

**North American Division**  
**CHURCH RESOURCES CONSORTIUM BOARD**

January 21, 1999  
San Diego, California

**PRESENT**

Clarence E. Hodges (Ch), Harold W. Baptiste (Vice Ch), Debra Brill (Sec), Deedra Brown (Rec Sec), W. Maurice Abbott, Glenn Aufderhar, Gerry Chudleigh, Richard Coffen, Richard DuBose, Brad Forbes, Malcom D. Gordon, Susan P. Harvey, Russell B. Holt, Noelene Johnsson, Harold L. Lee, Mary Maxson, Thomas J. Mostert, Willie Oliver, David D. Osborne, Orville Parchment, G. Edward Reid, Paul Richardson, Celeste Ryan, Claude Sabot, Charles Sandefur, Douglas A. Sayles, Don C. Schneider, Robert S. Smith, Max A. Trevino, DeWitt S. Williams

**INVITEES**

Marwood Hallett, Kurt W. Johnson, Robert E. Kyte, A. Allan Martin, Ronald H. Whitehead, Elvina Wolcott

**NEW CRC BOARD CHAIRMAN**

Clarence E. Hodges, General Vice President of the North American Division, was introduced as the new chairman of the board, replacing Monte Sahlin.

**NEW MEMBERS OF THE BOARD**

Glenn Aufderhar, new General Manager of the Adventist Communication Network, Mary Maxson, new Director of Women's Ministry for the NAD, and David Osborne, new NAD Ministerial Director, were introduced as new members of the CRC Board.

**CRC PROJECTS STATUS REPORT**

Karen Stockton, from the Andrews University School of Social Work, demonstrated the new web site (still under development) for the *Help For Hurting Members* project, which should be available in the fall of 1999. Brad Forbes showed the newest products available from AdventSource: *Quick Access* - a series of three spiral-bound books, giving ministry ideas for children, youth/young adults, and adults; *Mission Possible* - a resource to help youth groups learn to evangelize; *Principles for Youth Ministry Excellence* - a resource to help youth leaders develop an effective youth ministry; *Facing Families Crises* - (a resource not funded by the CRC); *Children In*

*Worship* - a book designed to help local church leaders design an effective worship program for their children; *Children's Church* - a book containing 18 complete Children's Church programs; *Establishing Effective Church Worship Teams* - a video and print discussion by church leaders who have developed teams to plan and direct weekly worship services; *Financial Attitudes Workshop* - a video and print manual for conducting a stewardship seminar; *Coming Together* - a leaders guide, plus a series of four books, each with 13 lesson plans, for use by small groups endeavoring to developing devotional life.

## NEEDS ASSESSMENT UPDATE

Paul Richardson distributed copies of the 1998 Needs Assessment Survey (*attached*) currently being distributed to all conference and union executive committee members by the NAD Office of Information and Research. This research is now being done every year. Paul will present the results of the survey at the next board meeting.

## PLUSLINE REPORT

Elvina Wolcott, Plusline consultant, reported that PlusLine processed 18,925 calls in 1998, approximately 80 calls per day (see attached summary).

Rich DuBose, Plusline director, reported that PlusLine has co-ventured with the North American Division Church Resources Consortium to develop **PlusLine Central**, a 1,500 square foot display of leadership resources in the Pacific Union Conference office. Plusline has also developed **Ministry Tool Kits**, small shipping cases containing resources that are mailed to local churches so their leaders can see and evaluate available resources. Each Tool Kit contains one area of ministry. The areas currently available are Children's Ministry, Health, Youth/ Young Adult, Outreach, Community Service, and Family Life.

## ADVENTSOURCE REPORT

Brad Forbes, AdventSource Director, reported that AdventSource received over 36,000 calls on their 800 number in 1998. They have processed 25,000 orders and published 10 new catalogs with departmental newsletters wrapped around the catalogs. Brad will present a complete marketing report at the June board meeting.

## GC SABBATH SCHOOL REPORT

Debra Brill reported that the CRC is working with the General Conference Sabbath School Design Taskforce, Pacific Press, and the Review and Herald to develop proposals for the design and marketing of the new Children's Sabbath School curriculum. The first meeting of the NAD Curriculum Marketing Group was held in San Diego in January, 1999. Members of the group include representative local conference directors and lay specialists who will advise the CRC in regard to design and marketing concerns specific to the North American Division.

**SPANISH RESEARCH PROPOSAL (attached)**

Susan Harvey, Vice President for Marketing at Pacific Press, noted that there are over 600 Hispanic churches in the North American Division, stated that Pacific Press is committed to serving the Hispanic market. If possible, she said, Pacific Press would like to develop a Hispanic resource center. But Harvey indicated that more research is needed to determine the needs and potential of this market.

Harvey presented a proposal to conduct research, projected to cost \$15,000. She requested that the CRC enter into partnership with Pacific Press, with CRC paying \$5,000 or the cost and Pacific Press paying \$10,000. In support of this proposal Debra Brill noted that this research would produce information that the CRC needs in order to know which leadership products to develop and market in Spanish.

**VOTED**, to recommend to Pacific Press that they increase the research sample size from 150 to 400 surveys.

**VOTED**, to invest \$7,500 of CRC money in this joint venture with Pacific Press.

**REPORT OF ADVENTIST RESOURCE AWARENESS AND ACCEPTANCE**

Marwood Hallett, Church Ministries Director for the Ohio Conference, reported on a discussion of church resources that took place among pastors at the Challenge Conferences in the Columbia Union Conference. The conference was developed to educate pastors and church leaders about the new resource system and help the conference solve resourcing problems.

Hallett reported that many pastors expressed resentment about the new system which requires local churches to pay substantial amounts of money for leadership materials that were frequently offered at no charge under the old system. They said local churches send enough money to the Division and General Conference that they should either be given the resources at no cost or be given an annual allowance that could be used to purchase resources. No action was taken on this suggestion.

**NEXT MEETING** June 4, 1999 in Silver Spring, MD 8:30 am-12:00 pm.

Adjourned.

**LOCAL CHURCH FELT NEEDS - 1998-99**  
**Conference Executive Committee Members Survey**  
**North American Division**

Dear Executive Committee Member:

There are two sections to this questionnaire—items 1-18 and questions 19-22. Read carefully all 18 of the items in the first section—including those on the back side of this sheet. Choose the seven (7) you think are the most important. Circle the number at the beginning of those seven descriptions. Please make sure you have not chosen more than seven (7). It is important that you also complete the second section. Thanks for your participation.

—NAD Office of Information & Research

*SECTION ONE*

1. **Help for Hurting Members**—Our churches need to become “safe” places offering unconditional acceptance and emotional support to regular and new members—doing a better job at fostering kindness, social interaction and hospitality.
2. **Discipling Program**—We need to develop a disciple-making program for the local church that is intentional and easily understood—giving particular attention to incorporating new members into the life of the church.
3. **Ministry to Men**—In recent years most conference constituencies have established a women's ministry to provide retreats, resources, and in some cases a help line. It is felt something especially targeted to the spiritual needs of men needs to be developed.
4. **Evangelism for the 21st Century**—We need to explore alternative approaches to evangelism for today's world. This includes finding ways to reach the secular mind and express the Adventist message and mission in relevant and contemporary ways.
5. **Youth Needs**—We need to strengthen the relationship between the youth and the adults—meeting the felt needs of our young people and intentionally finding ways to keep them in the church.
6. **Help for the Local Church Elder**—Many wrongly look at this position as “Honorary.” It would be good to have a resource and training available that would clearly identify the responsibilities associated with this position.
7. **Involving Members in Friendship Evangelism**—Church leadership needs to find better ways to motivate, enlist, and train members in the area of informal, unstructured, personal witnessing among friends, work associates, neighbors, relatives.
8. **More Member Involvement in Church Activities**—We need to find ways to better involve, motivate and train members to hold church office and/or be a volunteer worker in the church infrastructure and program.
9. **Support Groups**—We need to have a greater number and variety of support groups in the local church—finding ways to better encourage members to join a cell or small group. This would help “build” the church.

10. **Resistance to Change**—In these times of rapid change we need to discover ways to help members handle changes in methodologies occurring in the church without them becoming, critical or discouraged.
11. **Relevant Sabbath Services**—We may need to explore alternative approaches to worship—rethinking how we do Sabbath morning services, perhaps even doing a little “reinventing.” We need more resources for intergenerational services.
12. **Adult Sabbath School Quarterly**—This study tool should be made less complex and easier to understand for the members and teachers.
13. **Conflict Management**—Pastors seem to be regularly involved in arbitrating disputes between members. An outline of steps that should be taken by members to bring healing and peace in such situations would be helpful.
14. **Professional Referral Services and Resources**—Given the great strides in technology, we should be able to help our pastors be better “networked” with Christian professionals who are available to serve the needs of hurting members.
15. **Children in Worship**—We need to find more creative ways to involve our children in divine worship in ways that are meaningful to all.
16. **Family Support**—We need to find ways to help the church support families of all types. This includes doing more to help those members who live in single parent homes and/or blended families where there are stepparents and stepchildren.
17. **Understanding Our Communities**—We need to do better at identifying and addressing the felt needs of our communities—getting involved in social action programs such as for the homeless, single parents, teen pregnancy, the poor, and those who grieve.
18. **Including More Single Adults**—We need to do more to recognize the contributions single adults already make in the local church and determine ways to include more non-active single members in fellowship and leadership.

## *SECTION TWO*

19. What is your gender?      1. Female      2. Male
20. What is your ethnic background? (Please circle only one number.)  
     1. Asian/Pacific Islander   2. Black      3. Caucasian   4. Hispanic   5. Other
21. In what year were you born? (Please circle only one number.)  
     1. Born in 1965 or after   3. Born in 1930 to 1945  
     2. Born in 1946 to 1964   4. Born in 1929 or before
21. Are you employed by the Seventh-day Adventist denomination?      1. Yes      2. No

Comments? Suggestions?

## Summary of PlusLine Activities

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PlusLine is an integral part of a resource awareness strategy being implemented by the North American Division, under the direction of the Church Resource Consortium (CRC).

It was created to help active church members, workers and denominational leaders obtain quick access to ministry data and resources information. Through its 800 phone line, e-mail communications and web site, PlusLine is positioned to become an even more valuable ministry link in the 21<sup>st</sup> century.

**Year-end Call Report.** Between Jan. 1 - Dec. 31, 1998, (18,925) calls were received from throughout North America.

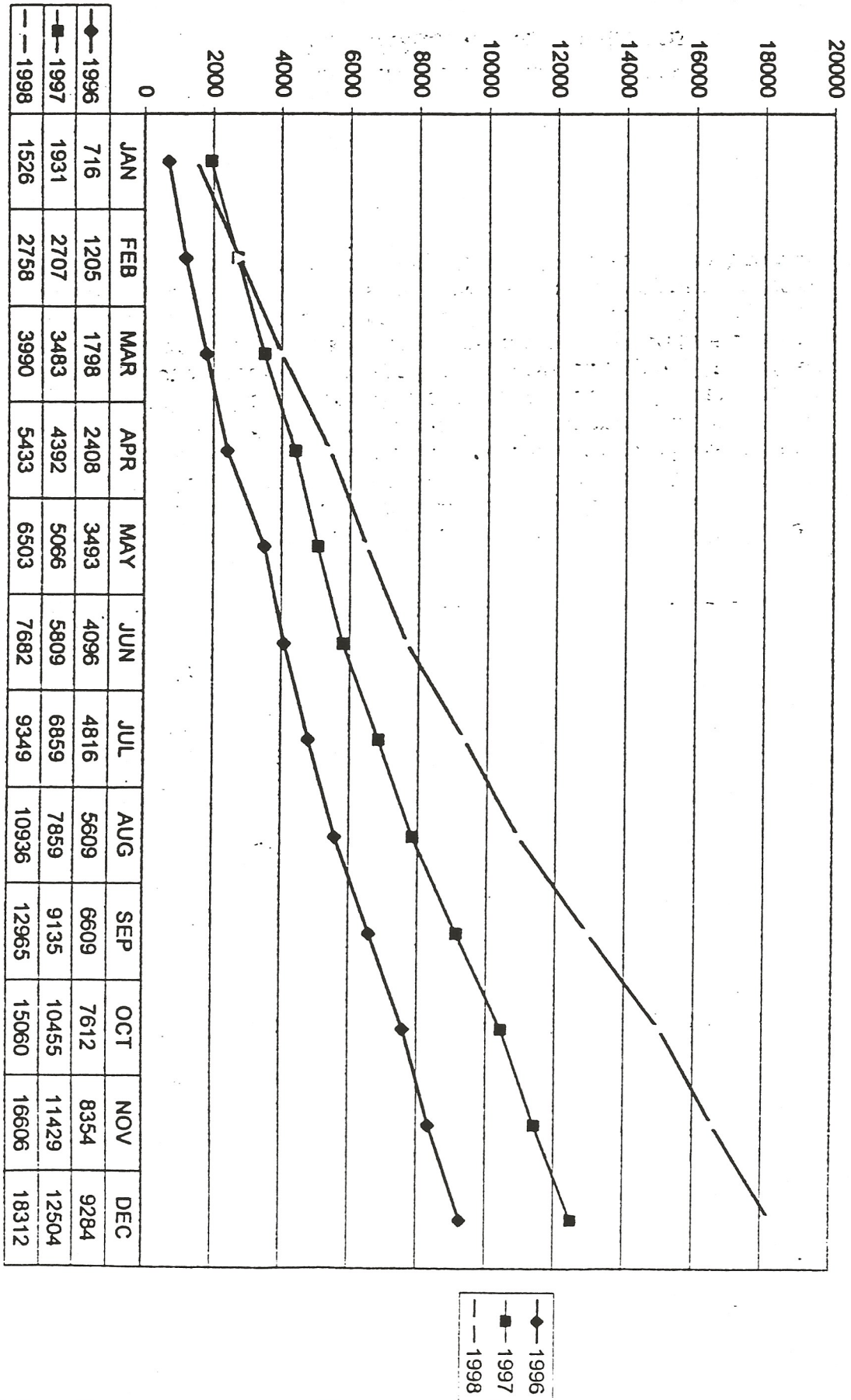
Atlantic Union (1,148)  
Canadian Union (1,078)  
Columbia Union (1,893)  
Lake Union (1,786)  
Mid-America Union (1,144)  
North Pacific Union (1,075)  
Pacific Union (7,185)  
Southern Union (2,444)  
Southwestern Union (1,082)

**Total (18,925)**

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**PlusLine Central Grand Opening.** PlusLine Central Center for Resource Awareness, located in the Pacific Union Conference office, Westlake Village, CA, will open its doors on March 1, 1999. Grand Opening for the Center is March 1-6, 1999, Mon - Thur. 10 a.m. to 4 p.m.; Fri. 10 a.m. - Noon. Quality church resources have never been so readily available, and yet many are unaware of their existence. You are invited to experience this unique supermarket for ministry. PlusLine Central does not sell products, but connects you with the best tools available by way of hands-on awareness and education. A Sabbath afternoon come-and-go event will take place on March 6, 1999, 2 p.m. - 4:30 p.m. On this day the Center will be open for those who can't make it during the week. Enjoy several short presentations featuring new products and materials. Surf the Internet for ministry ideas and resources at the Youth Idea Station.

# SDA PLUSLINE 1996-97 ACTUAL/PROJ. '98 CALL VOLUME CUMULATIVE



◆ 1996  
 ■ 1997  
 ▲ 1998

## Hispanic Materials and Adventist Leadership Resources

### A Proposal for a Research Project

To be jointly sponsored by Pacific Press and the Church Resources Consortium

The Pacific Press Publishing Association has been historically responsible for Spanish materials sold and distributed through Adventist Book Centers in North America. PPPA is committed to continue and broaden the scope of materials offered in Spanish. PPPA is proposing that specific research be conducted during the year 1999, in cooperation with the NAD Church Resources Consortium to explore the felt needs of existing and potential user groups of such materials.

From this research, PPPA hopes to develop guidelines and direction which will lead to the establishment of an official CRC Hispanic Resource Center at Pacific Press. PPPA also hopes to gain information which will inform its future publishing and marketing efforts for the NAD Hispanic membership at large.

### Qualitative Research

A demographic summary of current Hispanic church locations and projected Hispanic growth populations will provide a profile of future potential markets. Since the Hispanic member population is diverse in origin and culture, these summaries will help PPPA anticipate changing numbers in culture groups.

To determine needs and assess possible differences of thought within the Hispanic leadership, it is suggested that focus groups be conducted in the following locations: New York City (large Puerto Rican influence), Miami (large Cuban influence), Houston (large Mexican Influence), and Los Angeles (large Mexican and South American influence).

The purpose of the focus group research is to determine from respondents their perceived needs and interest in purchasing Spanish-language materials. A careful evaluation of the session transcripts will assist the researchers in the development of the quantitative research instruments.

### Quantitative Research

The "projectability" of the responses from focus group participants will then be determined. Using the information gathered from focus groups, a survey instrument will be developed to be used in a division-wide telephone survey of 150 Hispanic pastors and lay persons. The data of this survey will be computer analyzed and cross tabulated by ethnic origin, age, gender, and geographic location.

The last component of this research project will be to profile the information learned. A final written report to PPPA and the CRC will include an Executive Summary, the total sample tabulation of each question asked in the phone survey, data tables of each cross tabulation, selected verbatim quotations from focus group participants, and a list of recommendations and/or solution responses by the researchers for possible consideration by the publisher.

### Proposed Budget

The proposed budget for this project is estimated at \$15,000. Of this amount Pacific Press is prepared to fund \$10,000. PPPA is requesting that the Church Resources Consortium contribute one-third of the total cost, or \$5,000, to the project. All project data and results will be shared with the CRC.