarded to these participants, however.

**Are CDs available?**

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

**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 combining 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 webcasts was a perfect fit!

**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.

<b>Certification</b>	<b>Certificate</b>
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

KEYS TO EFFECTIVE CHURCH LEADERSHIP



# CHURCH MANAGEMENT WEBCAST SERIES



OurSundayVisitor

AmericanChurchINC



## 2018-2019 WEBCAST SCHEDULE

DATE	COURSE
09/05/18	Church Management in Mission-Driven Churches
09/26/18	Leading Councils and Teams
10/24/18	Civil Law
11/20/18	Virtual Presence and Communications
12/12/18	Financial Reporting
01/09/19	Spirituality of Administration
01/30/19	HR and People Management
02/20/19	Budgeting and Allocating Resources
03/13/19	Leadership Development
04/10/19	Security and Facilities Management
05/01/19	Taking the Pulse of Your People
05/22/19	Strategic Planning

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

### COMPLETE WEBCAST SERIES

**\$899**

Complete all twelve webcasts and required coursework to earn certificate

**\$825**

per additional individual from same organization

### INDIVIDUAL WEBCASTS (PER PERSON)

**\$119** per webcast

## WELCOME!



As disciples of Jesus Christ, we are called to be responsible stewards of the human, financial, and organizational resources entrusted to our care, yet many church leaders were never taught the sound management techniques necessary to fulfill that responsibility. This webinar series is designed specifically to fill that need.

Our most distinguished team of presenters and all three sponsors of this program are excited to offer participants the most current church management practices designed uniquely for faith-based organizations. Participants who complete all 12 webcasts and reflection papers will have the opportunity to earn a Certificate in Church Management from the Villanova School of Business. We would be honored to have you join us and to be able to support you in your ministry to the church.

**Matthew F. Manion**  
Faculty Director, Villanova Center for Church Management



I learned so much! It was, without question, the most worthwhile and rewarding Continuing Ed program I have participated in. So many salient points were not only elucidated but made memorable.

**LYNN W.**  
BRIARCLIFF, NEW YORK



We piloted the program by sponsoring 10 parish business managers to participate. The feedback was overwhelmingly positive and we have now offered to sponsor one person per parish to earn the Certificate.

**BRAD WILSON,**  
CFO, ARCHDIOCESE OF ATLANTA



### SPACE IS LIMITED...REGISTER TODAY!



**CALL**  
(800) 348-2886, EXT. 3892



**EMAIL**  
TSTEWART@OSV.COM



**GO ONLINE**  
OSV.COM/CMS



## FREQUENTLY ASKED QUESTIONS

### ■ How does the Church Management Series webcast program work?

The series consists of twelve 90-minute web seminars, designed to help pastors, staff, and leadership of all religious denominations. If you have a computer with speakers and internet access, you can join the webcasts from anywhere!

### ■ When are the webcasts presented?

The live webcasts are presented at 2 pm Eastern on the date scheduled. If you are unavailable at that time, you'll have access to the on-demand recording of the session to watch at your convenience.

### ■ Are the webcasts interactive?

Yes. Participants can ask questions and share insights through a designated Q&A section on the webcast screen, even if you are watching the on-demand recording!

### ■ 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), watch all 12 webcasts, and submit and pass the required coursework for each webcast. Coursework consists of a three-to-five page reflection paper, graded on a pass/not pass basis.



## FAST-TRACK OPTIONS

Can't wait for the 2018-2019 sessions? Consider a *Fast-Track* option!

### ■ CERTIFICATE TRACK

This FastTrack program is designed for those who need the information fast. Get access to recordings of all the **2017/2018 webcasts** instantly and complete the coursework in a condensed period of time, agreed upon with the program coordinator. Seating is strictly limited to 10 people per quarter. **\$899 per person**

### ■ NON-CERTIFICATE TRACK

Just want the knowledge contained in the webcasts, but don't need the certificate? Get access to recordings of all the **2017/2018 webcasts** instantly and listen at your convenience. You'll still have an opportunity to ask the presenters questions via e-mail! **\$799 per person**

### COMPLETE WEBCAST SERIES

**\$899**

Complete all twelve webcasts and required coursework to earn certificate

**\$825**

per additional individual from the same organization

### INDIVIDUAL WEBCASTS

**\$119**

per webcast (*per person*)

### FAST TRACK OPTIONS (PRICE PER PERSON)

**\$899**

Certificate Track

**\$799**

Non-Certificate Track

SPACE IS LIMITED...

**REGISTER TODAY!**



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**EMAIL**

TSTEWART@OSV.COM



**GO ONLINE**

OSV.COM/CMS



I have been in accounting and management for almost 40 years and learned a lot of new information over the course of these webinars. I wish I had something like this when I was starting out decades ago. I would have been so much more prepared.

CAROL P.  
DECATUR, GEORGIA



**Our Sunday Visitor**

**V**  
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VILLANOVA SCHOOL OF BUSINESS  
CENTER FOR CHURCH MANAGEMENT

**American Church INC**