



# MEDIA KIT

Samford University | Birmingham, AL  
Center for Worship and the Arts

## about

The Center for Worship and the Arts was founded and is based at Samford University in Birmingham, Alabama. Through programs, research, and scholarship, the Center is creating a national platform for conversations about the relationship between youth ministry and worship ministry. The Center is run by staff and students within the School of the Arts at Samford, and it is most known for Animate, a five-day summer program in worship leadership for teenagers and their adult mentors.



## MISSION:

Equipping congregations to engage intergenerational and artistic worship practices that glorify God, honor Christ, and join the transformative work of the Spirit in the world.

## VALUES:

On the fifth anniversary (2017) of the Center for Worship and the Arts at Samford University, we identified ten core principles that have guided our past work, and will continue to guide our present and future work, both internally and externally. These values are time-honored practices and principles rooted deeply in scripture and Christian history.

- Celebrate the work of God in Christ by the power of the Holy Spirit in intergenerational worshipping communities where worshipers of all ages, especially teenagers, are valued and encouraged to use their unique gifts. (*Ephesians 3:16-20*)
- Orient every activity, resource, and program to the grand narrative of scripture, our standard for worship, ministry, and life. (*Colossians 3:16-17*)
- Engage congregations in ecclesial imagination through worship practices that value and embody the arts. (*Exodus 35:30-35*)
- Employ high-impact pedagogies that encourage collaboration and experiential learning through projects that can be completed successfully over manageable periods of time and contribute to the worship life of congregations locally and globally. (*Psalms 78:1-7*)
- Leverage worship practices into resources that can be disseminated to a broader audience, especially those that create agency, develop responsibility, foster intergenerational mentoring, and encourage long-term relationships. (*Nehemiah 8:1-10*)
- Offer students multiple opportunities to learn, lead, and reflect in a safe-risk environment where faithful mentoring offers biblical, theological, sociological, and artistic perspectives. (*1 Timothy 4:12*)
- Ground our work in the best models and practices of traditioned-innovation that uphold the history of Christian worship and the relevance of the Gospel message that worship proclaims. (*Colossians 1:3-6*)
- Strive for excellence while acknowledging failure, celebrating success, and adapting our trajectory accordingly. (*Philippians 4:8*)
- Retain current partnerships and forge new partnerships, especially those that reflect the diverse body of Christ. (*Philippians 1:3-8*)
- Advance the mission, vision, and values of Samford University and its historical commitment to Baptists. (*Acts 20:28*)

# what we do

## ANIMATE

Animate, the core focus of CWA, is a five-day program in worship leadership for teenagers and their adult mentors. Its goal is to provide teenagers with spiritual formation, vocational exploration, service opportunities, group instruction, and individual mentoring in all avenues of worship and the arts.

## WORSHIP EXCHANGE

Worship Exchange features guest artists and lecturers on the Samford campus as well as the greater Birmingham area. Worship Exchange also equips Samford students for worship leadership roles in the church and beyond by providing scholarships for them to attend seminars and conferences around the United States.

## THE WEB // [SAMFORD.EDU/GO/CWA](http://SAMFORD.EDU/GO/CWA)

Through the online web, CWA is accessible all over the world, and it continues to grow as a repository of resources made for churches and schools seeking to engage teenagers in worship.



## ONLINE CERTIFICATE IN WORSHIP LEADERSHIP

Created in partnership with the Ministry Training Institute at Samford University the Online Certificate in Worship Leadership offers an introduction to the basic principles and practices of worship leadership.

# staff



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# facts and quotes



“It’s no secret. Young people are leaving the church and abandoning the faith because they find more life outside than inside the church. Too often, worship is part of the problem. It just isn’t relevant to the lives they live. For some, worship is a show. Other times, it’s a hollow ritual. Yet, young people want more than silly gimmicks and boring routines. They want to know God with their entire being, make authentic connections with God in worship, and engage the mystery of God with all their senses. And, that’s what the Center for Worship and the Arts is for.”

**-Eric Mathis, Director | Center for Worship and the Arts, Birmingham, Alabama**

“I am so excited about where the Center for Worship and the Arts is going, and I believe in all that CWA is doing. Bravo!”  
-Brad M. Griffin, Assistant Director | Fuller Youth Institute, Fuller Theological Seminary, Pasadena, California

“The Center for Worship and the Arts is brilliant! Since music and the arts play such a significant role in Christian worship, a strong School of the Arts is an essential component of any center for worship and the arts. Samford University is a college of the church with a phenomenal music and arts department, and it is poised to lead through the work of the Center for Worship and the Arts.”

-Dr. John Ferguson, D.M.A., Elliott and Klara Stockdal Johnson Professor of Organ and Church Music Emeritus | St. Olaf College, Northfield, Minnesota

## statistics

1K+

monthly active  
website users

5.9K+

monthly Twitter  
impressions

10K+

monthly Facebook  
post reach

150+

monthly Instagram  
interactions

4%

higher open email  
rate than industry  
average

## earned media

### Education Extra: Animate

*Birmingham Christian Family*

<http://birminghamchristian.com/education-extra-7/>

### Eric Mathis on Expanding Teens' Vision of Worship

*Calvin Institute of Christian Worship*

<http://worship.calvin.edu/resources/resource-library/eric-mathis-on-expanding-teens-vision-of-worship/>

### First Steps for Including Teens in Planning and Leading Worship

*Calvin Institute of Christian Worship*

<http://worship.calvin.edu/resources/resource-library/first-steps-for-including-teens-in-planning-and-leading-worship/>

### Growing Teen Worship Leaders

*Christian Reformed Church in North America*

<https://network.crcna.org/worship/growing-teen-worship-leaders>

### What is *anima*?

*Inside Samford, pg. 15*

<https://www.samford.edu/departments/files/Marketing/Spring-2017-Inside-Samford.pdf>

### Why Youth Need to Be Leading Worship Regularly NOW

*Calvin Institute of Christian Worship*

<http://worship.calvin.edu/resources/resource-library/why-youth-need-to-be-leading-worship-regularly-now/>