

## Interest Groups at NYYM Summer Sessions - July 2017

### TUESDAY 1:30 PM

#### **Facebook Ads Outreach Experiment**

Emily Provance [nyym.yafs@gmail.com](mailto:nnyym.yafs@gmail.com) or [eprovince@hotmail.com](mailto:eprovince@hotmail.com)

In April of 2017, the Ministry Coordinating Committee approved a 50-Day Experiment for Facebook ads outreach to young adults. Interim Young Adult Field Secretary Emily Provance ran the ads in the areas of six monthly meetings, with clicks on the ads leading back to each local meeting's website. Within the first three weeks, the ads were seen by over 60,000 people between the ages of 18 and 40. How do Facebook ads work? Which types of ads proved to be most effective for outreach? Why Facebook rather than Twitter or Instagram? How can monthly meetings try this for themselves? What else can meetings do to make ads-based outreach as effective as possible? Learn the answers to these questions and more, and receive the full written report to take back to your meeting.

#### **FGC is More Than Just the Gathering**

Ruth Reber

If there is one thing that Quakers know about Friends General Conference (FGC) it is that FGC hosts an annual gathering such as the one that was in Niagara Falls a few weeks ago. But FGC encompasses much more. It is the Ministry on Racism, the Spiritual Deepening Program, the Quaker Cloud web hosting, Quaker Books and much more. Bring your curiosity and join Ruth Reber, FGC's visitor to NYYM sessions, to learn more about the programs of FGC.

#### **Leadings and Priorities Update**

Deborah Wood

Would you like to find out how the yearly meeting is implementing the Leadings and Priorities adopted in 2014? Do you have thoughts about ways that the implementation could be more effective? Share your thoughts and ideas at this interest group.

#### **Meet the NYYM Trustees**

Fred Dettmer [fdettmer@aol.com](mailto:fdettmer@aol.com)

Members of the Yearly Meeting's Board of Trustees will lead a discussion and answer questions about (1) the role and responsibilities of the YM's Board of Trustees, and (2) subjects the Trustees anticipate focusing on over the next year or two.

#### **Peace Is Possible And Necessary!**

Nadine Hoover

This will be a continued discussion of the keynote address. Where do we go from here? What can our lives say today? Come share your best sense of how we as Friends are called to witness to peace today, and the implications for us individually and collectively.

## **Shake Your Soul**

Joyce Schroeder

Shake Your Soul® is an exploration of movement. Having its origins in Kripalu Yoga Dance (formerly DansKinetics)®, it takes a holistic approach to movement combining yoga, Qi Gong, modern dance, African dance, and body-mind centering. In each class, music and dances from all over the world are explored.

### **Social Media for Absolute Beginners**

Sarah Way [communications@nyym.org](mailto:communications@nyym.org) & Doug Way

If you've heard about Facebook, Twitter, and Instagram, and would like to start accessing the communities and information available on these platforms, this interest group is for you. We'll pay attention to the complex (and confusing) world of Facebook, including privacy concerns. Tech novices: be assured that this is a shame-free, no-dumb-questions interest group.

### **WEDNESDAY 2:45-4:00 PM**

#### **Best Practices for the Modern Web**

Chad Gilmartin [web@nyym.org](mailto:web@nyym.org)

Does your Monthly Meeting have a website? Does it need a website? Join Chad Gilmartin, NYYM's Digital Communications Director, to discuss your Monthly Meeting's web presence, learn about some of the Best Practices for today's internet, and dive into how to best utilize this vital communication mechanism for both outreach and internal information sharing.

#### **Roots of Injustice, Seeds of Change**

Emily Boardman & Buffy Curtis

This two hour experiential workshop will delve into the Doctrine of Discovery and consider how we can foster right relationship with Indigenous peoples. *(Will end at 5:00 PM.)*

#### **Witness Concerns – A Unified Vision**

Pamela Boyce Sims

Friends will consider how to exponentially enhance the impact of their social transformation work by exploring the interconnectedness of witness concerns. Together participants will construct and simulate a process whereby NYYM witness concerns committees can use common ground as a point of departure for their work, resulting in a synergistic, unified vision.

### **WEDNESDAY 4:15-5:30 PM**

#### **Stories and Wonder for All Ages**

Melinda Wenner Bradley [childrenyouthfs@nyym.org](mailto:childrenyouthfs@nyym.org)

Godly Play® and its Quaker supplement Faith & Play™ deeply respect the spirituality of children and are resources for religious education and multigenerational worship. Stories from the Bible and Quaker faith and practice invite Friends of all ages to explore their faith through wonder and play. Our time will include a story session to gather us, invite us to listen deeply, and nurture continuing revelation. You will not only learn about a wonderful way to nurture the children of your community but be spiritually refreshed yourself.

## **Why the Bleep Can't I Eat Just One Cookie?**

Karen Steiner [LifeCoach@karensteiner.com](mailto:LifeCoach@karensteiner.com)

This presentation explores the many factors that shape our food choices, such as the effect that fat, sugar and salt has on our brain's chemistry, governmental agricultural policy, and cultural attitudes toward food and how these factors have impacted our taste buds, our communities and our health. This presentation has three goals, first to highlight how our agri-industrial food system has all of us -to some degree- caught in its snare, to empower those who are more susceptible to it, and to begin the discussion of how, as a faith community, we can begin to address the problem.

## **Witness Concerns – A Unified Vision (*continued*)**

Pamela Boyce Sims

Friends will consider how to exponentially enhance the impact of their social transformation work by exploring the interconnectedness of witness concerns. Together participants will construct and simulate a process whereby NYYM witness concerns committees can use common ground as a point of departure for their work, resulting in a synergistic, unified vision.

## **THURSDAY 1:30 PM**

### **Clerking For Fun and Profit**

Jeffrey Aaron [Jephreyaaron@aol.com](mailto:Jephreyaaron@aol.com) & Deborah Wood

Our *Faith & Practice* tells us that “The clerk is the servant of the meeting attempting to record the collective will of the business session.... In conducting the business meeting, the clerk's concern should be to facilitate worshipful consideration of matters before Friends.” This interactive interest group is for the support of anyone considering serving as a clerk on any level at any time. It is open to new and old Friends, attenders, high school Friends, and experienced clerks who would like to share a review of best clerking practices, basic responsibilities, helpful techniques, and what to expect. Selection of best practice topics for review during the session will be determined by the participants.

### **Developing a Meaningful Social Media Presence**

Emily Provance [nyym.yafs@gmail.com](mailto:nyym.yafs@gmail.com) or [eprovance@hotmail.com](mailto:eprovance@hotmail.com)

When your monthly meeting or church engages with social media, is it for two-way communication, information and announcements, pastoral care, or outreach? Answer: if used strategically, social media can serve all of these purposes. How can a monthly meeting best engage with social media? Which platforms are most effective? What can you do if you don't have a lot of time? Is it worthwhile to make a financial investment, or should you just stick with the free services? Why would Quaker meetings be using social media, anyway? If you have at least a little experience using Facebook, this interest group will be accessible to you. If you are completely new to social media, try attending the Basics of Social Media interest group with Sarah Way earlier in the week.

## **FGC is More Than Just the Gathering**

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### **The Future at Powell House**

Regina Haag [regina@powellhouse.org](mailto:regina@powellhouse.org)

“Help us shape the future of Powell House, NYYM’s conference and retreat center! We’re in the midst of long-range planning and want to hear your ideas on exciting programs, retreats, and other opportunities we could offer you and other Friends. We’ll also solicit your suggestions for how we can make Powell House more accessible and attractive. Never been to Powell House? Come and learn more... “

### **Meet the NYYM Trustees**

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Members of the Yearly Meeting's Board of Trustees will lead a discussion and answer questions about (1) the role and responsibilities of the YM's Board of Trustees, and (2) subjects the Trustees anticipate focusing on over the next year or two.

### **Quaker Bolivia Link**

John Scardina

A presentation about the work QBL does with the indigenous people of the altiplano in Bolivia.

### **Shake Your Soul**

Joyce Schroeder

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### **What Is ARCH Doing in Prisons?**

Jill McClellan & Barbara Spring

ARCH has been in the New York state prisons both presenting programs to worship groups and making ARCH visits to incarcerated seniors. The stories of what is happening are inspirational, and you too could be involved!