

# PARISH SOCIAL COMMUNICATIONS

*a formation workshop for parish staff in the Archdiocese of Philadelphia*

With funding from the Catholic Foundation of Greater Philadelphia, Saint Charles Borromeo Seminary is offering a formation workshop for parish staff working in the realm of communications. A cohort of twelve (12) participants, one from each deanery, will be selected to participate in this **FREE pilot program**.

This **three-day workshop** will engage local and national experts to equip participants with the principles and practices of social communications, for the sake of contributing to the pastoral mission of their parish in today's digital world:

- **June 13** ... thriving in the "ecology" of parish communications today
- **June 14** ... promoting "encounter" and "engagement" through social media
- **June 15** ... doing "evangelization" by way of social communications

The workshop culminates with the design of a social communications project to be implemented in the participants' parishes.

Interested pastors and potential participants are invited to contact us for more information by email to [foleychair@scs.edu](mailto:foleychair@scs.edu).



## JUNE 13-14-15, 2022

@ Saint Charles Borromeo Seminary

Each day **begins at 9:00 a.m.** with a gathering and **concludes by 3:30 p.m.** Lunch will be provided.

## Monday, June 13 – Thriving in the “Ecology” of Parish Communications

### Session #1 (9:30 – 10:00 a.m.) ... Introduction to the Workshop

*a look at the “why” and the “how” of this new program  
to form disciples in the work of parish social communications*

REV. THOMAS F. DAILEY, O.S.F.S.  
The John Cardinal Foley Chair of Social Communications



### Session #2 (10:15 – 11:45 a.m.) ... on the Parish in a Digital World

*hearing the story of an award-winning parish “conversion”  
as told by the Pastor and the Resident Millennial*

REV. PATRICK WELSH & VANESSA TURCHI  
St. Matthew’s Parish (Mayfair)



### Session #3 (1:00 – 2:00 p.m.) ... on Digital Communications

*appreciating the work of parish communications  
as mission > task in the life of the local church*

SARAH YAKLIC  
Chief Digital Officer, Archdiocese of Los Angeles



### Session #4 (2:15 – 3:15 p.m.) ... on the “Ecology” of Parish Life

*recognizing how new communication technologies affect  
how we think about & relate to one another in the parish*

REV. MATTHEW KUNA  
Church Communications Ecology Program



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## Tuesday, June 14 – Promoting “Encounter” & “Engagement” through Social Media

### Session #5 (9:30 – 10:30 a.m.) ... about Websites

*incorporating elements of design & functionality  
to create a “digital front door” to the parish*

JOE GARCIA\*  
CRO / Senior Evangelist



### Session #6 (10:45 – 11:45 a.m.) ... about Video Streaming

*appreciating the power of visual engagement  
through producing and sharing videos online*

BILL ROSE  
Creator / Proprietor



### Session #7 (1:00 – 2:00 p.m.) ... about Social Media

*learning strategies for effecting engagement  
among digital communities on social media platforms*

PAULA M. RILEY  
Oblate Communications Consultant



### Session #8 (2:15 – 3:15 p.m.) ... about Integrating Systems

*looking at digital systems and their benefits  
for mass communication and data management*

RICHARA KRAJEWSKI  
St. Raymond of Peñafort Parish (Philadelphia)



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## Wednesday, June 15 – Doing “Evangelization” by way of Social Communications

### Session #9 (9:30 – 10:30 a.m.) ... about Online Publications

*learning key elements of effective print publication  
for online distribution*

TRACY EARL WELLIVER  
Senior Director of Church Engagement



### Session #10 (10:45 – 11:45 a.m.) ... about Online Faith Formation

*looking at religious programming via digital portals  
as a powerful way to promote growth in the faith*

PATRICK MCCABE  
Senior Product Manager, Parishes/Schools



### Session #11 (1:00 – 2:15 p.m.) ... planning a Social Communications Project

*participants will create an innovative design for a  
communications project to be implemented in their parish*

LORI TEDJESKE  
Leadership Consultant, “NextGen Parish”



### Session #4 (2:15 – 3:15 p.m.) ... presenting the Social Communications Plan

*participants will gain feedback from the experts  
to refine the formulation of their parish projects*

REV. THOMAS F. DAILEY, O.S.F.S.  
The John Cardinal Foley Chair of Social Communications



All activities (educational and nutritional) take place on the campus of the Seminary.

# Participation in the Pilot Program

A cohort of parish staff will include **one (1) representative from each of the twelve (12) deaneries** in the Archdiocese of Philadelphia.

- **Pastors** of all parishes in the Archdiocese will receive an invitation to nominate a participant from their parish ... **by May 9**.
- All **nominees** will be invited to apply to the program ... **by May 23**.
- From the applications received, members of the Advisory Committee to the John Cardinal Foley Chair of Social Communications at the Seminary will select the cohort ... **on May 30**.

## OBJECTIVES

- to appreciate the **need** for social communications in parish life in the 21<sup>st</sup> century
- to understand the **dynamic** of a church communications ecology in parish life
- to facilitate **skills** related to information and communications technologies for parish life
- to learn about educational and commercial **resources** for social communications in parish life
- to create a social communications **plan/project** to be implemented in the represented parishes
- to form **fellowship** with staff from other parishes engaged in the work of social communications



## Expectations of the PASTOR

- to nominate a staff member or a volunteer with responsibility for some aspect of communications in the parish ... **due by May 9**
- to allow and encourage the nominee's full participation in the program
- ***to attend the morning sessions on the first day of the workshop (June 13) together with the participant***
- to support the implementation of the participant's plan/project in the parish

## Expectations of the PARTICIPANTS

- to submit a simple application ... **due by May 23**
- to be available for all sessions in the program
- ***to be personally enthused and actively engaged in all aspects of the program***
- to commit to working with the pastor and other parish staff in the implementation of the plan/project designed during the workshop



[foleychair@scs.edu](mailto:foleychair@scs.edu)



## Expectations of the SEMINARY

- ***Grant funding will cover all expenses in the program, including costs for transportation, facilities, and speakers.***
- Grant funding *may* provide stipends to those participants who are not already paid as parish staff.
- Supplemental grants and/or commercial donations will be sought to assist those parishes in need of financial resources to implement the plans/projects designed by their participants (e.g., computer hardware/software, photography/videography, website design/hosting, email systems, etc.)