

Liberty University Rawlings School of Divinity

Micro-project Assessment

A Paper Submitted to

Submitted to Dr. James Zabloski,

in partial fulfillment of the requirements for the completion of

Micro-Project III: Personal Engagement

DSMN 853 – D01

by

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Assessment Questions

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

Like many new endeavors we attempt, I discovered a new area of expertise where people can specialize. The effort to build a channel requires that a person have a pretty clear vision of what they wish to communicate. This exercise was very helpful to bring clarity to what I intended to communicate to a wider audience and to clarify how I should break my messaging into pieces that other people could process.

The medium is powerful and allows a message to be delivered to an extremely broad audience. It requires the creator to consider how to “market” the channel by using appropriate tags. Working to connect the channel with the broader audience is vital to have the opportunity to share the message that is wished to be given to that audience.

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

The project provides a terrific platform to deliver a video message to a viewer. YouTube is easy to access on a computer as well as with mobile devices. The preferred format is to provide short videos that allows the viewer to grab a bit when they have time.

My messaging is meant to convince believers to change their fundamental understanding of their role as a disciple. My suspicion is that many will need to hear the message multiple times to process what it means for them and to resolve their own objections. This platform allows a person to easily consume the content as they wish to do.

The platform also allows a viewer to become a vision-bearer if they agree with the concepts that I share. This allows the viewer to influence those that they know and to become change-agents as they discuss the concepts with the other believers. My vision is that the church I serve will see significant change as these ideas become a norm. Also, it is motivating to believe that other believers could do the same thing in the ministries they serve and see more

“fruit” in their lives from how they interact with others and with God. The limited feedback I have received gives me hope that people will consider personal change as they process that there is more that is available to them to accomplish in God’s Kingdom if they set aside their personal agendas.

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

This project reminded me of the need to be proactive in communicating. I have a tendency to allow others to speak, while I focus on technical issues and building supporting structures. I believe that this message will require me to allow God to use me to speak lovingly and convincingly to believers. Building communication platforms falls within my skillsets and I need to work harder to be more skilled at speaking to the camera in a relatable manner. I have learned to speak in a manner that is natural to me and to not worry about trying to match anyone else’s methods. I find that doing teaching videos has grown my capacity to speak to others about God’s truths with increased confidence.

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

I need to learn more about how to mix sound so that the soundtracks swell and fade in a proper manner. I have not learned how to promote my channel in a manner that would attract thousands of viewers. I understand that such viewership is hard-won and I will need to continue to create content and release it on an on-going basis to attract new viewers. I learned a bit about what it takes to create content in the project, but I have much to learn how to plan a series of themed messages to deliver content over several months.

I did not feel that I developed excellent graphics in support of the video. I think it is probably important to have graphics that pop and a logo with an icon that connects well with viewers. I was unable to find any graphics that I thought would connect well, so I left those

out of the project. I need to learn where to source such items and have a plan for continual updates.

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

I believe that I need to invest in better cameras as well as some indirect lighting devices. The cameras that I am using do not provide crisp enough recording quality. I felt that my videos were a bit dark and that required work to adjust the color balance. If I were able to get multiple shots with the clarity I seek, then I can create more movement in the videos to keep the viewer's interest. I believe the videos will be enhanced if I can bring another person into the videos and have a good "back and forth" conversation on the topics that I have presented. I think the viewers would enjoy having a person represent them with pertinent questions. My responses could be help to illustrate how to apply the concepts to a variety of the cultural challenges that people will present.

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 accomplished an 85 with regard to learning how to create a YouTube channel. The effort I put forth was worth a 100 score and I will use what I have learned to seek out more information to equip myself with the knowledge necessary to be a skilled YouTuber. The creation part of the project was 90 score. I admit to being limited a bit in talent, but I will seek others with talent who can assist me in future efforts. The implementation phase was a 95 score success. The plan flowed together extremely well and most of the challenges related to overcoming inexperience and limited talent.