

**Church Resources Consortium**  
**Executive Committee Teleconference**  
**June 23, 1998**  
**1:30 pm (PST)**

**Present:**

Debra Brill (Ch), Deedra Brown (Rec), Gerry Chudleigh, Rich DuBose, Brad Forbes, Paul Richardson, Celeste Ryan, Monte Sahlin,

**Internet Awards:**

Rich reported on a proposal from Darryl Hosford, president of Adventist Association of Online Evangelism. They want to partner with CRC in acknowledging web site excellence by:

- 1) encouraging and rewarding web site excellence.
- 2) bringing to the forefront the fact that understanding your target audience is key to online success.
- 3) giving credibility and value to organizations by extending AAOE endorsement.
- 4) promoting AAOE as an online volunteer association whose input and collaboration results in valuable opinion and advice to ministry organizations.

**Awards suggested:**

- 1) For the website that best exemplifies the presentation of the gospel to its visitors, who are not Adventists, but truth seekers.
- 2) For the web site that best serves its organizational mission other than direct gospel presentation (I.E., ACN is not directly evangelistic but could be judged for awards based on how well it fulfills its purpose in clearly communicating with Adventist visitors about upcoming ACN programs).
- 3) Honorable Mention: The top 5% of web sites evaluated, based on their composite judging scores, eligible to display a graphic of excellence, being judged as in the top 5% of Adventist sites surveyed.

**VOTED:** To endorse this partnership and give out awards at the Adventist Ministries Convention in San Diego.

**CRC Newsletter:**

Now that the CRC website is operational and criteria for membership and registration is available, CRC needs another vehicle to highlight member benefits, including communicating new resources, news and accomplishments of member organizations.

**VOTED:** To move ahead with development of CRC newsletter, in both electronic and

print formats.

### Monte's Transition:

Although not official, in the event Monte leaves NAD, Rose will probably become chair of CRC board. Debra expressed hope for Monte to remain on CRC Board and CRCEX.

### Needs Assessment Definition

Tomorrow the first definition team will meet in Westlake Village, CA. for Spiritual Parenting. Willie Oliver will participate, and he recommended two specialists (Wilma Lee & Audray Johnson) and pastor/parent (Ken Curtis) to discuss definition and solutions. This team will serve as consultants to CRC until project completion. It is important that definition teams understand their role and narrow responsibility, which is primarily accountability to the original definition and target for the product. They will recommend resource centers, review proposals, serve on reading committees, and make recommendations to CRCEX, who has final decision-making authority.

A review of the list of 11 priority needs statements voted by at the June CRC Board indicated some could be combined and assigned to definition teams.

### VOTED: To structure the following 7 definition groups:

1. Involving Teens
2. New Zeal for Outreach/Reaching Inactive & Former Members
3. Follow Up for New Members/ Strengthening Commitment/ Body Life/ Discipleship Training 3.5 →
- DONE* 4. Young Adult Ministry
5. Restructure Worship/Sabbath School
- DONE* 6. More Focus on Families
7. Attendance at Prayer Meeting/ Mid Week Meetings
- DONE* 8. *SPIRITUAL PARENTING*

### Discussion Points:

a) Although definition teams must remain small, it is strongly suggested that age level teams have a representative from their target group.

b) Up until now, CRC has developed resources based on each prioritized need as separate outcomes from the entire scope of needs. It is now determined that a more systemic approach is needed to clearly understand churches and pastors, and how they will be best served by new resources.

**VOTED:** To begin the process of project definition with a presentation of issues facing the local church, taking the group through a process to arrive at shared understandings about what churches and leaders need from resources. Following this generic discussion, specialized teams will address need statements, and evaluate

interconnecting and overlapping issues from other definition teams, as indicated.

c) Although there is no criteria that defines "successful" Adventist churches, there are 'realities' that identify patterns of "working" churches. CRC will compile a list of these realities for use by the definition teams.

d) Definition teams need to know what size church they are targeting.

**VOTED:** CRC will recommend that each new resource provide options for three different size churches. Based on research conducted by Monte and published last year in *Ministry Magazine*, CRC will provide a profile of these churches. Definition teams will then recommend resources that are best solutions for these churches.