

Developing a Strategy for Healthy, Evangelistic Church Growth

PMEV-8302

New Orleans Baptist Theological Seminary

Dr. Jake Roudkovski and Dr. Mark Tolbert

jaker@nobts.edu mtolbert@nobts.edu

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Mission Statement

The mission of New Orleans Baptist Theological Seminary is to equip leaders to fulfill the Great Commission and the Great Commandments through the local church and its ministries.

Course Description

The purpose of this seminar is to lead students to develop an understanding of biblical, congregational, and contextual factors in evangelistic church growth, and to develop strategic planning skills in order to implement evangelistic church growth.

Core Value Focus, and Curriculum Competencies Addressed

The focus of this seminar is to carry out the mission of NOBTS as is reflected through the core values and the core competencies in the following areas:

Core Values of Particular emphasis ...

1. Spiritual Vitality - Evangelism is a part of the spiritual vitality for the individual Christian and for the church body as a whole.
2. Mission Focus - Carrying out of the Great Commission is the mandate of the church.
3. Characteristic Excellence and Servant Leadership - Each evangelistic effort needs to be carried out with excellence and in a manner consistent with the servant leadership model of Jesus.

Core Competencies of Particular emphasis...

- Disciple Making - The course will focus on the disciple making competency, particularly the pre-conversion and early conversion period of disciple making.
- Servant Leadership - All evangelistic efforts are to be carried out within the framework of servant leadership.
- Worship Leadership - Worship leadership will be addressed with a focus on hospitality strategies for evangelism.
- Spiritual and Character Formation - The course will address the spiritual and character formation of the students and of those which they serve.
- Biblical Exposition - The methods used to carry out the evangelistic calling of the church needs to be consistent with Biblical teachings and will involve Biblical exposition.

Student Learning Outcomes – Objectives

Upon the successful completion of the course the students should be able to:

1. Discover, analyze, and adapt resources for healthy, evangelistic church growth.
2. Identify the theological, philosophical and methodological factors in healthy, evangelistic church growth.

3. Discover, analyze, and interpret data about their communities that could affect the evangelistic growth of their churches.
4. Discover, analyze, and interpret data about their church that could affect the evangelistic growth of their church or ministry context.
5. Prepare a detailed strategy for healthy, evangelistic church growth for the congregation or ministry they presently serve.
6. Discover insights about people without Christ through personal interviews.

Course Teaching Methodology

1. Lectures. Lectures and presentations from the professors and guest lecturers will inform the seminar.
2. Research. Students will engage in research under the direction of the professors.
3. Presentations. Students will make oral and written presentations on their research and readings to the seminar.
4. Discussion. There will be a full discussion of the issues raised by the lectures, research, and presentations.

Textbooks

The Present Future by Reggie McNeal

Breaking the Missional Code by Ed Stezer and David Putman

Advanced Strategic Planning by Aubrey Malphurs

Leading Congregational Change by Jim Herrington, M/ Bonem, and J. Furr

Course Requirements

Every student needs to enroll in Blackboard as a supportive tool for communication and transferring of documents for this course. It is fairly easy and will serve us all well.

All assignments are due by the start of class on May 18 except for assignment # 6. Student will bring a paper copy of their work to the first seminar session and place a copy of each of their assignments in the Digital Drop Box on the Blackboard system.

1. Each student will complete three interviews with people the student believes are not Christians or have been out of church for at least 12 years. After the interview the student is to write a thoughtful reflection of the experience. The student may want to include selected significant quotes, a summary paragraph on each interview, what you learned about people, what you discovered about yourself or what you need to learn. Please turn in the raw data/responses to the questions (raw data can be written answers or typed).

Interview Guide

The student should ask for the time from the person in order to interview them for a class assignment with the objective being to simply learn how people see religious things. The purpose is not to convert the person or even share the gospel message. The purpose is to learn what people are thinking about religious matters. The interview must be conducted in person (not over the telephone or online).

Sample request: *“I am doing a research project and need your help. My assignment is to learn how people see religious things. Will you take a few minutes to help me?”*

Let them know that their name will not be included in any manner. You can interview people you know, business people, people in malls or other public places. Please do not interview family members for this assignment.

Take the approach of a student researching, not a minister evangelizing. Please do not try to convince them or to debate with them; simply record their answers on a notepad. If they ask your opinion, gracefully decline (because you do not want to influence their answer). *After* the interview, if the person asks you to tell them your beliefs, listen to the Holy Spirit and 1) either set another time to get together for that purpose or 2) go ahead and share. THE POINT, if they feel you are conning them into a witnessing opportunity, you will not get their true feelings and thoughts.

The following represents questions the student should ask...

1. To you, what is God like? Describe God.
If they don't believe in God, ask ...
What do you value most in life?
2. How would you describe your religious background and church involvement if any?
3. What message do you think the church is trying to communicate?
4. What do you think it takes to be straightened out with God?
5. Describe what the name Jesus Christ means to you.

2. Each student will conduct three witnessing encounters with the lost. Following the encounter record a one-page description of the experience. Include how you began the witnessing conversation, the evangelistic presentation employed and the outcome of the encounter. Use a separate page for each encounter.

3. Each student will read and report on the four required textbooks. Each student will assist in leading the seminar discussion on one of the required books. Details are forthcoming once student enrollment is fixed.

Breaking the Missional Code by Ed Stezer and David Putman

The Present Futures by Reggie McNeal

Advanced Strategic Leadership by Aubrey Malphurs

Leading Congregational Change by Jim Herrington, M. Bonem, and J. Furr

Students will prepare book reviews on the required textbooks and be prepared to discuss their reviews in class. The reviews must include: (1) Title page, Table of Contents, etc.; (2) A synopsis of the major/significant messages of the book; (3) A critical analysis of the strengths and weaknesses/limitations of the messages of the book; (4) An evaluation of the degree to which the author accomplishes the stated purpose; and (5) Three to five new things you have learned from this work that you can apply in your future ministry.

Other Key Recommended Books

** If the student has already completed one or more of the above books for another seminar or class, then the student is to substitute a book from the list below. The student will prepare a book review in keeping with instructions below for other books. The student is to provide the professor an electronic copy of the review for distribution to other students in the seminar.

Church for the Unchurched by George Hunter

Generating Hope by Jimmy Long

Celtic Way of Evangelism by George Hunter

Church on the Other Side by Brian McLaren

4. Students will complete an instrument designed to assess the evangelistic growth of their church over the last years and the overall health of their church.

The instruments will be mailed to the student under separate cover, emailed as an attachment or placed on Blackboard. The student will record the results of the instruments and be prepared to discuss some of the findings during the seminar sessions.

5. Each student will prepare a “Healthy Evangelistic Church Growth” paper, assimilating material from relevant Biblical passages with specific emphasis from the book of Acts and the various assigned books. The paper should address at least the following (1) what is a church, (2) what is a disciple, (3) what is legitimate evangelism (4) what is the relationship between making disciples and the carrying out of evangelism, (5) what is success in church. The paper should be at least 7, typed, double-spaced pages. The paper will be graded on content and style. Each student will be prepared to present various components of their paper in class

6. Following the seminar, each student will develop a comprehensive, healthy, evangelistic church growth strategy for their church that is informed by the material from the seminar. The student should think of the strategy development in terms of two time periods (1) the first six-months (2) a time period not longer than two years. The primary emphasis of the paper should be on the first six months. The strategy should include at least the following: value change, skill development, identification and suggested removal of major internal and external obstacles, key areas needing change, key success indicators, and be a focused multi-faceted plan.

- (1) The paper should be between 15 and 20 typed, double-spaced pages. If a calendar is included, the number of pages can increase to reflect this.
- (2) The paper will be graded on content and layout/presentation of the materials. Form is optional. Calendars can be attached. Students should feel the freedom to exercise creativity in strategy design and in paper form.
- (3) The paper should be postmarked by **June 30, 2009**.

Course Evaluation

Students will be evaluated on both the papers submitted and the seminar interactions. The papers will be evaluated on logic, flow, style, form, grammar, structure and quality of ideas presented.

Course Schedule

This schedule serves only as a general guide and is subject to change as the professors discern what would be most beneficial in view of the needs of the students and the objectives of the course.

May 18	1:00 pm – 9:00 pm Central Time
May 19-20	8:00 am – 4:00 pm Central Time

Policies

- 1) All work submitted for this class is to be **typed, double-spaced**. **Grammar and style** will be considered in the grading of all papers.
- 2) Late papers will receive a significant deduction.

Selected Bibliography

Church Revitalization Selected Bibliography

Comeback Churches by Ed Stetzer and Mike Dodson.

Dying for Change by Leith Anderson, Bethany House Publishers, 1992.

Eating the Elephant by Thom Rainer, Broadman & Holman, 1994.

Pouring New Wine Into Old Wineskins by Aubrey Malphurs; Baker Books, 1993.

The Death of the Church by Mike Regele; Zondervan, 1995.

“TurnAround Churches” by George Barna, video series.

Strategic Leadership Selected Bibliography

Change Agent by Lyle Schaller, Abingdon Press, 1972.

Developing a Vision for Ministry in the 21st Century 2nd ed. Aubrey Malphurs, Baker, 1999

Developing the Leader Within You John Maxwell, Injoy, Inc., 1993.

Doing Church: A Biblical Guide for Leading Ministries Through Change by Aubrey Malphurs, Kregel, 1999.

Improve Your Vision by Donald J. MacNair and S. Michael Preg, Jr., Ballwin, MO: Churches Vitalized, 1991.

Leading Congregational Change by Jim Herrington, M. Bonem, and J. Furr, Jossey-Bass Publishers, December 1999.

Management for the Christian Leader by Olan Hendrix; Baker Books, 1988.

Renewing Your Church Through Vision and Planning by Marshall Shelley gen. ed, Bethany House Publishers in 1997.

Revolution in Leadership by Reggie McNeal, Abingdon Press, 1998.

The Equipping of Disciples by John Hendrix and Lloyd Householder, Baptist Sunday School Board, 1977.

The Equipping Pastor by R. Paul Stevens and Phil Collins, The Alban Institute, 1993.

The Intentional Minister by Thomas Goodman, Broadman & Holman, 1994.

The Logic of Failure: Recognizing and Avoiding Error in Complex Situations by Dietrich Dorner; Perseus Press, 1996.

The Power of Vision by George Barna; Gospel Light Publications, 1997.

Turing Vision into Action by George Barna, Regal Press, 1996.

Unleashing the Church by Frank Tillapaugh; Regal Books, 1982.

Values Driven Leadership by Aubrey Malphurs; Baker Book House, 1996.

Visionary Leadership for Church Growth by J. Truman Brown, Jr., compiler; Convention Press, 1991.

Other Resources

Diffusion of Innovations by Everett M. Rogers, Free Press, 1995.

Flight of the Buffalo: Soaring to Excellence, Learning to let Employees Lead by James A. Belasco and Ralph C. Stayer; Warner Books, 1994.

Leadership Challenge by James M. Kouzes & Barry Z. Posner, Jossey-Bass Publishers, 1995.

Leading Change by John P. Kotter, Boston: Harvard Business School, 1996.

Power and Influence by Robert L. Dilenschneider, Prentice Hall Press, 1990.

The Situational Leader by Paul Hersey, Center for Leadership Studies, 1984.

The Army Manual on Leadership - download from internet @ <http://155.217.58.58> by General Reimer, Field Manual 22-100.

The Art of the Leader by William A. Cohen, Prentice Hall Press, 1994.

The Purpose Driven Organization by Perry Pascarella and Mark Frohman, Jossey-Bass Publishers, 1990.

West Point Way of Leadership by Larry R. Donnithorne; Doubleday, 1994.

Flamingo Road Baptist Church - 800-254-2022 12401 Stirling Rd. Ft. Lauderdale, FL 33330 (a conference on transitioning)

8 Areas of Transition for FRBC) --- see brochure

Approach; Target; Worship Style; Leadership; Pastors; Ministry; Strategy; Missions

8 Sessions of "How To"

Preparing for Vision; Defining Vision; Planting the Vision; Sharing the Vision; Implementing the Vision; Dealing with Opposition; Making Adjustments; Evaluating the Results

Church Growth and Development Selected Bibliography

- Anderson, Leith. Church for the 21st Century. Minneapolis: Bethany House, 1992
- Barker, Joel A. Future Edge: Discovering the New Paradigms of Success. Fairfield, NJ: William Morrow, 1992.
- Barna, George. Evangelism That Works: How to Reach Changing Generations with the Unchanging Gospel. Venture: Regal Books, 1995.
- Barna, George. Step by Step Guide to Church Marketing: Breaking Ground for the Harvest. Pasadena, CA: Fuller Institute, 1992.
- Barna, George. Evangelism that Works : How to Reach Changing Generations with the Unchanging Gospel. Oxnard, CA: Gospel Light Publications, 1995.
- Beougher, Timothy K. and Alvin L. Reid. Evangelism for a Changing World. Wheaton: Harold Shaw Publishers, 1995.
- Chaney, Charles L. and Granville Watson. Evangelism Today and Tomorrow. Nashville: Broadman Press, 1993.
- Chaney, Charles L. and Lewis, Ron S. Design for Church Growth. Nashville: Broadman Press, 1977.
- Comisky, Joel. Home Cell Group Explosion. Houston: Touch Publications, 1998.
- Cork, Delores Freeman. Farming the Inner City for Christ. Nashville: Broadman Press, 1980.
- Dale, Robert D. To Dream Again; Broadman Press, 1981.
- Dobson, Ed. Starting a Seeker Sensitive Service: How Traditional Churches can Reach the Unchurched. Grand Rapids: Zondervan, 1993.
- Driggers, B. Carlisle. Models of Metropolitan Ministry. Nashville: Broadman Press, 1979.
- Drummond, Lewis A. The Word of the Cross: A Contemporary Theology of Evangelism. Nashville: Broadman Press, 1992.
- DuBose, Francis M. How Churches Grow in An Urban World. Nashville: Broadman Press, 1978.
- Ford, Kevin Graham. Jesus for a New Generation : Putting the Gospel in the Language of Xers. Westmont, IL: InterVarsity, 1995.
- Ford, Leighton. Good News Is for Sharing. Elgin Illinois: D. C. Cook, 1977.
- Galloway, Dale. 20 20 Vision: How to Create a Successful Church with Lay Pastors and Cell Groups. Portland, OR: Foundations of Hope, 1986.

- George, Carl F. H. Prepare Your Church for the Future. Grand Rapids: Chosen Books, 1991.
- Hadaway, C. Kirk and David A Roozen. Rerouting the Protestant Mainstream: Sources of Growth and Opportunities for Change. Nashville: Abingdon Press, 1995.
- Hadaway, Kirk, Francis M. DuBose, and Stuart A. Wright. Home Cell Groups and House Churches. Nashville: Baptist Sunday School Board, 1987.
- Haggard, Ted. Primary Purpose: Making it Hard for People to Go to Hell from Your City. Nashville: Word Books, 1995.
- Havlik, John F. People-Centered Evangelism. Nashville: Broadman Press, 1971.
- Henderson, David W. Culture Shift: Communicating God's Truth to or Changing World. Grand Rapids: Baker Books, 1998.
- Henrichsen, Walter A. Disciples are Made - Not Born. Wheaton, IL: Victor Books, 1974.
- Hull, Bill. Jesus Christ Disciple-Maker. Tarrytown, NY: Revell, 1990.
- Hull, Bill. The Disciple-Making Church. Tarrytown, NY: Revell, 1998.
- Hull, Bill. The Disciple-Making Pastor. Tarrytown, NY: Revell, 1988.
- Hunt, Josh. Let It Grow: Changing to Multi-Congregation Churches. Grand Rapids: Baker Books, 1993.
- Hunter, George. Church for the Unchurched. Nashville: Abingdon Press, 1996.
- Hunter, George. How to Reach Secular People. Nashville: Abingdon Press, 1992.
- Hybels, Bill and Mark Mittelberg. Becoming A Contagious Christian. Grand Rapids: Zondervan, 1996.
- Hybels, Bill. Rediscovering Church: The Story and Vision of Willow Creek Community Church. Grand Rapids: Zondervan, 1995.
- Kramp, John. Out of Their Faces and Into Their Shoes: How to Understand Spiritually Lost People and Give Them Directions to God. Nashville: Broadman and Holman Publishers, 1995.
- Logan, Robert. Beyond Church Growth. Tarrytown, NY: Revell, 1989.
- Long, Jimmy. Generating Hope: A Strategy for Reaching the Postmodern Generation. Westmont, IL: InterVarsity Press, 1997.
- Malphurs, Aubrey. Planting Growing Churches for the 21st Century: A Comprehensive Guide for New Churches and Those Desiring Renewal. Grand Rapids: Baker Books, 1998.
- McIntosh, Gary and Glen Martin. The Issachar Factor: Understanding Trends that Confront Your Church and Designing Strategy for Success. Nashville: Baptist Sunday School Board, 1994.

- McIntosh, Gary. Make Room for the Boom... or Bust: Six Church Models for Reaching Three Generations. Tarrytown, NY: Revell, 1997.
- Miles, Delos. Introduction to Evangelism. Nashville: Broadman Press, 1983.
- Miles, Delos. Church Growth -- a Mighty River. Nashville: Broadman Press, 1981.
- Morgenthaler, Sally. Worship Evangelism: Inviting Unbelievers Into the Presence of God; Zondervan, 1995.
- Nash, Ronald H. Is Jesus the Only Savior?. Grand Rapids: Zondervan Publishing House, 1994.
- Neighbour, Ralph W., Jr. and Thomas, Cal. Target Group Evangelism. Nashville: Broadman Press, 1975.
- Neighbour, Ralph W., Jr. Future Church. Nashville: Broadman Press, 1980.
- Neighbour, Ralph W., Jr. The Seven Last Words of the Church. Pasadena, CA: Fuller Institute, 1992.
- Pippert, Rebecca Manley. Out of the Saltshaker and Into the World. Downers Grove: InterVarsity Press, 1979.
- Ponder, James. Motivating Laymen to Witness. Nashville: Broadman Press, 1974.
- Powell, William A. Church Bus Evangelism. Decatur GA: Woodlawn Baptist Church, 1971.
- Rainer, Thom S. Effective Evangelistic Churches. Nashville: Broadman and Holman Publishers, 1996.
- Robinson, Darrell W. Total Church Life: Exalt, Equip, Evangelize. Nashville: Broadman Press, 1985.
- Sample, Tex. U.S. Lifestyles and Mainline Churches: A Key to Reaching People in the 90's. Louisville: Westminster/John Knox Press, 1990.
- Schaller, Lyle. 21 Bridges to the 21st Century, Abingdon, 1994.
- Schwarz, Christian. Natural Church Development: A Guide to Eight Essential Qualities of a Healthy Church. Carol Stream, IL: ChurchSmart Resources, 1996.
- Strauss, William and Neil Howe. Generations: The History of America's Future 1584-2069. Fairfield, NJ: William Morrow, 1996.
- Sweet, Leonard. Aqua Church, Zondervan, 1999.
- _____. Postmodern Pilgrims: First Century Passion for the 21st Century World, Broadman and Holman, 2000.
- _____. Soul Tsunami, Zondervan, 1999.
- Terry, John Mark. Church Evangelism. Nashville: Broadman and Holman Publishers, 1996.
- Thompson, W. Oscar, Jr. Concrete Circles of Concern. Nashville: Broadman Press, 1981.
- Towns, Elmer and Neil Anderson. Rivers of Revival. Ventura, CA: Regal Books, 1997.

Warren, Rick. The Purpose-Driven Church : Growth without Compromising Your Message and Mission. Grand Rapids: Zondervan, 1995.

White, James Emory. Opening the Front Door: Worship and Church Growth; Convention Press, 1992.

White, James Emory. Rethinking the Church: A Challenge to Creative Redesign in an Age of Transition. Grand Rapids: Baker Books, 1997.

Wimber, John. Power Evangelism, rev. ed. Scranton, PA: Harper Collins, 1993.

Journals and Similar Materials – Leadership, Evangelism and Church Growth

Church Champions

Current Trends

Discipleship Journal

Evangelism

Growing Churches

Journal of the Academy for Evangelism in Theological Education

Journal of The American Society for Church Growth

Leadership Journal

Ministries Today

NetFax

On Mission

World Evangelization

Other Books of Note Related to Evangelism

How to Start a New Service by Charles Arn

The Second Coming of the Church by George Barna

Generating Hope by Jimmy Long

Evangelism Made Slightly Less Difficult by Nick Pollard

Church for the Unchurched by George Hunter

Worship Evangelism by Sally Morgenthaler

The God' You're Looking For by Bill Hybels

The Life Giving Church by Ted Haggard

Culture Shift by David Henderson

The Soul Search by Gary Collins

Primary Purpose by Ted Haggard

Conspiracy of Kindness by Steve Sjogren