

Asset Mapping: An exploratory study in theological education

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Problem: Emerging ministry need—digital literacy

- Social [1] & religious [2] change shaped by networked communication
- Digital training for ministers well-received but isolated [3]

Approach: Survey landscape & organize assets

- We believe DMM instructors could form a community of practice [4]

Map known assets [5]

bit.ly/dmm-map

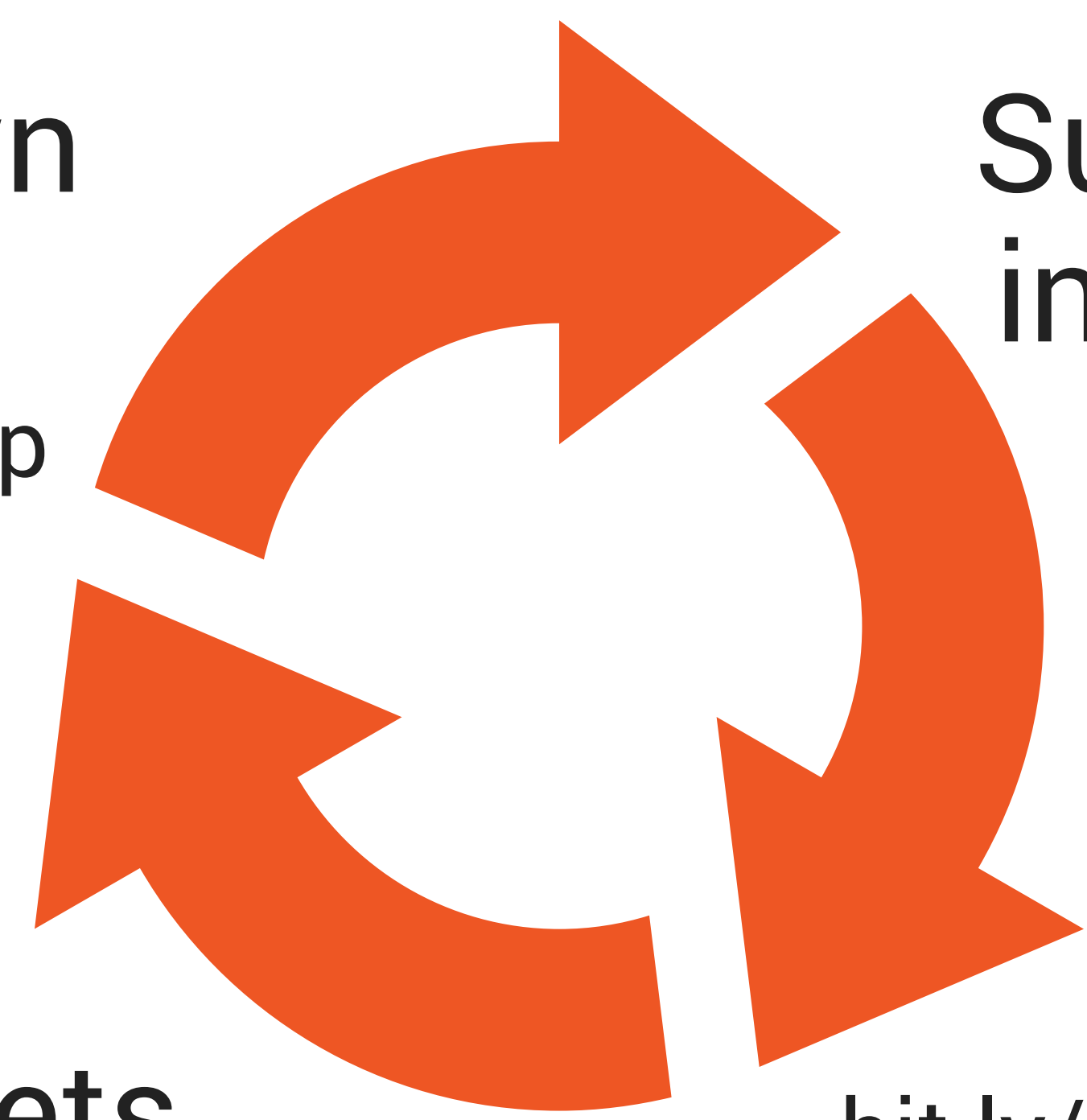


Survey or interview human assets



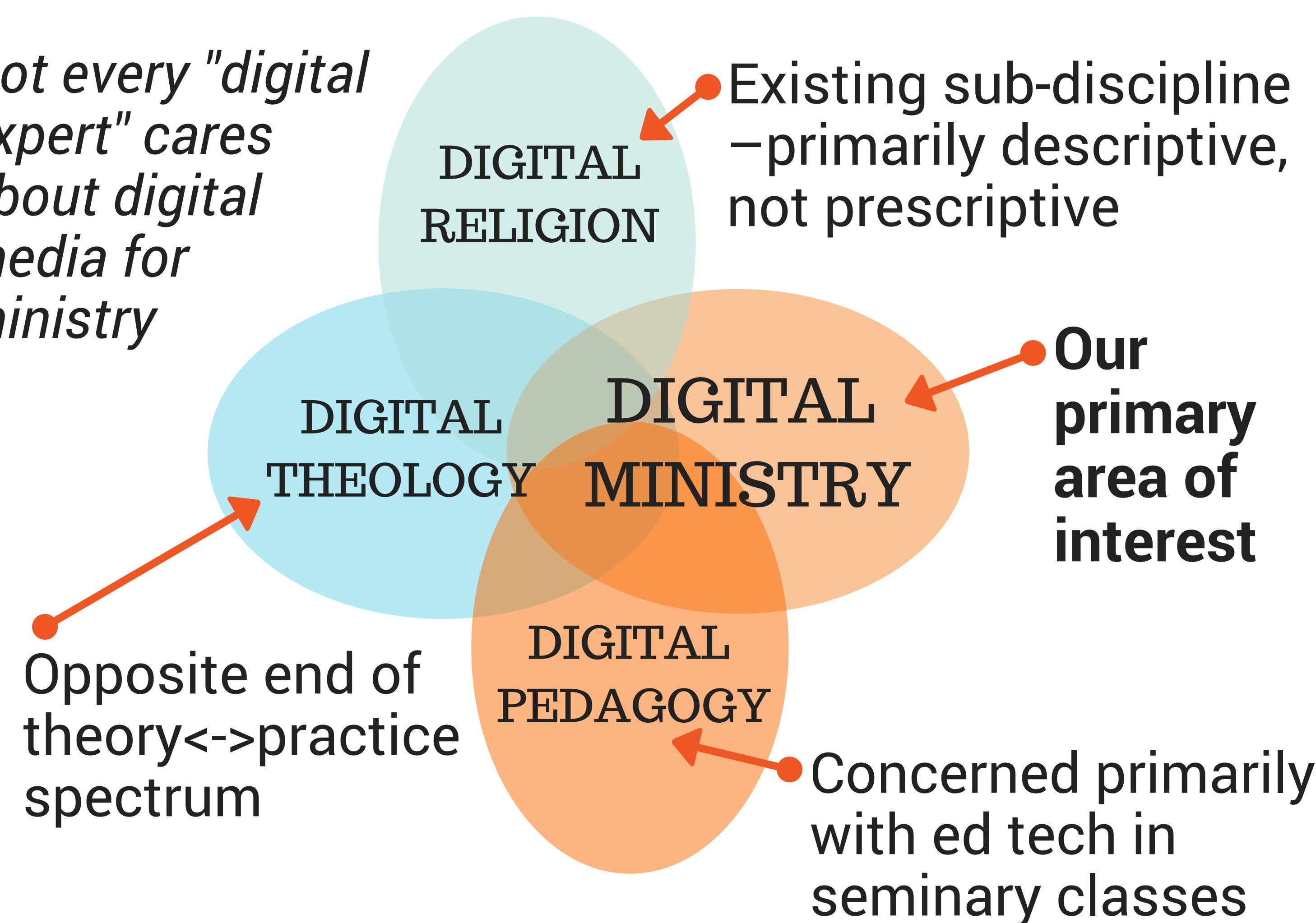
bit.ly/dmm-protocol

Identify new assets



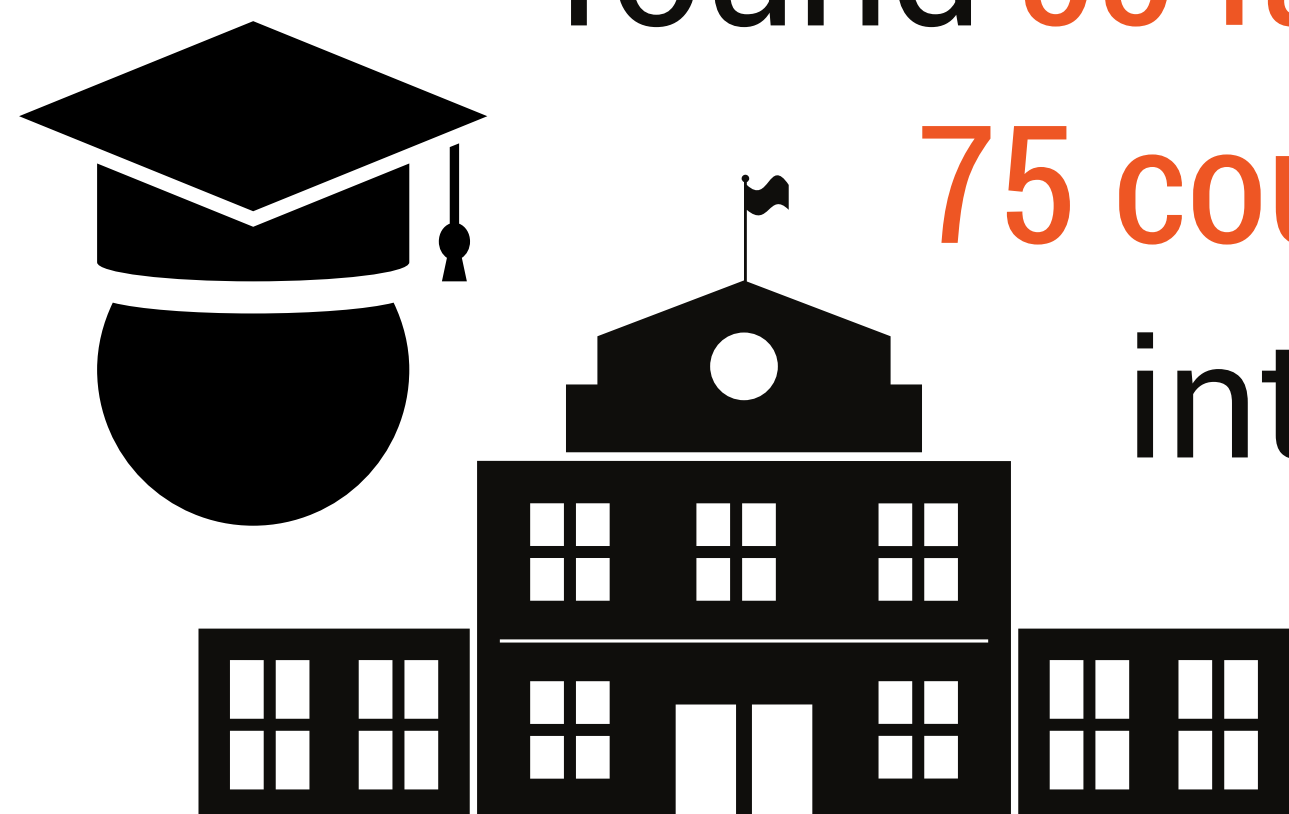
Result: A clarified domain

Not every "digital expert" cares about digital media for ministry



Result: A community in waiting

Survey of 266 ATS member websites found **55 faculty** (46 schools) & **75 courses** (56 schools) with interest in digital ministry



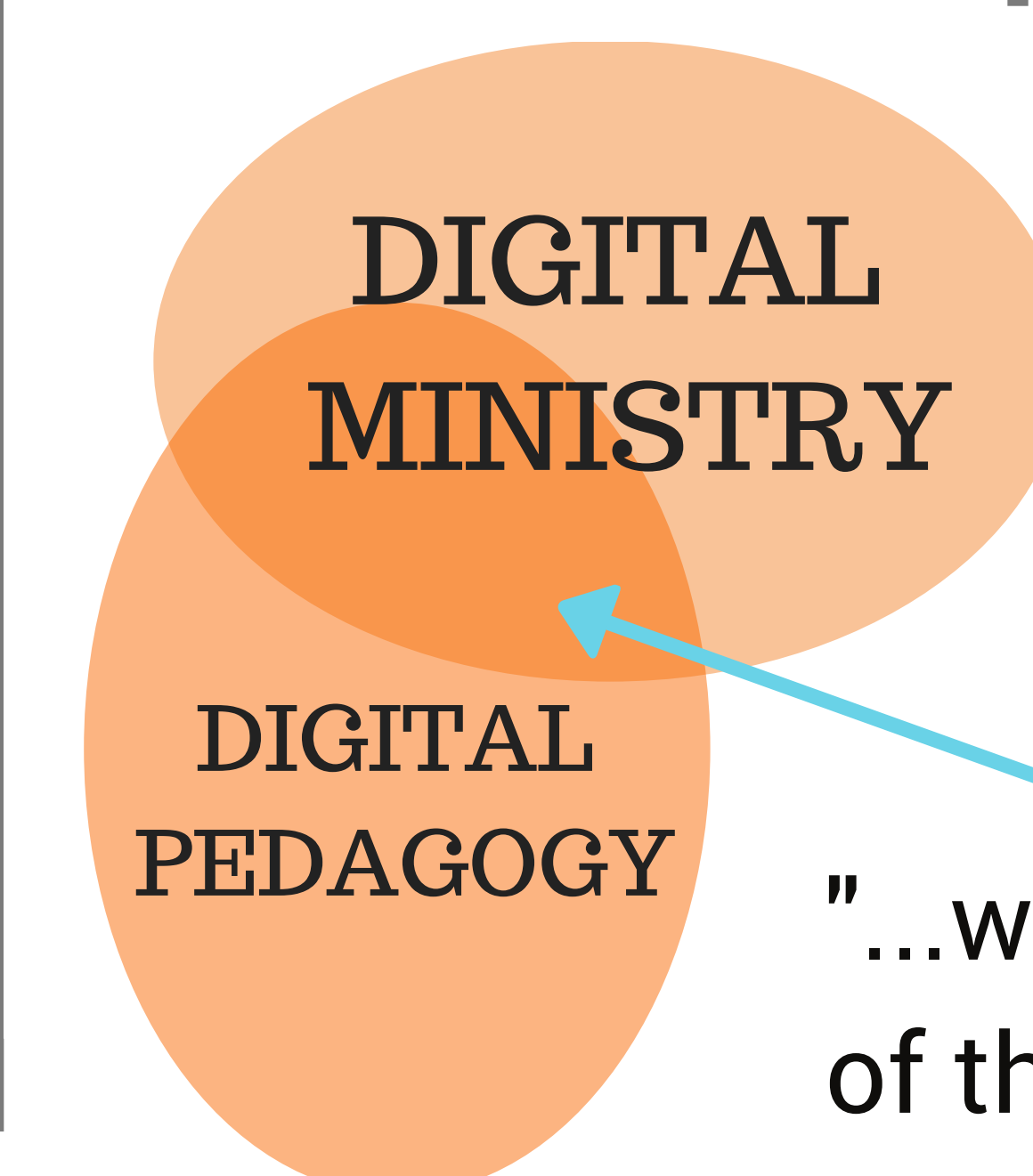
bit.ly/dmm-survey

Result: Shared practice—desired literacies

Early coding of 10 purposely chosen interviews identified 7 skills:

- Navigation of hybrid & digital cultures
- Digital self-presentation
- Media analysis of religious practice
- Convening digital & hybrid community
- Posture of experimentation
- Spiritually wise digital habitus
- Theological analysis of digital media

Result: Shared practice—pedagogy for ministry



"What I love about...Google platforms in the classroom is those tools can be directly used in ministry settings."

"...we made that decision because of the translatability for students."

References:

[1] Rainie, L., & Wellman, B. (2012). *Networked: The new social operating system*. Cambridge, MA: MIT Press. [2] Campbell, H. A. (2012). Understanding the relationship between religion online and offline in a networked society. *Journal of the American Academy of Religion*, 80(1), 64–93. [3] Kimball, E. M. & Oliver, K. M. (2013). Communities of (digital) practice: Preparing religious leaders for lively online engagement. Paper presented at Religious Education Association Annual Meeting, Boston MA. Retrieved from <http://bit.ly/REA2013>. [4] Wenger, E., McDermott, R. A., & Snyder, W. (2002). *Cultivating communities of practice: A guide to managing knowledge*. Cambridge, MA: Harvard Business Press. [5] Kretzmann, J. P., & McKnight, J. (1993). *Building communities from the inside out*. Evanston, IL: Center for Urban Affairs and Policy Research.

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