

2017 Initiatives for Amy Baker

Ministry Resource Director

- 1) Conference bookstores.
 - Plan and execute 4 conference bookstore locations for the BCTC conference.
 - Work to obtain the contract for and host a conference bookstore for guests attending the ACBC conference.
 - Oversee the preparation necessary to allow FBCM to host bookstores at regional conferences.
- 2) Marketing.
 - Continue to seek to develop a culture of customers using MP3s, books, and other resources for training and equipping in their local ministry.
 - Consider how to refine weekly specials so that it is easier for customers to take advantage of items that aren't downloadable.
 - Seek to use the Resource Center subscriber list to communicate with customers regarding various resources available to them.
 - Provide in-store notification to customers about our on-line specials.
 - Consider how to use conference specials to best serve our guests and expose our guests to high quality resources.
- 3) On-line bookstore.
 - Look for ways to use sales data to improve our marketing and customer service.
 - Work with the Peñas to organize our on-line Spanish resources in more user friendly ways.
 - Work with the Peñas to edit and upload BCTC Spanish sessions.
- 4) Resource development.
 - Offer conference specials with the purpose of familiarizing folks with materials written or produced by our authors.
 - Work with the counseling team on the development of a new counseling observation DVD series.
- 5) Counseling and counselor training.
 - Oversee and facilitate the development of ladies who are being trained to serve as counselors and/or are seeking ACBC certification by acting as a co-counselor as needed.
- 6) Teaching and writing.
 - Write blogs, booklets, and/or books based on opportunity, ability, and time constraints. Accept teaching opportunities based on opportunity, ability, and time constraints.
- 7) Faith Bible Seminary
 - Oversee thesis projects when requested and as available.
 - Oversee Counseling Practicum counseling hours when requested and as available.

- Shepherd students in the MABC course which I co-teach with Mark Shaw.

8) Library

- Continue to do the necessary work to incorporate Dr. Decker's and Dr. Smith's libraries into our current library.

9) Vision of Hope

- Fulfill responsibilities as a Vision of Hope Board member and serve as board secretary for the 2017 calendar year.

10) Bookstore

- Work with Faith West team to investigate providing a way to allow those who attend Faith West to have a selection of resources to purchase on Sunday mornings.