



EVERGREEN MINISTRY COLLEGE

COMMUNICATIONS

Communications provides real-time exposure, training, and experience using written and visual communication skills to support ministry objectives. Learn about managing marketing projects, how to use different platforms effectively, and grow your artistry in graphic design or videography.

DEVELOPMENT THEMES

SEMESTER 1: Project Management & Church Marketing

Explore the basics of managing projects and targeting strategies to effectively communicate with a multi-generational church body.

SEMESTER 2: Written Communication & UX

Learn about writing effectively for different platforms and audiences, and gain exposure to the basics of church website/app management, development, and user experience.

SEMESTER 3: Graphic Design / Videography

Receive coaching and mentoring from a professional graphic designer or videographer in a church environment.

SEMESTER 4: Social Media

Examine how churches leverage social media to make more and better followers of Jesus, and develop a social media campaign.

CAPSTONE PROJECT

Choose from a list of events and ministry needs for which you will plan, design, and execute a marketing project.



ASHLEA KING

Ashlea King is the Communications Director at Evergreen Christian Community, bringing a passion for making information clear through any available medium. She has been working in or studying the world of design, print production, and communications since 2007, including earning a BA in Design from Western Washington University. When she's not working, you're likely to find Ashlea drinking coffee, reorganizing something, or out enjoying the beautiful PNW!