NAD Year-end Meeting Continues with Spiritual Tone

Over this weekend, members of the North American Division Executive Committee were spiritually blessed in several ways:

1. Ted N.C. Wilson, president of the Seventh-day Adventist World Church spoke to the attendees on Friday night from the book of Revelation 14:6-10. His sermon was titled “Proclaiming the Final Word.”

2. Also on Friday night, attendees were able to preview the documentary "The Blueprint" by Filmmaker Martin Doblmeier, who produced/directed "The Adventists" and "The Adventists 2." "The Blueprint" is a one-hour documentary that tells the story of Adventist education and its commitment to educate the "whole person" - body, mind, and soul. The film is scheduled to air on PBS in 2014.

3. J. Alfred Johnson, director of Adult Ministries, along with the youth, children’s, disabilities, and Refugee and Immigrant ministries executed a dynamic Sabbath School program that focused on children involved in outreach. Special guests included children speaking about their recent outreach activities across the North American Division.

4. Musical guests for the Divine Worship Service included baritone T. Marshall Kelly as well as Southern Adventist University I Cantori. Dan Jackson, president of the North American Division, provided the spoken word for the Divine Service. His message was titled “Temples.” He left the attendees asking the question of themselves “What kind of temple am I building for God” and “What does my temple look like to others?”

5. On Saturday evening, attendees were offered a musical treat from Southern Adventist University featuring their vocal group I Cantori and the University’s orchestra.

Today, members of the Executive Committee received reports from:

- Women in Ministry Building Block report (video)
- Social Media Building Block report
Listed below are presentations shared this past Friday:

- Adventist Learning Community Building Block report
- Transformation Evangelism Building Block report (video)

The North American Division Communication Department is continuing the conversation of NAD Year-end Meeting through social media. Follow us on:

- Twitter (Always use #NADYEM13)
- Facebook
- Flickr
WOMEN IN PASTORAL MINISTRY
out of 4,000 pastors, 107 are female
50% of current pastors will be eligible for retirement in the next 10 years
pastors in the next 5 years
COMMUNICATION
EDUCATION
• Educate local churches of God’s call to men and women

✓ God used women in leadership in Bible times.

✓ Wise interpretation of scripture yields universal principles to be applied contextually.

✓ Paul’s practical guidelines for women are in principle universal, but in application, local.
• Educate local churches of God’s call to men and women

✓ God has used women in leadership in the Seventh-day Adventist Church.

✓ Ellen White supported women in leadership.

✓ Current General Conference Policy does not prohibit women from the pastorate.

✓ God continues to bless his churches with women in leadership.
• Publish articles in union papers
• Distribute the NAD Theology of Ordination Report throughout the division
• Create and distribute the theological support in laymen’s language
• Create and distribute DVDs and videos of members’ response of female pastoral leadership
• Develop a special edition of the Review to be mailed to every home
• Create an assessment tool to determine a local church receptivity
RECRUITMENT
• Actively recruit females who have graduated from the seminary but are working in other professions

• Actively recruit females on Adventist colleges and universities who sense God’s call to ministry
• Compile and maintain a list of highly qualified females who are available for pastoral leadership

• Create a website for women to register their interests and be identified
• Identify female students who sense God’s calling
• Partner those identified with current female pastors
• Develop a curriculum that would train current female pastors as successful mentors

• Sponsor an annual conference for female pastors

• Organize regional partnerships through teleconference and online communication
FUNDING SUPPORT
• Create a funding formula to encourage the hiring of female pastors

• Structure the formula with participation from the division, union, and local conference
• Promote the funding formula and its availability throughout the division

• Review the funding initiative after five years
“Unity not uniformity in Christ is the goal.”
BUILDING TOGETHER

North American Division Year-end Meeting
“SEIZING”
The Moment

NAD Year End Media Report
Alvin M Kibble
November 03, 2013

North American Division Year-end Meeting
#NADYEM13
THE MEDIA DELUGE

#NADYEM13
North American Division Year-end Meeting
More IPhones are sold than babies are born each day!
10.5 Billion minutes are spent on Facebook everyday
294 Billion e-mails are sent every single day.
More CELL PHONES Than Toilets
More CELL PHONES Than Toilets
More CELL PHONES Than Toilets
More CELL PHONES Than Toilets
Six of the world’s 7 billion people have mobile phones – but only 4.5 billion have a toilet, according to a U.N. report.
THE "BIG DATA" DELUGE

TODAY'S SMARTPHONE WOULD HAVE BEEN THE MOST POWERFUL COMPUTER IN THE WORLD IN 1985

STREAMING VIDEO TAKES UP MORE THAN 1/3 OF INTERNET TRAFFIC DURING NORMAL TELEVISION WATCHING HOURS

TOP 5 VIDEO STREAMING WEBSITES ARE: YOUTUBE.COM, VIMEO.COM, METACAFE.COM, HULU.COM, VECH.COM

120 MILLION PEOPLE IN THE U.S. NOW OWN SMARTPHONES, UP 30 MILLION IN JUST THE PAST YEAR

FOR $600 YOU CAN BUY A DISK THAT CAN STORE ALL OF THE WORLD'S MUSIC

1.4 BILLION CONSUMERS ARE SPENDING 22% OF THEIR ONLINE TIME USING SOCIAL PLATFORMS

MORE THAN 92% OF THE WORLD'S DATA WAS CREATED IN JUST THE PAST TWO YEARS

1.4 TRILLION DIGITAL INTERACTIONS PER MONTH

BY THE END OF 2012 COMSCORE WAS CAPTURING 72 HOURS OF VIDEO EVERY MONTH

30+ BILLION PAGES ARE UPLOADED TO FACEBOOK EVERY MONTH

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TUNING INTO BIG DATA AS THE BUZZ GETS LOUDER

The data on big data is... well... big. Here are some examples of the commotion you’d encounter while gathering data about big data.

- Number of big data "V"s (and counting): 16
- Blog posts discussing big data: 112,000,000
- Google results for "What is big data?" (Yes, that's billions): 1,350,000,000,000
- Infographics about big data: 50+
- Twitter accounts for big data: 120+
- PDFs to read from search results for "big data white paper": 2 million
- Wikipedia "big data" hits a month: 70,000
- Job search results for data scientists: 2010: 0, 2012: 9,000

MAKE SENSE OF IT ALL at IBMbigdatahub.com

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WHAT IS BIG DATA?

WHAT ARE THE VOLUMES OF DATA THAT WE ARE SEEING TODAY?

Facebook
30 billion pieces of content were added to Facebook this past month by 600 million plus users.

Zynga
Zynga processes 1 petabyte of content for players every day; a volume of data that is unmatched in the social game industry.

YouTube
More than 2 billion videos were watched on YouTube... yesterday.

LOL!
The average teenager sends 4,762 text messages per month.

WHAT DOES THE FUTURE LOOK LIKE?

Worldwide IP traffic will quadruple by 2015.

By 2015, nearly 3 billion people

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#NADYEM13
VOLUME
VELOCITY
VARIETY

#NADYEM13
North American Division Year-end Meeting
30 BILLION pieces of content were added to FACEBOOK this past month by 60.0 MILLION plus users.
ZYNGA processed 1 PETABYTE of content for players every day. (A volume that is unmatched on the social game industry.)
More than 2 BILLION videos were watched on YouTube yesterday LOL!
The average teenager sends 4,762 TXT messages per month!
DATA, DATA EVERYWHERE

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North American Division Year-end Meeting
A special report on managing information

Data, data everywhere

Information has gone from scarce to superabundant. That brings huge new benefits, says Kenneth Cukier (interviewed here)—but also big headaches

Feb 25th 2010 | From The Economist print edition
90% Of The World’s DATA was created in the last two years
How are we going to harness “BIG DATA” to advance the mission of the Church?
Big Data Strategies
(% share of marketers)
January 2013

"Does your company have a specific strategy for handling the challenges of big data?"

- Yes: 40%
- No: 37%
- Not sure: 23%

Source: Neolane/DMA
The

AUTHORITY

has shifted!

POWER

SHIFT

2013

BUILDING TOGETHER

North American Division Year-end Meeting

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What does the **FUTURE** look like?
WELCOME TO
THE FUTURE

BUILDING
TOGETHER

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The future is MOBILE
The future is SOCIAL
The future is CONTENT SHARING
The future is

CO-

#NADYEM13
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The future is CLOUD BASED
Worldwide 1P traffic will quadruple by 2015
“BIG DATA IS INDEED A BIG DEAL!”

John Holdren, Director of the White Office of Science and Technology Policy

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AUTHORITY has Shifted

http://www

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AUTHORITY has Shifted
Every Smartphone is a TV station
Every Smartphone is a Printing House – A Platform of distribution and engagement
AUTHORITY has Shifted
CONTENT is King!
Collects 2.5 petabytes of data every hour from customers’ transactions
Twitter sees 340 Million tweets everyday
The speed of DATA coming in and out of your system
VARIETY

- Customer Satisfaction?
- Concept Testing?
- Market Segmentation?
- Awareness & Usage?
- Pricing Research?

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HEALTH CARE
BIG DATA & HEALTH CARE

Transforming Health Care Through Big Data

Strategies for leveraging big data in the health care industry

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Big Data in Healthcare: Tapping New Insight to Save Lives

Healthcare is challenged by large amounts of data in motion that is diverse, unstructured and growing exponentially. Data constantly streams in through interconnected sensors, monitors and instruments in real-time faster than a physician or nurse can keep up.

- 16,000 hospitals worldwide collect data on patients
- 4.9 million patients worldwide will use remote monitoring devices by 2016
- An 18% annual compound growth rate is anticipated between 2010 and 2016 for patients that will use remote monitoring devices

80% of health data is unstructured and stored in hundreds of forms such as lab results, images, and medical transcripts.

Patient monitoring equipment pumps out an average of 1,000 readings per second or 86,400 readings in a day.

As the volume and velocity of health data increases, new technologies such as Stream Computing that analyzes health information in real-time and Big Data Analytics that can predict the on-set of illness can be used to help caregivers make better decisions.

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**BIG DATA & HEALTH CARE**

- **Refine**
  - The results are put back into the database to further refine treatments for other patients diagnosed with Neuroblastoma.

- **Diagnose & collect**
  - Tumor sample is taken by the oncologist and added to genome.

- **Treat**
  - Doctors are able to administer treatment to the patient.

- **Cloud technology**
  - Computation & collaboration
  - 8.2 Teraflops
  - 1,200% increase in computing power
  - Dell Precision workstations
  - Competent Storage Center Arrays
  - PowerEdge Blade Servers
  - PowerVault Storage Arrays
  - Force10 network infrastructure
  - Dell technical expertise, knowledge

- **Analyze & store**
  - Molecular characterization of the tumor creates a disease signature specific to the patient.

- **Access & compute**
  - The results are saved to the cloud so doctors can quickly access information.

- **Map & match**
  - Tumor is mapped to treatment database to determine targeted drug therapy.

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Location data from MOBILE PHONES was used to find out how many people were in Macy’s lots on Black Friday.
This allowed analysts to PREDICT Macy’s sales on that all important day.
Collecting synthesizing and putting data about a church’s membership has become increasingly crucial to many churches.

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North American Division Year-end Meeting
Attendance and offering information can be collected in a way that allows churches to adjust to the needs of their worshippers for mutual benefits.
Learning how to use the data can influence both the churches bottom line, and help the church better serve its attendees.
Churches around the world are embracing data management systems to analyze areas that the general public has never considered: Web traffic, donations, specific events, attendance, loss management. This has allowed them to be more effective.
The Pastor/Leader gains through the informed use of “Big Data”
The Pastor/Leader gains through the informed use of “Big Data”
The Pastor/Leader gains through the informed use of “Big Data”
The Pastor/Leader gains through the informed use of “Big Data”
The Pastor/Leader gains through the informed use of “Big Data”
How will our church utilize the Big Data Initiative?
NAD SOCIAL MEDIA INITIATIVE

TIMELINE

2011-2013

January 31, NAD Media Committee Voted to host a NAD Social Media Summit in the Spring of 2011

May 22-24, 2011 NAD Social Media Summit, Costa Mesa, CA

October 10, 2011 NAD Social Media Dashboard Presentation Shared with 4 Union Presidents

October 12, 2011 NAD Social Media Dashboard Presentation Shared with Ministerial Department

October 19, 2011 NAD Social Media Dashboard Presentation Shared with NAD Society of Adventist Communicators, Chicago, IL
NAD SOCIAL MEDIA INITIATIVE

TIMELINE

2011-2013

October 26-31, 2011 NAD Year-End Social Media Strategy Report

December 12, 2012 NAD Social Media Taskforce Webinar

February, 2013 Social Media Dashboard Presentation Shared with Mark Johnson, President of the Adventist Church in Canada, Boston, MA

August 28, 2013 Charleston, SC Social Media Dashboard Presentation Shared with Presidents of Large Conferences

October 15, 2013 NAD Social Media “Big Data Tsunami” Webinar 182 Pastors were recommended by their conference presidents and 83 Pastors attended

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North American Division Year-end Meeting
Welcome Pastor Saul Flores

Your Social network now has

842 First Degree connections
90K+ Second Degree connections

Priority Alerts
- Texas Conference
- Business as Ministry Conference: Event has been Cancelled
- Los 3 Angeles Spanish SDA
- Youth Changed Evangelistic: Meetings Scheduled

Community Focus
- Thanks Festival
- Mazias O Concert: 5:30PM
- Christmas Program
- The Rendition Story: 22 December

Community Giving
- Last Sabbath: 96 donors, $1,576
- This Sabbath: 140 donors, $3,784

Church Attendance
- This Week: 237
- Last Week: 172
- New Attendees: 65
- Average This Year: 200
- NAD This Week: 1090341

Social Metrics
- Facebook: 20 Posts, 30 Likes
- LinkedIn: 0 Posts, 2 Messages

Jump to
- Dashboard
- Social Hub
- Engagement
- Rolodex
- News & Alerts
- Reports
- Settings
Mission:
Our mission is to use media in the most effective, efficient way to help reach our territory with the distinctive Seventh-Day Adventist Message of Hope and Wholeness and to nurture the growth and Discipleship of our members.

Vision:
We will develop and use all available media tools and Platforms to fulfill our mission.
• The NAD Media Strategy builds on the strengths of our organizations-including our churches, institutions, departments, and ministries.

• The NAD Media Strategy recognizes the calling and gifts of our members and empowers them to participate in the work and ministries of the Seventh-day Adventist Church.

• The NAD Media Strategy empowers our members and organization to provide excellent service and outstanding products and sets a high standard for the way in which our message is proclaimed.
Media Strategy

Strategic Values:

• The NAD Media Strategy appreciates and affirms the diversity of expression found within media as a God-given strength and asset and seeks to portray God’s love and grace in the fullest possible way.

• The NAD Media Strategy is mindful of the stewardship of resources, opportunity, time, and perceptions that must accompany any successful media strategy and product.

• The NAD Media Strategy recognizes that the identity and image of the Seventh-day Adventist Church is most effectively communicated by communication and media that reflect God’s love and grace, presenting the Adventist message in a winsome and winning way.
CRITICAL SUCCESS FACTORS:

- Message clarity through distinctively Adventist media
- Excellence in effective organizational structures
  - Focused on meeting real audiences needs
    - Accessibility
    - Shareability
- Measure results and return on investment
NAD
Media Strategy

STRATEGIC FUNCTIONS FOR THE NAD:

• Image & Vision
  • Values
  • Training
  • Innovation
• Quality & Standards
  • Recognition
• Distribution & Access
Media Strategy

• Tightly integrated functions in three core areas provide a cohesive framework for the NAD to develop and effectively use contemporary media for reaching its strategic goals.

• Like the legs of a stool, the three core functions are strategically and operationally linked: each core function depends on, as well as provides foundational support for, the other two.
7

STRATEGIES

• Use social media to re-engage with community for outreach and service
  • Develop a mobile media strategy
  • Train pastors and lay leadership in the use of social media
  • Provide Division-level leadership for social media ministries, and encourage leadership at all levels of ministries
    • Use modern metrics to measure success
  • Develop specific social media products to meet specific needs, including ministry specific networks
  • Provide budgets, grants, and incentives for effective social media ministry
Local Churches will benefit as they are enabled to bring social media tools online immediately.

Departments and Ministries will be able to bring “early adopters” to the general endeavor with cross-ministry benefits for the entire church.

The NAD will begin to realize the Social Media structures and toolsets it will need to be successful in meeting its mission outreach and evangelism goals, particularly among young adults and urban populations.

The NAD will demonstrate the commitment required to be successful at bringing social media fluency to all levels of the church in North America.

#NADYEM13
North American Division Year-end Meeting
### 1. Were the notices for the Webinar timely?

<table>
<thead>
<tr>
<th>Response</th>
<th>Percent</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
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<td>59</td>
</tr>
<tr>
<td>No</td>
<td>3.3%</td>
<td>2</td>
</tr>
</tbody>
</table>

- answered question: 60
- skipped question: 1

### 2. Were the sign-in instructions clear?

<table>
<thead>
<tr>
<th>Response</th>
<th>Percent</th>
<th>Count</th>
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</thead>
<tbody>
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<td>96.7%</td>
<td>58</td>
</tr>
<tr>
<td>No</td>
<td>3.3%</td>
<td>2</td>
</tr>
</tbody>
</table>

- answered question: 60
- skipped question: 1

### 3. Was the format appealing?

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<thead>
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</table>

- answered question: 59
- skipped question: 2

#NADYEM13
North American Division Year-end Meeting
4. Was the time allowed for the Webinar adequate?

<table>
<thead>
<tr>
<th>Response</th>
<th>Percent</th>
<th>Count</th>
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</thead>
<tbody>
<tr>
<td>Yes</td>
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<td>58</td>
</tr>
<tr>
<td>No</td>
<td>3.3%</td>
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</table>

answered question: 60
skipped question: 1

5. Was the subject matter relevant?

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<tbody>
<tr>
<td>Yes</td>
<td>96.7%</td>
<td>58</td>
</tr>
<tr>
<td>No</td>
<td>3.3%</td>
<td>2</td>
</tr>
</tbody>
</table>

answered question: 60
skipped question: 1
6. How necessary is a social media tool of this type to the success of your work as a pastor?

<table>
<thead>
<tr>
<th>Response</th>
<th>Response Percent</th>
<th>Response Count</th>
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<td>Critically Important</td>
<td>23.3%</td>
<td>14</td>
</tr>
<tr>
<td>Highly Important</td>
<td>20.0%</td>
<td>12</td>
</tr>
<tr>
<td>Very Important</td>
<td>23.3%</td>
<td>14</td>
</tr>
<tr>
<td>Important</td>
<td>11.7%</td>
<td>7</td>
</tr>
<tr>
<td>Moderately Important</td>
<td>15.0%</td>
<td>9</td>
</tr>
<tr>
<td>Of Little Importance</td>
<td>3.3%</td>
<td>2</td>
</tr>
<tr>
<td>Unimportant</td>
<td>3.3%</td>
<td>2</td>
</tr>
</tbody>
</table>

Answered question: 60
Skipped question: 1

7. How helpful would a Data/Social media toolset be in equipping the success of your work as a pastor?

<table>
<thead>
<tr>
<th>Response</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Most Helpful</td>
<td>28.3%</td>
<td>17</td>
</tr>
<tr>
<td>Very Helpful</td>
<td>40.0%</td>
<td>24</td>
</tr>
<tr>
<td>Helpful</td>
<td>20.0%</td>
<td>12</td>
</tr>
<tr>
<td>Somewhat Helpful</td>
<td>8.3%</td>
<td>5</td>
</tr>
<tr>
<td>Not Helpful</td>
<td>3.3%</td>
<td>2</td>
</tr>
</tbody>
</table>

Answered question: 60
Skipped question: 1

#NADYEM13
North American Division Year-end Meeting
8. How likely are you to use it if it was available?

<table>
<thead>
<tr>
<th>Response</th>
<th>Percent</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very Likely (100%)</td>
<td>45.0%</td>
<td>27</td>
</tr>
<tr>
<td>Most Likely (90%)</td>
<td>26.7%</td>
<td>16</td>
</tr>
<tr>
<td>Likely (80%)</td>
<td>11.7%</td>
<td>7</td>
</tr>
<tr>
<td>Equally Likely (50%)</td>
<td>11.7%</td>
<td>7</td>
</tr>
<tr>
<td>Unlikely (30%)</td>
<td>5.0%</td>
<td>3</td>
</tr>
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</table>

answered question: 60  skipped question: 1

9. To what extent are you currently using the Internet/Social Media to support your ministry?

<table>
<thead>
<tr>
<th>Response</th>
<th>Percent</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extensively</td>
<td>30.0%</td>
<td>18</td>
</tr>
<tr>
<td>Moderately</td>
<td>43.3%</td>
<td>26</td>
</tr>
<tr>
<td>Modestly</td>
<td>25.0%</td>
<td>15</td>
</tr>
<tr>
<td>Not At All</td>
<td>1.7%</td>
<td>1</td>
</tr>
</tbody>
</table>

answered question: 60  skipped question: 1

#NADYEM13
North American Division Year-end Meeting
10. How are you using Data/Social media tools presently, and what channels or Social Media tools are you using?

<table>
<thead>
<tr>
<th>Tool</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Church Website</td>
<td>27.1%</td>
<td>16</td>
</tr>
<tr>
<td>Facebook</td>
<td>44.1%</td>
<td>26</td>
</tr>
<tr>
<td>Twitter</td>
<td>1.7%</td>
<td>1</td>
</tr>
<tr>
<td>Linkedin</td>
<td>1.7%</td>
<td>1</td>
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<tr>
<td>Blogs</td>
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<tr>
<td>Videos</td>
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<tr>
<td>Forums</td>
<td>0.0%</td>
<td>0</td>
</tr>
<tr>
<td>Go To Meeting</td>
<td>1.7%</td>
<td>1</td>
</tr>
<tr>
<td>Pod Casting</td>
<td>0.0%</td>
<td>0</td>
</tr>
<tr>
<td>Survey Applications</td>
<td>3.4%</td>
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<tr>
<td>Kickstarter Fundraising Platforms</td>
<td>0.0%</td>
<td>0</td>
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<tr>
<td>Church Alert</td>
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<tr>
<td>YouTube</td>
<td>1.7%</td>
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<td>Online Giving</td>
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<tr>
<td>Video Streaming</td>
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<tr>
<td>Contact Management</td>
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<tr>
<td>Content Management</td>
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<tr>
<td>Content Archiving</td>
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answered question: 59
skipped question: 2
11. Open-ended: What areas of your work do you envision would most benefit from Data/Social media tools?

<table>
<thead>
<tr>
<th>Response</th>
<th>Count</th>
</tr>
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<tr>
<td>Show Responses</td>
<td>49</td>
</tr>
<tr>
<td>answered question</td>
<td>49</td>
</tr>
<tr>
<td>skipped question</td>
<td>12</td>
</tr>
</tbody>
</table>

12. Open-ended: What resources have you found most useful in the area of Big Data and Social Media?

<table>
<thead>
<tr>
<th>Response</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Show Responses</td>
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</tr>
<tr>
<td>answered question</td>
<td>35</td>
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<tr>
<td>skipped question</td>
<td>26</td>
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BUILDING TOGETHER

North American Division Year-end Meeting
Seventh-day Adventist Millennials

Up or Out?

Barna Group
Examine. Illuminate. Transform.

NAD Conference | Nov 2013
Barna Group

Knowledge to navigate a changing world
Barna Labs is a full-year learning experience, with diagnostic surveys and practical training from David Kinnaman and the Barna team.

Visit barna.org/labs for more info
Overview

Process
• Ages 18-29
• Survey (N=482)
• Online discussions (N=24, 3 days)

Insights
• You Lost Me comparisons
• Engaged vs. Unengaged
• Spiritual beliefs

Recommendations
• Inter-generational relationships
• Stories of renewal and transformation
• Acceptance
## Christian Millennials

<table>
<thead>
<tr>
<th>Attitude</th>
<th>U.S. Percentage</th>
<th>SDA Percentage</th>
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<tbody>
<tr>
<td><strong>Doubtless</strong></td>
<td>10%</td>
<td>28%</td>
</tr>
<tr>
<td><strong>Exclusive</strong></td>
<td>22%</td>
<td>34%</td>
</tr>
<tr>
<td><strong>Anti-science</strong></td>
<td>25%</td>
<td>47%</td>
</tr>
<tr>
<td><strong>Overprotective</strong></td>
<td>23%</td>
<td>36%</td>
</tr>
<tr>
<td><strong>Shallow</strong></td>
<td>24%</td>
<td>29%</td>
</tr>
<tr>
<td><strong>Repressive</strong></td>
<td>25%</td>
<td>37%</td>
</tr>
</tbody>
</table>
Engaged v Unengaged

**Engaged**
- Attend services at least monthly
- Church is relevant to them

**Unengaged**
- Do not attend at least monthly
- Church is not relevant to them
Engaged v. Unengaged: Attitudes

- Compassion for those less fortunate
- Teaching is relevant for life
- I can be myself at church
- Helped me understand
- People are authentic
- Doubts are tolerated

Unengaged vs. Engaged
Engaged v. Unengaged: Attitudes

- Leaders are repressive of ideas
- The church is overprotective
- Like an exclusive club
- Teachings seem shallow

Unengaged
Engaged
Engaged vs. Unengaged: Behaviors

- Sabbath School > 1 per month
- Church social functions
- Youth group > 1 per month
- Tithed regularly
- "Share your faith" activities
- Held church office

Graph showing the comparison between engaged and unengaged behaviors in various church activities.
Engaged v. Unengaged: Beliefs

- the second coming of Jesus
- the state of the dead
- the Sabbath
- the heavenly sanctuary and the 2300 days
- Ellen White is a true prophet
- Adventist Church is the true church
Engaged v. Unengaged: Lifestyle

% agree strongly

- Not using tobacco: Engaged 85%, Unengaged 52%
- Keep Sabbath holy: Engaged 90%, Unengaged 51%
- Not using illegal drugs: Engaged 90%, Unengaged 56%

Barna Group
Examine. Illuminate. Transform.
Engaged v. Unengaged: Lifestyle

% agree strongly

- dressing modestly: 55 (engaged) vs. 33 (unengaged)
- no alcoholic beverages: 65 (engaged) vs. 22 (unengaged)
- sex only within marriage: 84 (engaged) vs. 38 (unengaged)
Engaged v. Unengaged: Lifestyle

% agree strongly

<table>
<thead>
<tr>
<th>Activity</th>
<th>Engaged</th>
<th>Unengaged</th>
</tr>
</thead>
<tbody>
<tr>
<td>Movie theaters</td>
<td>15</td>
<td>3</td>
</tr>
<tr>
<td>Dancing</td>
<td>17</td>
<td>5</td>
</tr>
<tr>
<td>Cosmetic jewelry</td>
<td>25</td>
<td>6</td>
</tr>
<tr>
<td>Rock music</td>
<td>28</td>
<td>6</td>
</tr>
</tbody>
</table>

Bar chart showing the percentage of engaged and unengaged individuals who agree strongly with each activity.
What’s Next?

Intergenerational Relationships

- Mentoring
- Apprenticeships
- Openness

Bianca | *I love my home church…. Our older members are VERY supportive of our youth.*

Laura | *When I was younger and we started putting on Christmas plays, there were a group of elderly women who would travel to Florida every year for winter, and they would stay...long enough to see the play.*

Seka | *I think it is key for there to be support between the younger and older members. It has to be BOTH WAYS because we all need support.*
What’s Next?

Renewal and Transformation

• Platform to share
• Challenge to experience
• Organic, not forced

Elaine  |  I almost died when I was young due to an infection. I remember waking up in the middle of the night and hearing my dad cry as he whispered prayers into my ear…. I also remember the doctors telling my parents that they didn't understand what happened, but I that I was healed.

Bianca  |  Time passed and [my cousin] was able to come back to church even more pumped than before. She would give her testimonies at youth rallies and encouraged others…I was on the sidelines observing.

Jonathan  |  God spoke to me in such an amazing way that night. I was standing in the sand, out of reach of the encroaching water, looking up at the stars and talking with God. I asked Him a question, and that if His answer was "yes," that I would know without a doubt. As soon add I said that, the water touched and went passed my feet. This was a big moment in my life.
What’s Next?

Forgiveness and Acceptance

• Accentuate the contrast
• Leverage experiences
• Never discard!

Effy  |  One thing I've appreciated about going to church is the sense of camaraderie. It's nice to feel accepted and to belong. Not having to explain why you can't participate in an activity or why you don't eat certain foods is really liberating.

Kecia  |  In one of my past relationships I let my boyfriend take me too far...and I really can't forgive myself. I am praying God helps me forgive myself. It is tough to overcome something that has gone against your beliefs and I was stupid enough to let it happen. Each day I pray I can overcome this.
Chanelle | Recently, I overheard someone talking about a young man who was coming to the church and was trying to get a career as a bartender. I really admired the way she spoke very neutrally with him, despite thinking that he should not become a bartender. She didn't even let on that she thought it was wrong. She just welcomed him to come closer to Jesus. **She knew that Jesus could do so much better of a job leading the young man on the path his life needed to take than she did.**

I once visited to a church near my home church which has a reputation for being really liberal. Everyone was so welcoming and casual (everyone was wearing jeans) and I felt so free from peer pressure. They sang a song that said "There is freedom in the house of the Lord" and I just started crying. That afternoon I went back to my home church and one of my dad's friends came up to me ask me why I was wearing jeans and why I didn't go to church
Do you care more about your children, or your traditions?
Millennials and the Church

Engaged vs. Unengaged

Implications

Relationships

Renewal and Transformation

Forgive and Accept

Show God's Heart
Engaged and unengaged SDA Millennials show stark differences in how they perceive their childhood experiences with local Seventh-day Adventist congregations. They also exhibit strong differences in the extent to which they currently subscribe to the distinctive doctrines of the SDA Church. However, even among engaged Millennials, some key doctrines enjoy more widespread support than do others.

**Attitudes**

<table>
<thead>
<tr>
<th>% Agree</th>
<th>Engaged</th>
<th>Unengaged</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>20</td>
<td></td>
<td></td>
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<tr>
<td>30</td>
<td></td>
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<td>40</td>
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<td>60</td>
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<td>70</td>
<td></td>
<td></td>
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<tr>
<td>80</td>
<td></td>
<td></td>
</tr>
<tr>
<td>90</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Engaged SDA Millennials are those who attend services at least monthly, AND who say that church is still relevant for them.

1. Teaching seems SHALLOW
2. Like an EXCLUSIVE club
3. OVERPROTECTIVE of young people
4. REPRESSIVE of ideas
5. DOUBTS are tolerated
6. The people are AUTHENTIC
7. Helped me UNDERSTAND my faith
8. Can be MYSELF
9. Teachings are RELEVANT
10. COMPASSION for others

**Beliefs**

% agree strongly

- Adventist Church is the true church
- Ellen White is a true prophet
- The heavenly sanctuary and the 2300 days
- The state of the dead
- The second coming of Jesus
Barna’s research into the spiritual journeys of Millennial adults (18-29 years old) shows that many of them carry six grievances against Christianity in America. This study shows that Seventh-day Adventist Millennials share these perceptions at even higher levels than the national norms.

Implications

How can the local church respond?
The key steps are to facilitate positive intergenerational relationships, emphasize stories of renewal and transformation, and practice acceptance. Finding a willingness to show God’s heart and not just His judgment.

What to do next:

- Foster mentoring relationships
- Develop apprenticeship opportunities
- Platform to hear and share stories of transformation
- Opportunities to experience transformation
- Accentuate the contrasts between the Church and the World
- Value life lessons instead of stigmatizing them
- What’s more important, our traditions or our children?
Barna Labs is a full-year learning experience, with diagnostic surveys and practical training from David Kinnaman and the Barna team.

**DIAGNOSTIC SURVEYS**

We will equip you with survey diagnostics so you can conduct Barna Group certified research in your own church or organization. This will give you an accurate profile of how you're doing with young adults and teens.

You'll be able to measure the following among the Millennials you work with:

- The spiritual journeys of the Millennials you work with
- Their perceptions of Christianity and of your church
- The depth of relational connections
- How well your church engages students with the Bible
- And more!

**TRAINING**

Over the course of one full year, you'll learn personally from David Kinnaman, the Barna team, and other experts on how to engage young people in your church.

The training will take place in an interactive, web-based format where you can ask questions and communicate with other Barna Labs participants.

You'll learn about:

- Engaging Millennials with the Bible
- Communicating in "Digital Babylon"
- Connecting vocation (or calling) to discipleship
- Teaching deep theological truths to Millennials
- And more!

Visit barna.org/labs or email Robert Jewe at rjewe@barna.org for more information.

+10% off for all SDA churches

---

**BASIC**

**Resources**
Carefully curated books and other materials to educate you on the attitudes and behavior of Millennials.

**Training**
One year of training sessions to help you succeed as you gather and interpret data, understand the larger context and apply it in your situation.

**Diagnostics**
Gain access to the Barna Lab diagnostics library—surveys and assessments to measure the current status of your group; how you are doing, and what the Millennials in your group are thinking, feeling and doing.

Early bird (until Nov. 30): $450
In December: $500
After January 1: $600

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**GUIDED**

**Analysis**
Tabulation and analysis of your group survey by Barna Group research experts, including benchmarking in contrast to other churches.

**Group Learning**
Join us for two innovative learning experiences in Ventura, CA in February and November 2014. Network with and learn from others participating in Labs. 2 people per organization included in price.

Early bird (until Nov. 30): $2,250
In December: $2,500
After January 1: $3,000

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**CUSTOM**

**Customization**
Tailor your Barna Labs experience to fit your situation. A full range of customization is available to meet your specific needs.

Consultation
Bring the Barna team to your site to assist with training, staffing, whatever you need as you build the best possible ministry to Millennials.

Contact us for details
Adventist Learning Community Year-End Presentation

No description
by Adam Fenner on 31 October 2013 • 145 Tweet 0

Comments (0)

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Report abuse

Transcript of Adventist Learning Community Year-End Presentation

Adventist Learning Community
Exciting Times
Communication instantaneous and worldwide
Ideas shared with millions in moments
Secrets are fewer and fewer
Knowledge is free and open

Knowledge is Ubiquitous
Knowledge Doubles:
1900 = Every century
WWII = Every 25 years
2000 = Every 5 years
2013 = 12 to 24 months

More presentations by Adam Fenner
20 Minute ECEC Year End Meetings 2013
What does free and high quality information mean for

- evangelism
- Incredible
- Competition
- for People's Attention
- Necessitates Increased
- Quality
- of Gospel Delivery
- Our Greatest Opportunity
- Online
- Education
- and
- Evangelism
- : Reach more people than ever
- Multiple Approaches
- Extremely Cost Effective
- Any Idea
- Anytime
- Any Place
- INFORMATION
- Adventist

An Official Voice
Currently:
- No official place for NAD to diffuse information
- Thousands of Church websites
- Hundreds of Ministerial websites
- Thousands of competing web pages
- Focused Efforts
- Huge Amounts of Data:
  - Videos, essays, sermons, lesson plans, study guides
- Thousands of websites
- Redundancy
- Low Quality
- Difficult to Find
- NAD Must Lead Discussion
Where do you turn for official information?

Women in the Ministry
Evolution
Tithing
Homosexuality
Content Already Exists
We just have to deliver it...
keyworded
Cross-referenced
Searchable Location
RSS Feeds / Social Media = Viral
SDA Professional Development
Church and Education Employees:
Pressed for time
Underpaid
Overworked

SDA Professional Development
Extremely Costly = Travel
Inefficient = 8 hours at a time
Adventist Learning Community Professional Development
K-16 Classes
In 5 Steps
Step 4:

Trends in SDA Education

Demographics and their impact on SDA education in the North American Division of the Seventh-day Adventist Church.

Popular presentations

Prezi español

Explore & Inspire
to explore and inspire

Case study: BuyAKilt.com A/B tests produ...
Step 5:
Adam Fenner: fennera@andrews.edu
Filter Results
For Credit?
CEUs?
Cost?
What I really need?
Seconds...
Take the Course
Enjoyable Learning
21st Century

MIT Course = 150,000 Students
$150
for
3 Credits
An Adventist University = 3 Credits
Approximately $1,800
Sticker Price $3,000
What does this mean for education?
Revolution in
Technology
and
Information
A Threat?
Something to Overcome?
A Massive Expense?
Sermon in New Jersey
100,000 have seen this
1,100 saw confession
Average Christian in USA
10 Minutes thinking about God each day
About 5 hours per month
About 3 days per year

Step 4:
Step 3:
Step 2:
Step 1:
Professional Development
Accommodates flexible schedules
Extremely inexpensive
Easily updated
Highly individualized styles of learning
Anywhere
Any subject
Academic or CEU credit
ONLINE
Our Mountain
In the Last Decade:
We’ve lost...
Schools

Students

Teachers
100+
10,000
600
What does free and open information look like today?
A Summary...
The world’s best schools open to all...
The world’s best teachers open to all...
All classes are extremely user friendly...

UKToolCentre removes it; both see an increase in conversion rate.

See more popular or the latest prezis
All for free...
What did teachers want in terms of PD?
What did students and parents want their teachers to know?
So what are some answers to our educational mountain?
Answers for SDA Education...
First we must understand the PROBLEMS.
1. Demographics
2. Cost
3. Pastors
4. Perception of quality
   Tuition Per SDA Student Per Year
   Percentage of SDA Households with School Age Children
   Demographics
   Cost

Local SDA Elementary:

Local SDA Academy:

SDA University:
Berrien Springs, Michigan: Average Household income $36,000
$4,000
$8,000
$32,000
Pastors
Pastors in the Seminary
Did NOT Attend SDA Schools
60%
Perceptions of Quality
We must promote our well above average record.
Addressing Cost:
Pastors
SDA values
Anywhere
Anytime
A fraction of the cost

Online Education...
Quality
BEST
BEST
Anywhere
Anytime
Teachers
Schools
Educated in the value of SDA education

Church and education offer mutual support

SDA education is evangelism

Schools with Limited Resources
One Teacher Schools
Jr. Academies
Limited course offerings
Limited qualifications of staff

Higher Education

Cost and Quality
Digital Course Delivery
Increased offerings
Higher quality
Blended learning
Low cost
Answer...
See the full transcript
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<th>Customers</th>
<th>Community</th>
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<td>Get Started</td>
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BUILDING TOGETHER

North American Division Year-end Meeting
Transformational Evangelism

Transformational evangelism is when the grace of God springs to life in the congregation and compels members to intentionally share the grace with their communities resulting in hope and wholeness for both.
Transformational Evangelism

• “Mission to the Cities”
• Foster an evangelism cultural in the local congregation
  – Mission orientation
  – Change the perceptions and attitudes toward evangelism
• Identify and equip transformational pastors
• Tell the stories of transformed churches
1. Mission to the Cities

- AUC – New York City
- CUC - TBD
- LUC – Indianapolis
- MAUC – St. Louis
- NPUC – Seattle
- PUC – Bay Area
- SUC - Tampa
- SDACC – Edmonton
- SWUC – San Antonio
2. Evangelism Culture

• Every member senses his or her call to ministry
• Every member becomes a disciple
• Pastors will understand their biblical role of equipping, coaching, mentoring
• The church becomes a safe place for sinners
• A church that prioritizes its resources for mission
• A church that leaves the community better than it found it
• The church is intentionally focused on reaping a harvest
• More and more people are joining the congregation in its mission
2. Evangelism Culture

• A Christ-centered theology, not hijacked by fringe hobbyhorses
• A church characterized by joy and the freedom to laugh
• Faithful to scriptural authority as the rule of faith rather than tradition
• The church is intentionally focused on reaping a harvest
• More and more people are joining the congregation in its mission
Transformational Churches

• The Beltsville, MD Church reaches out to families.
• The Aldergrove Church in British Columbia has exploded in growth as they focus on ministries of kindness – from computer training to home renovation. The Paradise Valley Church near in San Diego, CA reaches out to meet the needs of the immigrant population.
• The Fourth Avenue Friendship Church in Washington, DC began as a feeding program for the homeless.
• Health & Feeding – The Fort Walton Beach Church in Florida grows as they care for the health of their community.
• After-school coaching & computer classes – The Ghanaian in Toronto provides after-school coaching and computer classes.
Transformational Pastors

John Boston
Projects for Transformational Evangelism

- Project stimulus grants $400,000
- Transformational Evangelism Conventions $60,000
- Doctor of Ministry project grants $40,000
Video