



Digital Media in Ministry Certification

Catholic Extension and Loyola Marymount University are excited to announce a new partnership offering a Certificate in Media Arts for Ministry to parish and diocesan staff, priests, and lay ministers from Extension Dioceses. Media arts such as videos, websites, and social media have become the primary platform to tell stories, entertain, educate, and evangelize. An active and engaging online presence is an important part of the church's outreach: parishes with an active online presence are not only more successful in building their Church community, but have higher levels of attendance at mass and are more self-sustainable with higher participation in offertory and fundraising opportunities such as Giving Tuesday.

Despite the widespread availability of this technology, missions, parishes, and sometimes even chanceries in Extension Dioceses commonly have their digital media managed by a volunteer or staff member with little to no training. Providing a strong online presence is especially important for small or remote parishes that do not have a regular staff member, and where parishioners may rely on the parish website, Facebook, Instagram, or other online accounts to be able to receive updates or find information about mass times and other activities. In a 2022 Catholic Extension survey of Extension Dioceses, assistance with communications, technology, and social media was identified as one of the top challenges facing Extension Dioceses today.

This groundbreaking certificate program, offered through LMU's Center for Religion and Spirituality, is designed specifically for those with little to no prior media or technology experience. The 9-month Certification provides a foundational learning experience that allows students to "work with what they have"; giving busy priests, parish staff, lay ministers or volunteers, or others involved in parishes in Extension dioceses the ability to be successful in designing publications, producing video, building Web sites and using social media. Taught completely online, students will learn to use digital technology to produce media that advances the mission and service of pastoral organizations. Classes meet once a week in the evenings, with some Saturday "lab days" during which students will participate in guided media making.

Upon successful completion of the program, students will be able to confidently produce and share media and will receive a certificate in Media Arts in Ministry from Loyola Marymount University. The value of this Certificate program is \$1,600 per student, but with contributions from both Catholic Extension and LMU, the cost has been reduced to only \$200 per student.

Upon completion of the Certificate Program, students will:

- Learn the fundamentals of online and social media for Catholic ministry and service
- Develop skills in analog and digital technology to produce media that advances the mission and service of parishes and dioceses
- Understand the role of online and social media as a way to connect and build community with the diverse people and cultures in Extension Dioceses.
- Complete a portfolio of projects that put their learning into immediate use for the benefit of their parishes/diocese.

Expected Contributions & Responsibilities of Each Party:

1. Loyola Marymount University:

Financial – The LMU Center for Religion and Spirituality will provide a tuition discount of \$400 to each student.

Programmatic - LMU will be responsible for final admissions decisions for candidates who are selected to move forward after initial applications to Catholic Extension. LMU will also coordinate all academic content and logistics related to the certificate program.

Technology – LMU will provide the online learning environment, as well as access to software and library resources to support their learning.

2. Catholic Extension:

Financial - Catholic Extension will provide a tuition grant of 62.5%, or \$1,000, for each participating student. Funding will be provided directly to the diocese, who will then make final payment to LMU.

Communication - Catholic Extension will be responsible for communicating this opportunity, and its terms and conditions, to the mission dioceses, and for collection of program applications to coordinate student selection with LMU.

3. School/Student:

Financial – 12.5% of tuition, or \$200, is the expected contribution of the student. At each parish/diocese's discretion, they can choose to contribute toward this cost, but any cost sharing is up to the school, student, and diocese and must be negotiated internally. Regardless of the cost sharing arrangement, the remaining \$200 will be sent for payment directly to LMU.

Programmatic – At the conclusion of the program, the student will be responsible for producing a capstone project that will benefit their parish's digital media presence.

Technology – Each student will be required to have a sufficient and stable high-speed broadband connection, a computer with video and audio capabilities as well as a standard software suite, and a digital device (cell phone) to record photos, audio and video in order to participate in class sessions without noticeable interruption or delays.

4. Extension Diocese:

Strategic – The diocesan will be responsible for selecting and nominating potential participants in positions which would benefit from this training.

Tactical - The diocese will be responsible for reporting results to Catholic Extension at the conclusion of the program.

Financial – The diocese will be responsible for receiving the Catholic Extension grant of \$1,000 per student and making payment to LMU upon invoicing for that cost.

Financial Details of Partnership

Contributor	Cost Per Student
Catholic Extension 62.5% tuition	\$1,000
LMU 25% Tuition Discount	\$400
Student/Parish 12.5% Tuition	\$200
Total:	\$1,600

Testimonials:

“The program is accessible, relevant, and immediately useful in a parish setting. It ties the media arts to the church mission of evangelization. It takes people wherever they are as far as tech skills and brings them up to speed on everything needed for a parish to use the media arts to evangelize and catechize.”

“I told the teacher, when the course started, that my knowledge on Media Arts was like a kindergartner. I learned a lot about photography, video, the web, and how it is a great way to reach many and evangelize. This knowledge benefits me and the parish because now I can put in service what I learned and grow in knowledge through practice helping in the parish’s needs.”

“This knowledge benefits me and the parish because now I can put in service what I learned and grow in knowledge through practice helping in the parish’s needs. Surely it is going to be helpful now and in the future. I would recommend this course to others because it opens your eyes to the importance of this Media.”

“The program was very convenient to participate. It allowed the student to access all the material directly through your computer at home and eliminated transportation and time barriers. My knowledge greatly improved in the use of the tools that are currently available to me to expand our website and use of social media, to support the delivery of Parish Programs such as RCIA, Confirmation Courses, and Bible Study Courses. I now feel more comfortable in utilizing these tools and will be updating and expanding our media usage in the future for the Parish.”

Schedule of PMMX 900 Course:

Saturday Classes (Labs)

8 a.m. – 1 p.m. Pacific

- June 10, 2023
- July 29
- August 26
- September 16
- September 30
- October 21
- November 18
- December 16
- January 20, 2024
- February 10: Capstone Presentations
- (Sunday) February 11: Capstone Presentations

Tuesday Classes

6:30 – 8:30 p.m. Pacific

- June 13, 2023
- June 20
- July 18
- July 25
- August 15
- August 22
- August 29
- September 5
- September 12
- September 19
- September 26
- October 3
- October 10
- October 17
- October 24
- November 7
- November 14
- November 28
- December 5
- December 12
- January 16, 2024
- January 23
- January 30

Initiative Timeline

February 14, 2023	Applications open for Extension Dioceses
March 22, 2023	Deadline for applications from dioceses
April 2023	Decisions communicated to applicant dioceses
June 10, 2023	Classes Begin
February 2024	Capstone projects due
March 2024	Projects implemented in parishes, final report due to Catholic Extension