



Sisters of St. Joseph of Carondelet
St. Paul Province
Ministries Foundation

Bold Moves for Real Change

Partner In Ministry Project-Based Grant Request

This completed form is due back to the Ministries Foundation by May 15, 2020

Name of Ministry: Wisdom Ways Center for Spirituality

Program Director: Sonja Ausen

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Amount Requested \$50,000

Purpose: To fund a dream/project that is above and beyond what can be accomplished within operating budget. Projects may assist in expanding reach of you ministry's mission/direction, program, audience, and/or meeting a particular need.

Eligibility: One project-based grant per fiscal year.

On a separate attachment please answer all prompts below:

1. Describe your proposed project.
2. Explain how your project will enhance or expand the mission and/or program and audience of the ministry.
3. List the project goals and explain how you will measure their accomplishment.

Please attach the following required documents:

1. Most recent Financial Statement of Income and Expenditures for current fiscal year
2. Current fiscal year budget

Submitted by: Sonja Ausen, Wisdom Ways

Date:

May 15, 2020

Board/Advisory Council Chairperson's Name: Joan Mitchell

Has this person been informed of the above project application?

Yes

Date: May 8, 2020



Wisdom Ways

Center for Spirituality

A ministry of the Sisters of St. Joseph

Describe your proposed project:

Wisdom Ways requests funding to continue and expand on the current work that has been done from previous grants that were attributed to the development of online course modalities. Wisdom Ways has built a four-pronged media strategy, encompassing online course offerings and outreach. This grant would allow us to make expansions in the following four areas:

1. Full online courses that include designed supplemental materials and opportunities for community engagement. *(This model was shared at the Ministries Foundation Board meeting on Thursday, February 20, 2020, and is being piloted June 1 – June 14, 2020).*
2. Hybrid online courses that include a combination of web-based communication platforms and recorded videos.
3. Courses taught using Zoom or other web-based communication platforms that have the ability to offer more features for the online learner and technologically integrate with our current website software and plug-ins.
4. Ongoing development of video and audio clips that are packaged with reflection and engagement prompts and are used for large distribution circles on our email, website and social media platforms. These are an ongoing mechanism for drawing people to our regular, ongoing offerings and for broadening our base.

With this proposed growth, the need to build technical capacity will be necessary in providing the support needed. Wisdom Ways envisions building a team of videographers and editors as well as a website coder and developer to assist with needs pertaining to sharing this work via our website. Finally, Wisdom Ways aims to work with a list of presenters on visioning a sustainable content strategy and on revising certain in-person programs to online offerings.

Explain how your project will enhance or expand the mission and/or program and audience of the ministry.

The need for funding carries a new urgency and relevancy given what has transpired as a result of COVID-19. The mandated social distancing protocols have required Wisdom Ways to reimagine programming that can be offered primarily through online modalities. It is likely that we will continue to live in an unknown space in regard to social distancing and that the road back to regular in-person offerings will be a long one. In order to maintain cutting edge

programming and outreach that aligns itself with our mission, it is imperative that we continue to implement and grow this online work. Online offerings are income generating. The time for expansion in online modalities is now; Wisdom Ways has built a solid and integrative foundation in which to grow from.

For example, since social distancing measures were mandated by state government officials, Wisdom Ways worked with several course facilitators to adapt material for an online format. Each of these two courses were held on Zoom during the months of April and May. The courses included the creation and collation of a resource page on the Wisdom Ways website, available only for participants of those respective courses.

Wisdom Ways offered an Enneagram Spirituality Group on May 7, and by Saturday, May 9, the course reached capacity at 20 participants. Likewise, within a six-hour time frame, Wisdom Ways received 150 inquiries about our *Writing the Sacred Journey: Introductory Workshop on Spiritual Memoir* pilot course (capacity: 30 individuals). Approximately ¼ of these inquiries were from individuals who were not local to the Minneapolis/St. Paul and greater Minnesota regions. These examples speak to the viability of adapting course work to online frameworks as well as to the high interest of individuals from a broader location base to engage with meaningful content.

List the project goals and explain how you will measure their accomplishment.

Online Modality Development:

1. Initial and ongoing release of full online course model *Writing the Sacred Journey: Introductory Workshop on Spiritual Memoir*.
Measurement: This online course will begin to be offered each fall and spring semester beginning in Fall 2020.
2. Completion of Fall 2020 hybrid and Zoom course models.
Measurement: Oversight, assessment, and evaluation of 5-8 online hybrid program offerings in Fall 2020.
3. Creation of Winter/Spring 2021 full, hybrid and/or Zoom courses
Measurement: Meeting with advisory circle, presenters, and videographers to design full online, hybrid and/or Zoom courses for the Winter/Spring 2021 session as well as developing possibilities for additional outreach markets to expand base more broadly outside of Minnesota.
4. Ongoing content development of video and audio clips for wider distribution.
Measurement: Investment in using program material to be converted to smaller video and audio clips consistently over the duration of the grant period. These will be visible on the Wisdom Ways website, eblasts and social media platforms. Our online offerings and reach continue to broaden our base, often engaging people that are not local. Recent examples of this include:
 - Interaction with our Facebook posts has increased by 81% since mid-March

- There have been over 2,000 engagements with our Instagram posts from mid-March to mid-April.

Additionally, our e-news has a list of 5,500 active subscribers.

Costs:

- Contract with up to five presenters to shape online programs for Wisdom Ways constituents: \$12,000.00
- Visioning and content planning for online work with up to three Wisdom Ways presenters: \$5,000.00
- Contract and develop a team of videographers and editors. This team will continue in online course development, field producing, and editing: \$15,000.00
- Contract with website coder for assistance with expansion of website capabilities and changes specifically related to the ability to create more user-friendly online courses: \$5,000.00
- Platforms to cover strategic assessment of online modalities over the grant period: vimeo, Dropbox, Monday.com, website plug-ins, website expansion and development, etc. : \$8,000.00
- Strategic meetings with videographers and presenters that integrate Wisdom Ways mission, vision and themes in the development of a succinct content strategy and outreach approach for sustainable online work: \$5,000.00