

utilizing technology in a post-covid world



THE COVID-19 PANDEMIC HAS SHATTERED OUR NORMS.

It has forced the church out of the building, but in doing so, it has also better prepared us for whatever hindrances come our way. We have become stronger, more adaptable, and Spirit-led to continue to move the mission forward. As campus ministers, we must utilize every tool we have to reach our campuses. This resource will equip you with multiple methods to consider, but ultimately, you must be prayerful about the best approach for your specific campus.

In a virtual campus ministry scenario, do not be afraid to think outside of the box. Does your campus have other neighboring campuses? Does your church have multiple campus ministries represented? In some ways, it could be positive to pool together resources and combine campus ministries to help build and maintain momentum. This is just a single idea for you to consider. Remember, however, not to get married to any particular method, but explore all methods possible and allow the Spirit of God to lead you on the right path for your particular campus.

ZOOM

Zoom is a great platform for any type of group or one-on-one interaction. The platform is a two-way communication system offering the ability to teach, enable group discussion, and even play games and do icebreakers. Zoom offers limitless possibilities for campus ministers and is a great platform for teaching bible studies, leadership meetings, training, and much more.

RECORDING

You can record your Zoom meetings. This is a great tool that can be used to post your teachings or bible studies on other platforms providing more opportunities for students to hear the Word.

SCREEN SHARING

When presenting to Zoom participants, you can easily share your screen for powerpoints, graphics, watch parties, and more.

POLLING

A neat feature on Zoom is the ability to utilize polls. This can assist in gathering data on topics you are speaking about or be used to add a fun interaction during breaks in the meeting.

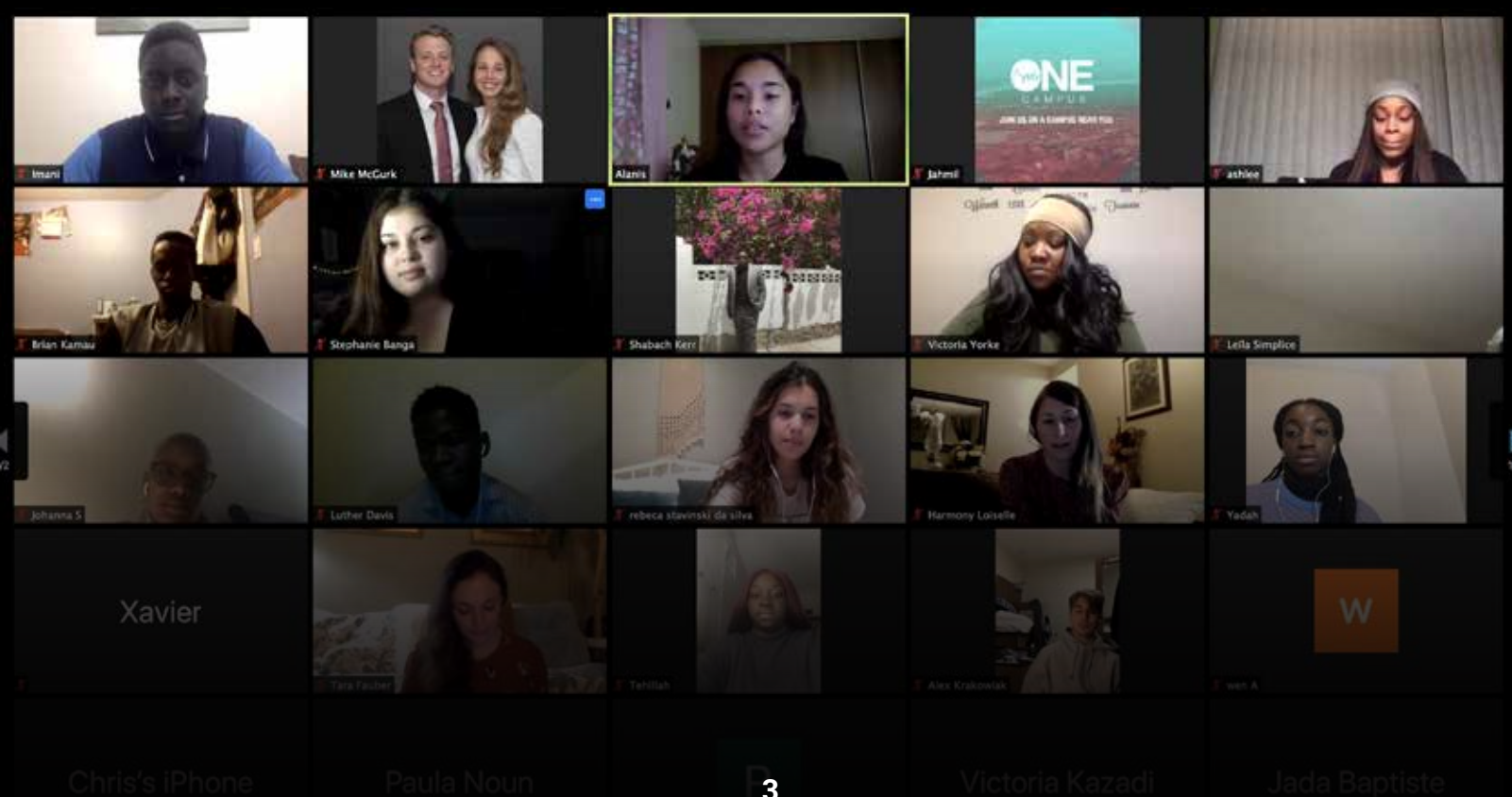
STREAMING

You can stream your Zoom meeting through Facebook as well. This could be beneficial for reaching a larger audience who may be connected to your Facebook pages. This is most useful when you do not need to interact with participants. For instance, an interview-style Zoom session would be a good example.

ZOOM case study

OTTAWA, ONTARIO

"In Ottawa Ontario, there are three campus ministries! They decided to merge on Zoom because of Covid. On Zoom, they have been having guest speakers come on and minister to students. They have seen four receive the Spirit in total through Zoom! One of the people who received the Spirit was a student's mother! Due to them having online meetings, this was able to occur!" - Imani Nangoma, CMI Leader at Carleton University



WEBINARS

This format is more formal and allows for more advanced features of Zoom or another platform to be utilized. Webinars are ideal for large audiences or events that are open to the public. Features such as Q&A tabs, polls, and exit surveys can be used to gather contact information of attendees and have great potential to enhance your meetings. Perhaps the greatest use for this feature, however, is the security and control over the meeting (no more Zoom-bombs or interruptions). No one can share their audio, camera, or screen unless the admin permits them. The chat feature is still enabled and is a good option for securely interacting with the audience. These features ensure that your video content is better and allow you to be more confident when streaming meetings to social media platforms if you choose to do so.

There is an untapped outreach opportunity in the harvest field that Zoom webinars have the potential to unlock. Think of a webinar as a public, virtual evangelism service, or Bible study. Mass invitations can be sent out to the student body and friends. Meeting information can be freely posted on social media. This gives you the ability to cast a wide net and sow bountifully!

WEBINARS

case study

UNIVERSITY OF MICHIGAN

"Students in Ann Arbor Michigan hosted a weekly webinar on the topic of mental health. Consistent invites were sent to classmates, friends, and others. The CMI chapter also decided to do billboard advertisements on campus as well. As a result, there were multiple visitors each week and thousands of people watched via social media platforms. Testimonies poured in with people saying they had plans to commit suicide, but after watching the webinar they changed their minds. Others reached out and started asking questions about where they could worship and started attending the local church that sponsors the CMI. Several such individuals were renewed in the Holy Spirit. Others have testified that they started sharing the videos during youth or hyphen events in their local church to start a conversation about mental health among believers. Moral of the story: there's no telling how far you can reach people when you step out in faith!" - Nathaniel Burmeister, Michigan CMI District Coordinator

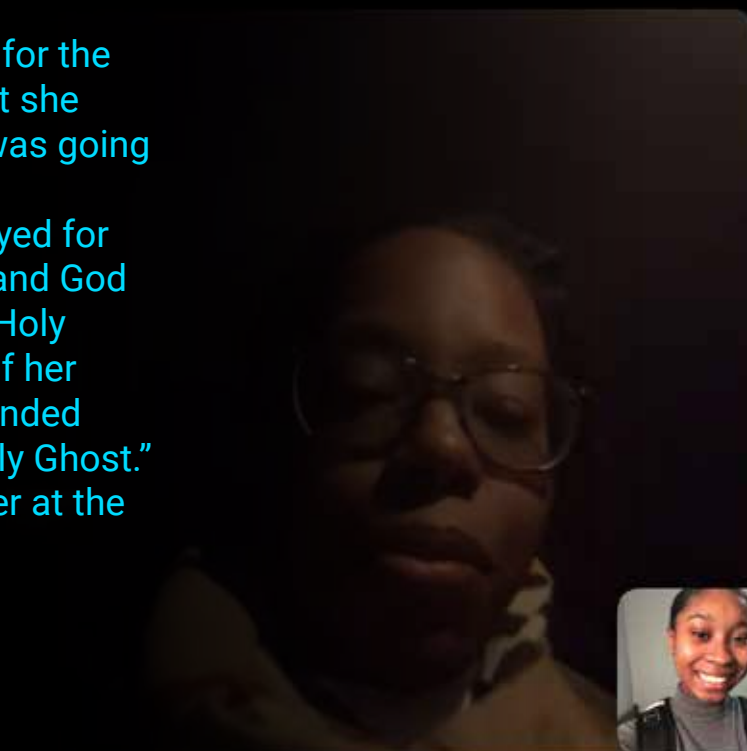
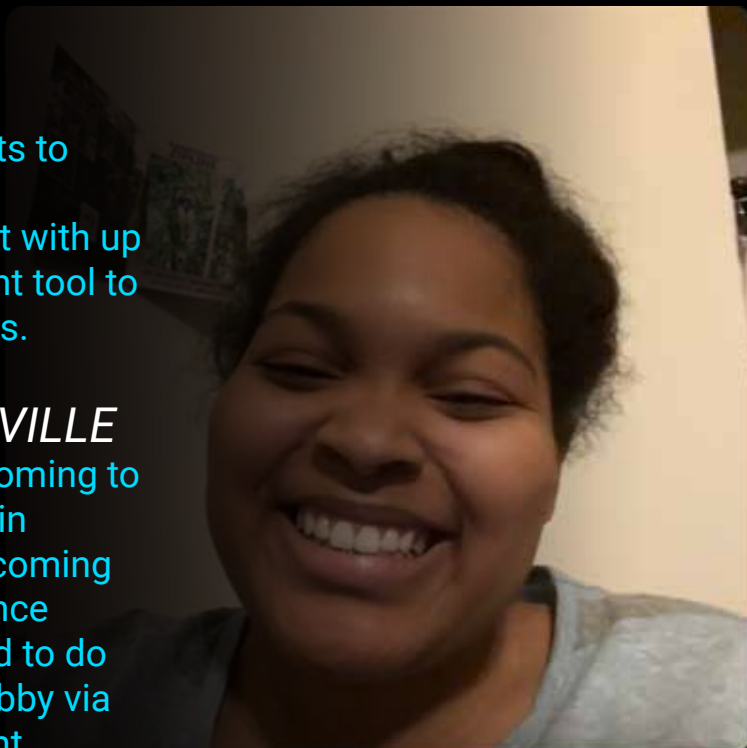


FACETIME case study

FaceTime has similar benefits to Zoom as it allows two-way communication of video chat with up to 30 friends. It is an excellent tool to use for personal Bible studies.

UNIVERSITY OF LOUISVILLE

"This is Alexis. She began coming to our dorm bible studies back in January and was faithful to coming weekly up until COVID. So, once COVID happened, she started to do weekly bible studies with Gabby via FaceTime and was consistent through the summer and fall semesters. They had prayed for the Holy Ghost several times, but she made her mind up that she was going to receive the Holy Ghost on November 25th. So, they prayed for several hours via FaceTime and God filled her with the gift of the Holy Ghost right in the bedroom of her home. She spoke for an extended period after receiving the Holy Ghost."
- Matthew Wilson, CMI Leader at the University of Louisville



SOCIAL MEDIA

Social media to this generation seems nearly as essential as food and water. The positive for us is that social media provides access to nearly every single college student.

We need to think strategically when it comes to other clubs on campus. How can we interact with the other clubs on campus? What are some groups on Facebook or Instagram where there is a large segment of students from campus? When thinking about targeting college students, find where a majority of them are online. This will help you reach on campus.

IGTV (INSTAGRAM'S VIDEO PLATFORM)

Instagram boasts 116 million U.S. users with more than half of them under the age of 34. 67% of Instagram users fall between the ages of 18-29. This tells us that millions of college students are on Instagram, with 6 out of 10 users logging in at least once daily. Instagram users on average spend 53 minutes a day on the social media platform. This is a MAJOR open door for campus ministers to take advantage of, especially in an online season. Instagram invested heavily in the ability to host longer videos on their platform and it's something campus ministers can take advantage of. With a mass amount of traffic on one of the largest social media platforms in the world, we've got thousands of students from our very own campuses on these platforms. We need to find ways to get creative by connecting to them and sharing the gospel with them.

SOCIAL MEDIA

cont'd

YOUTUBE AND VIMEO

We also recommend having some type of YouTube or Vimeo channel where you store all of your teachings or Bible studies. This will help drive traffic to the Word and make it easier for you to direct people when they ask specific questions or want more spiritual meat.

Utilize these video platforms for posting devotionals, preaching, teaching, and hot topics. If you are consistent with your postings, it will begin to develop an expectation and desire within those who are hungry to want to watch more videos. It is one of the least strenuous avenues of evangelism that's as easy as recording a video, posting it, and praying students will be reached with the content. While it may not be the main focus of the campus ministry, it certainly is a resource worth your time and investment.

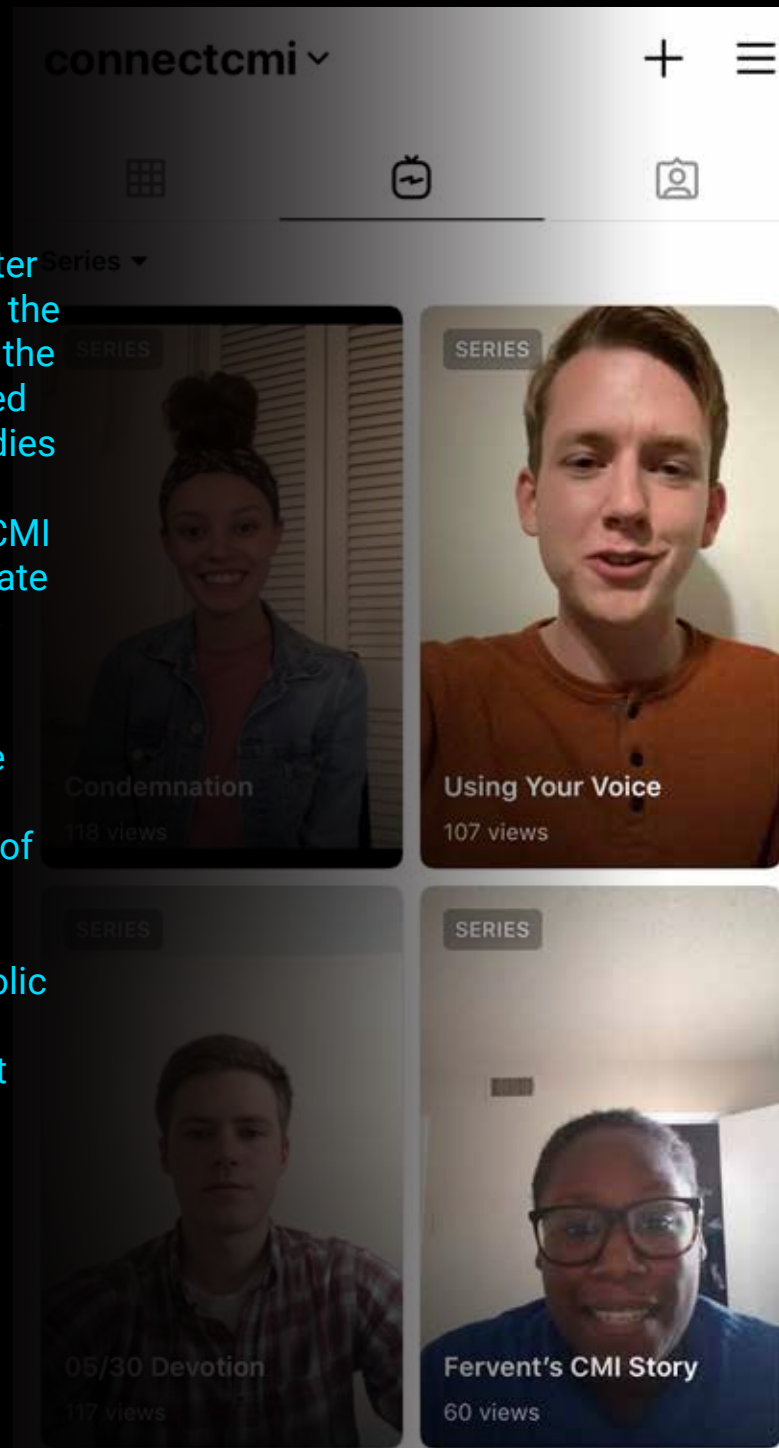
GROUP MESSAGING

Group messaging is an effective tool when it comes to communication, announcements, and connectivity within your campus ministry. Group messaging platforms such as GroupMe and WhatsApp (among others) are already used by many students. Creating a group chat for your campus ministers and guests is an awesome way to create familiarity within the group. These mediums provide excellent opportunities to share devotional content, uplifting messages, or simply a funny meme every now and then. It also opens a door to lead those contacts to video platforms where you've shared your teaching videos. If you have a group message that connects you to your contacts, you have an immediate "in" for connecting them to the church, fellowships, on-campus Bible studies, and more.

IGTV case study

UNIVERSITY OF TEXAS AT DALLAS

"Connect CMI used IGTV in multiple capacities both in the spring semester when COVID first hit, as well as over the summer semester. During this time, the group used IGTV to post pre-recorded devotionals as well as live Bible studies to reach students scrolling through social media. Every week, Connect CMI posted their live Bible study, a separate pre-recorded devotion, and went live with prayer. Now that Bible studies were saved in an online format, it enabled students who wouldn't have otherwise been able to attend an in-person meeting, to hear the word of God. At a time when the church was gathering online, the group also got positive feedback from other Apostolic believers who benefitted from the videos." - Conner Fisk, CMI Leader at the University of Texas at Dallas



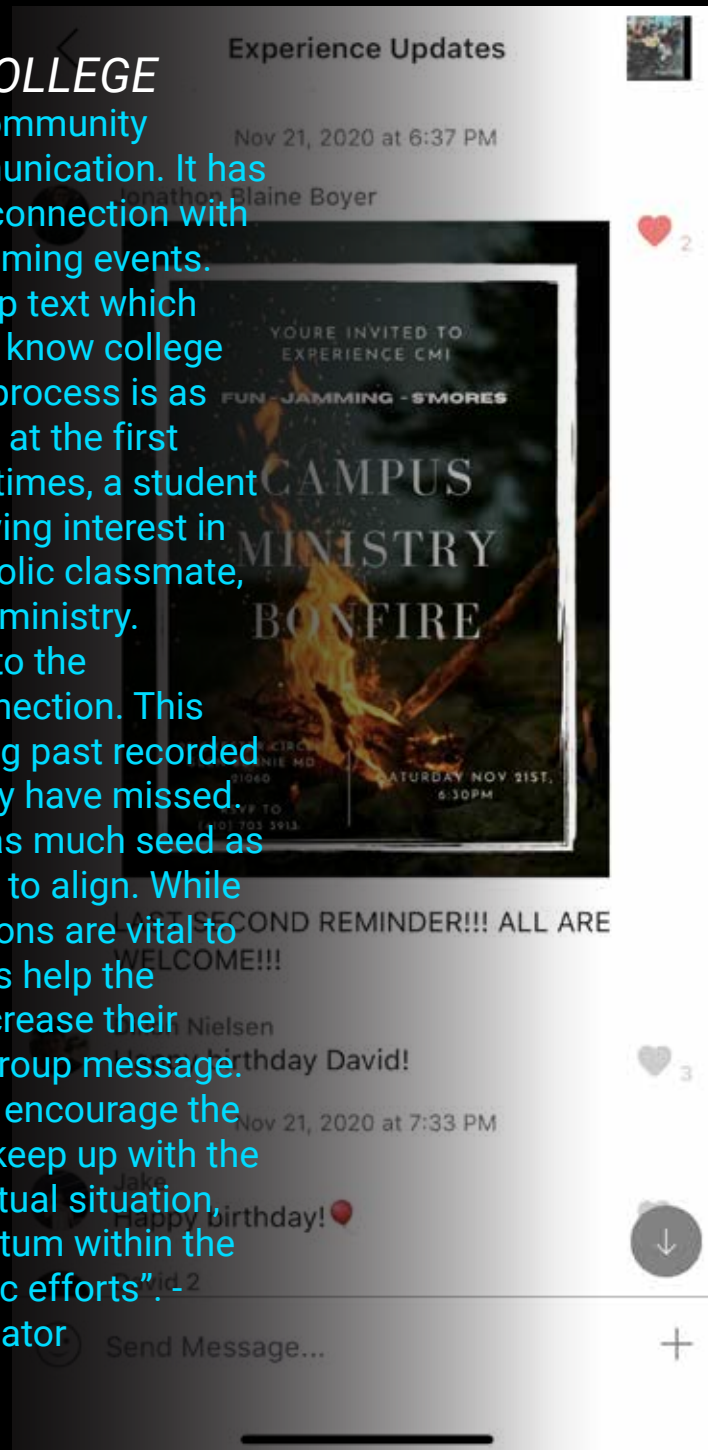
GROUP MESSAGING

case study

ANNE ARUNDEL COMMUNITY COLLEGE

"Our campus ministry at Anne Arundel Community College utilizes GroupMe for guest communication. It has proven to be very effective for keeping a connection with guests, as well as updating them on upcoming events. We push our announcements on the group text which comes in handy right before it starts! You know college students love last-minute decisions. Our process is as simple as getting the guests' contact info at the first meeting or bible study they attend. Sometimes, a student will be added to GroupMe by simply showing interest in the campus ministry to their fellow Apostolic classmate, even if they are yet to attend our campus ministry. Whatever the case may be, we add them to the designated GroupMe to harness that connection. This tool has also been very effective in posting past recorded preaching or teaching messages they may have missed. This provides another avenue of sowing as much seed as possible in the group when schedules fail to align. While one-on-one communication and connections are vital to the growth of the guests, group messages help the guests feel a part of a community and increase their interactions with fellow students on the group message. The consistent weekly or daily messages encourage the guests to participate, or at the very least keep up with the content. Regardless of an in-person or virtual situation, GroupMe will help build and keep momentum within the campus ministry and advance evangelistic efforts".

Mike McGurk, MDDC CMI District Coordinator



OTHER TOOLS

YOUVERSION BIBLE APP

The YouVersion Bible app is the most popular bible app that can be found on iOS and Android devices. Many people use this app to read the bible or to receive a verse of the day update. But did you know that this plan also comes with countless bible reading plans? Not only are they reading plans that you can use personally, but they now have a feature that allows you to do group plans. You can invite up to 150 people to join your plan. Also, they have a comment section at the end of each day for your group to share thoughts, revelations, prayer requests, etc. for all in the group to see! This is a tremendous asset for keeping one another accountable and maintaining a connection with guests that you are trying to help push into the word of God!

GOOGLE FORMS

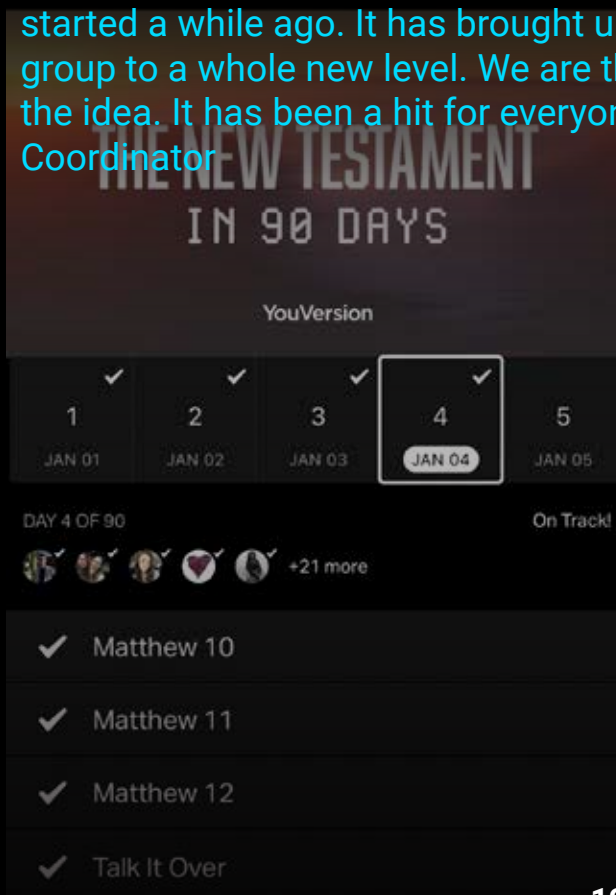
Google Forms is a very useful way to gather information through surveys. There are many templates available that you can choose from and easily customize for your purpose. It allows you to blast out surveys to people in your classes, mail lists, and in person. One way to do this is to ask questions about a student's beliefs as part of the survey. You could include a question on whether or not they would be interested in a personal bible study, which makes it a great tool for nailing down Bible study contacts. You can utilize Google Forms through your Zoom meetings, group messages, and social media blasts. The key to success in using this tool is to follow up quickly!

YOUVERSION

case study

MARYLAND-D.C. DISTRICT

"One of the greatest struggles for campus ministers is staying consistent in the word of God during the semester because of all the other books they have to read and study. To combat that challenge, the CMI-ers of MDCC decided to do a 90-day New Testament bible plan together with the suggestion of one of our CMI leaders. It has been nothing short of amazing! We have seen over 25 campus ministers from the District join the 90-day New Testament plan. Every day, CMI-ers wake up with the expectation to see what others got out of the Word. Reading the comments and seeing their consistency places positive peer pressure on the group, giving everyone a desire to be a part of something beneficial for the kingdom. Since we started it, there have been numerous testimonies about how this has helped them to stay consistent in their bible reading as well as being ministered to by the comments of other CMI-ers. This is something that we wish we started a while ago. It has brought unity and consistency with our group to a whole new level. We are thankful that one of the CMI-ers had the idea. It has been a hit for everyone." - Mike McGurk, MDCC District Coordinator



your body; they cannot touch your soul. Fear only God, who can destroy both soul and body in hell."
Matthew 10:28 NLT

In 2020, fear was projected to every individual. In the name of health, many have stepped back in their commitment to God and in reaching the lost. As we near the last days, persecution is on the horizon. Are we *really* willing to die for Jesus? If there comes a day where we are faced with denying Him and living, or confessing Him and dying. What would we do? What if that choice was given to us today? This is a question we should ask ourselves daily. It's convicting, it's heavy, but it's real and it's possible we could all face this moment.



Write your response...

The New Testament in 90 Days
Day 4 • 4 of 4



<https://campusministryonline.com>