

A Special Invitation!

You are Invited to Join Your Alliance Colleagues
in the Inaugural Online Course
for WEA National Alliance Leaders!

Effective Public Engagement

CORE COMPETENCIES FOR DEVELOPING EFFECTIVE PUBLIC ENGAGEMENT FOR YOUR ALLIANCE

10-Week Online Course ♦ Begins 15 May 2010 ♦ Ends 24 July 2010

National and Regional Alliance leaders will recognize the enormity of the challenge to effectively represent their constituents in the public square. I am pleased that help is at hand! I believe that every National and Regional Alliance leader would benefit by taking the newest WEA Leadership Institute course on how to engage the public square.



Rev. Dr. Geoff Tunnicliffe
CEO, World Evangelical Alliance

At a Glance



DATES:

10 MAY 2010
TO
24 JULY 2010

INSCRIPTION & PAYMENT:

[CLICK HERE TO REGISTER AND PAY](#)

COURSE:

[CLICK HERE TO VISIT MYCOURSES.WEALI.COM](#)

INFORMATION:

[CLICK HERE TO GO TO WWW.WEALI.COM](#)

In this 10-Week Online Course, WEA National Alliance Leaders will:

- 1. UNDERSTAND** The Why, The What and The How of Public Engagement —including Jesus' focus on the Kingdom of God and the Biblical mandates to be "The Salt of the Earth" and "The Light of the World" and how to be winsome in winning people over to the Gospel in spite of aggressive Secularism and Paganism and a world that is increasingly rejecting Christianity.
- 2. LEARN** how to engage in the public square with Grace on very challenging and sensitive subjects such Islam, Secularism, marriage and homosexuality, etc., so that opponents of the Gospel can hear it, sometimes for the first time, and embrace the Gospel.
- 3. CONSIDER** the best strategies for communication to the Church and from the Church—how to represent a diversified constituency, and when and how to develop a prophetic voice to society and to the Church.
- 4. BUILD UP** the Church by helping to engage in some of the most challenging issues of our time —Some of the global challenges we face are simply too large for one denomination or Church network to address effectively. How can we develop extensive networks to face international problems like HIV/AIDS, Anti-human trafficking, Poverty reduction, and Peace and reconciliation.

Outcomes of the course (continued from page 1)

5. IMPROVE SKILLS

Communication, use of media, building consensus, are some of the targeted skills of this course—*National Alliance and other ministry leaders need a skill set that is not always acquired through traditional ministry leadership opportunities.*

6. DEVELOP a project on a challenging issue with input from others around the world.

—*This immensely practical course will provide each participant with the opportunity to develop a public engagement project that can impact their National Alliance or ministry.*

7. CONTRIBUTE Valuable Feedback and Suggestions for This Inaugural Online Course—and thereby enhance future courses that will impact 128 WEA National Alliances!



CHUCK STETSON is the course facilitator. A venture capitalist and Board Member of Chuck Colson's BreakPoint, Chuck founded Essentials in Education where he developed the strategy that broke a 42 year deadlock on teaching the Bible in public U.S. schools. He and his team developed a curriculum that was featured on the cover of TIME Magazine and on NBC's The TODAY Show. Chuck co-authored the textbook *The Bible and Its Influence* and the teachers' guide taught in more than 360 high schools in 43 states. He also initiated and created the documentary *THE BETTER HOUR: The legacy of William Wilberforce* broadcast on national public television in the U.S. in 2008 and broadcast in Australia in 2009/2010.

Resource People

This course brings together a rich group of resource people from around the world. Course Advisors include: Julia Doxat-Purser; *Biblical rationale for public engagement*—Ron Sider; *Human Trafficking*—Christine MacMillan; *Micah Challenge and Poverty*—Joel Edwards; *The Persecuted Church*—Roshini Wickremesinhe; *Teaching Biblical Worldview*—Chuck Stetson; *Strengthening Marriage*—Richard Kane; *International dialogue and reconciliation*—Steve Tollestrup; *Strengthening Freedom*—Moss Ntlha; *Collaborating with National Alliances and other Churches*—Norberto Saracco.

Effective Public Engagement Description

This course sets a backdrop for a biblical understanding about the role of God's people in the public arena. It explores the public's Evangelicals must engage and how to influence these publics through sustained analysis. It discusses tactical approaches and appropriate attitudes in engaging government and other public policy makers. It addresses both the need and our unique ability as Evangelicals to be a voice for the voiceless particularly related to those suffering religious persecution and those living in deep poverty. The course aims at acquainting the student with a targeted approach in using different media channels for communication. It explores the use of print, multi-media and Internet communication technologies and how to use the right medium for communication tasks.

How to Contact the LI



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Who should enroll?

This inaugural online course is specifically designed for General Secretaries, staff, board members and volunteers of WEA's National Alliances. Others are welcome to participate, including leaders from the 7 Regional Alliances, WEA Commissions, Global Partners, Associate Members, and WEA Task Forces and Initiatives.

When is the course?

The 10-week online course:

- Begins the week of 15 May 2010
- Ends on 24 July 2010
- Note: You may participate in the course on your own schedule, but there will be assignments that are due on every Saturday for each of the 10 weeks.

How to register?

Visit www.WEALI.com and click on "Applications"

What is the course fee?

This inaugural online course is available at a special course fee of only \$200 US.

To request a partial scholarship, contact Rob Brynjolfson at the WEA Leadership Institute: RobB@worldevangelicals.org