

Liberty University Rawlings School of Divinity

Micro-project Assessment

A Paper Submitted to

Submitted to Dr. Dennis McDonald,

in partial fulfillment of the requirements for the completion of

Micro-Project IV: Recommended Engagement

DMIN 854 – B01

by

Curtis Boozer

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Assessment Questions

1. What did you learn about the chosen Micro-Project overall?

This micro-project was a practical exercise in designing and building a website, as well as publishing it to active use on the internet. For several years, I have been part of the senior leadership of large corporations and churches that utilized websites. I have been part of teams that considered what should be highlighted and how pages should connect to each other to deliver content or aid someone that is seeking to purchase a product. This project allowed me to use that prior knowledge to good effect, yet it challenged me to move into a more tactical role of becoming the developer.

I learned how webpages are hosted by a relatively small group of companies and how they compete with each other for new clients. I learned that each web-address name costs about twenty dollars per year to own, and that these names can grow in value based upon how popular they become by users. I also learned that a basic website will cost around one hundred dollars a year to maintain and costs escalate from that point based upon which host and the features you choose to use.

The process of building a website aided me to clarify my message by forcing me to prioritize what would be shared on the landing page. If I put too much information, users might be overwhelmed and simply click away. If I didn't present something of value, they would also quickly move on. I learned to be encouraged that websites are very adaptable and if something I built doesn't get traffic, then I can modify it and try again. It reminds me of the process of fishing. If you aren't getting any action, change the bait and see if that is attractive.

The science of search engine optimization was fascinating and I have only barely begun to understand the complexities that are involved in working to fine tune a website.

2. Looking back, how, if at all, did the Micro-Project help to solve your stated problem?

The most significant benefit to this website micro-project is that it provides a platform to share these concepts with a great audience. I often interact with other pastors who are leading mega-churches and a common theme to our discussions is to share our best ideas. Each of these pastors want to help their people and they are willing to learn from anyone. The website enables me to quickly provide a point of access that they can resource whenever they have time.

The process of building the website forced me to consider the conversation that I was joining. The challenge of discipleship is one that others are considering, and I learned a bit about the language they use. Interestingly, the search engine optimization practice of studying keywords helped me to find other websites that were discussing disciple-making and I learned from others what buzzwords were being used to describe different tactics and strategies.

3. What effect might the Micro-Project have on your ministry moving forward?

In view of the other websites that I discovered, I plan to join into the conversations that are underway on those websites and learn as much from the individuals there as possible. Anyone that has led a church knows that what works in one place, very well might not work in your ministry context; however, there are many great ideas that can be tweaked to work in my ministry context.

I plan to continue to develop the website and add other features. One needed feature is a blog. I would like to write twelve articles and post one per month. The goal will be to

encourage interaction with others and assist them as they become disciple-makers as well as learn from them.

4. What did you not learn by completing this Micro-Project that you hoped to learn?

As I mentioned above, I was forced to engage in search engine optimization and do not feel that I have learned enough to be effective with those strategies. The website that I have built has been up for a week, yet it only has around fifty hits from people searching the internet for content like I have provided. I am a bit discouraged by this result, but I also am aware that I have just started and more study and practical experiments will find the right mix of keywords to drive traffic to my site. The same is true from the YouTube channel that I developed. These media platforms require on-going work to be powerful tools and I am aware of the need to work on them.

5. What changes would you make to your project or to your ministry as a result of this Micro-Project?

I can see that I will need to develop a very practical set of lessons on how to draw near to God. My plan is to build a series of videos, where I share concepts from great resources and then will model exactly how to put those concepts into practice. Communion with God is foundational to being a disciple and I don't believe our worship service methodologies teach new believers how to engage with God practically.

In the ministries I have served, we tend to teach classes that are book based. Many people don't learn well from that method and are better able to imitate someone that they see doing something. Discipleship is primarily about imitating Jesus. We consider how He thought and what He did and attempt to do those things as well. In most ministries, people are not used to working to grow into a disciple beyond a classroom format. The discipleship

process requires someone to assume the role of the disciple-maker and model being a disciple to their mentee. The videos I plan to create will be an illustration of that process and will hopefully assist those that are willing to become disciple-makers.

- 6. On a scale of 0–100, with 100 being the most beneficial and 0 being the least, what score would you give yourself as it relates to learning about, creating, and implementing your Micro-Project? Explain why.**

I believe I did a very good job on website 1.0. I would rate it as a 90 on the scale of 100. The website has much room for improvement, but the work to create a working website is fairly significant. I envisioned the site, created the page structures, populated the site with content, and began the process of optimization.

I do not believe the website is great yet. The journey to move to excellence will require a deal more work and research. I know in the last decade, websites have had to become more flexible to be viewed on cellphones rather than just desktop monitors. I suspect more innovations are on the way and that I will have to continue to add to my skills to adopt those innovations and use them wisely. I consider the website to be another tool that I have to learn to use skillfully, just as I have had to learn to write well, research well, speak well and relate interpersonally well. All of these skills are needed to be effective in ministry.