Strategic Plan
for
Young Adult Ministry:
Establishment and Expansion

Diocese of Charleston
(2012-2015)
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Preface to the Strategic Plan

The following Strategic Plan for Young Adult Ministry was inspired and directed by the guidelines set forth by the United States Conference of Catholic Bishops in *Sons and Daughters of the Light: A Pastoral Plan for Ministry with Young Adults*.

Additionally, the Strategic Plan was shaped by the counsel of a young adult steering committee comprised of young adults representing the different regions of the diocese. The committee included both single and married young adults.

Finally, the Strategic Plan is the result of an assessment of the health of Young Adult Ministry in the Diocese of Charleston carried out by the Associate Director of Young Adult Ministry from January through March, 2012.
MISSION:
Helping young adults answer the universal call to holiness

VISION:
To build strong communities of young adults who are in love with Christ and who are committed to serving Him in the Church and in the world

PHILOSOPHY:
We believe with the Holy Father that “being Christian is not the result of an ethical choice or a lofty idea, but the encounter with an event, a person, which gives life a new horizon and a decisive direction.” (Deus Caritas Est)
To realize the mission of holiness, we seek to work with the Holy Spirit in calling young adults into a relationship with Jesus Christ and we strive to nourish their minds, hearts and wills by providing them the necessary resources and opportunities to have meaningful experiences of the liturgy, to develop a deep prayer life, to learn more about their faith, and to share their faith in a peer community.
General Overview of the Role of the Diocese

- Provide resources and support to individual young adult groups
- Establish and assist in maintaining communication between young adult groups in the diocese
- Provide opportunities to help young adults grow in holiness and build community at a diocesan level (Retreats, Mission trips, Conferences, Rallies, Days of Recollection, etc.)
- The Associate Director of Young Adult Ministry coordinates and supports activities of young adult groups by working in close communication with regional and local young adult leaders
- The Associate Director serves as a spokesperson for the young adult community to the diocese as well as serving as spokesperson for the diocese to the young adult community.
- The Associate Director carries out the vision of the Bishop and regularly informs him of the health and progress of the ministry
Challenges and Strategies of Young Adult Ministry

Challenges:

It is crucial to understand the unique challenges inherent to Young Adult Ministry in order to develop a successful Young Adult Ministry program. Unlike Youth or Campus Ministry, young adult groups are led by the young adults themselves. The success of a young adult group depends upon the initiative and commitment of volunteer young adult leaders. Thus, the diocese cannot control the speed with which young adult groups are created. Another challenge exists in the transitory nature of young adults. Young adults are mobile and move frequently. There is a high turnover rate in young adult groups and a common struggle is maintaining consistency. Too often, a young adult group depends on a single leader. When that leader moves away the group collapses. The transitory nature of young adults also renders it difficult to measure the success of young adult ministry. While numbers are never a wholly sufficient metric in measuring the success of a ministry, they remain useful in gauging a ministry's effectiveness. It is important to acknowledge that fluctuations in the numbers of young adults attending events are not as easily correlated to the ministry's effectiveness since young adults move around so often. Finally, young adults are prone to "parish hopping" and hesitate in becoming members of a single parish which makes it difficult to track them.

Practical Strategies:

• The principal strategy of Young Adult Ministry is to invest in leadership. Following the model of Jesus Christ and the Apostles, a small number of leaders are equipped and trained who then equip and train others.
• Emphasize the call to holiness. State explicitly and repeatedly the message of the universal call to holiness. Call young adults to greatness.
• Structure local young adult groups according to a regional model as a proactive measure to ensure consistency. In cities where multiple parishes exist, it is effective to combine several small parish young adult groups into one stronger regional young adult group that is led by several young adults including a regional coordinator. The diversity of leadership helps maintain consistency.
• Communicate events effectively. Flyers, brochures, and the website must be professional and visually appealing in order to compete with the high-quality websites and advertisements that surround young adults.
Diocesan Initiatives

The following plan is a summary of the Office of Young Adult Ministry's ongoing efforts to encourage holiness among young adults through diocesan programs
Leadership Training

Description:
1) The Office of Young Adult Ministry will offer a weekend of Leadership Training in order to equip young adults with leadership skills and tools necessary to Christian discipleship.
2) The leadership training will occur annually, in late Summer or early Fall.
3) The event will be open to all young adults in the Diocese of Charleston; however, young adults already in leadership positions will be especially encouraged to attend.

Goals:
1) Promote holiness among young adults
2) Equip young adults to be effective Catholic leaders in society and in the Church
3) Encourage zeal for the mission of the Gospel
4) Nurture a sense of community among young adult leaders in the diocese

Implementation:
1) Create a curriculum that emphasizes the universal call to holiness and the call to evangelize.
2) Organize the weekend: speakers, schedule, logistics
3) Distribute the training brochure to regional coordinators, other local young adult group leaders, parishes,
4) Contact pastors and encourage their promotion of the training weekend through announcements after Mass and in the parish bulletin
5) Promote the training weekend through social media
6) Arrange for an announcement to be broadcast by Catholic Radio
7) Invite key young adult leaders directly
8) Provide any needed scholarships for young adults to attend
Young Adult Rally

Description:
1) Diocesan wide, one-day rally for young adults in order to encourage faith, virtue, prayer, discernment, and service. (reaching a larger number; community--what makes it distinctive)
2) The young adult rally is held annually in the Fall, and in the Columbia area.
3) Mass will be celebrated as part of the rally

Goals:
1) Awaken and enkindle a deep desire for God among young adults
2) Foster a sense of community among young adults in the diocese.
3) Appeal to young adults who would not usually go to a retreat or Bible study
4) Encourage young adults to become involved in their local young adult group so as to live out their faith in a peer-community that offers support and accountability

Implementation:
1) Determine a theme for the rally
2) Organize the rally: speakers, music, logistics
3) Distribute the rally flyer to all parishes, regional coordinators, other local young adult group leaders, and other diocesan offices that minister to young adults
4) Promote the rally through social media
5) Arrange for an announcement to be broadcast on Catholic Radio
Lenten Days of Recollection

Description:
1) The Office of Young Adult Ministry will host Lenten Days of Recollection to highlight the importance of silence, discernment, fasting, virtue, prayer, and other aspects of Christian discipleship
2) Days of Recollection will happen during Lent and in different areas of the diocese

Goals:
1) Allow young adults time to spend in silent reflection
2) Help young adults learn how to listen to God and nurture an open spirit to His will
3) Emphasize the importance and preeminence of the interior life from which flows all active ministry
4) Promote holiness.
5) Encourage discernment and vocations

Implementation:
1) Create a curriculum in collaboration with local young adult leadership, local priests, and the Office of Vocations
2) Organize schedule and logistics
3) Distribute brochure to regional coordinators, local young adult group leaders, parishes, and other diocesan offices that minister to young adults
4) Promote through social media
5) Arrange for an announcement to be broadcast on Catholic Radio
Retreats

Description:
1) The Office of Young Adult Ministry will offer spiritual retreats focused on prayer and practicing virtue
2) Retreats will occur annually, in the Spring

Goals:
1) Foster a desire for holiness among young adults
2) Encourage devotion to the Sacraments
3) Nourish and strengthen the prayer lives of young adults
4) Promote vocations awareness and the importance of discernment
5) Build a sense of community among young adults in the diocese

Implementation:
1) Determine a theme for the retreat
2) Organize the retreat: speakers, schedule, and logistics
3) Distribute brochure to regional coordinators, local young adult group leaders, parishes, and other diocesan offices that minister to young adults
4) Promote through social media
5) Arrange for an announcement to be broadcast on Catholic Radio
Mission Trips

Description:
1) Young adult mission trips will be organized in order to highlight the importance of serving those in need and to expose young adults to the universality and cultural diversity within the Church as well as to the possibility of hope and joy in the midst of poverty.
2) Mission trips will occur annually, in the summer.
3) A second mission trip, either international or domestic, may be added to accommodate demand.

Goals:
1) Encourage holiness through contemplating the face of Christ in the poor and sacrificial service
2) Expose young adults to the universality and cultural diversity within the Church
3) Show the hope and joy of the Gospel amidst poverty
4) Illustrate the connection between ministry and the interior life
5) Promote the possibility of a missionary vocation among young adults

Implementation:
1) Research possible non-profit organizations and religious communities with whom to serve
2) Promote the trip through flyers, promotional videos, social media, announcements on the radio and in The Catholic Miscellany
3) Organize informational and preparatory meetings for the young adult mission team
4) Organize fundraising efforts
5) Organize the trip logistics
6) Plan times for group prayer and reflection
Pilgrimages

Description:
1) The Office of Young Adult Ministry will collaborate with the Office of Vocations to co-host pilgrimages to holy places in order to instill devotion and piety in the hearts of young adults, and to provide an environment outside of their comfort zone to explore God's will in their lives.
2) Pilgrimages will be held every two years to holy places within, or outside, of the United States.

Goals:
1) Promote holiness
2) Foster devotion to Mary and the Saints through visits to various holy places
3) Expose young adults to the universality and cultural diversity within the Church
4) Show the hope and joy of the Gospel amidst poverty
5) Illustrate the connection between ministry and the interior life to the young adults, especially in the pilgrimage setting
6) Encourage greater discussion of vocations within the young adult community

Implementation:
1) Meet with the Vicar of Vocations to discuss possibilities and planning
2) Work together with the Office of Vocations in terms of programming and logistics
World Youth Day

Description:
1) The Associate Director of Young Adult Ministry will lead a group of young adults to World Youth Day in order to strengthen faith, increase zeal, and inspire hope.
2) The young adults will travel and lodge with the youth from our diocese.
3) World Youth Day occurs every two to three years.

Goals:
1) Promote holiness.
2) Expose young adults to the universality and cultural diversity within the Church.
3) Renew the young adult pilgrims' zeal for the Lord and for the mission of the Church.
4) Cultivate a greater love and appreciation for the Pope as Vicar of Christ.

Implementation:
1) Distribute the brochure to regional coordinators and other local young adult group leaders.
2) Promote the trip through social media.
3) Work with the Director of Youth Ministry to coordinate trip logistics.
4) Organize informational and preparatory meetings for the young adult pilgrims.
5) Plan times of group reflection and prayer for the young adult pilgrims from our diocese.
Conferences/Workshops

Description:
1) The Office of Young Adult Ministry will host conferences and/or workshops on topics of interest to young adults to respond to their needs
2) Topics may include but are not limited to: Theology of the Body, managing personal finances, parenting, evangelization, social justice
3) Conferences and/or workshops may be held at the regional or diocesan level
4) Conferences and/or workshops will be offered once or twice a year.

Goals:
1) Provide resources and educational opportunities in response to the needs and interests of young adults
2) Encourage a life of Christian discipleship in which a person’s entire lifestyle and their subsequent decisions are instructed by the faith
3) Nurture a sense of community among young adults who share the same interests or struggles

Implementation:
1) Assess and discern which topics are most needed and/or requested
2) Determine whether a diocesan wide or regional conference would be most appropriate
3) Organize the conference: speaker(s), logistics
4) Promote the conference through brochures, social media, announcements on the radio and in The Catholic Miscellany
5) Distribute brochures to regional coordinators, local young adult group leaders, parishes, and other diocesan offices that minister to young adults
Diocesan Relationship to Local Young Adult Groups

The following plan is a summary of the Office of Young Adult Ministry's ongoing efforts to encourage holiness among young adults through its support of local young adult groups.
**Types of Local Young Adult Groups:**

**Regional Groups**

In cities where there is a concentration of Catholic parishes, young adult groups will follow a regional approach in order to be more effective in meeting the needs of young adults and to encourage consistency by involving multiple leaders. There will be one regional young adult group that serves and is supported by multiple parishes in the region.

Cities with regional groups:

- Charleston
- Columbia
- Greenville
- Myrtle Beach
- Hilton Head/Bluffton
Types of Local Young Adult Groups:

Parish Groups

In cities and towns where there are only one or two parishes, young adult ministry will follow a parish-based approach. Individual parishes will have their own young adult group.

Examples of cities and towns where parish groups are most appropriate:

Aiken
Spartanburg
Rock Hill
Florence
Sumter
**Key Elements for a Successful Young Adult Group**

The following elements are marks of a successful young adult group and will be encouraged:

- Strong Leadership
- Regular Study of Scripture, Sacred Tradition, and Magisterial Teachings
- Regular times for Prayer
- Focus on Theology and Apologetics
- Devotion to the Sacraments
- Commitment to serving the poor, sick, vulnerable
- Fellowship / Social Events
- Effective Communication (via social media and parish announcements)
Regional Coordinator

Description:
1) Each regional young adult group will have a regional coordinator who serves as a single point of contact in order to facilitate communication and coordination with the diocesan Office of Young Adult Ministry.
2) The regional coordinator will lead and guide the young adult group in that region.
3) As a volunteer position, the regional coordinator will be chosen through communication between the active members of that region and the Associate Director of Young Adult Ministry, and will serve in that capacity as long as the three parties concerned agree.
4) The regional coordinator will be most effective as a full-time, paid position.

Responsibilities:
1) Lead the young adult group in their region in collaboration with active group members.
2) Communicate regularly with the Associate Director to communicate the needs of the region and to give updates on major events and the group's overall health.
3) Promote diocesan programs among the young adults in that region.
4) Work with pastors and local parish staff to promote Young Adult Ministry and to find ways for young adults to be more involved in parish life.
5) Emphasize the mission of holiness and ensure that it remains the focus of the group's activities.

Implementation:
1) The Associate Director will meet with each regional coordinator every quarter at minimum.
2) The Associate Director will assist in choosing a regional coordinator in conjunction with local leadership.
3) The Associate Director will write a proposal for the creation of regional coordinator as a full-time, paid position.
Diocese's Role in the Establishment, Expansion, and Maintenance of Local Young Adult Groups

Establishment

In order to fulfill the mission of helping young adults answer the universal call to holiness, the Associate Director of Young Adult Ministry will work to initiate the establishment of young adult groups where they do not exist in following four steps:

1) Contact the local parish(es) for information about the young adult presence in the parish and to inquire if they can identify any faithful young adults who could be potential leaders of a young adult group.
2) Meet with young adult contacts to discuss the possibility of starting a young adult group.
3) Invite them to attend either a diocesan-wide event or an event hosted by one of the existing young adult groups to expose them to the possibilities of what their group could be and to encourage intergroup relationships and mutual encouragement.
4) Provide resources as well as the history and experience of how other successful young adult groups in the diocese began.

Note: The success of a young adult group depends on the initiative and commitment of the young adult leaders. If there are no young adults willing to lead a group, the role of the Associate Director will be to maintain communication with the local parish(es) and encourage them to be aware of potential young adult leaders.
Expansion

There are several types of expansion:

1) One parish-based group expanding to become a regional group that serves several parishes
2) Several parish-based groups joining together to form one, cohesive regional group
3) A regional group expanding to include more parishes

In all three cases the Associate Director will support expansion efforts by meeting with pastors to explain the vision of Young Adult Ministry in our diocese and the benefits of one, strong regional young adult group versus several fragile parish groups.

In the second case, the Associate Director will also coordinate communication among the different young adult group leaders while offering the encouragement, support, and resources needed to form an effective regional group.
Diocese's Role in the Establishment, Expansion, and Maintenance of Local Young Adult Groups

Maintenance

Once a group is established, the Associate Director will support the maintenance of the group through:

1) Regular communication with regional coordinators and other local young adult group leaders.
2) Regular visits to the local young adult groups to encourage and support their efforts.
3) The Office of Young Adult Ministry will provide financial support of local young adult groups upon approval of a written proposal outlining the need and purpose of the requested funds. A portion of the Young Adult Ministry Budget will be devoted to supporting local and regional initiatives.
Collaboration with other Departments

The following plan is a summary of the Office of Young Adult Ministry's efforts to encourage holiness among young adults through collaboration with other diocesan departments.
Youth Ministry

Description:
1) A collaboration with the Director of Youth Ministry and Youth Ministers to promote young adult programs among the young adults involved in Youth Ministry and to build awareness of Young Adult Ministry’s existence among the youth
2) Collaboration occurs throughout the year as invited

Goals:
1) Encourage young adults involved in Youth Ministry as volunteers to participate in young adult groups and events as a means to nourish their own faith in addition to serving the youth
2) Increase awareness of Young Adult Ministry’s existence among the youth to instill in them a desire to become involved once they are young adults

Implementation:
1) The Associate Director of Young Adult Ministry and the Director of Youth Ministry will meet to discuss possibilities for collaboration
2) The Associate Director of Young Adult Ministry will attend and speak at various Youth Ministry events throughout the year as invited
3) The Associate Director will communicate regularly with Youth Ministers to encourage them to promote Young Adult Ministry in their parishes
Campus Ministry

Description:
1) A collaboration with the Director of Campus Ministry and local campus ministers to encourage students to participate in Young Adult Ministry during the summer and after graduation
2) The Associate Director of Young Adult Ministry and the Director of Campus Ministry will meet each semester

Goals:
1) Increase awareness of Young Adult Ministry’s existence and programs among college students
2) Foster a sense of mutual collaboration as both departments seek to help young adults grow in holiness

Implementation:
1) Discuss opportunities for mutual collaboration
2) Encourage local campus ministers to be knowledgeable of the young adult groups in the diocese in order to direct graduating seniors staying in South Carolina to the local group
3) Attend and speak at Campus Ministry events as invited
4) Promote young adult events among college students during the summer
Vocations

Description:
1) A mutual collaboration with the Office of Vocations of programs and ideas in order to promote holiness and increase vocation awareness among young adults in the diocese.
2) The Associate Director of Young Adult Ministry and the Vicar of Vocations will meet once a season to review programs and ideas.

Goals:
1) Discuss ways and means in which both offices can assist Catholic young adults to understand and grow in the universal call to holiness, and the importance of discernment in Christian discipleship.
2) Plan opportunities for each office to participate in the independent programs of the other office.
3) Arrange and review the potential of cosponsored events by both offices.

Implementation:
1) Provide the opportunity to exchange strategic plans with the Office of Vocations in order to mutually review collaboration of programs and priorities.
2) Include the Office of Vocations in the programming of the Young Adult Leadership Training to highlight the importance of discernment in Christian discipleship.
3) Invite the Office of Vocations to assist at the Young Adult Rally.
4) The Vicar of Vocations will visit local young adult groups throughout the diocese in order to address topics relating to discipleship and discernment.
5) Explore possible uses of the Drexel House for the young adult community in Charleston.
6) Assist in the programming of the Young Women’s Discernment Retreat so that a more holistic understanding of discernment and Christian discipleship may be emphasized.
7) Attend and speak at the Seminarian Gatherings to highlight and illustrate the Church’s ministry to young adults in South Carolina.
8) Discuss future possibilities of collaboration relating to days of recollection, mission trips, and pilgrimages.
Family Life

Description:
1) A collaboration with the Office of Family Life in order to best address the needs of young adults regarding family life issues and to encourage young adults to know and live Church teachings on these issues
2) The Associate Director of Young Adult Ministry and Director of Family Life will meet twice a year to discuss possibilities for collaboration and to review programs and ideas

Goals:
1) Discuss ways and means in which both offices can nurture an understanding and appreciation of Church teaching on family life issues among young adults
2) Plan opportunities for each office to participate in the independent programs of the other office
3) Promote holiness by encouraging young adults to embrace and live the Church's teachings on human life.

Implementation:
1) Provide the opportunity to exchange strategic plans with the Family Life Office in order to discuss opportunities for collaboration and review the vision and priorities of each office
2) Promote events hosted by the Family Life Office that are of interest to young adults
3) Explore the possibility of co-hosting workshops and seminars on family life issues including but not limited to the Theology of the Body and Fertility Care
4) Assist in the planning of certain Family Life Office events to help make them "young adult friendly"
Catechesis and Christian Initiation

Description:
1) A collaboration between the Office of Young Adult Ministry and the Office of Catechesis and Christian Initiation in order to increase both offices' effectiveness in providing young adults opportunities for faith formation
2) The Associate Director of Young Adult Ministry and the Director of Catechesis and Christian Initiation will meet twice a year to discuss possibilities for collaboration and to review programs and ideas

Goals:
1) Promote holiness among young adults through opportunities for faith formation
2) Increase awareness of Young Adult Ministry among Directors of Religious Education and catechists
3) Discuss ways and means to best minister to young adults returning to the Church for Sacramental Preparation or coming into the Church through the R.C.I.A.

Implementation:
1) Meet with the Director of Catechesis and Christian Initiation to discuss instructing Directors of Religious Education and catechists on the best ways to minister to and engage young adults
2) Invite the Director of Catechesis and Christian Initiation to speak at the Young Adult Leadership Training
3) Assist in the programming of On Fire With Faith in order to provide a young adult track
4) Schedule visits to R.C.I.A. classes in the spring to encourage young adults to join a local young adult group to continue their study of the Catholic faith within a peer community
5) Explore future possibilities of collaboration including co-hosting workshops
Hispanic Ministry

Description:
1) The Office of Young Adult Ministry looks forward to collaborating with the future Director of Hispanic Ministry who will be developing a strategic plan for Hispanic Ministry in the diocese.
2) The Office of Young Adult Ministry anticipates exploring the possibility of co-hosting events in order to encourage the integration of Hispanic young adults with other young adults in the diocese.

Implementation:
1) Arrange a meeting with the Director of Hispanic Ministry once hired
Catholic Charities

Description:
1) A collaboration between the Office of Young Adult Ministry and Catholic Charities in order to facilitate opportunities for young adults to serve those in need within the diocese
2) The Associate Director of Young Adult Ministry and the Director of Catholic Charities will meet twice a year to discuss possibilities for collaboration

Goals:
1) Foster a spirit of service and generosity among young adults so that serving others becomes an integral part of their lifestyle
2) Attract and reach out to young adults who may not be comfortable attending a Bible study or Holy Hour
3) Support the mission of the Church and serve the community by supplying volunteers to Catholic Charities
4) Encourage holiness through contemplating the face of Christ in the poor and sacrificial service

Implementation:
1) Arrange a meeting with the Director of Catholic Charities
2) Facilitate communication between Catholic Charities, regional coordinators and other local young adult group leaders
Social Media Outreach

The following plan is a summary of the Office of Young Adult Ministry's ongoing efforts to encourage holiness among young adults through social media
Newspapers

Description:
1) Articles in both Catholic and secular newspapers in order to promote awareness of the Church’s ministry to young adults and encourage involvement in Young Adult Ministry in the diocese

Goals:
1) Increase awareness of the Church's ministry to young adults
2) Spark interest among young adult readers to come experience a vibrant, Catholic young adult community

Implementation:
1) Communicate frequently with The Catholic Miscellany to facilitate regular articles on Young Adult Ministry and related themes
2) Meet with the diocesan Director of Media Relations to explore possibilities for articles in secular newspapers
3) Advertise diocesan young adult events through announcements in the newspaper
Radio

Description:
1) Announcements and interviews on Catholic Radio in order to promote Young Adult Ministry in the diocese

Goals:
1) Increase awareness of the Church's ministry to young adults
2) Encourage young adult listeners to participate in local young adult groups and diocesan-wide young adult events

Implementation:
1) Schedule interviews with Catholic Radio several months before the event to be promoted
2) Cooperate with Catholic Radio and EWTN to facilitate interviews and programs on young adult related themes
Website and Blog

Description:
1) A digital resource for Young Adult Ministry in the diocese that connects young adults to the local young adult group in their area, informs them of upcoming events, offers articles written by young adults of the diocese, and provides links to Catholic resources.

Goals:
1) Encourage holiness through thought-provoking blog articles and videos.
2) Provide up to date information on young adult events throughout the diocese.
3) Connect young adults to their local young adult group.
4) Foster a sense of community and unity among Catholic young adults in the diocese.

Implementation:
1) Maintain and develop the current website and blog.
2) Seek young adults willing to write blog articles.
3) Create videos addressing various topics relating to the faith.
4) Reference young adult ministry websites from other dioceses for new ideas.

Catholic Young Adults of South Carolina

Diocese of Charleston Young Adult Ministry

Register Now for Leader’s Training Weekend!
The Diocese of Charleston is offering a Leader’s Training Weekend for all young adults interested in learning how to be a Catholic leader in the Church and in society....
Continue reading →

Called to Poverty
Have you ever had someone wipe the drool off of your chin because you could not physically keep your mouth closed? Have you ever had five or six flies continuously...
Continue reading →
Facebook

Description:
1) The largest social networking site, Facebook is an effective tool to connect and share information with young adults
2) A Facebook page will be maintained and updated regularly

Goals:
1) Evangelize through posting Scripture verses, quotes from the Saints, and links to good Catholic articles
2) Reach out to non-practicing Catholic young adults
3) Foster a sense of community and unity among Catholic young adults in the diocese
4) Provide up to date information on young adult events throughout the diocese

Implementation:
1) Maintain and develop current Facebook page
2) Post photos and videos that encourage more interaction
Twitter

Description:
1) A powerful social networking site where users post brief updates limited to 140 characters, Twitter allows for users to "follow" each other.
2) The Office of Young Adult Ministry maintains a Twitter account (CharlestonDioceseYAM) in order to reach out to young adults in the diocese

Goals:
1) Evangelize through posting Scripture verses, quotes from the Saints, and links to good Catholic articles
2) Reach out to non-practicing Catholic young adults

Implementation:
1) Maintain and develop current Twitter account
2) Post "tweets" regularly
3) Research which kinds of tweets are most often "retweeted" in order to reach a broader audience