

JEREMY VEGTER / ELECTRONIC COMMUNICATIONS

2017 KEY INITIATIVES

Yellow = 2017 SMP Initiatives

MINISTRY-WIDE GOALS

GROWING STRONGER: WEB SITE IMPROVEMENTS

- Make significant progress toward having the web sites become the authoritative source of information, by working with key leaders and improving the editing team and its workflow.
- Increase the amount of training provided to web editors.
- Explore possibility of providing electronic tools to enable better connection in our church family. (See the Responsive Web Redesign project through to completion.)
- Investigate using online collaboration space for prayer requests/updates.

REACHING OUT: VISUAL & SOCIAL COMMUNICATION

- Continue to increase the saturation of video across the sites
 - Each site displaying a prominent welcome/overview video
 - Existing: FCS, FBS, FLF, FC, FCM
 - Needed: FM, FBCM, FGM, FR, FW, VOH, Preschools, Conferences
 - Consider having ABF teachers create video invite/overview of classes.
 - Testimonials
 - Consider launching a “God at Work” series of videos, telling the stories of how God has worked in the lives of members. (e.g. <http://www.newspring.cc/stories/>).
 - “Get to know your pastors” series
 - Counselors & Counselors
 - Ministry Inspiration: stories of how God has used ministry outreach to change the lives of those involved and impact the world for Christ (e.g. Mission Trips, Community Outreach, etc.)
- Review/improve Faith’s social media presence in order to grow the number of social media followers (Facebook, Twitter) by 10% over the previous year.
 - Social Media Numbers for *all* ministries:

	Year	Total	+/-
Twitter Followers	2015	5359	
	2016	6143	13%
Facebook Likes	2015	14455	
	2016	16786	14%

○ Social Media Numbers by Ministry:

	Year	FC	+/-	FBCM	+/-	FBS	+/-	FCM	+/-	FCS (+ PreKs)	+/-
Twitter Followers	2015	1255	12%	1774	16%	445	20%	192	36%	307	28%
	2016	1423	12%	2096	15%	511	13%	242	21%	351	13%
Facebook Likes	2015	5081	40%	3058	16%	346	27%	1104	26%	1892	12%
	2016	5843	13%	3801	20%	441	22%	1289	14%	2135	11%

	Year	FGM	+/-	FW(+Fit+MH)	+/-	VOH	+/-	PBF	+/-	YOUTH	+/-
Twitter Followers	2015	213	20%	389	18%	581	19%	155	-3%	48	-2%
	2016	218	2%	426	9%	679	14%	150	-3%	47	-2%
Facebook Likes	2015	503	20%	1283	16%	1188	10%				
	2016	536	6%	1435	11%	1306	9%				

- Help keep the importance of consistent, quality blog post submissions in forefront of the various ministry leaders.
 - *In the previous two years (2014-15) our Sessions declined by -28% and our Users dropped 22%*
 - ***In 2016 our Sessions INCREASED by 8% and our Users INCREASED 1%***

Total number of Sessions within the date range. A session is the period time a user is actively engaged with your website, app, etc. All usage data (Screen Views, Events, Ecommerce, etc.) is associated with a session.

Users that have had at least one session within the selected date range. Includes both new and returning users.

	Sessions ?	Users ?
	7.70% ▲ 53,420 vs 49,603	1.24% ▲ 41,581 vs 41,070
blogs.faithlafayette.org		
Jan 1, 2016 - Dec 9, 2016	53,420 (100.00%)	41,581 (100.00%)
Jan 1, 2015 - Dec 9, 2015	49,603 (100.00%)	41,070 (100.00%)

- The top posts of 2016 from each of the ministries:

Ministry	Title	Author	Sessions
FC	Lafayette benefits from Faith CDC taxpayer-funded homes	Steve Viars	1,218
FBCM	Grace in Disguise	Susan Blake	289
FCS	2016 State of the School Address	Scott Grass	359
VOH	Because He is Faithful: Emily's Story	Bethany Dunn	207

- Continue exploring the possibility of creating a Faith Ministries film production company.

Need: Faith's ability to communicate its values and vision to its constituents, surrounding community and the world at large would be greatly enhanced with a dedicated in-house film production company.

Rationale:

1. God created us with a love for listening to stories.
2. Telling stories has always been an important part of God's plan in delivering His message to man (e.g. Jesus' parables, the Bible).
3. In order to make His messages meaningful & memorable, God often embeds those messages in dramatic visual displays (e.g. the burning bush, the plagues, the temple, Christ's death, burial & resurrection, etc.).
 - a. Following these examples, it makes sense for Faith to expand its use of video to communicate those messages/stories which are most important.
 - b. It also makes sense for Faith to expand its use of video to communicate its messages since video is
 - ii. the lingua-franca of the modern world – just witness the exponential growth of YouTube
 - iii. the great eliminator of boundaries – a single video distributed over the web can be played an infinite number of times, in an infinite number of places, to an infinite number of audiences

Long-term Goals:

1. To split the Electronic Communications department into two departments
 - a. Director of Electronic Communications – websites, social media, online advertising
 - b. Director of Visual Communications – photography, video & film production
2. As the Director of Visual communications, to greatly expand our use of video in communicating:
 - a. *Our vision to our community:* "We have this place called VOH. Here are testimonials from some of our graduates – Alexandra, Julia – explaining how God gave them great victory over their addictions. If He can do this for them, He can do it for you. Why don't you come check us out?"
 - b. *Our success stories to our constituents:* "You, Faith Church, gave sacrificially to make the Hartford Hub a reality. Listen to the testimonies of Linda Schwarz and Deb Naydol as they explain how the Lord has used the Hub in their lives."
 - c. *Our gospel message to the world:*
 - Music videos (e.g. Joey Wright's *A Song of Thankfulness*)
 - Documentaries (e.g. the rise of the Congo Coalition)
 - Feature-length films
3. To finance both departments (as well as many other ministry endeavors) with the proceeds from the production of feature-length films

○ 2016 Progress:

- Conducted preliminary research:
 - It's doable: The Lord has used Sherwood Baptist Church to produce 4 films.
 - It will be a sizeable investment: 'The budget of each film has been significantly larger than the film directly previous, at \$20,000 for *Flywheel*, \$100,000 for *Facing the Giants*, \$500,000 for *Fireproof*, and \$2 million for *Courageous*."

- The return is worth it.
 - Spiritually:
 - Michael Catt, in his book *Prepare for Rain: The Story of a Church that Believed God for the Impossible*, shares, "We know of over 3,000 people who have put their trust in Christ as Lord and Savior after seeing Facing the Giants."
 - That's from just *one* of their 4 movies. And that's just from the people who made it a point to contact them in order to let them know of their decision.
 - Financially:

	War Room	Courageous	Fireproof	Facing the Giants	Flywheel		Totals
Production Budget	\$3,000,000	\$2,000,000	\$500,000	\$100,000	\$20,000		\$5,620,000
Box Office*	\$73,975,239	\$35,185,884	\$33,473,297	\$10,243,159	\$37,000		\$152,914,579
Home Market	\$39,381,294	\$24,711,370	\$57,665,554	\$41,207,675	\$3,000,000	**	\$165,965,893
Profit	\$110,356,533	\$57,897,254	\$90,638,851	\$51,350,834	\$3,017,000		\$313,260,472

* Combined Domestic and International

**Sold 300,000 DVDs; this amount is assuming an average of \$10/DVD

- Established a committed core team:
 - Producer: Mary Beth Kenney
 - Director of Photography: Ashish Dhingra
 - Writer/Director: Jeremy Vegter
- Found our story:
 - What happens when a man who overcomes a severe addiction to drugs by trusting Christ as his Savior, has his life re-shattered when his son becomes a drug abuser and ends up getting shot and killed by the police while in a psychotic PCP/Mushroom-induced hallucinatory rage?
 - Does he curse God and die/give up?
 - Or does he go back to the very prisons in which he was incarcerated as a teen for his own drug use in order to preach the gospel?
 - This is a true story – I have the 4 hour interview and resulting 96 page transcript. And, again, the Lord brought the story to us.
- 2017 Goals:
 - Visit Kendrick brothers/Sherwood Baptist to glean best practices
 - Visit Christian Film Festivals to learn about the process and start developing a network
 - Shoot a documentary version of the Bucci story
 - as a means of continuing to flesh out the story
 - as a tool for presenting, to our church family, the idea of creating a Faith Ministries film production company
 - Develop a workable/sustainable business plan

SERVING TOGETHER: Other e-communications

- Look into providing source of online interaction between members & their deacons.
- Provide technical and design assistance to all ministries utilizing e-newsletters, promotional emails, or solicitation emails.

MINISTRY-SPECIFIC GOALS

CHURCH

MEETING NEEDS: IMPROVE THE VISITOR EXPERIENCE

- Look into producing comprehensive visitor information. (Faith Church)
 - Work with the Director of Development to secure high-quality interior maps and deploy them where needed on the web site, Google Maps, and conference apps.
 - Create and post videos to help prospective visitors become orientated to our campuses.
- Consider posting videos of the pastors who oversee the services.
- Consider adding a more focused promo video of at least one ABF as well.
- Work with Dustin Folden and others to ensure that any services we offer to new residents are clearly communicated on the site.
- Conduct user experience analysis for personas such as prospective first-time church visitors, prospective counselees, and people new to the area.
- Improve the experience of Hispanic individuals trying to learn about what our church can offer them.

STRENGTHENING OTHERS: IMPROVE THE MEMBER EXPERIENCE

- Consider creating ABF web pages so people can easily contact their leaders

SCHOOL

- Improve online advertising for FCS, and consider adding advertising specifically for the preschool.
- Work with the Director of Development, school administrator, and alumni liaison to consider options for developing a solid online community for FCS alumni.

COMMUNITY MINISTRIES

- Assess whether the Community Ministries site has the appropriate connection points to the church ministries.
- Work with the Pastor of Community Ministries to assess the value of the FCM blog and determine future plans.

COUNSELING/CONFERENCES MINISTRY

STRENGTHENING OTHERS

- Help produce next generation of Biblical Counseling Observation videos as on-demand web products & DVD packs.

SEMINARY

- Work with seminary leaders to consider adding electronic advertising for the MABC program.
- Provide input and assistance to the seminary staff as decisions are made regarding the expansion of online education.

FAITH GLOBAL

- Add video overview and testimonials to the site

RESOURCES

- Provide advertising assistance to improve online sales.

VISION OF HOPE

- Add more video testimonials to the site
- Consider creating a video tour of the VOH facility
- Consider launching an “I Have Hope Because...” video-centric web site, possibly in conjunction with other ministries, to highlight the power of the gospel to change lives.
- Work with the VOH director to determine whether to expand into online advertising.

FAITH WEST

- Add video overview and testimonials to the site
- Continue to grow and streamline the website as the ministry continues to expand