

METANOIA

WHOLEHEARTED CHANGE IN UNPRECEDENTED TIMES

JAN 29 - FEB 1, 2024
GREENVILLE, SC

REPENTANCE

heart

DEEPER

TRUE CHANGE

TRANSFORMATION

HEART OF GOD

METANOIA

GOD'S CALL

complete

MIND AND HEART

LIFE & TEACHINGS

Jesus

Welcome to the 2024 ECO National Gathering!

Many leaders agree that the church is currently in crisis. We are desperate for transformation but most of us don't know where or how to begin. Yet, we know we can no longer do things the way we have always done them.

Metanoia is a powerful Greek word that is often translated as repentance. However, the meaning of metanoia goes so much deeper. It doesn't just mean repentance, but a true change of mind and heart. Metanoia is a complete transformation that calls us back to the heart of God and inspires us to live lives that are aligned with the life and teachings of Jesus.

We are excited to seek out practical ways each of us in our churches can authentically live out God's call on our lives and ministries. Let's embrace metanoia together. It's time for change.

SCHEDULE

MONDAY PRE-CONFERENCES

9:00 AM	Biblical Christ-Centered Conflict Pre-Conference
9:30 AM	Check-In Opens
10:00 AM	Presbytery Leader Meeting
12:00/1:00 PM	Pre-Conferences Start
1:00 PM	Check-In Closes
5:00 PM	Pre-Conferences End
5:00 PM	Children/Family Ministry Leaders Event
5:00 PM	Ordination Candidate Fellowship Event
6:30 PM	Monday Night Comedy with Shama. Doors open at 6 PM.

TUESDAY DAY 1

7:30 AM	Check-In Opens
9:00 AM	Main Session #1
10:30 AM	Break
11:00 AM	Breakout Session #1
12:00 PM	Lunch (provided) / Special Interest Groups
1:30 PM	Main Session #2
3:00 PM	Break - Coffee & Cookies Exhibitor Hour
3:45 PM	Breakout Session #2
5:00 PM	Worship
6:00 PM	Fellowship & Fun Night! (Food Provided)

WEDNESDAY

DAY 2

7:30 AM	<ul style="list-style-type: none"> • Global Engagement Breakfast • ECO Women Pastors & Candidates Breakfast • Flourish Institute of Theology: Student and Faculty Breakfast (Invite only) • Flourish Institute of Theology: Mentored Ministry Breakfast (Invite only) • Gordon-Conwell Alumni Breakfast
8:45 AM	Main Session #3
10:30 AM	Break
11:00 AM	Breakout Session #3
12:00 PM	Lunch (provided) / Presbytery Meetings
2:30 PM	Breakout Session #4
3:30 PM	Break
4:00 PM	Main Session #4
5:30 PM	End of the Day / Dinner (on your own)
6:00 PM	<ul style="list-style-type: none"> • Global Engagement Dinner (RSVP only) Fellowship Hall • Northeast Coast Presbytery Dinner (RSVP Only) D105

THURSDAY

SYNOD BUSINESS MEETING

7:00 AM	Synod Business Meeting Check-In Opens
7:45 AM	Synod Business Meeting Check-In Closes
8:00 AM	Synod Business Meeting Starts
10:00 AM	Break (refreshments provided)
12:00 PM	<ul style="list-style-type: none"> • Anticipated End of Synod Business Meeting • Lunch (on your own)

POST GATHERING MEETINGS AND EVENTS

THURSDAY

12:30 PM - 6:00 PM	Certified Transitional Pastor Certification Course
12:30 PM - 8:00 PM	Growing as Partners: Egypt Partnership Gathering (Session 1)

FRIDAY

8:00 AM - 12:00 PM	Growing as Partners: Egypt Partnership Gathering (Session 2)
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ECO

A Covenant Order
of Evangelical
Presbyterians

ECO Synod Business Meeting Booklet

February 1, 2024

Foreword by Dennaë Pierre

meta noia

How God Radically
Transforms People, Churches,
and Organizations From the Inside Out

Alan Hirsch **with** Rob Kelly

QUOTES ON CHANGE

“If you want truly to understand something, try and change it”

Kurt Lewin (Meta Noia by Alan Hirsch & Rob Kelly)

**“Do not call people back to where they were,
Do not call people to where you are, as beautiful as it may seem to you,
But travel with them to a place neither of you have been before.”**

VINCENT DONOVAN (Meta Noia by Alan Hirsch & Rob Kelly)

QUESTION: What does the Bible say about Status Quo? From the Baptist & Reflector publication – “There is no place in the Bible where Jesus says, There, that’s good enough. You can take a break now.”

Baptist & Reflector

“In our work with organizations seeking to embrace the mission of the Church, we believe the stifling status quo is caused partly by our inability to bypass obsolete ideas and practices and to instead tap into better, more situationally appropriate ways of thinking and acting. All these issues, and more besides, requires metanoia-paradigm shift and conversations that change the heart – if they are ever to be resolved.”

Meta Noia by Alan Hirsch & Rob Kelly

Jesus Calling

February 17

I AM THE RISEN ONE who shines upon you always. You worship a living Deity, not some idolatrous, man-made image. Your relationship with Me is meant to be vibrant and challenging, as I invade more and more areas of your life. Do not fear change, for I am making you a *new creation, with old things passing away and new things continually on the horizon*. When you cling to old ways and sameness, you resist My work within you. I want you to embrace all that I am doing in your life, finding your security in Me alone.

It is easy to make an idol of routine, finding security within the boundaries you build around your life. Although each day contains twenty-four hours, every single one presents a unique set of circumstances. Don't try to force-fit today into yesterday's mold. Instead, ask Me to open your eyes so you can find all I have prepared for you in this precious day of Life.



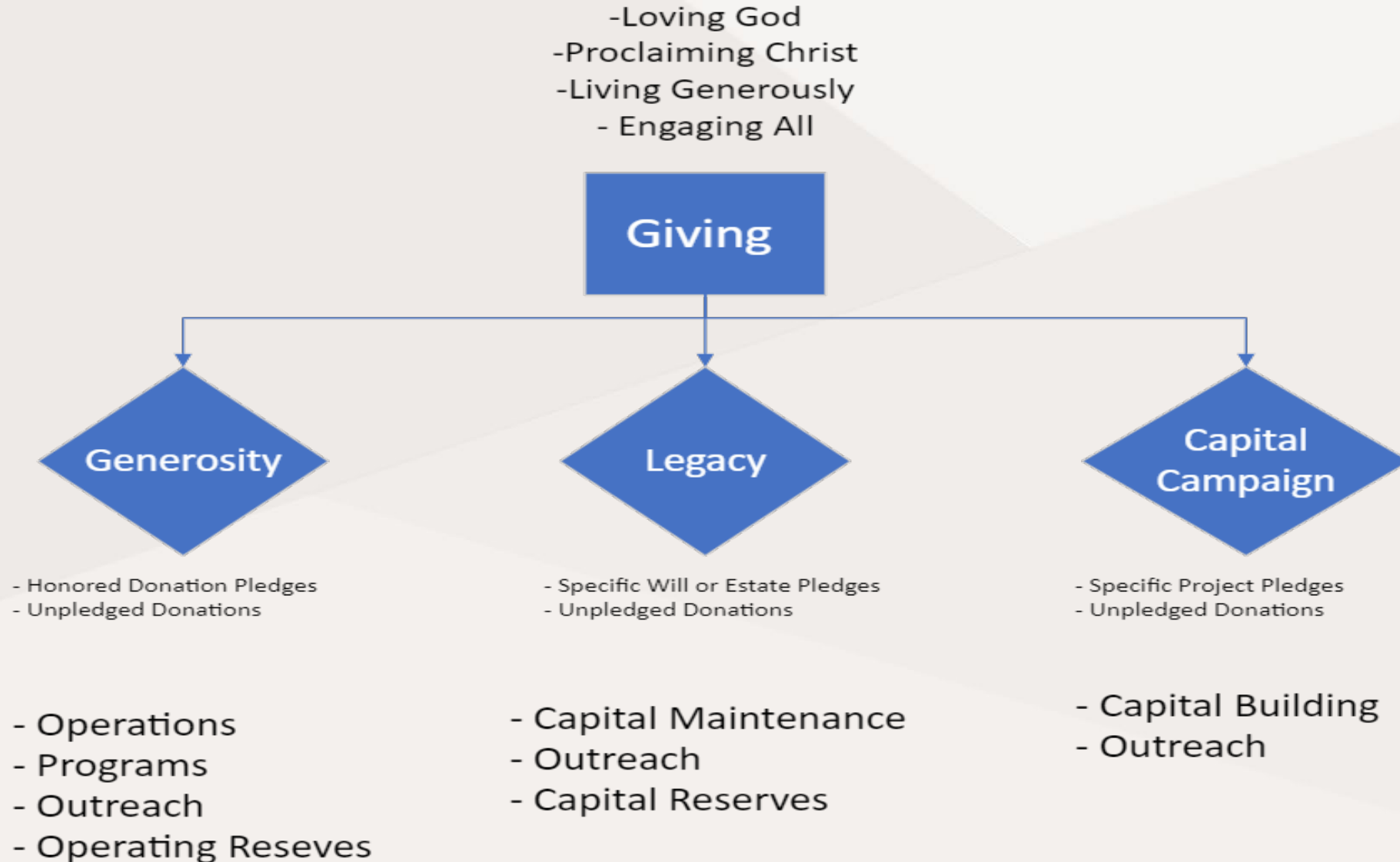
MDPC

MEMORIAL DRIVE
PRESBYTERIAN CHURCH

FINANCIALS

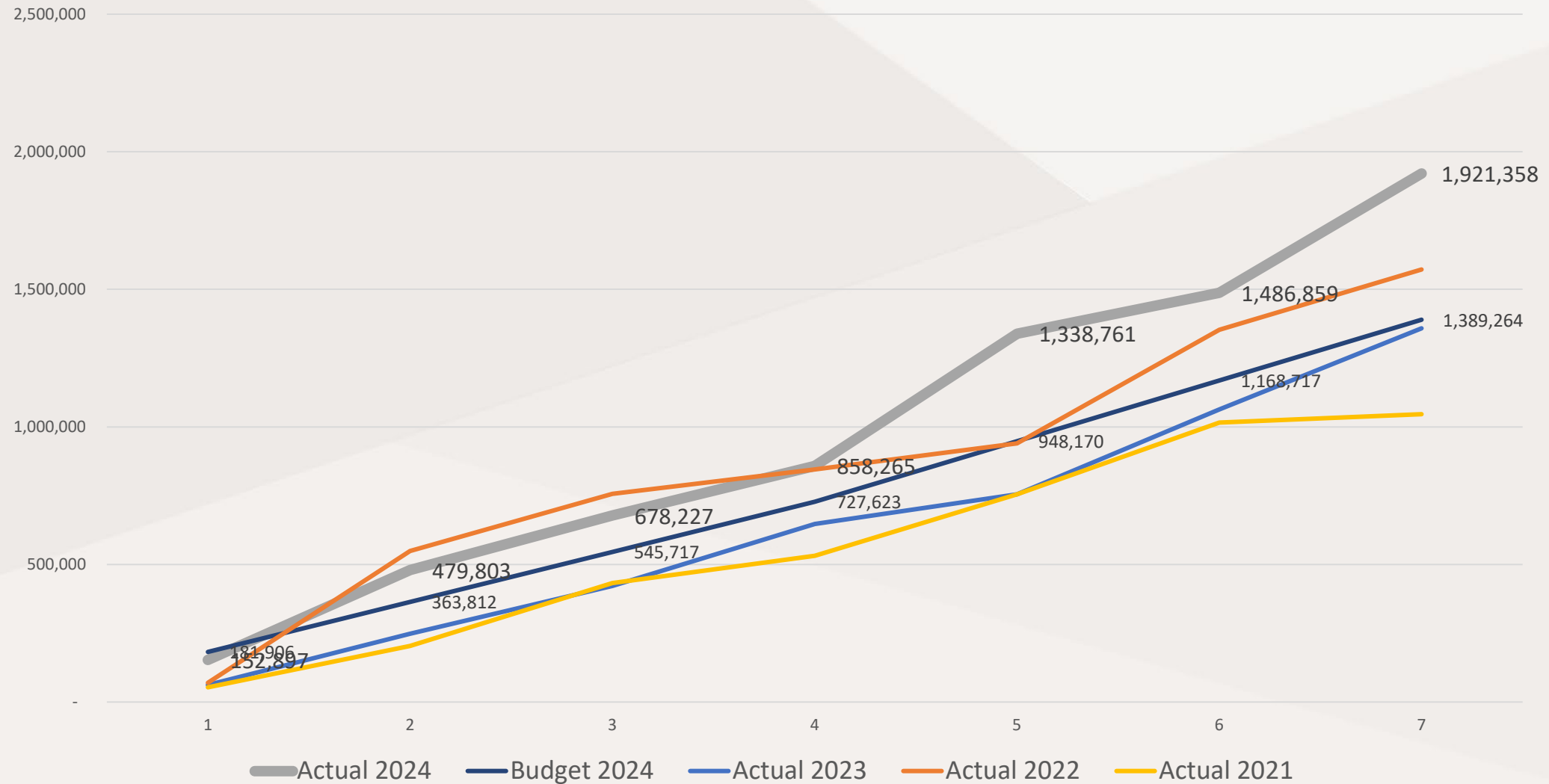
February 2024

MDPC Session Meeting February 2024



MDPC Session Meeting February 2024

MDPC Contributions 2021 - 2024





Loving God.
Proclaiming Christ.
Living Generously.
Engaging All.

MDPC 2023 ANALYTICS

Google Analytics / Ads &
Social Media —————



GOOGLE ANALYTICS

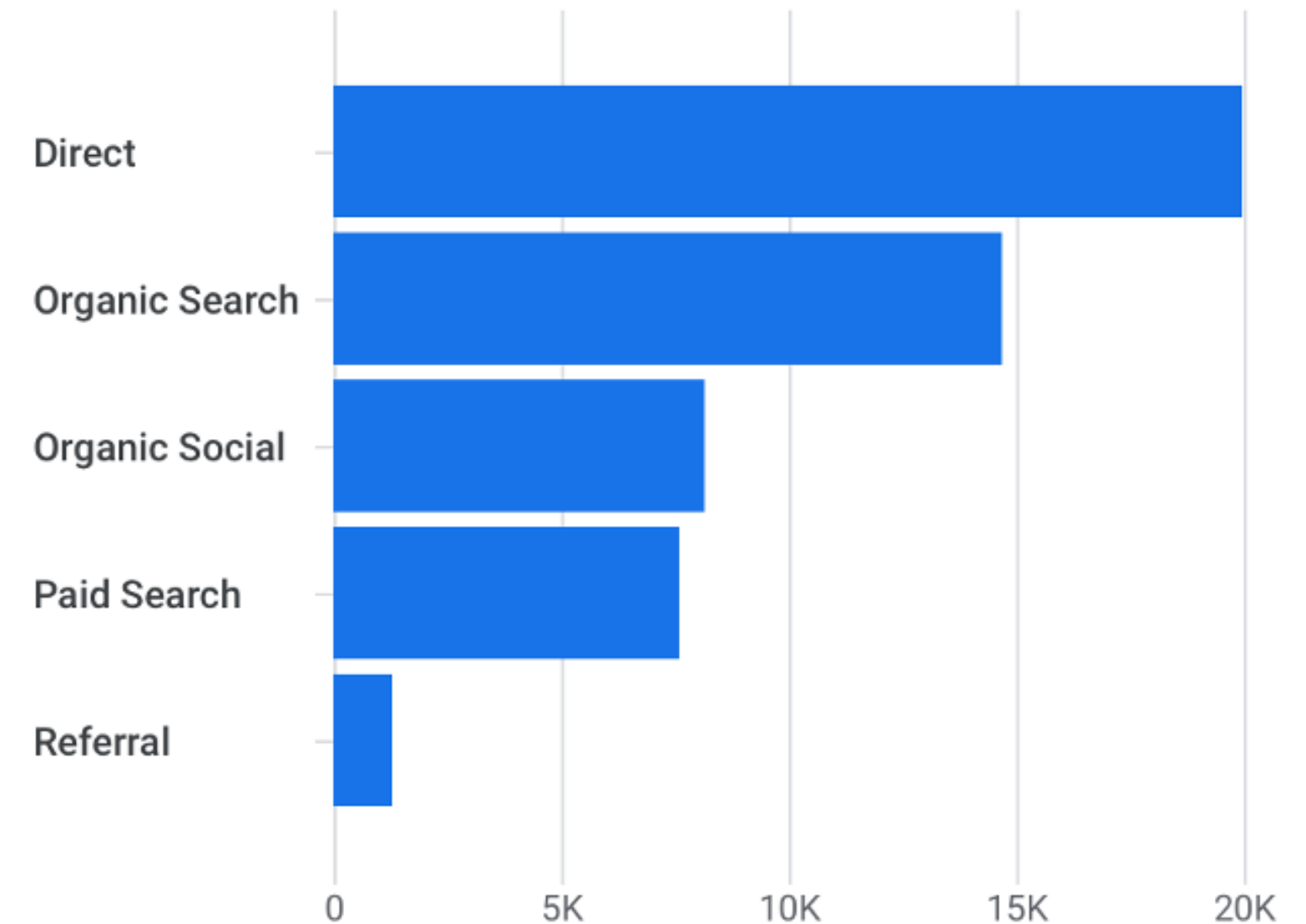
Platform Summary July 1 - December 31, 2023

01

Google Analytics – G4: Google transitioned its analytics software system to G4 in July 2023. Thus, G4 only shows info from July 1 and ongoing.

Users in this time frame: 53K
New Users in this time frame: 52K

New users by First user default channel group

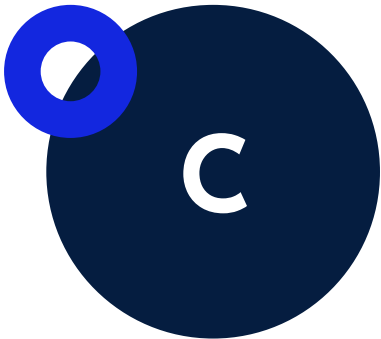


GOOGLE ANALYTICS

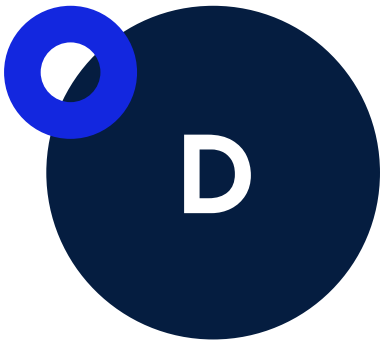
Platform Summary

July 1 - Dec. 31, 2023

02



Page Views in this time frame: 197K



Top 10 Page Views by Title

Page title and screen class ▾ +		↓ Views	Users	Views per user	Average engagement time
		193,728 100% of total	52,568 100% of total	3.69 Avg 0%	1m 24s Avg 0%
1	Memorial Drive Presbyterian Church Houston	51,573	23,874	2.16	33s
2	Event Details & Registration Memorial Drive Presbyterian Church Houston	20,661	6,766	3.05	2m 02s
3	Our Staff Memorial Drive Presbyterian Church Houston	8,203	2,752	2.98	1m 43s
4	Christmas Eve Services Memorial Drive Presbyterian Church Houston	6,565	4,982	1.32	11s
5	Events Memorial Drive Presbyterian Church Houston	6,397	2,338	2.74	1m 18s
6	Invoice Details & Payment Memorial Drive Presbyterian Church Houston	5,246	2,444	2.15	24s
7	Prayers of Confession Memorial Drive Presbyterian Church Houston	5,062	2,734	1.85	1m 18s
8	Online Community Memorial Drive Presbyterian Church Houston	4,818	1,991	2.42	34s
9	Sermons Memorial Drive Presbyterian Church Houston	4,801	914	5.25	1m 01s
10	The Little School Memorial Drive Presbyterian Church Houston	4,045	1,718	2.35	1m 04s

GOOGLE ADS

Platform Summary

January 1 - December 31, 2023

03

A

Google Ads Grant – each year, I apply for a nonprofit grant, and we are consistently approved for \$10K per month. Thus, MDPC does not need to budget for Google ads spending.

B

Optimization Score: Your optimization score is an estimate from Google Ads of how well your Google Ads account is set to perform. I have set a goal to make sure our ads are 99-100% optimized.

💡 Optimization score

99.9%

Your optimization score [?]

Increase your score by applying the recommendations in these campaigns

99.3%

01 Find a Church SN



100%

02 Messages SN

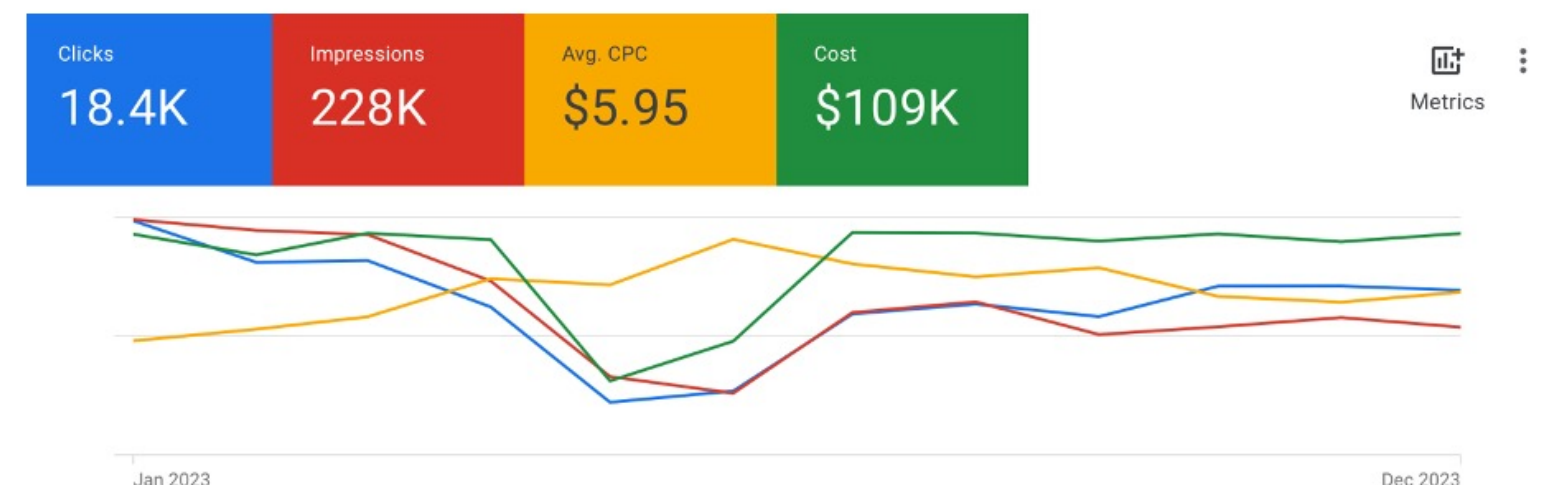


100%

03 Faith SN - Template



- Clicks, Impressions, Average Cost Per Click, Total Cost:



GOOGLE ADS

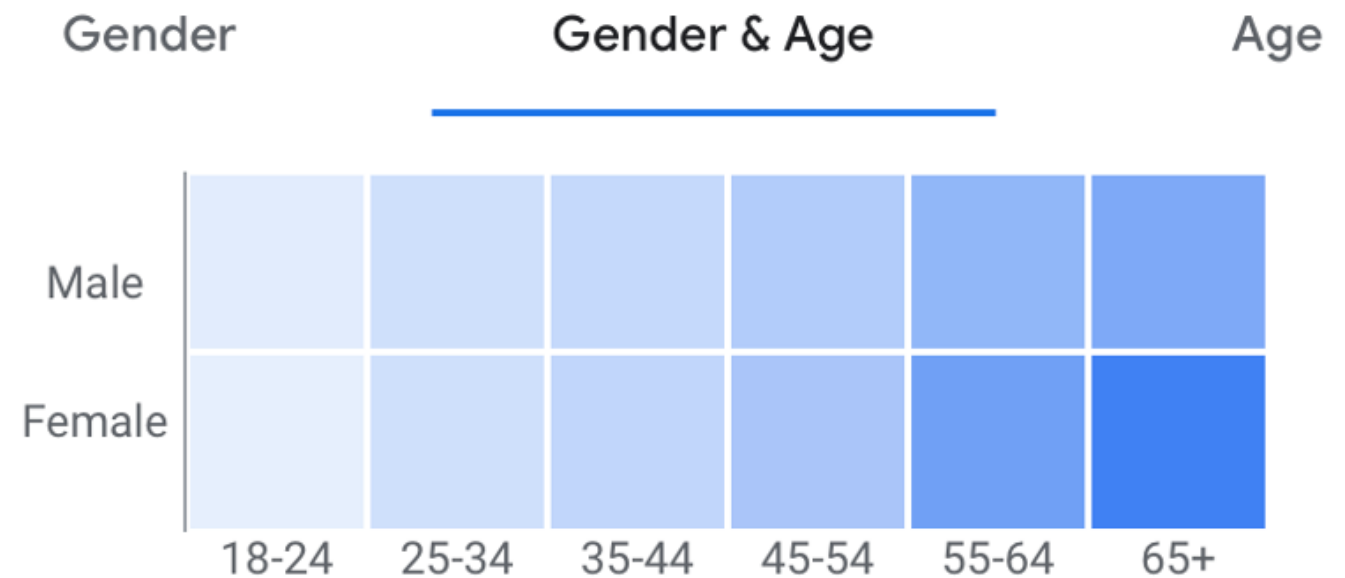
Platform Summary

January 1 - December 31, 2023

04

Demographics our Google Ads reached during this time period

*Note how the numbers decline along with the ages. Younger generations look more to tiktok and social media for information.



Based on the 67% of your impressions with known gender and age. (?)

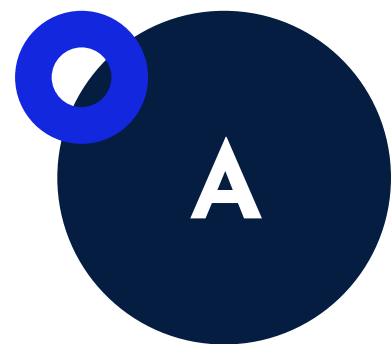
Gender & Age

- Female 65+ - 28,854
- Female 55-64 – 21,550
- Male 65+ - 19,887
- Male 55-64 – 16,386
- Female 45-54 – 13,266
- Male 45-54 – 11,287
- Female 35-44 – 9,554
- Male 35-44 – 8,478
- Female 25-34 – 7,185
- Male 25-34 – 7,075
- Male 18-24 – 4,637
- Female 18-24 – 3,833

SOCIAL MEDIA

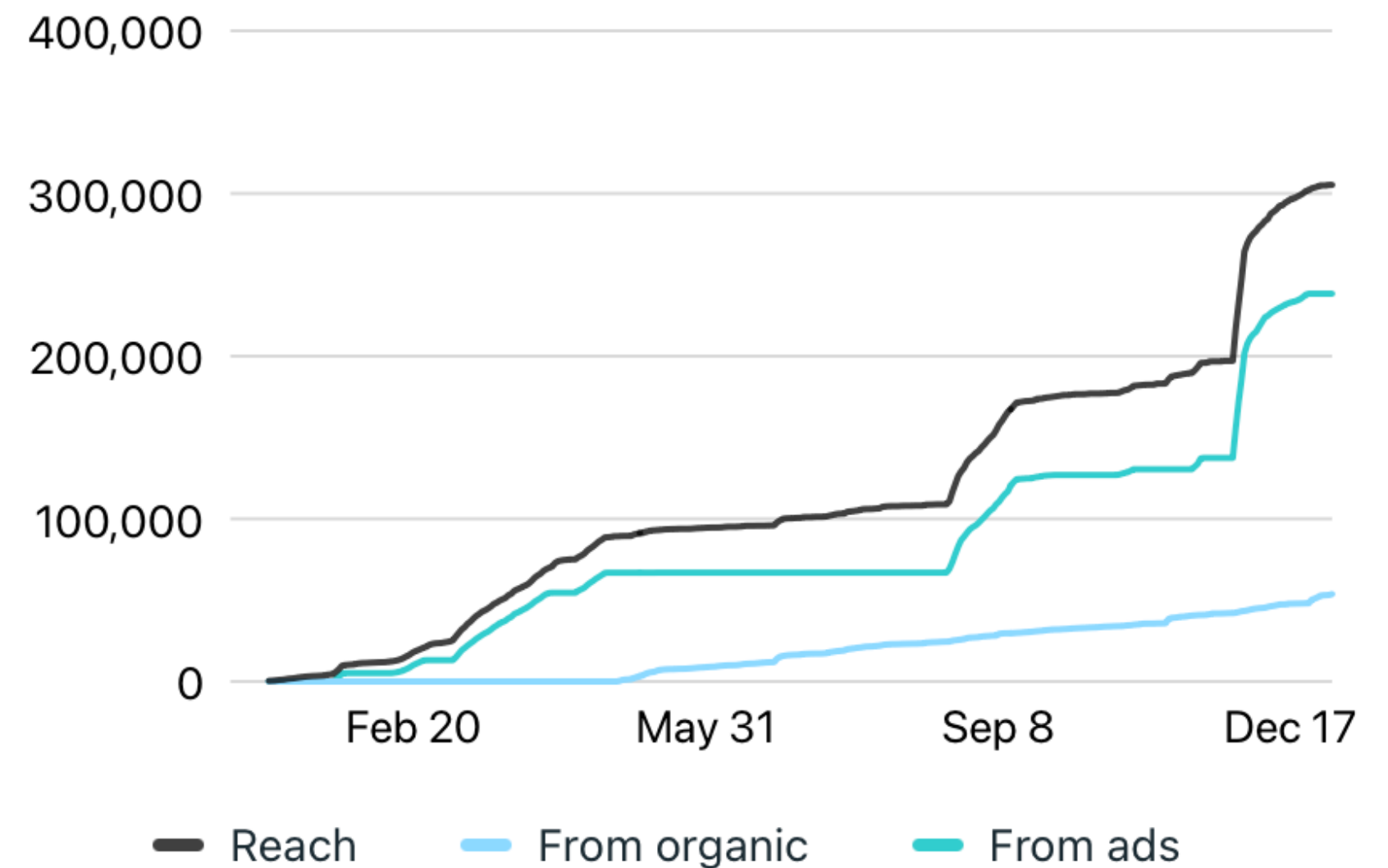
Platform Summary: Facebook & Instagram January 1 - December 31, 2023

05



Facebook Reach – 306K : From the organic or paid distribution of Facebook content—posts, stories, and ads.

It also includes reach from other sources, such as tags, check-ins, and Page or profile visits.



SOCIAL MEDIA

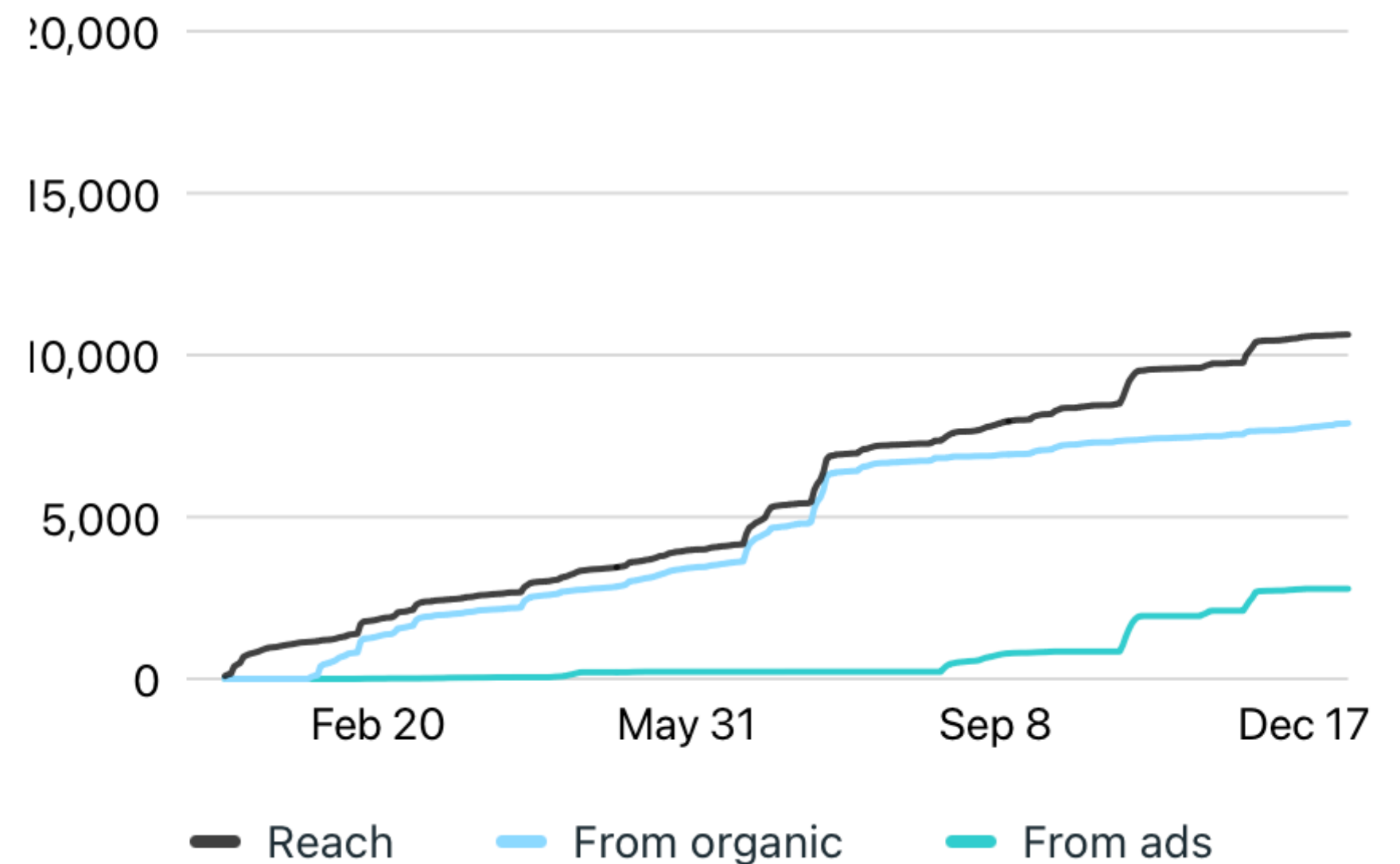
Platform Summary: Facebook & Instagram January 1 - December 31, 2023

06

B

Instagram Reach – 11K : From the organic or paid distribution of Facebook content: posts, stories, and ads.

It also includes reach from other sources, such as tags, check-ins, and Page or profile visits.



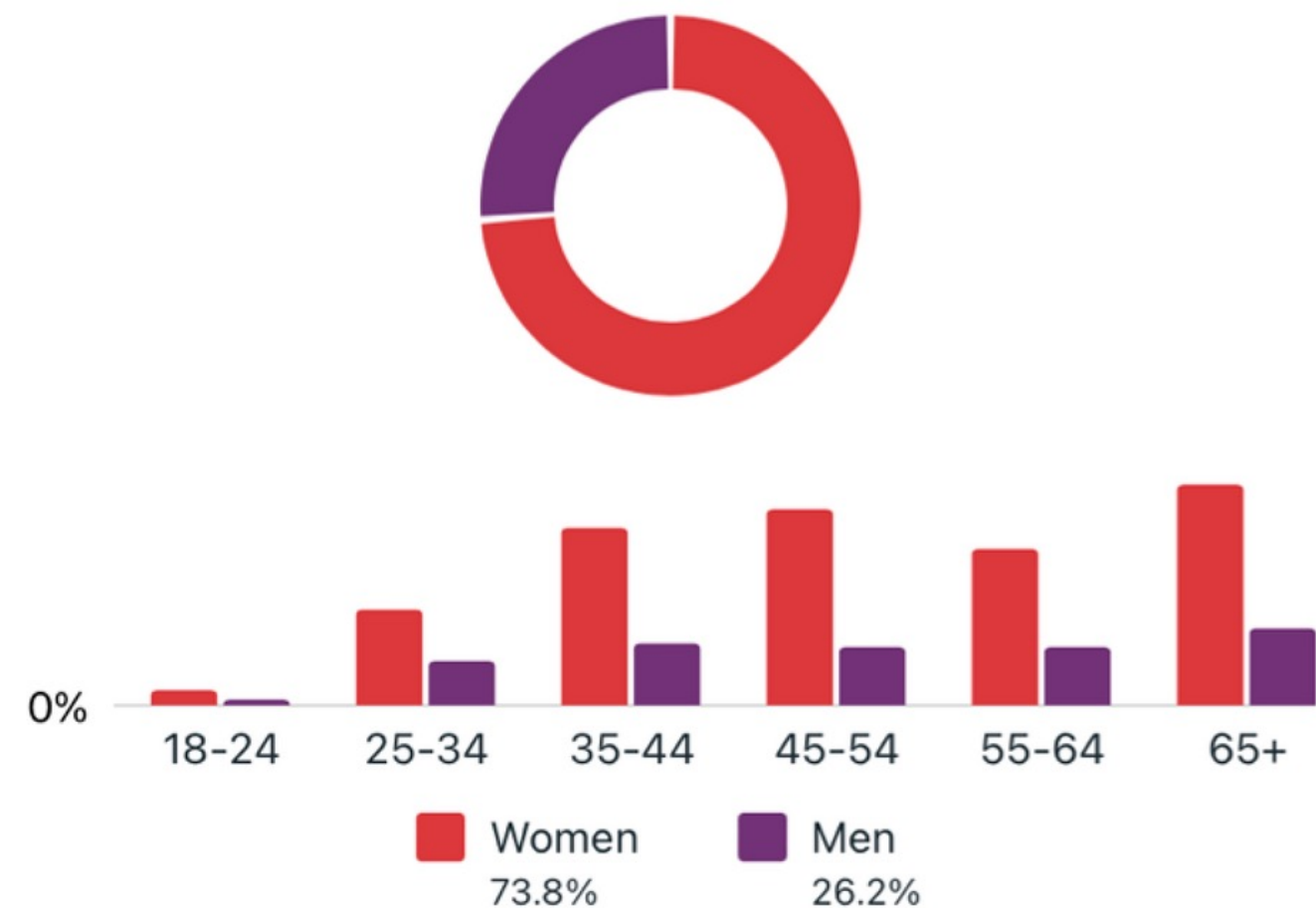
SOCIAL MEDIA

Platform Summary: Facebook & Instagram TOTAL CURRENT AUDIENCE DEMOGRAPHIC

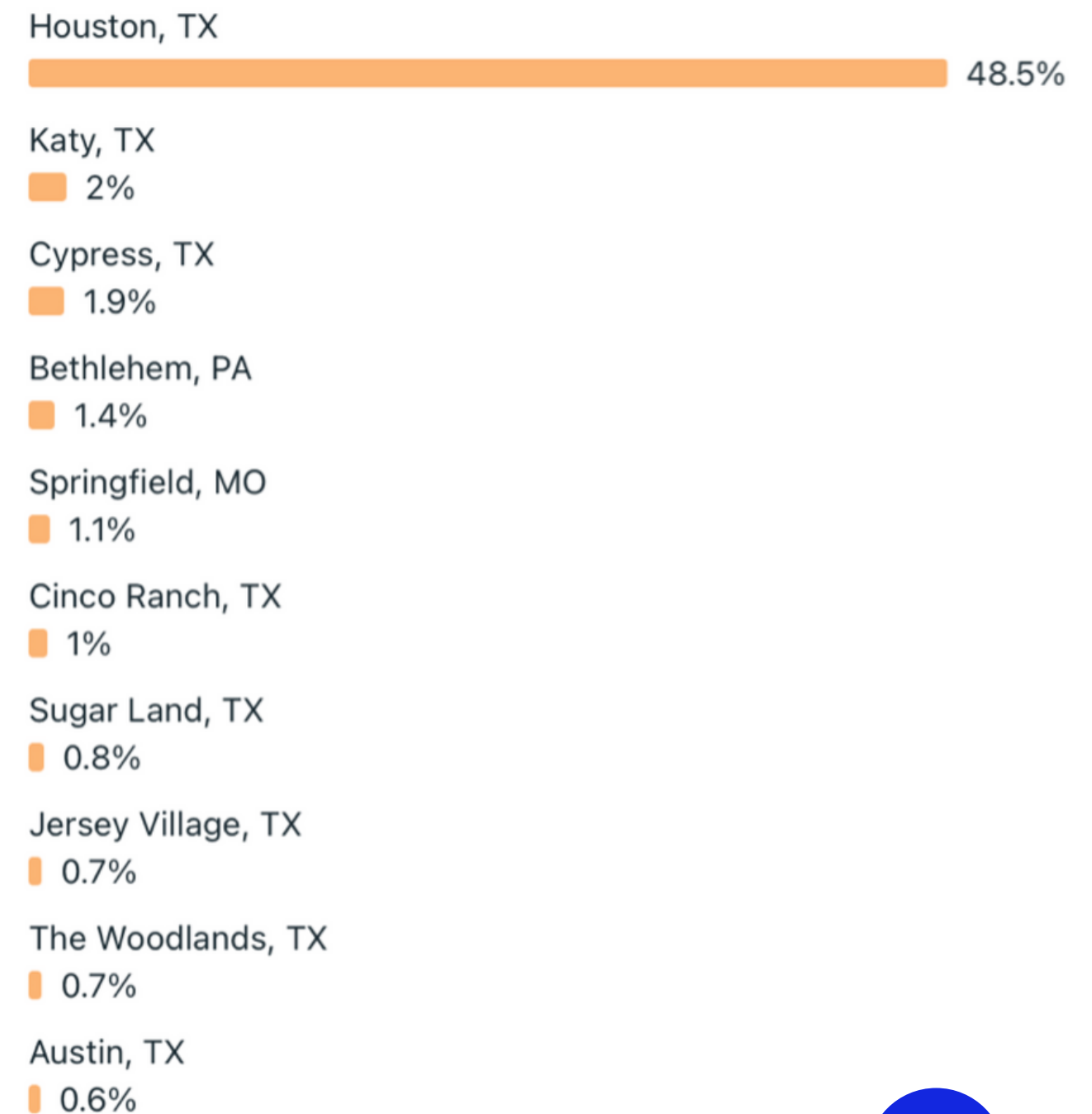
Facebook followers ⓘ

3,018

Age & gender ⓘ



Top cities



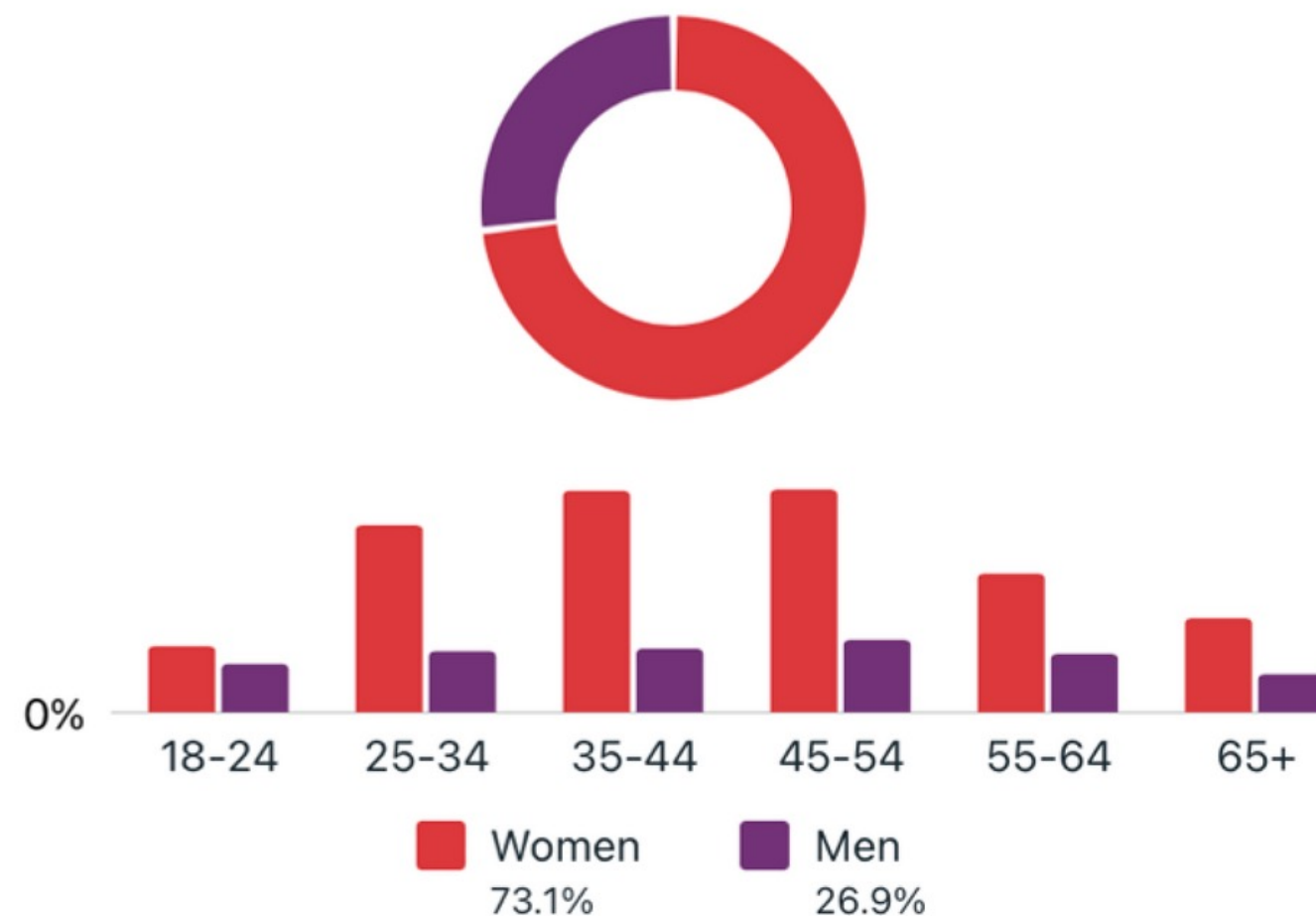
SOCIAL MEDIA

Platform Summary: Facebook & Instagram TOTAL CURRENT AUDIENCE DEMOGRAPHIC

Instagram followers ⓘ

1,249

Age & gender ⓘ



Top cities

Houston, TX



Bunker Hill Village, TX



Cypress, TX



Hunters Creek Village, TX

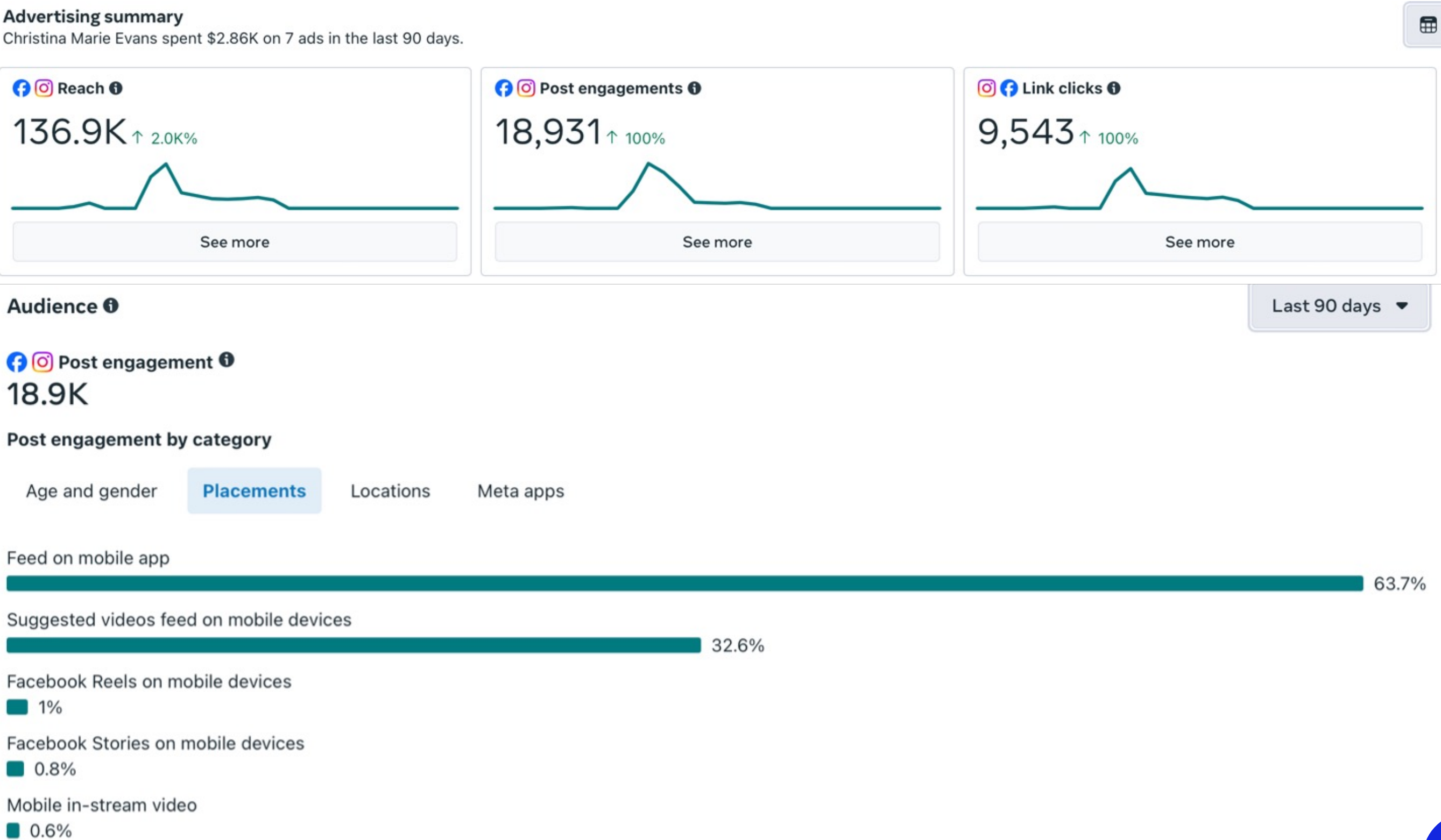


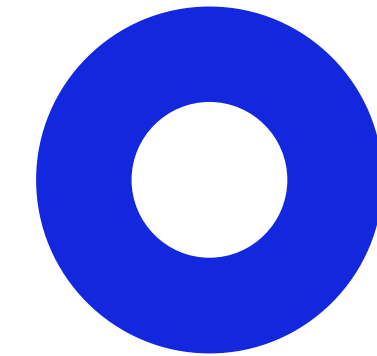
Hedwig Village, TX



SOCIAL MEDIA

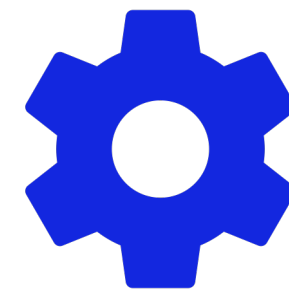
Platform Summary: Facebook & Instagram ADS INFO OVER THE LAST 90 DAYS:





GOALS

- Continue to increase online community engagement
- Use targeted ads to reach potential new visitors/members for worship and events
- Use analytics to refine content strategies (what's working and for whom?)
- Ensure that online content and actual visitor experience are aligned and authentic



Any questions?

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