

Church Management
CERTIFICATE PROGRAM
WEBINAR SERIES



VILLANOVA
UNIVERSITY

Center for **THE STUDY OF**
CHURCH MANAGEMENT

AmericanChurch INC

Our Sunday Visitor

Enriching Parishes...Enhancing Community

Welcome



I'm pleased to welcome you to the Church Management Webinar Series, co-sponsored by Villanova University's Center for the Study of Church Management, AmericanChurch and Our Sunday Visitor. 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 distinguished team of presenters is eager to provide participants with the most current thought 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 Center for the Study of Church Management.

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

Charles E Zech

Charles Zech, Ph.D.

Director, Villanova Center for The Study of Church Management



CHURCH MANAGEMENT Webinar SERIES

Villanova University's Center for the Study of Church Management, AmericanChurch and Our Sunday Visitor and have assembled the best and brightest leaders in church management for a series of web seminars. Attend webinars, complete course work and earn a Certificate in Church Management from Villanova University!

Increase your
knowledge of
CHURCH MANAGEMENT
from your own computer.

Certificate WEBINAR COURSES

Date	Course	Instructor
9/21/11	The Spirituality of Administration	Rev. Bill Byron SJ
<i>This will relate administration to ministry and provide an infrastructure, grounded in Scripture, designed to support a functioning faith-based workplace spirituality.</i>		
10/12/11	Church Security & Loss Prevention	Jim Reaves
<i>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.</i>		
11/2/11	Stewardship Best Practices	Chuck Zech
<i>A discussion of a variety of church activities, both those that are intentionally stewardship driven and those that are routine activities that every church should undertake, with respect to their impact on stewardship.</i>		
11/30/11	Leadership Development	Jim Klingler
<i>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.</i>		
12/14/11	External Communications	Jay Einspanier
<i>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.</i>		
1/4/12	Church Websites	Bill Wagner
<i>This webinar will examine the different features that go into making a good church web site and how it can evolve into a useful tool for the whole church.</i>		
1/25/12	Church Budgeting	Bob West
<i>This webinar covers the budgeting process at the parish level. The primary focus is on operational budgeting. Budgeting for capital projects will be discussed to a lesser extent.</i>		
2/15/12	Civil Law	Mike Moreland
<i>Emphasis on how churches operate in a civil environment and must be aware of the civil law implications of their activities, including issues such as contracts, premises liability, negligent hiring and supervision, and employment contracts</i>		
3/7/12	Human Resources	Carol Fowler
<i>This will cover the basics of HR, look at the elements of healthy pastoral human resources principles and will be a resource for those in leadership in Church organizations.</i>		
3/28/12	Social Media	Steve Hewitt
<i>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.</i>		
4/18/12	Advisory Councils	Chuck Zech
<i>A discussion of methods for making advisory councils more valuable through effective group processes and decision-making rules.</i>		
5/9/12	Strategic Planning	Mark Mogilka
<i>This will provide 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.</i>		

Schedule is subject to change

How to REGISTER

visit www.americanchurch.com/event.aspx

call **800-348-2886 ext. 3892**

or fax the form on the last page to

260-359-4892

\$849/series

Complete all 12
for certificate

**Individual courses
\$99 each**

Frequently Asked QUESTIONS

Can you tell me a little more about the Church Management Certificate Webinar Program?

There are 12, 90-minute web seminars presented by Villanova University's Center for the Study of Church Management, AmericanChurch, and Our Sunday Visitor. This ecumenical series will help pastors, staff and leadership of all religious denominations. Each webinar will be conducted at two different times on the date scheduled, at 2:00 pm Eastern and at 7:00 pm Eastern. If participants have access to the internet, they can attend/view the webinar and listen through their speakers.

Is the webinar interactive?

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

What if I only want to participate in a few of the sessions individually?

There is an option for participants who do not want a Church Management Certificate to purchase and view individual webinars for \$99 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 the Church Management Certificate?

Participants must pay the \$849 course fee, attend all 12 sessions, submit and pass the required coursework for each webinar.

Coursework consists of a three-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.



Scan the QR code to learn more
about our Certificate Program

“The Webinar is a way for parish priests to spend less time learning some of the skills that I've taken away in a 2-year comprehensive program here at the school of business at Villanova.”

Rev. Jon Clodfelter
Graduate of Villanova University,
Rector, St. Marks Church, Philadelphia



“The series provides education in areas that parish leaders face constantly from stewardship to finances and technology. I look forward to making this available in the Archdiocese of Santa Fe parishes.”

Tony Salgado
Executive Director of Finance,
Archdiocese of Santa Fe



“I know many of the presenters in this webinar series and they really are the best in their fields. The quality that can be imparted by these people will be very helpful for those who decide to participate.”

Carol Fowler
Director, Dept. of Personnel Services,
Archdiocese of Chicago

Meet the **FACULTY**

Introducing our elite ensemble of academic leaders, well-versed in modern business techniques.



Mark Mogilka
Director, Dept. of
Stewardship and Pastoral Svcs.
Diocese of Green Bay



Chuck Zech
Director, Villanova
Center for The Study of
Church Management



Robert N. West
Assistant Professor
of Accounting
Villanova School of Business



Carol Fowler
Director, Dept. of
Personnel Services,
Archdiocese of Chicago



Rev. William J. Byron SJ
University Professor of
Business and Society
St. Joseph's University



Jim Reaves
Sr. Global Security &
Business Continuity
Manager for QVC



Bill Wagner
Associate Professor of
Mgmt. Information Systems
Villanova School of Business



Jay Einspanier
Parish Administrator,
Church of the Redeemer
Episcopal Parish



Steve Hewitt
Editor in Chief,
Christian Computing
Magazine



Michael P. Moreland
Associate Professor of Law
Villanova School of Law



James W. Klingler, Ph.D.
Assoc. Director
Villanova Innovation,
Creativity and
Entrepreneurship (ICE)
Center

“Good business practices translate to good church practices for a lot of different reasons. Five to 10 years ago, which church would ever have thought they would need a strategic plan? Well now you have to.

Jay Einspanier
Parish Administrator,
Church of the
Redeemer
Episcopal Parish



“The Diocese of Des Moines has experienced first-hand the significant benefits of Villanova’s University’s Center for the Study of Church Management and its Director, Chuck Zech... The upcoming Church Management webinar Series... promises to maintain, even enhance, the Center’s stellar track record.

Bishop Richard Pates
Bishop of Des Moines



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Church Management Webinar Form

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Or Register Online at **www.americanchurch.com/event.aspx**