



NORTH AMERICAN MISSION BOARD, SBC IRL, SBC
NAMB

Memorandum

To: John Yarbrough
From: Phil Jones
Date: December 7, 1999
Re: Evaluation Questionnaire, Evangelization Group, NAMB

As of today we have received 11 completed evaluation questionnaires out of 43 distributed to state convention directors of evangelism (DOEs). The response rate for the survey is only 25.6 percent.

The evaluation questionnaire was sent by email on November 18 and they were asked to respond by December 3. A reminder email with attached questionnaire should be prepared as soon as possible to be followed by a mailed copy within a week or two. Unfortunately, we are running up against the Christmas holidays so this will not be a good time for a mail follow-up.

Partnership

Respondents were asked to rate the overall effectiveness of the Evangelization Group, NAMB, in partnering with state conventions. The results are as follows:

*Overall, how effective is the Evangelization Group, NAMB,
in partnering with state conventions?*

Completely effective	18.2%
Somewhat effective	54.5
Neutral (undecided)	18.2
Somewhat ineffective	0.0
Very ineffective	0.0
No response	9.0

Seven of 10 DOEs perceive the Evangelization Group as effectively partnering with state conventions, while no one rates the group as ineffectively partnering. Over a fourth of the group is undecided. The opinion that the Evangelization Group is effectively partnering is not strongly held as evidenced by the fact that half of the DOEs indicated the Evangelization Group was only somewhat effective in this area. The implication is that while the group is generally perceived as effectively partnering, there is room for improvement.

When asked to provide examples of where Evangelization is effectively working with state conventions, DOEs submitted a range of examples and I cannot detect a pattern. Funding of projects or events is the only reoccurring theme I can give at this point. A list of responses is included in the appendix.

Respondents were also asked to provide examples of where the Evangelization Group needs to improve its working relationships with state conventions. Two themes that seem to be emerging are the need for improved communication and improved working relationships. (Verbatim responses are included in the appendix.)

Vision

The vision of the Evangelization Group, NAMB is to assist SBC churches, in partnership with state conventions and associations, to reach and baptize at least 500,000 people in the year 2000 and 1,000,000 in the year 2005. Respondents were asked to rate the appropriateness of the vision. The results are as follows:

Please rate the Evangelization Group's vision.

It is very appropriate	54.5%
It is somewhat appropriate	18.2
Neutral (I'm undecided)	9.1
It is somewhat inappropriate	9.1
It is very inappropriate	0.0
No response	9.1

Seven of 10 DOEs indicated they thought the Evangelization Group's vision was appropriate— half thought it very appropriate. About a fourth appear to be skeptical in that they think it somewhat inappropriate, they're undecided, or they chose not to respond.

Respondents were asked to provide any comments they had concerning the Evangelization Group's vision. The only repetitive theme I see emerging is that some indicated that the vision should not be a top-down vision but should be developed jointly with state conventions, associations, etc. (Responses are in the appendix.)

Resources

Respondents were asked to rate 26 specific resources provided by the Evangelization Group on a scale ranging from poor to excellent. The following table lists the 26 resources ranked by the percentage of respondents rating each resource good or excellent.

Percentage of respondents rating good or excellent.

The Evangelism Response Center	90.9%
Lighthouses of Prayer	90.9
Event Evangelism	81.8
Student Campus Strategy (First Prior	72.7
Beginning Steps	72.7
Praying Your Friends to Christ	72.7
HeartCall	72.7
Interfaith Evangelism	72.7
Student Missionaries	63.6
Crossover	63.6
Prayer Journey	63.6
Family to Family	54.6

CJ2000	54.6
Commitment Guide	54.6
Chaplains Evangelism	54.6
God's Special Plan for Children	45.5
Time to Tell	45.5
English as a Second Language	45.5
Resort and Leisure Evangelism	45.5
On Mission to Share Jesus Study	36.4
ICE Teams	36.4
Internet Evangelism	36.4
Frontliners	27.3
Immigration Ministries	27.3
Vocational Evangelist Work	27.3
Alternative for Life Centers	18.2

Those respondents not rating an item good or excellent, were either undecided or unfamiliar with it. There was no more than 1 respondent that rated any of the items poor. The highest percentages of excellent ratings were given to Lighthouses of Prayer and Interfaith Evangelism—45.5 percent of respondents rated each excellent. The next most frequent excellent rating was for Beginning Steps, 36.4 percent rated it excellent.

Respondents were encouraged to provide suggestions for improving existing resources. Only five distinction suggestions were provided and are included in the appendix.

State directors of evangelism were asked to make suggestions for new resources. The only comment occurring more than once is that there are more resources than they can use now. (See appendix.)

Respondents also were asked to make suggestions pertaining to “The NET.” Only two suggestions were made. Both said to keep it simple.

Addendum

One additional question was asked concerning the tenure of the respondent in their present position. Over half (54.5%) have been in their current positions for 3 or more years. One-fourth (27.3%) have been in their current positions from 1 to 2 years. The remainder, 18.2 percent, have been in their positions for less than a year or did not respond to this question.

APPENDIX

Please list one or two examples of where the Evangelization Group, NAMB, is effectively working in partnership with state conventions:

1. Church extension
2. Support for local ministry process
Funding of special projects

resourcing for state evangelism conference materials; updating on strategies in various departments

NAMB has allotted South Carolina Baptists overage money from the Annie Armstrong offering to supplement our Celebrate Jesus 2000 billboard campaign.

NAMB has been helpful in launching our implementation of the Evangelism Response Center

Cross Over Orlando; Interfaith Witness; First Priority; Lighthouses of Prayer

Provided significant funding for Cross Over events in our state and assisted in media campaign, Jesus video distribution, and telephone counseling for Cross Over citywide events.

Materials such as ON MISSION TO SHARE JESUS, LIGHTHOUSES OF PRAYER, AND family to family, are very well done and very effective.

NAMB has effectively worked with us in ICE and Prayer Evangelism

One example might be our Office Worker Evangelism effort, but this is being done largely through the Strategy Funds. We are working toward a Family Evangelism Event together, as well.

Evangelism Assistant (Mark Reon)

Campus Evangelism (Jimmy Fogleman)

Please list one or two examples of where the Evangelization Group, NAMB, needs to improve its working relationship with state conventions:

1. funds tend to go where "weight"
2. if you've not set a "goal"

Providing a wider (ie. non-SBC) sense of what God is blessing around our country in evangelism resources. For instance, I use the church growth mvt. materials, and would like to see NAMB help us access and promote those things where appropriate.

NAMB evangelization needs to be proactive in building trust with state conventions and assuring them of NAMB's desire to be of service.

Communication of dates of meetings: send as far out as possible—30–90 days is too close to avoid calendar conflicts; and assisting state directors to develop their own strategy.

It needs to constantly remind itself of the history of denominational relationships, and the philosophy that has served us well for over a century, namely, that the denominational agencies exist to "serve" churches, associations, and the state conventions, and not to "mandate" programs or goals. Further, it would be well if relationships and fellowship with the staff members of participating state conventions be fostered outside of scheduled meetings and projects sponsored by NAMB.

The summer and winter meetings are still a necessary part of team and relationship building. Over the years I have learned more about how to do my work, and how to partner with NAMB through these two efforts than anything else. Having them at different locations around the country helps me gain a greater vision of our nation's needs. I also think that having associates and the total Evangelization group present gives greater insight and opportunity to develop relationships.

The example is not there, for we are not having any problems. The state convention and local association are important to understand the context. Last year suddenly I received a call asking me to promote a Dec. 31 meeting of youth in DC (Campus Evangelism). We knew nothing of this beforehand, but at that late date it was impossible to promote. Had there been time to do so, DCBC would have cooperated.

Not clear yet which form to use for what and to whom it should be sent.

Please provide any comments you have concerning the Evangelization Group's Vision:

Board tends to cast its vision and ask churches to support. . .once was a day when the local church was the "star" we all supported!

The vision is appropriate, but state conventions must do things differently in order to accomplish the task.

I might wonder what this goal is tied to, e.g. is it a percentage of the USA population, or what? I trust that it is not just a number grabbed out of the air because it "seems" either reasonable or doable. This is not criticism, merely a question.

I'd like to see us focus on indigenous language churches.

Encourage dialogue and joint-vision ownership

The numbers are too high, although we probably could attain in a few years.

My goals for me are good, but your goals for me are not good. This is just another way of saying that goals set by national organizations, unless the organizations are directly responsible for achieving those goals, are meaningless to the local churches. Your vision, or stated goals, should be that over which you have control, thus corresponding responsibility. Baptism goals are the churches' domain, and, ultimately are in the hands of the Father.

The basic conflict is a conflict of philosophy. Evangelization Group and its predecessor has an event orientation. Church Planting Group has a process orientation. Somehow the two can be linked. The will for seeing churches begin is in the Evangelization Group—methods interfere.

Please provide any suggestions for improving existing resources:

On internet evangelism, getting the age of respondents would help.

Some states would benefit from consultation with NAMB in designing a strategy for the implementation of these resources as they fit the particular needs of the state. The vast numbers of resources are welcome but can be overwhelming.

Make sure they are always available, not back ordered, etc.

Our concern is for the teaching concerning the Godhead in "God's Special Plan for Children." The use of the terms, "God" and "Jesus" are used throughout as if they are two separate beings. I could find no reference to the fact that Jesus is God, nor is there any reference to the Holy Spirit, the third person of the Trinity. Somehow the children must be taught the Trinitarian concept of God. Thus the use of the term "Father" would be more appropriate when discussing the divine activity of our salvation through personal faith in Jesus, who is God in the flesh. There must be some teaching concerning the Holy Spirit. He is God, and omitting Him is a grievous error.

Evangelism Response Center has good potential. Commitment Guide needs to be updated. Praying Your Friends to Christ is a good emphasis. HeartCall is positive. It is imperative to continue Chaplains Evangelism. Internet Evangelism has good potential.

What new resources should the Evangelization Group provide?

Church Growth materials—insofar as they position churches to be seeker targeted or sensitive

None. NAMB should focus staff energies on assisting state directors in developing strategies rather than creating new resources.

The simplest, inexpensive tools for training the folks in our churches for evangelism.

Update on Event Evangelism—more suggestions

More than we can use now.

What are your suggestions for "The NET?"

Keep it simple as opposed to complex. Have good theology without being exhaustive. Allow flexibility in the presentation to avoid a canned approach.

please make it short and simple

None—I haven't seen it yet and so cannot comment. When will we see a pilot copy?

What is "The NET?"