

**Committee for the New Evangelization
In Conjunction with Catholic Leadership Institute**

**Present:
Evangelization Plans for the Diocese of Columbus**

The Committee for the New Evangelization, established in the winter of 2019, partnered with the Catholic Leadership Institute in the summer of 2020 to begin work on the planning of the six priorities for evangelization in the Diocese of Columbus. Those six priorities, established by Bishop Brennan, include the renewal of parishes as a place of formation for missionary disciples, the ongoing formation of schools staff and faculty as missionary disciples, the evangelization of all the higher educational centers in the diocese, the use of social and digital media for evangelization, the support and utilization of lay missionaries and apostolates, and the development of a soft-entry evangelization center for outreach to seculars and “nones.” A separate subcommittee was created for each of these priorities.

This document serves as an executive summary of the six individual plans and as a unifying vision for implementing and prioritizing the six plans.

Executive Summaries

Parish Missionary Disciple Formation

- **Year 1:** Provide formation for priests through Franciscan University; create a diocesan Office of Evangelization.
- **Year 2:** Provide formation for parish staff.
- **Year 3:** Creation of a strategic plan for each parish

Catholic Schools’ Staff and Faculty

Three primary goals for school faculty and staff:

- Facilitate an annual “encounter” experience retreat for all Catholic schools’ staff and faculty.
- Ongoing prayer formation for all staff and faculty
- Faculty and staff small group support

University and Higher Education Evangelization

A comprehensive missionary presence on college campuses:

- Invest in seven teams of missionaries composed of recent college graduates between SPO and FOCUS
- Work with a new religious order
- Develop essential resources and programs to invest in student leaders and part time parish staff.
- Recommend a multi-year commitment from the Diocese to support this work

Social and Digital Media Evangelization

- Support and enhance the current Diocesan plan of creating social media content that engages, evangelizes, attracts, and forms missionary disciples and will grow the follower base and connect people to Christ and the Catholic Church.
- Establish a specialized creative team with the expertise and authority to develop, execute, and manage the content strategy plan for increasing the Diocesan presence on social and digital platforms.

- Rebrand the Diocese of Columbus to better reflect its newly refined mission, as well as present a fresh and attractive face of the Church of Columbus online.

Lay Missionaries

- **Year 1** – Equip the diocese for missionaries by creating an internal structure to support lay missionary work.
- **Year 2** – Provide support for missionaries and their work throughout the Diocese – both with leadership and finances.
- **Year 3** – Promote missionary work through Diocesan campaigns and host a conference to educate and invite a response to the missionary call.

Soft Entry Evangelization Center

- Create a non-profit entity charged with the mission of evangelization through soft entry to those who would not otherwise encounter Christ at the parish level.
- Entity can act as the leader of diocesan-wide efforts for evangelization through soft entry.
- Ministry be included in any capital campaign or fundraising allocated for evangelization efforts.
- Non-profit would oversee research and development of new Soft Entry Center.

Necessary Preliminary Step:

All six plans, in some form or another, call for the creation of hired positions to spearhead the implementation of the plans. The hiring of the key positions, identified by the planning process, should be seen as the initial prerequisite for the implementation of the plans. We suggest the creation of a “Office of Evangelization.” While the plan for the restructuring of the diocesan offices has not been published, this proposed office would be connected to those of Marriage and Family Life and Catechesis. While the new structure is unknown at this time, the supervisory role of Director of Evangelization could be help by a moderator-like position that oversees Evangelization, Marriage and Family Life, and Catechesis or by one of the subcommittees proposed positions within the Office of Evangelization.

Additionally, we also strongly recommend that the social media, connected to the website, also be placed in the Office of Evangelization for three reasons. First, social and digital media, while used to communicate official statements and diocesan news, is primarily a means by which to evangelize and form missionary disciples. Second, the diocese has significantly invested in partnering with Glass Canvas on the Tilma platform. That platform is primarily and evangelization tool, as such the social and digital media team, which will be running the diocesan end of the Tilma, needs to be connected to the Office of Evangelization. Finally, while the planning calls for the creation of several positions devoted to the technical levels of digital media, there will be an ongoing need for trained evangelists and teachers of the faith to assist the digital media team with content. This necessitates incorporating those positions overseeing the diocesan evangelization initiatives as content experts working closely with the digital media experts.

Again, while the official plan for restructuring of the diocesan office remains unknown, we recommend one other adjustment to the current structure with the creation of the Office of Evangelization. The Youth and Young Adult Office would be eliminated and merged into the Office of Evangelization. The “youth” portion would fold into a position that works with parishes and schools on missionary disciple formation and the “young adult” portion would be folded into a position addressing university evangelization.

Brief Description of the Proposed Office and Staff:

Office of Evangelization

Vision: To be a diocese where evangelization and missionary discipleship is fostered throughout all facets of diocesan and parish life.

Mission: Actively seek innovative and effective ways to integrate, grow, and accelerate evangelization and missionary discipleship through the diocese.

Activities/Domains:

- Parish evangelization and missionary discipleship formation
- Missionary activities throughout the diocese
- Evangelization of “nones” through the development of a Soft Entry Center
- Social and digital communications focused on promoting evangelization and discipleship formation, fostering personal engagement and encounter, and sharing of effective information and resources.
- Special event planning geared towards evangelization and community building
- University/higher education evangelization on all campuses within the diocese
- Formation and evangelization resources for Catholic schools geared towards faculty, staff, students, and families

Interface:

- This Office will work with parishes and schools in the implementation of evangelization and missionary disciple formation
- This Office will work especially close with the Office for Marriage and Family Life and the Office for Catechesis.
- This Office will take on the responsibilities formerly of the Youth and Young Adult Office. It will house the positions specific to the implementation of the diocesan evangelization planning process and the social and digital media outreach of the diocese, including the diocesan website, Tilma relationship, and social media.

Necessary HR:

1. **Director of Evangelization** – oversees all activities of the Office and prioritizes projects, initiatives, budget, and staff. This supervisory position could be assigned to one of the following positions or to the “moderator” position, under whom the office falls.
2. **Parish Missionary Disciple Formation Coordinator** – (Youth liaison and Parish and Schools plans support) This position is responsible for implementing the diocesan plan for parish missionary disciple formation. This position works with pastors and parish staff in the formation and implementation of parish missionary disciple formation plans and the plans for the missionary disciple formation plan for all Catholic schools’ faculty and staff. The position serves as a point of contact with partners in the parish missionary disciple formation planning. This task includes arranging training sessions for parish leaders in the use of various models for evangelization and missionary disciple formation and promoting partner organization programming, including youth programming, throughout the diocese. This position will take on the roles that remain from a restructured Youth Office.
3. **Lay Missionary and Apostolates Coordinator** - (Apostolate liaison, lay missionary promotion, recruitment of lay missionaries and apostolates for works in parishes and schools). This position works to research and recruit national missionary lay apostolates to work in the diocese. It is responsible for the vetting and process of recognition for new lay apostolates in the diocese. It is responsible for promoting the lay missionary calling and supporting active lay missionaries in the diocese. This position also works with parishes and schools in arranging lay missionaries and apostolates to work in the parishes and schools.
4. **University and Young Adults Coordinator** - (University evangelization on all campuses within the diocese) This position is called for by the University Evangelization plan. This position is responsible for the implementation of the diocesan plan for missionary presence at the twenty-five higher educational centers in the diocese. This responsibility includes working with local parishes that have pastoral responsibility for one of those centers, facilitating the diocesan relationship with FOCUS and SPO, arranging for the formation of student leaders, and serving as a liaison with all of the higher educational apostolates and works of the diocese, including the OSU Newman Center. In addition, the position would work as a liaison to young adult apostolates and initiatives.
5. **Special Projects Coordinator** - (Eucharistic Congress, Evangelization Conference, new priorities) Two of the subcommittee plans have call for a similar annual conference on Evangelization and Missionary Life and organizing the annual kerygmatic retreats for Catholic Schools’ staff and faculty. This position is responsible for organizing that annual conference, for the planning of a diocesan Eucharistic Congress, for working as a liaison with other diocesan-wide conferences, organizing diocesan participation in national or international events (World Youth Day, March for Life, NCYC, etc.), and assisting the other team members of the Office for Evangelization in event and logistics planning.

6. **Soft Entry Evangelization Mission Director:** (Initiates Diocesan sponsored Soft Entry Evangelization) This position, called for by the Soft Entry Evangelization Plan, is responsible for embracing and implementing the plan and vision for soft entry evangelization in the diocese. The coordinator must have both the charism and skills for soft entry evangelization among “nones” and secular people and by into the vision proposed by diocesan plan. The role essentially entails creating a ministry that will run a soft entry evangelization in the diocese. While initially under the Office of Evangelization, this position and ministry will emerge as an apostolate independent of the diocesan office. Once the plan is implemented and the new apostolate is viable, this position will cease to be part of the diocesan budget.

Social and Digital Media Evangelization Team: Social and Digital Media is the primary avenue for the diocesan effort to evangelize and form disciples. Therefore, it is essential that social media and the website be included in the Office for Evangelization. This team is responsible for producing the evangelization and missionary disciple formation content for the diocese. Placing the social media and website teams within the Office for Evangelization also provides access to the theological and evangelical experience of the wider evangelization office. It is responsible for the Star of the New Evangelization Studio, the Tilma platform, diocesan website, and diocesan social media accounts. In addition, it works with the communications office and other diocesan offices to produce content about diocesan events and programs.

1. **Associate Director of Creative:** Manage the creative process from concept to completion. Oversee pitches, proposals, and training (internal and external). Review work, troubleshoot and provide feedback to creative teams. Work with chancery and management to explain campaign strategies and solutions. External and Internal facing. This position would be filled by the promotion of the current web designer.
2. **Associate Director of Content:** Duties include producing and publishing content, writing, editing and proofreading, formulating content strategies and managing a content team, among other tasks. Internal facing. This position would be filled by the promotions of the current Social Media Coordinator.
3. **Digital Graphic Designer (position created in 2021 budget)** Responsible for the implementation, visualizing and creation of graphics including illustrations, logos, layouts and photos for use in external and internal campaigns.
4. **Web Designer (position created in 2020 budget and transferred from communications office)** Provides website development and content management services to Diocesan offices as required.
5. **Social Media Specialist (position created in 2020 budget)** Responsible for creating social media campaigns and the day-to-day management of the company’s social media properties.
6. **Videographer (position created in 2021 budget)** Responsibilities include ensuring that the necessary filming equipment is available for use, directing other camera operators on set, and editing film footage.
7. **Studio Manager:** The Studio Manager will control bookings made for the Our Lady Star of the New Evangelization studio and to oversee the use of the studio by clients. Responsible for liaising with people making projects in the studio.

8. **Digital Content Creator:** Produces copy for diocesan offices, the *Catholic Times*, and consultation with parishes about their own content, and assists with digital campaigns. This includes writing blog posts about industry-related topics and working with the social media specialist and Catholic Times. Should be able to create new story leads.

Final Notes on the preliminary formation of the Office of Evangelization: While on paper 14 positions are proposed, some context is necessary. First, the director position could be filled by the current Coordinator for Evangelization or incorporated into one of the other positions proposed. Second, this structure presumes the elimination of the current youth and young adult positions. Third four out of the eight digital media evangelization positions are already in the budget. Ultimately, we are proposing an increase in eight positions from the current level.