

Introduction to 2016 Ministry Report *(formerly, General Matters)*

In order to carry out the provisions of SBC Constitution, Bylaw 18E, 12, *“To utilize an appropriate report format which will enable the Executive Committee to obtain from the entities adequate and comparable information about ministry plans, accomplishments, and financial data”*, the Executive Committee, SBC, presents this thorough and complete **2016 Ministry Report**.

The **2016 Ministry Report** is the compilation of each entity’s updated reports, responses to questions, and other related reports, and is presented in four separate groupings. These groupings are: **President’s Letter, Ministry Goals and Accomplishments, Ministry Inquiries** (formally, data call questions), and **Financial Statements**. Along with full and complete responses in each of these groupings, attachments and supporting documents may be included or attached.

The purpose of this Ministry Report is to assist the Executive Committee in planning, evaluating and implementing a Cooperative Program Allocation Budget, which will be presented as an Executive Committee recommendation, in consideration for adoption, each year at the SBC annual meeting.

Also, in this Introduction to **2016 Ministry Report** there is a listing of Cooperative Program Allocation Budget “highlights” or actions which have occurred over the years.

Cooperative Program promotion and Ethnic Participation

In 2010, messengers to the Southern Baptist Convention asked the state Baptist convention(s) to assume a larger role in promoting gifts to the “entire” Cooperative Program, and to forward a larger percentage of their state-level Cooperative Program receipts to the national SBC missions and ministries. The intended outcome of these cooperative funding measures is to provide overall, more dollars for SBC missions and ministries, and for state conventions to move toward a 50/50 split of all Cooperative Program dollars. Many of our cooperating Baptist state conventions have taken significant strides to respond affirmatively to these requests.

2013 – 2014, Dr Frank Page, in collaboration with state convention executive directors, appointed a 15 member Cooperative Program Advisory Council. This group was comprised of state convention executive directors, SBC entity representatives and pastors. The purpose of this group was to develop a comprehensive and unified strategy to promote the entire Cooperative Program over a ten year period of time, leading up to the 100th anniversary of the Cooperative Program (1925 – 2025). This group met together 6 times over the two year period. At the end of its process, the CP Advisory Council produced a strategic framework document which listed, Major Objectives, Strategic Initiatives and Action Steps, for each level of SBC life, in order to effectively advance the Cooperative Program. A fundamental belief of this advisory council is expressed in this statement, “It is our belief and conviction that everyone and every entity which receives funding and benefit from the Cooperative Program, shares an equal responsibility to advance the Cooperative Program.” To that end, the Executive Committee has undertaken to accomplish the major objectives and executes to this day, against the strategic framework document.

Ohio, June 2015, Dr Frank Page launched Great Commission Advance, a comprehensive, multi-faceted and multi-tiered emphasis among all Southern Baptists, in order to maximize all out efforts to reach our world with the gospel of Jesus Christ. One of the first steps of Great

Commission Advance (GCA) was to develop a “peer group”, comprised of 12 state executive directors and the presidents of the two mission boards. The purpose of this peer group is to evaluate current and proposed promotional elements of a long term emphasis for increasing the Cooperative Program. Along with that the GCA peer group engaged an Atlanta based marketing team, Christian Marketing Association, Mark Montini, President. This marketing team has produced a customized software system which will assist state conventions and SBC entities to process “real time” data, segment churches by their missions giving practices and execute timely content and messaging. A report from the GCA peer group was made at the state executive directors fellowship meetings, 2015 and 2016.

Ethnic Diversity and Participation

In 2011, messengers to the Convention instructed the Executive Committee to request of each entity, as part of its annual data call, a descriptive report of participation of ethnic churches and ethnic church leaders in the life and ministry of the entity. The specific wording of the request is to provide a report “of participation of ethnic churches and church leaders” in the life of your ministry. Of course, the descriptive report is also a place each entity can reference the resources and ministries it provides *to* and *for* the various ethnic churches and groups that cooperate with the Convention. This information from each SBC entity will be collated into a report and presented to the EC Communications Workgroup during the February Executive Committee meeting.

The **2016 Ministry Report** will be distributed to each Executive Committee member, each SBC entity leader, each state Baptist convention Executive Director Treasurer (EDT), editor(s) of *Baptist Press* and all the state convention Baptist papers. Also, in an effort to increase visibility and awareness for all SBC entities, among all Southern Baptists, the **2016 Ministry Report** will be posted online at www.SBC.net.

Also, along with a formal response from each entity President, in the form of a President’s letter, you will find the President’s response in a video format, again, to be posted online, along with each entity’s report.