

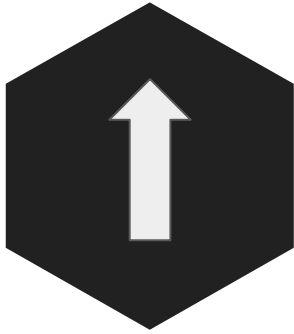
The Grand Canyon Synod
October 19th, 2021

The Hybrid Church in Action:

Imagining Possibilities for Worship, Formation, and Leadership

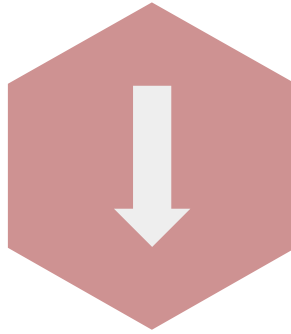
Grand Canyon Synod Fall Gathering

Three Sessions



Session 1

Discern the purpose
9:15-10:45 AM



Session 2

Imagine possibilities
11:00 AM-12:30 PM



Session 3

Map out the change
1:30-3:00 PM



In the chat:

What's one takeaway from session one?



Via webcam:
How's your energy?

Session Two Agenda (11-12:30)

- **Building a bridge with hybrid worship**
- **Flexible church leadership for a digital age**
- **Facilitating curiosity through faith formation**
- **Transition management insight: Coaching through the change curve**
- **GC Synod Example: Community Lutheran Las Vegas**
- **Independent Reflection Time**

Review

Hybrid ministry is...

...the ministry practice of convening, uplifting, and sustaining faith communities that **integrate online and offline** with *few* discernible differences

Hybrid worship



Inclusive language

Speaking to, praying for, and singing about those gathered physically and virtually



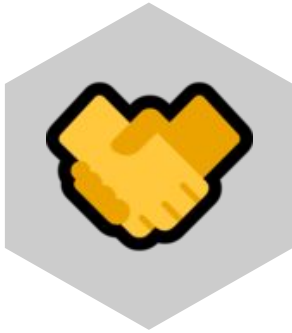
Virtual pews

Creativity with cameras, camera angles, and screen use



Virtual pulpits

Using virtual lectors, cantors, prayers, and preachers for an inclusive worship



Inclusive language

Speaking to, praying for, and singing about those gathered physically and virtually

Greeting

Preaching

Prayers

Blessing and
Benediction

Announcements



Virtual pews

Creativity with screen use





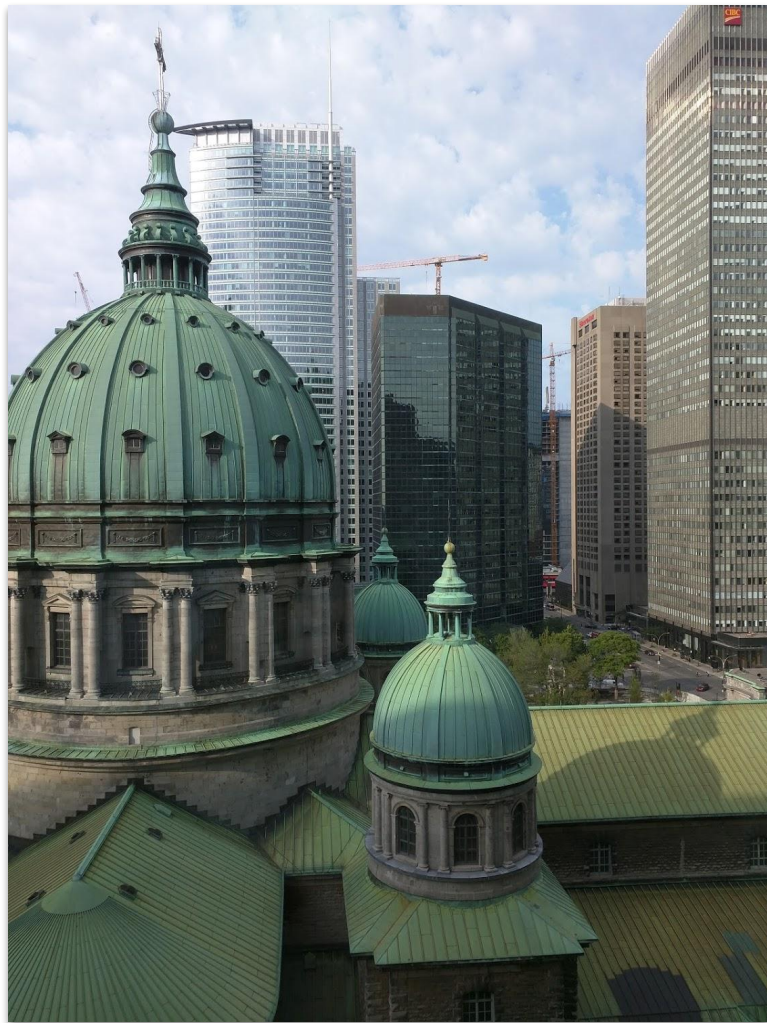
Virtual pulpits

Using virtual lectors, cantors, prayers, and preachers for an inclusive worship

Contextualized
lectionary

Lay preaching

Prayer requests



Breakout #1

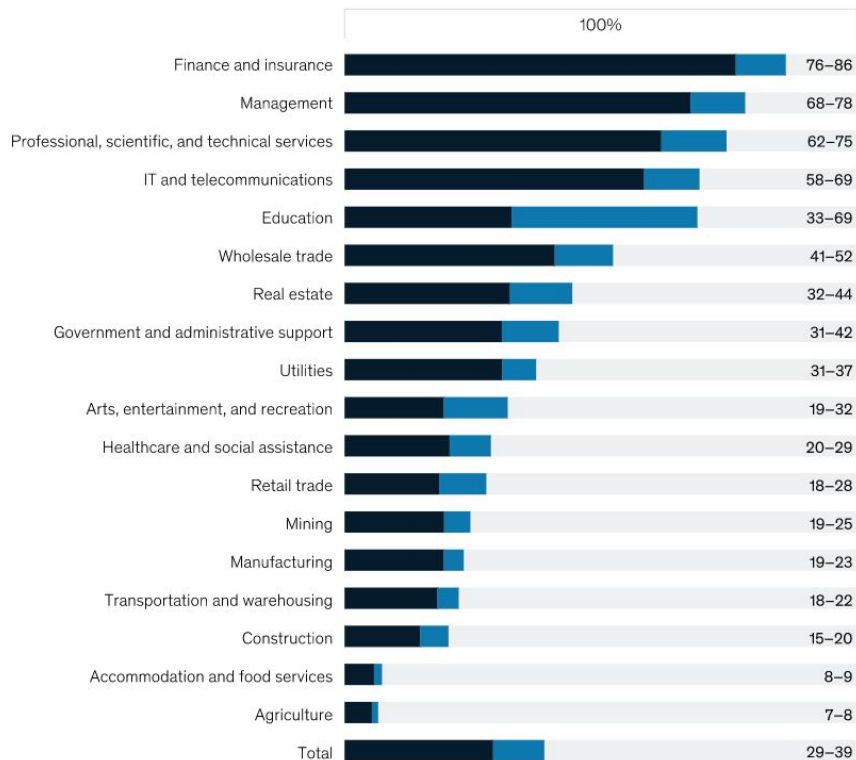
- **No-tech:** How might you modify language in the liturgy to affirm the hybrid experience?
- **Some tech:** What might it look like to incorporate virtual worship leadership roles?
- **High-tech:** How have you configured lights, sound, and video in support of hybrid worship?

Flexible church leadership for a digital age

The finance, management, professional services, and information sectors have the highest potential for remote work.

Potential share of time spent working remotely by sector in the United States, %

■ Effective potential (no productivity loss) ■ Theoretical maximum



Note: The theoretical maximum includes all activities not requiring physical presence on-site; the effective potential includes only those activities that can be done remotely without losing effectiveness. Model based on more than 2,000 activities across more than 800 occupations.

Source: McKinsey Global Institute analysis

The Virtual Experience - Theoretical Maximums, by Industry

- Seven in ten tech workers
- Two in five government workers
- One in three healthcare employees

Source: [Mckinsey, The Future of Remote Work](#)

- 45% of workers want to be in the office full-time

Source: [NYTimes](#)

Communicate

- Newsletters
- Church bulletins
- Church websites

- Church websites
- YouTube, worship streaming services

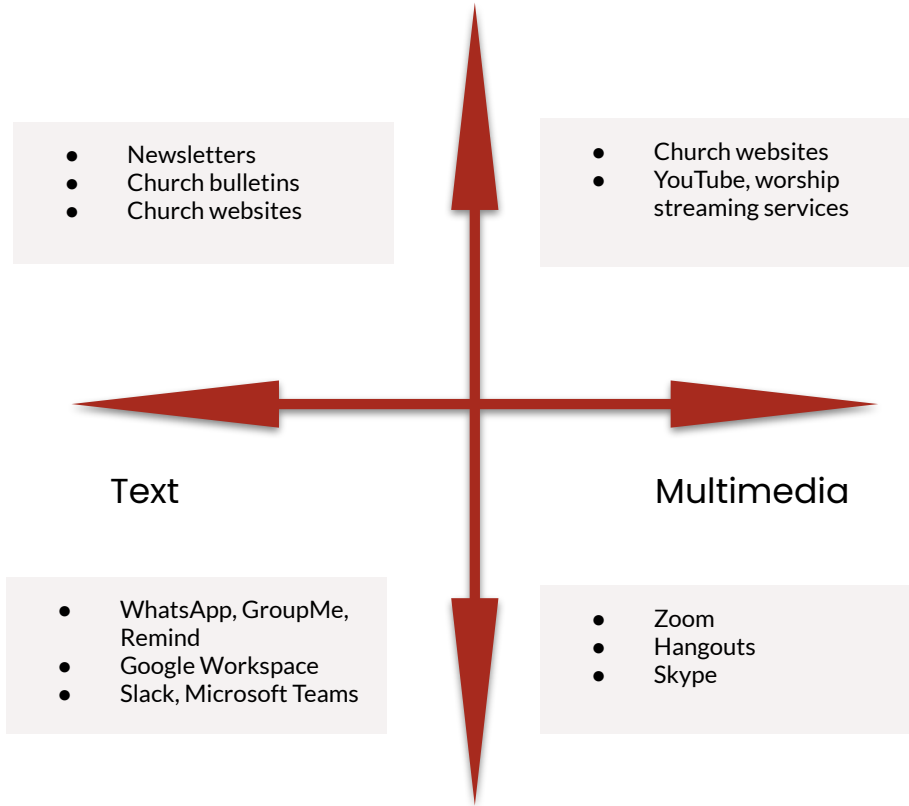
Text

Multimedia

- WhatsApp, GroupMe, Remind
- Google Workspace
- Slack, Microsoft Teams

- Zoom
- Hangouts
- Skype

Collaborate



Collaborative tools: Initial questions

1. Who needs to publish information?
2. Who needs to receive information?
3. What tools do we already use?
4. What tools do we need to begin using?
5. How do we differentiate communications from collaboration?
6. How do we create space for neighborhood engagement?

Collaborative tools: Vendor evaluation

1. Specific opportunities for collaboration that enrich sense of mission
2. Integration with existing systems
3. Feasibility of use given your context's technical requirements
4. Feasibility of use given your community's digital expertise
5. Quality of tech support
6. Cost

Collaborative tools example

	Congregation	Lay Leaders	Rostered/Clergy	Neighborhood
Congregation	Facebook Group	Shared email address	Shared email address	N/A
Lay Leaders	Facebook Page	Slack	Slack	Zoom
Rostered/Clergy	Email list	Slack	Slack	Zoom
Neighborhood	Facebook Group	Shared email address	Shared email address	N/A



Liturgically-integrated

Generosity as a faith-based act requires connection to worship. Tithes and offerings give back to God what God has given us first.



Content-supported

Millennials are soon to become the most generous generation, but prefer to donate to a movement, not an organization



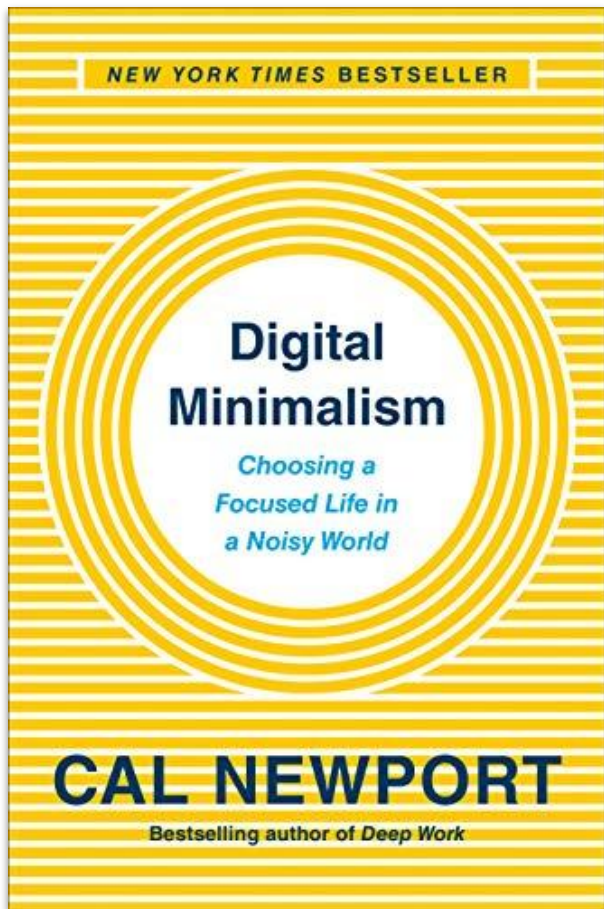
Well-researched and communicated

Church and members aware of the platform fees

Common giving platforms

(in no particular order)

- **The stand-alone platform:** Tithe.ly
- **The ubiquitous platforms:** Facebook or PayPal
- **The 360 platform:** Breeze CMS

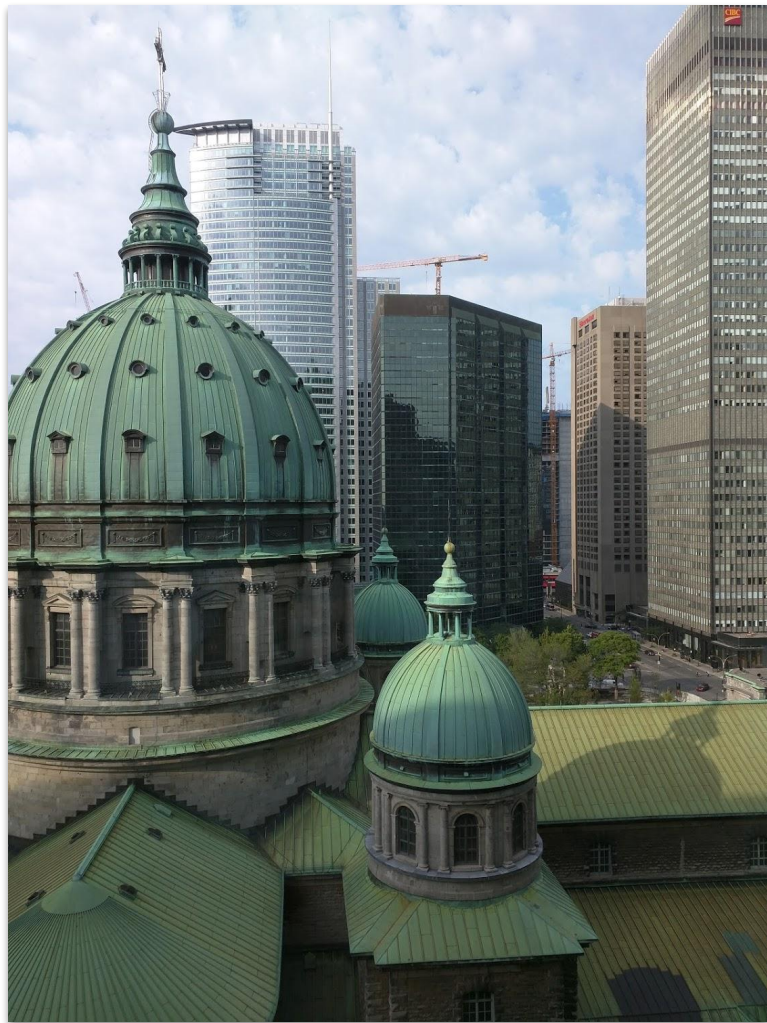


A church commitment to **Digital Minimalism**

If you think you can't keep up with the pace of technological change, you're probably right.

Start by considering your mission in the context of tech-shaped culture

Prioritize technologies that align with your vision and the broader culture of the digital age



Breakout #2

- **No-tech:** What is the value of asynchronous (ie, virtual) collaboration amongst church leaders?
- **Some tech:** What communication tools create virtual collaboration in your context?
- **High-tech:** What tools beyond email have created collaboration in your context?

**Creating curiosity
through faith
formation**



Objects

- Knowledge
- Inscrutable
- Unchanging

Expert

- Uniquely possesses the knowledge
- Initiates learning process

Amateur

Amateur

Amateur

- Independent
- Disconnected
- Dependent upon experts for learning

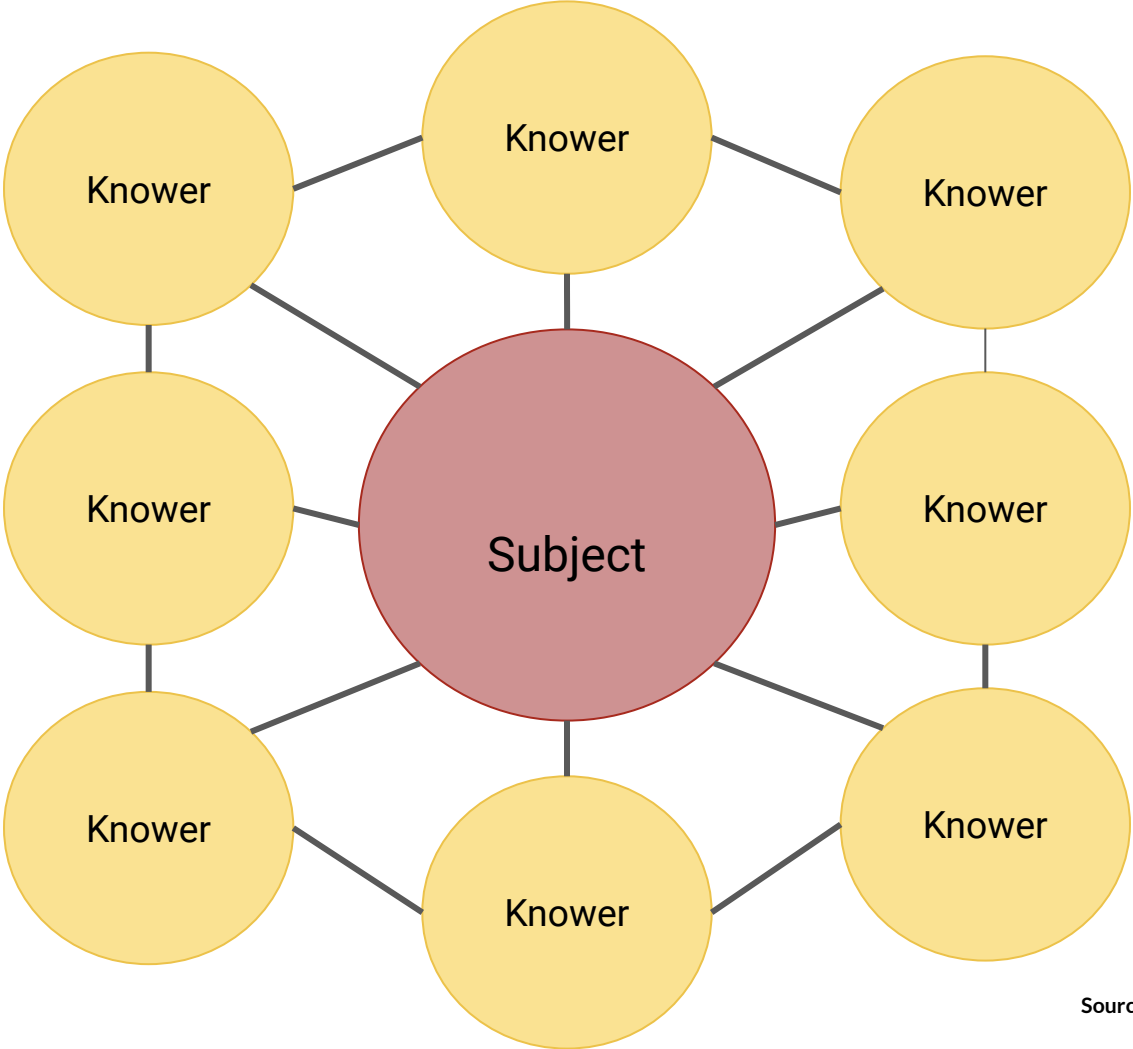
Amateur

Amateur

Amateur

Subject

- Dynamic
- Understood in community
- Accessed through experience



Knower

- Interconnected
- Fluid and autonomous
- Forms and participates in learning community



Synchronous accessibility

Virtual as a primary modality
for *most* discussion-based
learning

**...but Zoom-based
discussion is challenging!**



Asynchronous pathways

Thoughtfully sequenced
original content

**...but sometimes nobody
watches/listens!**



Creating while together

The church as a makerspace

**...but sometimes people
expect the pastor “just to
tell us the answer”**



Breakout #3

- **No-tech:** What might it look like for live, face-to-face learning to become a “makerspace?”
- **Some tech:** What faith formation efforts might remain entirely online in a post-pandemic church? Why?
- **High-tech:** What tools have proven useful in creating compelling, original content?

Low-tech and high-tech learning spaces

Low-tech

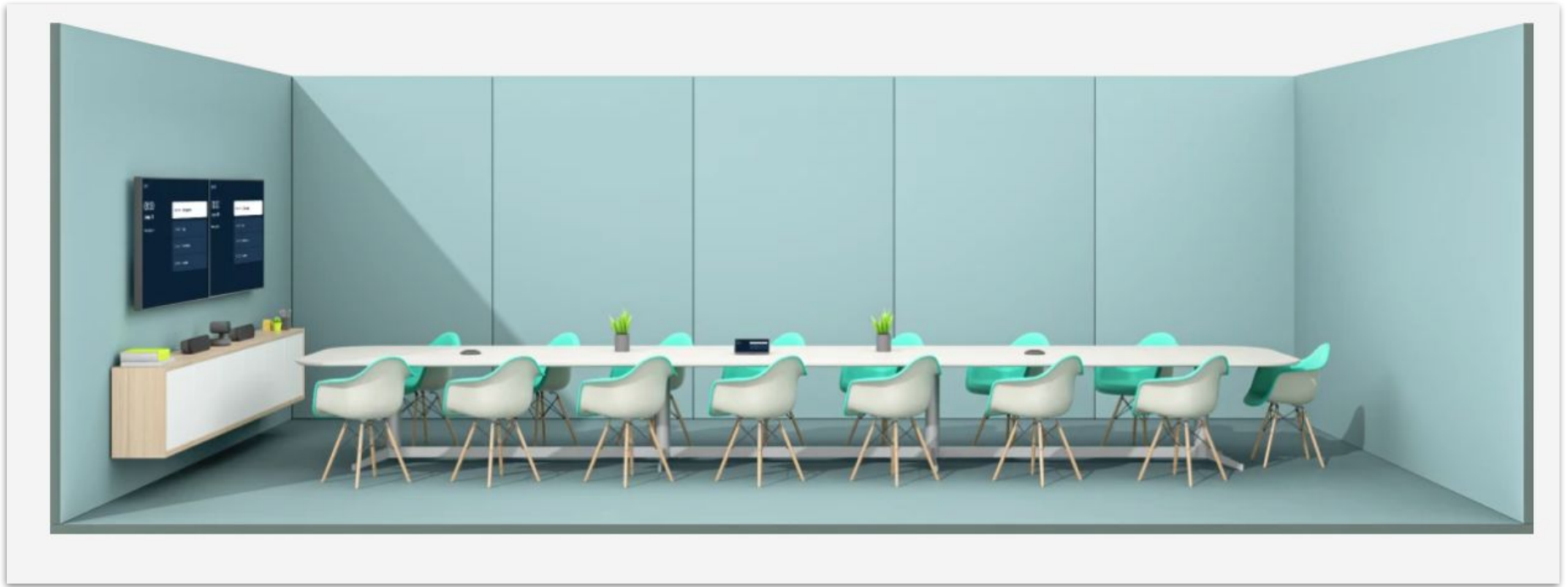
Use the following with a laptop:

- ❑ Logitech HD Webcam (~\$90)
- ❑ Jabra USB Microphone (~\$150)
- ❑ Samsung television (\$300 and up)
- ❑ USB-C to HDMI cable adapters
- ❑ USB multi-port adapters
- ❑ **Bonus:** [Catch Box Throwable Microphone](#)

High-tech

Upgrade to the Logitech Rally for:

- ❑ Adjustable/zoomable cameras
- ❑ Sound bars
- ❑ Table-mounted touchscreen
- ❑ Table-mounted microphones
- ❑ USB inputs

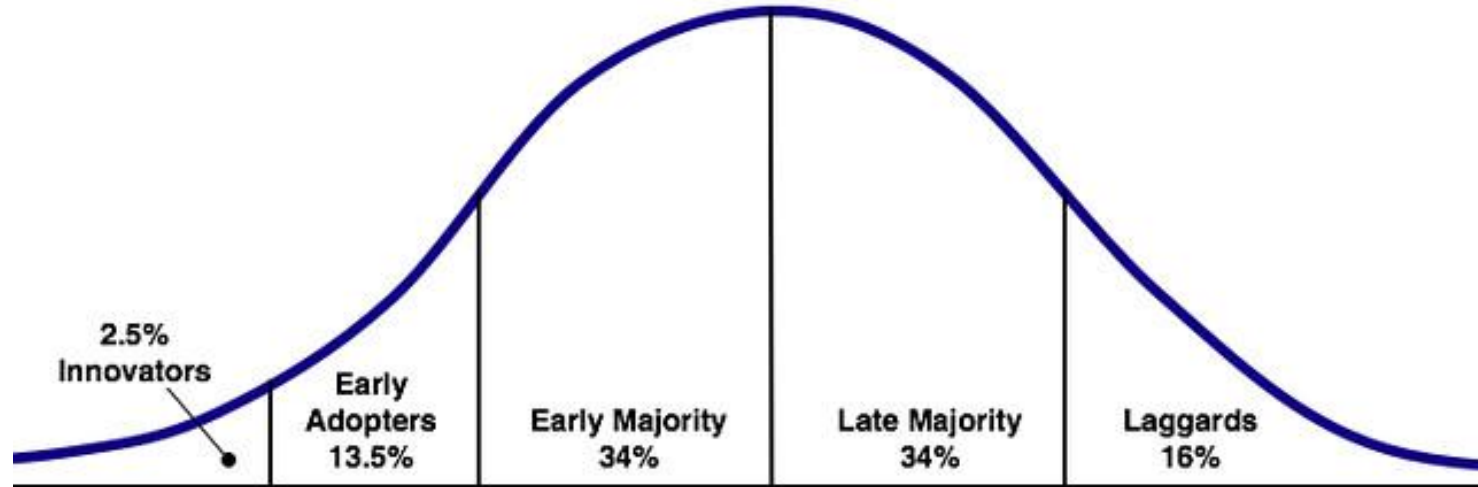


<https://www.logitech.com/en-us/video-collaboration.html>

Transition management insight

**Coaching through the change
curve**

Diffusion of innovation curve



Source: Everett Rogers (Diffusion of Innovations model)

Early Adopters:
Vision

Committee staffing

Media teams

Comms/marketing roles

Majority:
Involvement

Worship leadership

Virtual worship attendance

Laggards:
Conversation

Virtual worship feedback

Listening sessions

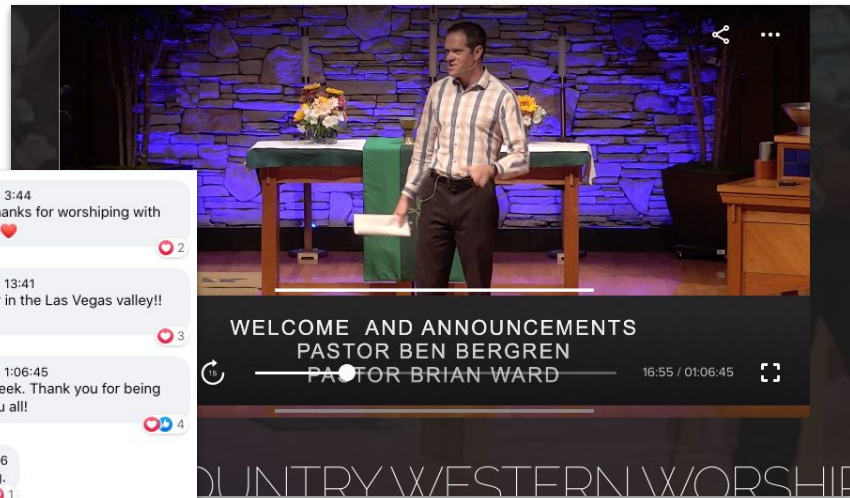
Hybrid ministry dashboards








Breakout #4

- What does the change curve look like in your context?
- How might you involve the “early adopters” in the vision of the hybrid church?
- How might you listen to the “laggards,” without detracting from the purpose of this work?

Digital ministry in the GC Synod



-  Community Lutheran Church · 3:44
Good morning, everyone! Thanks for worshipping with us on this beautiful Sunday! ❤️
Like · Reply · 5d · 2
-  Community Lutheran Church · 13:41
This is THE most joyful choir in the Las Vegas valley!! ❤️
Like · Reply · 5d · 3
-  Community Lutheran Church · 1:06:45
🙌 May love lift you all this week. Thank you for being with us today- God bless you all!
Like · Reply · 5d · 4
-  Kathy Hougen Rothermel · 0:36
The service was outstanding. ❤️
Like · Reply · 4d · 1
-  Peanuts Boyer · 58:49
WOW! What a beautiful service! Very touching! Really felt this message! It will be a Sunday service I will always remember. Touch the heart and soul! Thank you Pastor Brian and Music team and tech team!
Like · Reply · 5d · 3

Brian Ward, Ben Bergren, and Media Team
Community Lutheran Las Vegas
<https://communitylv.org/media-library>

Individual reflection time



Reflection #2

- Assuming the 80-20 rule, where will further efforts lead to diminishing returns?
- What aspect of our ministry most needs digital integration or multi-platform connection?
- What resources will I need to start this work?