**Synod responses:**

**1. On your application, you highlighted one or more of the Synod ends that relates to this**

**project. Describe how this project has furthered these ends.**

Original App response:

#3 Provide services of education and nurture for presbyteries.

We believe this new normal is leading us to services of nurture and education that will connect with congregants and visitors in new virtual communities beyond the brick and mortar of our 200 year-old church. Education and nurture is a process that has a life-long context. In some ways, the virtual presence makes for contact and immediacy among older participants who find assembling in physical spaces increasingly challenging.

#5 Nurturing relationships within the larger church for the purpose of greater witness.

Expanding our nurturing and educational efforts into these virtual communities and constituencies provides new ways to make visible the work of the larger church that is the body of Christ beyond our local congregation, connecting their own faith development and witness to the mission and ministry of the larger church – a greater witness of Christ at work in the world.

We have maintained service-related continuity in worship to our senior members who continue to stay away from in-person worship. The stability and regularity of the programming in this regard is well-liked and has a dedicated following. Our reach has expanded as time has gone on.

Our additional programming – beyond weekly worship – provides fellowship and educational opportunities among our viewership. We offer a video magazine (“Covenant Chronicle”); a weekly pastor prayer encounter (“Pastor’s Porch”); video-taped musical offerings provided by members; and story-time readings with a message. In the course of this programming, opportunities to make connections to the work and mission of the larger church are made. Always the intent of local programming is to connect each viewer/user to the church that is active in their community and in the world. The Great Ends of the Church (BOO, F1.0304) must be embraced in actions and events, and service close at hand in order to be understood as lived experience. They are not abstractions only but have their best expression among everyday disciples who also connect digitally with our local congregation.

**2. How have you met/Not met your goals?**

Original App Response:

Contact and viewership data are monitored and interpreted through analytics offered by the platforms we use each week; we also encourage feedback through email, phone and posted comments on our channels. Participation and congregational membership are additional indicators of met goals.

Our production schedule is maintained with regularity; new programming is offered as seasons (especially liturgical emphases like Christmas and Epiphany) and occasions permit.

We have established a core group of digital subscribers who check into our programming each new week. Sunday YouTube worship is especially helpful in reaching senior regular church members who elect to stay home during the pandemic. They are grateful to connect digitally with worship and our other programming.

We continue to monitor our channel data. Feedback of any kind (email, phone and posted comments) is fed to channel programmers and producers for possible adaptation and augmentation where such adjustments to programming and production can enhance connections and extend our reach. We are still evolving in our digital ministry.

**3. Next steps:**

Provide us with a detailed plan for meeting this need and bringing the vision to life, including a timeline:

Our response then: Our plan is to immediately deploy the proposed new technology into our existing process of weekly content development, in partnership with YouTube, with the goal of increasing our capabilities to provide that content consistently and efficiently across all of our channels. While this occurs out of pandemic necessity, afterwards we will continue to reach the community in this manner in perpetuity.

As an outgrowth of the ways, we have responded to the Covid-19 crisis and as part of an intentional examination of our ministry going forward, we are looking to extend our technological capabilities in order to deliver a live worship experience going forward (that can be saved as an asynchronous option for channel users). We also have realized that our building has interesting potential as a space that can be used by others in the community. We were able to offer our sanctuary space for a large-scale non-member wedding that was not able to gather in its own church building. Our sanctuary size and Covid-19 protocols enabled them to use our space for this wedding.

Additionally, we have a fine acoustic environment that can be used for music and performance arts activities. Upgrades and extensions to our audio and video equipment will be a value-added enhancement we can offer in opening up our building for other purposes beyond worship and education.

Original App response:

We expect to make this virtual outreach part of the coordinated ministry under the purview of the Session. Fees for subsequent licensure, additional media software and hardware will be considered in future church budgeting. Staffing is an additional job function of those already employed without additional cost.

**4. How did you or will you share your project and learnings with your home church, your**

**community, your presbytery and your Synod?**

Our programming is known to various constituencies through email notices and placement on service lists generated by our Presbytery. Spot commercial radio advertisements were placed in a recent Christmas package of promotions on local community radio that both invited people to consider attending worship in person and/or logging onto our YouTube channel programming.

We are willing to share our thoughts and learning about our digital ministry with all who ask. We have provided insight to fellow Presbyterians locally about our production procedures and capabilities.