

MARCUS A. CYLAR

Church communications and digital ministry specialist

[REDACTED]
[REDACTED]
[REDACTED]
marcusacylar@gmail.com
about.me/marcusacylar

EDUCATION

ECUMENICAL THEOLOGICAL SEMINARY, DETROIT, MI

Doctor of Ministry, Dec. 2014

Dissertation title: Building community through social media to tackle pastoral burnout

Assessing the efficacy of online pastoral support groups for community building and spiritual formation.

Research activities included:

- Producing and distributing an e-book to explain research and generate interest in the project
- Using targeted groups on LinkedIn to recruit and build relationships with project participants
- Constructing mobile-responsive membership website that served as project home base
- Building community of burnt-out pastors through weekly email communications, bi-weekly forum discussions and video clips, private Facebook group interaction, and candid discussion through Google Hangout
- Writing and self-publishing a 12-chapter book based on project learnings and personal experiences

Current research areas: pastor burnout, online community, church communications, ministry/seminary technology, social media marketing

ASHLAND THEOLOGICAL SEMINARY – DETROIT, SOUTHFIELD, MI

Master of Divinity, June 2009

GEORGIA INSTITUTE OF TECHNOLOGY, ATLANTA, GA

Bachelor of Science
Electrical Engineering, Dec. 2005

MOREHOUSE COLLEGE, ATLANTA, GA

Bachelor of Science
(Magna Cum Laude)
General Science, Dec. 2005

ACADEMIC EMPLOYMENT

ASHLAND THEOLOGICAL SEMINARY - DETROIT

Southfield, MI

Adjunct Professor (2010)

Diploma of Practical Ministry Program

DPM 1: Tools of Biblical Interpretation

Course submitted for approval: *Communications and New Media for Ministry* – Bringing the discipline of church communications to the academy. The purpose of this course is to introduce students to the theology and prayerfully intentional praxis of social media, thereby equipping them to be savvier thinkers about and more effective practitioners of social media and digital communications tools for effective, transformative ministry.

SIGNIFICANT WRITINGS

PUBLICATIONS

Cylar, M.A. (2016). *31 Days of rest and renewal: A devotional for church communicators*. Los Angeles: Center for Church Communications.

Cylar, M.A. (2015). *Rebuild: A 12-part framework for rejuvenating and restoring the burnt-out pastor*. Publisher: Author.

Cylar, M.A. (2014). *Building community through social media to tackle pastoral burnout* (Doctoral dissertation).

ONLINE JOURNAL/NEWSLETTER ARTICLES

Cylar, M.A. (2015, October 26). Pray for your pastor, part 2: 4 ways you can have your pastor's back. *Church Marketing Sucks*. Retrieved from <http://www.churchmarketingsucks.com/2015/10/pray-for-your-pastor-part-2/>

Cylar, M.A. (2015, October 19). Pray for your pastor, part 1: The role of a church communicator. *Church Marketing Sucks*. Retrieved from <http://www.churchmarketingsucks.com/2015/10/pray-for-your-pastor-part-1/>

Cylar, M.A. (2014, January 15). Church communication hero: Frederick Douglass. *Church Marketing Sucks*. Retrieved from <http://www.churchmarketingsucks.com/2014/01/church-communication-hero-frederick-douglass/>

Cylar, M.A. (2012). Streaming 101: Making a global impact on a budget – A “how to” set up video streaming for the local church. *The Christian Recorder Online English Edition (6/21/12)*. Retrieved from http://tcr-online.blogspot.com/2012/06/christian-recorder-online-english_21.html?m=1

Cylar, M.A. (2010). Now or never: A desperate call to innovation through technology and social media in the AME church - A response to the June 28, 2010 editorial. *The Christian Recorder Online English Edition (7/23/10)*. Retrieved from http://tcr-online.blogspot.com/2010/07/christian-recorder-online-english_23.html?m=1

PRESENTATIONS

Cylar, M.A. (2015, October 27). *Seven digital enhancements seminaries can implement today to increase enrollment, boost revenue, and maximize community impact*. Presented to a seminary president to illustrate how social media can be used to further the work of the seminary. Can be adapted to present to other institutions of higher learning.

Cylar, M.A. (2015, August 8). *Pastor Burnout Workshops: Equipping, Empowering, and Energizing Pastors and the People They Serve*. Proposed workshop prepared for local churches' ministerial staffs and laypeople to educate them about the signs leading to, the prevention of, and the recovery from burnout in pastoral ministry.

Cylar, M.A. (2015, March). *Rebuild LIVE*. A four-part live webinar series presented every Friday morning during the month of March 2015, ahead of the release of *Rebuild: A 12-Part Framework for Rejuvenating and Restoring the Burnt-Out Pastor*.

Cylar, M.A. (2015, January 26). Marcus Cylar: Episode 108. *The Social Media Church Podcast* [audio podcast]. A podcast interview about my dissertation and its possible applications for the church moving forward.

Cylar, M.A. (2014, November 20). *Building Community Through Social Media to Tackle Pastoral Burnout: Assessing the efficacy of online pastoral support groups for community building and spiritual formation*. Doctoral dissertation presented to the doctoral advisory committee at Ecumenical Theological Seminary.

Cylar, M.A. (2012, August 4). *Get In Where You Fit In*. Presented to the young adult leaders of the AME Church at the Connectional Lay Organization Young Adult Representative retreat in Nassau, Bahamas.

Cylar, M.A. (2012, May 4). *Why We Do What We Do*. Presented to the members of the Canadian Conference of 4th District AME Church at the annual District Conference meeting in Windsor, Ontario to provide a better understanding of the roles financial assessments and meeting attendance play in the overall function of the denominational church.

Cylar, M.A. (2010, November 5). *Technology and the Church*. A workshop on church communications and technology presented to several churches and at denominational meetings.

Cylar, M.A. (2010, March 20). *HIP HOPE: Understanding the Culture, Unlocking Our Gifts, Transforming Our Communities*. Presented to the youth ministry at Grant AME Church in Toronto, Ontario for their weekend hip hop summit.

ADDITIONAL WORK HISTORY

CYLAR CONSULTING CO.

Detroit, MI

Cylar Consulting is an education and strategic communications consultancy. Past and present clients include published authors, entrepreneurs, nonprofit organizations, ministry leaders, and churches.

Co-Founder & Principal Consultant (2010-Present)

WORLDWIDE CORE RADIO

Detroit, MI

A Detroit-based, multi-channel internet radio provider with 24-hour music and multiple talk shows. The *Ron Todd Show* airs Sundays 6-8pm on the *Core Praise* channel of the Worldwide Core Radio network.

Contract Engineer (Jan 2016-Present)

Engineer and Social Media Manager, *The Ron Todd Show* (October 2015-Present)

ECUMENICAL THEOLOGICAL SEMINARY

Detroit, MI

The only fully accredited, Protestant, non-satellite religious institution in the Metro Detroit area, providing theological education in an urban, highly diverse setting.

Social Media Specialist (September 2013-December 2013)

EXAMINER.COM

A content destination powered by over 100,000+ independent contributors posting thousands of informative articles on a number of subjects on entertainment, news, and lifestyle to a monthly readership of 20 million people across the U.S. and around the world.

Detroit Christianity & Culture Examiner, Religion & Spirituality Section (2009-2010)

MINISTRY EXPERIENCE

AFRICAN METHODIST EPISCOPAL CHURCH, FOURTH EPISCOPAL DISTRICT

The oldest black denomination in the world, with membership in twenty Episcopal Districts in thirty-nine countries on five continents. The Fourth Episcopal District comprises of Michigan, Indiana, Illinois, Wisconsin, Minnesota, Iowa, and Canada.

Assistant Pastor, New St. John African Methodist Episcopal Church, Dearborn, MI (2014-Present)

- Primarily responsible for digital ministry and marketing/outreach materials

Pastor, Quinn Chapel African Methodist Episcopal Church, Flint, MI (2012-2013)

- Youngest Pastor (30) in the history of the church
- Providing leadership to all church organizations and outreach ministries
- Empowering and developing leadership within the church's youth and young adults, including appointing and training the youngest steward (20) in the church's history
- Introduced or reintroduced the following ministries to the church: evening Bible Study, liturgical dance ministry, marketing ministry, workout ministry

Presiding Elder, Canadian Annual Conference (2011-2012)

- Youngest person (29) to serve in this position in the history of the denomination
- Lead the continued spiritual and physical growth and development of nine AME churches, spanning the Canadian provinces of Ontario, Quebec, and Nova Scotia
- Met with churches and pastors on at least a quarterly basis to assess spiritual and financial progress through various metrics, as specified by denominational standards
- Implemented comprehensive, wide-ranging strategic plan detailing spiritual and fiscal (when applicable) development of conference ministries and organizations
- Introduced cost- and time-saving video conferencing solutions to the conference for more productive, better-attended meetings
- Redesigned and restructured conference Ministerial Training Institute through use of various online tools and curriculum advancements to account for geographical limitations and scheduling constraints
- Provided ex-officio advisement to every conference ministry, including Board of Trustees, where monthly reporting were provided and periodic meetings with CPA were held
- Represented the conference at district and connectional meetings and relating information shared therein to conference membership
- Consulted with conference churches (upon request) concerning online best practices and technology and ministry integration

Pastor, Tanner-Price African Methodist Episcopal Church, Windsor, ON, CANADA (2008-2012)

- Brought growth, stability, and increased spirituality to a recently merged congregation on the verge of dissolution
- Developed and managed a multifaceted online ministry, with a website, social media presence on Twitter and YouTube, blog, podcast, and a live streaming channel on Ustream
- Founded the Tanner-Price Employment Centre, an outreach ministry providing job-search and employment-preparedness services in the city of Windsor
- Oversaw significant renovations and improvements during 2009-10 conference year
- Served in the following Canadian Conference positions: Director of Christian Education; Board Member, Chairman of Admissions, and Chairman of 3rd-Year Studies, Board of Ministerial Training; Coordinator and Conference Representative, Young Adult Network

- Other highlights; Youngest Pastor in 4th District at the time of appointment (26); hosted successful Canadian Conference Planning Meeting in November 2009; conducted weekend workshop on hip hop and the church
- Was ordained an Itinerant Elder in 2009; was the youngest (27) holding this title in the 4th District at the time of ordination

Associate Minister, Oak Grove African Methodist Episcopal Church, Detroit, MI (2005-2008)

- Preached to congregation of over 700 for youth services and organizing youth ministry events and workshops for over 100 youth
- Coordinated the *Young Prophets Academy*, a mentoring ministry for boys ages 7-13, covering a number of subjects, including academic excellence, money management, interpersonal relationships, and spirituality
- Filled in as mathematics and language arts instructor for church's summer youth academy
- Tutored elementary, middle, and high-school students in all subjects for church's after-school tutorial program
- Wrote youth ministry articles for the church newspaper, the *Oak Grove Voice*
- Licensed to preach and admitted on trial to the Michigan Annual Conference in 2005; ordained an Itinerant Deacon in 2007

AFFILIATIONS & INTERESTS

Community affiliation: Kappa Alpha Psi Fraternity, Incorporated

- Active and financial member of the Southfield Alumni Chapter since 2008
- Webmaster and Chief Information Officer (2010-Present)
- Kappa Leadership and Instruction League Advisor (2008-2012)

General interests: reading, writing, electronics, sports commentary, interior design, fashion, and Christian hip hop music

Voracious podcast consumer – Listening to over 50 hours per week of on-demand audio on a number of subjects, including, in part: business and entrepreneurship, social media/marketing, personal and professional development, education/information, church communications, and Christian leadership.