

LIFEWAY CHRISTIAN RESOURCES
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Ministry Reports

1. Ministry Assignment: Assist churches in the development of church ministries

Sunday School

Significant Accomplishments—Most SBC churches continue to encourage members not to limit their church involvement to worship attendance, but to take the next step on a path toward discipleship by participating in a smaller group for foundational Bible study, ministry, and outreach. Most employ the principles of Sunday School, although some may use a different name. Most gather into classes on Sunday morning at the church facilities, although some offer groups on weekdays away from the church campus. Some offer small groups instead of Sunday School, and many offer small groups alongside Sunday School. Whatever the occasion or location, these groups are typically open and ongoing. Open, ongoing groups can be considered as Sunday School for reporting purposes. On average, the number of people who participate in these groups/classes is about two-thirds of the number of people who attend worship during any given week.

LifeWay continues an “occasion neutral” approach in the development of Bible study curriculum for ongoing groups.

In September 2016, LifeWay refreshed its most popular series, *Bible Studies for Life (BSFL)*. In response to feedback from churches, *BSFL* materials for Kids renewed a strong focus on foundational Bible stories and the developmental principles captured in *Levels of Biblical Learning*. LifeWay’s newest series, *The Gospel Project*, continued to gain in popularity. *Explore the Bible (ETB)* continued to be the most popular series for adults. Ninety percent of adult classes using LifeWay materials order one of the three main series. A strong ten percent use one of the other adult offerings: MasterWork, YOU!, Baptist Adults, smallgroup.com or customized curriculum. *Access* and *Special Buddies* continue to serve classes for Special Needs adults and kids, with LifeWay absorbing the financial loss in support of this vital ministry. Global and domestic sales of *BSFL* materials in Spanish and *ETB* materials in several languages continued to gain traction.

In 2016, LifeWay published the second of four books in the *Three Roles* series of annual training books. *Teacher: Creating Conversational Community* focused on leading group Bible study. The book was made available as a purchasable booklet and as a free PDF download from LifeWay.com/DavidFrancis. This resource includes teaching plans, PowerPoint® presentations, and other downloads for church leaders who are training others to start new groups. Free downloads of the book were also made available through the iTunes store and through the LifeWay Reader for other devices. *Three Roles for Guiding Groups* provided an overview of the roles of teacher, leader, and shepherd. A book on each specific role will complete the series.

Future Plans—In 2017, the third book in the *Three Roles* series will focus on

evangelism and outreach. *Leader: Creating Commissioned Community* will challenge classes and groups toward intentional obedience to the Great Commission. Allan Taylor, who joined LifeWay in 2015 to serve as Director of Church Education, will co-author with David Francis, along with Ken Braddy. Taylor and Braddy are well-known champions of Sunday School. Dr. Ken Coley will join Francis and Braddy to complete the series for use in 2018 with *Shepherd: Creating Caring Community*. LifeWay will also offer a new video-driven training course, *Sunday School Matters*, edited by Taylor. Additional on-line training opportunities are planned as well. Several live conference opportunities are being refreshed for 2017, including the popular *TRANSFORM* events for teachers, and a new *Essentials* conference for Sunday School Directors and Pastors.

In January 2017, many churches will launch a year of discipleship by employing *Disciples Path: The Journey*, a new curriculum series. It will be released one quarter at a time, then remain available for purchase on a continuing basis. Churches may begin the path at any time. With the Fall 2017 release, *Explore the Bible* will include enhancements based on feedback from churches. Materials for Kids will cycle through the Bible every three years. Adults will have a new option, the Daily Discipleship Guide, in addition to the current Personal Study Guide. The new resource will include brief daily readings that reinforce the group Bible study, as well as a feature for a “D-group” of three or four people of the same gender who gather between group meetings to interact on a deeper level.

Discipleship

Significant Accomplishments— The mission of the LifeWay Resources division is to serve the church in her mission of making disciples. This mission is threaded throughout every experience, training, and resource we seek to provide to the church, and yet there remains a tremendous need for not only discipleship resources, but a systematic but simple plan for discipleship.

Over the past three years, LifeWay has sought to address this need through the creation of a series of resources called *Disciples Path*. The genesis of this series of resources is the church itself, beginning three years ago with a meeting of disciple makers inside the church. This group of disciple makers was brought together to address the discipleship deficiency in many churches across the world. Based on their personal experience with disciple-making, these leaders worked with LifeWay Christian Resources to define the core characteristics of what discipleship is. The result was four traits universally applicable to discipleship. Discipleship is:

Progressive— From the moment we are born again into new life in Christ, we are on a journey that is progressive in nature. Day by day, it is God's intention for all Christians, regardless of their stage in life, background, or culture, to progress in maturity to be conformed into the image of Jesus Christ.

Disciplined— We must, if we are going to be serious about discipleship, commit ourselves to a disciplined kind of life. That means doing things like praying, reading and memorizing Scripture, sharing our faith, meditating on God's Word, even when we don't feel like it. When we commit ourselves to these disciplines, we are embracing the work of the Holy Spirit in us to transform us into the image of Jesus.

Relational— The journey toward Christlikeness is one we are on together. We are meant to not only walk together but also to guide each other as we walk. God intends not only that we have friends among believers, but that we are actively involved with someone who is discipling us and then someone or a group of people that we are discipling.

Replicable— Replication is the responsibility of every Christian. In other words, we were meant to be disciples who make disciples. This is the pattern that Paul laid out for his son in the faith, Timothy, in 2 Timothy 2:2: "And what you have heard from me in the presence of many witnesses, commit to faithful men who will be able to teach others also."

Using these four characteristics of discipleship, the team created resources that intertwine these traits into every session. In January, *Disciples Path: The Journey* launched in over 600 churches with a simple, one year pathway of discipleship designed to make disciples who make disciples.

Future Plans— The number of churches engaging on this discipleship pathway continues to grow. Any church or group can begin the one year journey at any time in the future, starting with volume one and progressing through volume four. We will continue throughout the year to press the need for a strategic and intentional discipleship strategy, highlighting *Disciples Path*, for the good of the church and to provide a helpful and simple pathway for making disciples.

Leadership Development

Significant Accomplishments — All of LifeWay Leadership's key initiatives in 2016 were centered on establishing a new brand as LifeWay Leadership and becoming the thought-leader in church leadership development. Beginning in February 2016, the LifeWay Leadership team produced four free online webinars discussing the concept of Leadership Pipeline. The theme for the year was "Every church needs a Pipeline, and every person needs a Pathway." LifeWay Leadership identified four levels of leadership in the church: volunteer, leader, ministry director, and senior leader. Each webinar addressed one leadership level. The webinars culminated with an inaugural, sold-out event in Nashville called *Pipeline*, which served 1,000 pastors from across the United States, Canada, and Jamaica. *Pipeline* was a three-day event featuring small group coaching and plenary sessions with Eric Geiger, Thom Rainer, Carey Nieuwhoff, Paul Tripp, Trip Lee, and many others.

LifeWay Leadership is a leading voice in the concept of Leadership Pipeline for the local church. In support of the Leadership Pipeline concept, the popular 5 *Leadership Questions* podcast has grown to over 60,000 monthly downloads. *Developing Your Leadership Pipeline*, a booklet written by Todd Adkins, has been distributed to/download by over 20,000 church leaders. The LifeWay Leadership team has partnered with Compassion International, Southeastern Seminary, Southern Seminary, and New Orleans Seminary to equip pastors. The three seminaries offered class credit on Leadership Development through the *Pipeline* event. LifeWay Leadership continues to partner with Southeastern Seminary to offer free online training and, to date, over 4,000 pastors and lay leaders have participated in training.

Additionally, the LifeWay Leadership team continues to resource new church plants. The online training platform at NewChurches.com took off quickly in 2016. Simultaneously, the New Churches team launched a podcast that regularly has over 20,000 downloads per month. New Churches has also partnered with NAMB and other national church planting agencies to offer specific resources geared toward church planting pastors.

Future Plans — The LifeWay Leadership team has a heart for local church leaders at every level. In 2017, the team will host its second national event as well as a number of regional Leadership Pipeline coaching opportunities from coast to coast. *Pipeline 2017* will feature Thom Rainer, H.B. Charles, Bob Russell, and John Piper. Also in 2017, LifeWay Leadership, in partnership with NAMB, anticipates releasing a dynamic new training experience through Ministry Grid. LifeWay Leadership is continually learning new ways to engage pastors and leaders in an increasingly digital world.

Worship and Music Ministry

Significant Accomplishments—Children’s Worship Series has stabilized our children’s choir curriculum and is doing well with new writers, Darlene Abbott and Teresa Harland.

The LifeWayWorship.com web site continues to grow. There are now 7,000 churches that use the site every weekend. There are 2,500 churches who participate in the “Pre-Pay & Save!” program. That is up over 1,000 in the last year, a 66% growth. This program ensures that churches are using our site exclusively. This site continues to support the worship life of churches, church plants, and missionaries, both in the United States and around the world.

Site improvements continue to be made, improving the functionality of the site and drawing more and more traffic, and improving overall revenue.

LifeWayWorship.com also supports the 2008 edition of *Baptist Hymnal* by providing downloadable companion products, allowing churches to quickly, easily, and affordably obtain worship resources for their ministries. Sales of the hymnal itself continue to climb.

More and more foreign language material is added to the site as well. Our offerings in Spanish continue to expand, with some available in Russian, and more languages to come.

“It all begins with the song,” is a truism you’ll hear in the church music world. To that end three new songwriters have been added to our roster, Jonathan and Emily Martin, and Nathan Woodward. The very popular worship music writer, Tommy Walker, has been resigned. Walker’s song, “Jesus, Be Near to Me,” has had over 3 million views on YouTube!

It was a banner year for our current songwriters. They secured songs cut this year by Blake Shelton, Chris Tomlin, Karen Peck and New River, Ernie Hauss & Signature Sound, Sandi Patty, Scotty McCreery, Michael English, Veritas, and Phillips, Craig, and Dean

Our 16 periodicals include choral, handbell, and keyboard magazines, CDs, and kits. Our three bulletin lines, *Response*, *Opportunity*, and *SBC*, provide a service to

churches of all sizes. Broadman Church Supplies has been added to LifeWay Worship's purview. This includes envelopes, visitor cards, communion supplies, and more—totaling about 4,000 products.

Our choral clubs, The Red Box from LifeWay Worship, and those from PraiseGathering and Lillenas, continue to grow. The Red Box released adult, student, and children's musicals, collections, and anthems. This year's releases included six Christmas musicals and collections, four for Easter, and two student collections. Counted among these were not only LifeWay-branded choral books, but also Getty and Daywind projects.

A combined 1,600 people attended the student gathering, SonPower, the Choral Music Celebration, and the inaugural WorshipLife event in Gatlinburg, Tenn.

Future Plans—As we look toward a bright future, we reflect, also, on a record fiscal year in 2016. Wonderful relationships continue to grow with our publishing partners, Lillenas Publishing Company, PraiseGathering Music Group, Daywind Music Group, Getty Music, and Celebration Concert Tours. LifeWay Songs has great things on the horizon as well. The Let's Sing imprint continues to grow. LifeWayWorship.com? Well, the sky is the limit! 2017 promises to be another banner year.

Christian Education

Significant Accomplishments—Groups matter! Groups have been the center point of the Christian Education ministry of the church for decades. These groups are defined in numerous ways: open, closed, ongoing, short term, Sunday School, small groups, discipleship groups and more.

Three elements are essential to successful group ministry in a church:

Launch new groups. LifeWay, along with state conventions and associations, encourages every church to intentionally launch new groups. Groups provide church members the opportunity to use and develop their God-given spiritual gifts that is the beauty of starting new groups. Next to the Word of God and the Spirit of God, born-again people are the church's greatest asset. Starting new groups acknowledges this and leverages these new leaders for God's glory.

Develop leaders. LifeWay is committed to the development of group leaders. Ministry specialists trained thousands of church leaders this past year. These specialists trained leaders in Sunday School, small groups, men's ministry, kid's ministry, student ministry, young adult ministry, adult ministry, women's ministry and more. In addition, Ministry Grid provides training to church leaders through videos. Leaders can receive quality training at times of their choosing through Ministry Grid.

Sunday School Matters DVD Training Kit. LifeWay has developed a significant training resource to help churches develop group leaders. This resource contains twelve sessions, 20-30 minutes each, to train Sunday School workers and leaders. Each session is taught by some of the top Christian Educators in the Southern Baptist Convention.

Feed People. While the avenue of spiritual development is through groups, a group experience alone will not transform. Transformation is the work of God that takes place as people encounter truth through the Word of God. Bible study is the

foundation of group ministry. LifeWay continues to provide Bible study curriculum for groups. *Explore the Bible, Bible Studies for Life, The Gospel Project, Disciples Path - The Journey and YOU* are biblically-centered curriculum that will engage people in the truths of God's Word.

Future Plans—Training for Christian Educators and Discipleship Pastors: ME (Minister of Education) Essentials (formerly called BETA) conferences continue to be offered for those new to education/discipleship ministry leadership or those desiring continued learning. The conferences are held in Nashville and other locations across the country several times each year at no registration cost to participants. Attendees learn the basic principles of group ministry, disciple making, how to enlist leaders, staff relations, evangelism strategy, time management, and more. Through this training, educators are equipped to take the first steps toward healthy discipleship. More than 1,400 new education/discipleship ministry leaders have been trained over the past nine years, with another 250 to be trained in 2017.

Those having participated in ME Essentials qualify for **ME Essentials2**. There is no registration fee and LifeWay provides all meals. Like ME Essentials, it is a three-day conference that dives deeper into leading the educational/discipleship ministry of a local church as attendees learn how to develop a leadership pipeline, shape church culture, build a team, and utilize and manage basic educational facilities and when to plan for multiple Sunday School hours.

In addition, LifeWay is now offering a **Pastor/ME Essentials**. This conference requires both the senior pastor and the education/discipleship pastor to attend together since they are the two main disciple-makers in the church. Getting these two key leaders unified on a discipleship strategy can have significant impact on their church.

Information concerning any of these three Essentials conferences can be obtained by contacting allan.taylor@lifeway.com. Essentials conferences are also available for leaders in kid's ministry, student ministry, men's ministry, women's ministry, and small group ministry.

Pastoral Ministries

Significant Accomplishments—LifeWay networks with state convention leaders to provide conferences and training events for Pastors.

Pastors Essentials - "Pastors Essentials: Leading the Disciple-Making Ministry in Your Church," is a unique workshop designed specifically for the senior pastor who has a heart and passion to develop and lead the disciple-making ministry in the local church. With training and discussion specifically tailored for senior pastors, Pastors Essentials addresses issues and topics pastors face in making disciples. The goal is for pastors to leave the conference with a plan to disciple their people with wisdom and intentionality. LifeWay offers 11 Pastors Essentials each year averaging 20 Pastors in attendance.

LifeWayPastors.com - Mark Dance became the Director of LifeWay Pastors in 2014 after serving as a senior pastor in SBC churches for 27 years. LifeWay Pastors partners with state conventions, associations, seminaries and other evangelical ministries to facilitate pastoral health. LifeWay Pastors hosts approximately 15 regional Pastor Date Nights and Pastor Roundtables throughout North America each year, currently averaging 150 in attendance. Mark and his

wife Janet also serve pastors and wives at retreats and conferences. The latest events and resources for pastors can be found at LifeWayPastors.com.

Transitional Pastor training - LifeWay continues to partner with state conventions to support training for transitional pastors, equipping them to help churches in smooth, troubled, or crisis transitions. More information is available at <http://www.lifeway.com/Article/Transitional-pastor-overview>

Rainer Social Media - LifeWay president and CEO Thom Rainer's social media presence has developed into an effective sounding board for pastors across the country. The "Rainer on Leadership" podcast is reaching 1.3 million listeners a year. Launched in 2013, the twice-a-week podcast, which has seen 265 percent growth over the past two years, offers practical solutions for issues facing pastors and church leaders in the 21st century. Combined with Rainer's blog, an estimated two of three Protestant churches in America are reached, and they range in geographic region, denomination and size. Also, ThomRainer.com, launched in 2012, receives more than 7 million views per year.

Future Plans—Partners' Summit: LifeWay partners with state convention leaders to provide opportunities for networking, skill development and encouragement in the annual Partners' Summit. This is held each year at Ridgecrest Conference Center the first week in December. This annual gathering of state convention and LifeWay leaders is designed to provide opportunities to explore topics of mutual interest that can benefit churches of the Southern Baptist Convention.

The goals for the Partners' Summit are:

Enhance LifeWay's partnership with state convention leaders

Equip the leaders with new insights and skills

Engage other leaders through collaborative learning

LifeWay Church Partners are on the field annually having more than 22,000 face-to-face conversations with pastors and other ministerial staff. They discover personal, professional, and church ministry needs while providing solutions, serving as trusted advisors and offering networking opportunities with other church leaders. They also regularly relate to leaders in state conventions and associations to address the needs of pastors and staff.

Evangelism

Significant Accomplishments—Lifeway continues to support and produce a variety of evangelism training resources to assist churches to reach the millions of people in the U.S. and Canada who have no relationship with Jesus Christ. One new evangelism training resource, by pastor Greg Laurie, is titled, *Tell Someone: You Can Share the Good News*. This video enhanced resource encourages believers to share the gospel by sharing Jesus' story and their own story of how Jesus changed their lives.

Based on the experiences of Dustin Willis and Aaron Coe, *Life On Mission: A Simple Way to Share the Gospel* is a five-session Bible study that invites believers to connect with God's mission and equips them to leverage their influence to bring unbelievers to faith in Christ. Find out more at www.LifeWay.com/lifeonmission.

My 8: Embrace and Engage the Wonder of Evangelism is a new 8-session Bible study by Ed Newton for students that deals with the heart and how-to of evangelism. Students are challenged and equipped to share their faith.

One of the greatest evangelism opportunities for churches is Vacation Bible School. Multiplied tens of thousands of people will come to faith in Christ as a result of VBS. And, there are additional untold numbers of families within communities who will be impacted. Vacation Bible School opens a multitude of doors of evangelistic opportunity.

Leading a Child to Christ Training Pack continues to be a strong evangelism tool that is well designed to assist parents, teachers, pastors, and older children in sharing their faith. This training pack includes two video segments, “Leading a Child to Christ” and “Leading a Friend to Christ,” as well as conference plans for training.

Share Jesus Without Fear, revised edition, presents a simple and relational approach to witnessing that underscores dependence on God’s power for the results. Birthed out of the radical life-transformation of its author, Bill Fay, *Share Jesus Without Fear* teaches believers how to navigate a witnessing conversation in everyday situations. LifeWay has released additional *Share Jesus* tools to equip believers to share their faith: the *Share Jesus Without Fear* app and *Share Jesus Without Fear Scripture and Question Cards*.

More to Life, authored by Dennis Pethers, is being utilized across the United States and the world. State conventions, associations, and churches are embracing this resource as well as the strategy behind it to strengthen evangelism training and practices. This resource and process offer evangelistic training based on a simple four-story approach that encourages and enables believers to more easily engage individuals in spiritual dialog and help them reach “people who are far from God, but close to you.” *More to Life* not only trains believers, but also offers a discovery tool designed to engage nonbelievers in discovering who Jesus is, as revealed in four stories from the Gospel of John.

Many churches continue to experience great success with *FAITH Evangelism*. The resources for *FAITH Evangelism*, highlighted at LifeWay.com/Faith, include:

- *FAITH Evangelism 1* is designed to equip believers to grow in their personal faith while, at the same time, taking the gospel and needed ministry into their communities.
- *FAITH Evangelism 2* continues the evangelism journey while focusing on building strong, committed leaders who will pour and multiply their lives into the lives of learners.

Marriage and Family Ministry

Significant Accomplishments—LifeWay has resourced churches in family ministry for many years through the publication of quality family and devotional magazines. Included are:

- *HomeLife*—A monthly family magazine with articles and fresh ideas for families, marriages, and personal development.
- *Mature Living*—A monthly magazine focusing on the spiritual and personal needs of adults, from boomers to seniors.
- *ParentLife*—Offers practical ideas, devotionals for families, and Christian

living insights written especially for parents (monthly).

- *Parenting Teens*--Encouragement, information, and insights address the unique challenges of guiding a teen through adolescence into adulthood (monthly).
- *Journey*--Monthly devotional magazine for women with content that is substantive but not overwhelming for busy schedules.
- *Stand Firm*—A monthly devotional guide for men with role-model interviews and articles that fit into a man’s busy schedule.
- *Open Windows*—A quarterly devotional guide featuring individual daily readings and selected Scripture passages (also available in large print).

Churches use these resources to help families realize and prepare for the fact that life happens between Sundays. While these magazines provide wonderful leisure reading, they also hit hard topics of life from a strong biblical perspective.

Through the years, LifeWay has provided Marriage Getaways for couples. These retreats provide the opportunity to worship together, attend workshops, and renew commitments. In 2016, Marriage Getaways were held in Branson, MO, and Ridgecrest, NC and some 1,000 people attended these events. God moved through these events to save and strengthen marriages and lead many to Christ.

Future Plans—LifeWay is changing their marriage event strategy for 2017 and beyond. They are currently working with the new LifeWay Marriage and Family Strategist, Josh Straub, PhD. Dr. Straub will lead out on development of new web-based events to help reach more couples in the future.

LifeWay will continue to offer quality group ministry resources to engage participants to grow in their marriage, and as parents and grandparents. Some leading group resources produced in 2016 are: *The 7 Rings of Marriage* by Jackie Bledsoe, *Missional Motherhood* by Gloria Furman, and *A Beautiful Design* by Matt Chandler, with more planned for 2017.

LifeWay Global

Significant Accomplishments—The focus of LifeWay Global is to “serve the Church in her mission of making disciples—worldwide.” Over the past year, LifeWay Global has integrated all publishing lines into a unified strategy to better serve global churches. Those lines include Bible and Reference, Trade Books, Leadership Resources, Kids Resources, On-Going Curriculum and Short Term Studies. LifeWay Global experienced a record year in 2016 with more than 3 million lives impacted by our trustworthy content.

A strategic priority for LifeWay Global is the contextualization of our work. To that end, we have offices and indigenous staff in Beijing, Delhi, Cape Town, Mexico City, Guatemala City, and Rio De Janeiro. And our publishing ministry is increasingly focused on indigenous authors, including: Miguel Nunez, Sugel Michelen, Otto Sanchez, Laura Chavez, and G. Samuel Gollapalle.

For more than 25 years, LifeWay has published and distributed resources in English and Spanish. In 2016, we began to publish select resources in Portuguese and Mandarin. More than 50,000 lives were impacted this past year through LifeWay’s training ministry in China.

Today, LifeWay distributes life-changing content to 75 countries via print and more than 150 countries through digital delivery (including Amazon, Apple, and Google).

Future Plans—LifeWay Global is expanding its resources for Latino churches, including the launch of *Disciples Path*, *Armor of God*, *Fisher of Men* studies, *Explore the Bible* in short term, and our 2017 VBS program: *Observadores Galacticos*. Global leadership training will be a growing priority with our publishing program anchored by *Hearts, Heads, and Hands* by Dr. David Sills—available in English, Spanish, and Portuguese.

2. Ministry Assignment: Assist churches in ministries to college and university students

Significant Accomplishments—LifeWay continues to emphasize the importance of reaching and equipping the 23 million college and university students in North America through the partnership of local churches and state convention collegiate ministry networks. Through producing resources and hosting events, LifeWay is assisting churches, state conventions, and collegiate ministries in reaching and equipping college students with the Gospel.

LifeWay publishes short-term Bible studies and ongoing curriculum that are used by collegiate ministries. As LifeWay serves the Church in her mission of making disciples, the opportunity to connect with college students is of significant importance. The resources that are being produced are relevant and reliable as college students face difficult questions of culture.

Bible Studies for Life-Young Adults has had a significant impact in the lives of college students and young adults and is being used by churches to emphasize how life situations intersect with the truth of scripture. *BSFL: Young Adults* is able to address topics that are of significant relevance to college students and their environment.

Explore the Bible-Young Adult is another ongoing curriculum that has been utilized by churches to emphasize the importance of the starting point of scripture for college students. The book-by-book study of scripture has led many college students into deeper understanding of scripture and truth.

LifeWay Young Adults has also recommended short-term studies over the course of the past year that speak into the culture and lives of college students and young adults. “LifeWay Young Adults Recommends” has a section on the Young Adult website and can be used to find short-term studies that are relevant for young adults and college students.

Youngadults.lifeway.com is the website for LifeWay Young Adults, with a blog that is published on Mondays, Wednesdays, and Fridays that is helpful for leaders of collegiate/young adult ministry. Bcmlife.net is the website that gives emphasis upon the collegiate ministry network in the SBC.

LifeWay also continues to offer meaningful and relevant events that promote spiritual growth and missions to churches and collegiate ministries including:

Beach Reach – The first two weeks of March 2016, saw over 700 college students from churches and collegiate ministries across the US converge in Panama City Beach, FL, for one of the most intense and challenging experiences provided by LifeWay. Through daily pancake breakfasts (in partnership with the Georgia Baptist Disaster Relief Team), free van rides, and street and beach ministry, college students reached out to their fellow students on Spring Break. Throughout the two weeks of Beach Reach, there were 65 decisions of salvation among college Spring Breakers.

Collegiate Week – Over 2000 college students and leaders gathered at Glorieta Conference Center in New Mexico during the first week of August 2016, for a week of worship, Bible study, breakout sessions, and recreation. Collegiate Week continues to be a strong connection between churches and state conventions as college students prepare to return to their campuses for the Fall semester. Timothy Ateek from Breakaway Ministries at Texas A&M was the speaker and Rush of Fools was the worship band for the week.

A National Collegiate Ministry network continues to thrive and partner with LifeWay to give direction and leadership on a number of topics of importance in reaching and equipping college students. BCNet (Baptist Collegiate Network) consists of six committees comprised of church and campus-based college ministers in coordination with SSDA (State Student Directors Association). LifeWay's partnership with BCNet is an essential component in continuing to emphasize collegiate ministry in the SBC.

LifeWay also partners with the Southern Baptist North American Mission Board and the International Mission Board along with other networks such as College Metro, BSU Advancement Committee, and SSDA to provide resourcing, training, and connections with the opportunity to reach and equip college students as disciples of Jesus Christ.

Future Plans -- LifeWay and National Collegiate Ministries continues to seek opportunities to partner with churches and collegiate ministries in reaching college students and young adults.

Youngadults.lifeway.com will continue to publish resources and blogs that will be directed toward leaders of collegiate ministry. The tools will provide resourcing and direction in the work of reaching and equipping college students.

Beach Reach 2017 will be held in Panama City Beach, FL the first two full weeks of March. College students from ministries all over North America will come to PCB to give van rides, serve pancakes and share the Gospel to Spring Breakers that are coming to Panama City Beach. LifeWay has been the sponsor for Beach Reach for over 25 years.

Collegiate Week will offer more opportunities and space for college students and leaders to participate at Glorieta Conference Center in New Mexico in 2017. Collegiate Week will continue to be an important week for college students and leaders to come together for worship, leadership training, and spiritual growth. Speakers will be Michael Kelley, Robbie Gallaty, and Mary Jo Sharp. The Digital Age will be the worship band for Collegiate Week.

3. Ministry Assignment: Assist churches with Christian schools and homeschool ministries

Significant Accomplishments--A biblical philosophy of education to guide the training of children and youth is presented in *Kingdom Education: God's Plan for Educating Future Generations, 2nd edition*. This resource provides the driving principles that shape essential biblical education services and resources to Christian schools, churches, and families. LifeWay's Student Ministry continues to provide *CharacterQuest* Bible Curriculum for Christian Schools and Home Schools.

Future Plans--LifeWay continues to provide consultation to schools and churches related to a wide range of topics about Christian school and homeschool education.

4. Ministry Assignment: Assist churches in ministries to men and women

Women's Ministry

Significant Accomplishments—The LifeWay's Women's Events team was once again privileged to minister to women across the United States and around the world through Bible teaching events and women's ministry leadership events. In 2016, the team managed 31 events, including 19 enrichment events, two live simulcasts and 12 leadership training events. The team hosted 12 "Living Proof Live" events with Beth Moore in cities large and small across the United States, including Omaha, NE, Springfield, MO, Mobile, AL and Ontario, CA. For the first time, LifeWay Women partnered with the Arizona State Convention to offer a free ministry event on a Native Indian reservation in Chinle, AZ. "Living Proof Live" events ministered to more than 68,000 women at live events in 2016 and reached another 200,000 women through the annual simulcasts with Beth Moore and Priscilla Shirer.

LifeWay Women launched a new multi-platform event for women in late 2015 called Abundance and proceeded to host three more successful Abundance events in Asheville, NC, Ft. Wayne, IN and Dallas, TX. The events were very well received.

LifeWay Women continued the popular "dotMOM" event in the Nashville area and also hosted three "Priscilla Shirer Live," events in Seattle, WA and Reading, PA with a third unprecedented event happening in Hyderabad, India in partnership with Baptist Church Hyderabad.

The 2016 Priscilla Shirer Simulcast was watched in all 50 of the United States and in 17 total countries. The simulcast reached into the communities of 189 large churches and 251 small churches. There were also 4,199 individuals who participated in their own living rooms. States with the most viewers included: CA, FL, NC, and TX. Countries with the most viewers (outside of the US) included: Canada, Great Britain, Australia, Bermuda, and South Africa. Overall, the Priscilla Shirer Simulcast reached thousands of women for the Kingdom of God in 2016.

The Living Proof Simulcast with Beth Moore in 2016 was another incredible success. There were over 6,000 individuals and 580 churches participating in the broadcast. Mrs. Moore's message stretched across the globe, seen and heard by women in 13 different countries including Australia, Great Britain, Puerto Rico,

Germany, Poland, and Zambia. Each of the 50 states in the US was represented in the 2016 simulcast as well as over 200 hosts in Canada. Women truly lived out the Great Commission by bringing the Gospel and the message of the body of Christ as a Symphony to the ends of the earth this year!

Over 8,300 leaders representing almost 3,200 churches were trained during 2015 through 36 live training events. A variety of women's ministry leadership training opportunities were offered, including "YOU Lead," which is a training pre-conference before "Living Proof Live" to make the best use of leaders' time as they come to bring women from their church for the enrichment event.

Other leadership events included the Women's Leadership Forum and partnerships with state conventions, universities, and seminaries to provide the most effective tools for women's leaders. Women's Ministry also hosted two events for women's ministry directors with three years or under experience called Women's Ministry BETA.

A highlight was the 20th Women's Leadership Forum with the theme "One" based on Ephesians 4: 1-6. The forum featured LifeWay authors Jen Wilkin, Karen Kingsbury, and Rebekah Lyons. LifeWay Women also enjoyed a partnership with the SBC Ministers' Wives by providing registration and event planning assistance for their annual luncheon in 2015.

LifeWay Women continued production of "The Chat, with Priscilla," a talk-show format, web-delivered show, featuring Priscilla Shirer as host. The show began in late 2012. Priscilla approaches topics ranging from dealing with modern-day culture as a Christian to fashion, health and more. LifeWay Women produces the new show monthly and it airs on www.theChatwithPriscilla.com each Tuesday and Thursday evening. The show is now being released through YouTube on a channel set up by LifeWay Women just to feature the show. The channel has been successful and has 4,500 subscribers with many thousands of views of her shows.

In the year 2016, the women's short-term Bible study area released many wonderful studies from both new and well-known authors. Beth Moore's Bible study, *Entrusted* is a study of 2 Timothy and *All Things New* by Kelly Minter is a study on 2 Corinthians. Other 2016 women's short-term studies include *The Gospel of Mark*, by Lisa Harper; *1 Peter*, by Jen Wilkin; and *Redeemed*, by Angela Thomas-Pharr. In 2016, LifeWay Women also released a number of studies with first-time Bible study authors like Nicki Koziarz, Annie F. Downs, and Gloria Furman.

LifeWay Women's social media footprint continued to expand its reach in 2016. The LifeWay Women blog had 1,819,307 total page views and more than 1,061,691 visits. The LifeWay Women Facebook page has 144,214 fans or likes, 49,600 followers on twitter, 46,400 followers on Instagram and 5874 followers on Pinterest.

LifeWay continues to discover ways to meet the needs of leaders through various social media strategies with video webcasts and by providing leadership help at our leader blog, LifeWay.com/WomenReachingWomen.

Future Plans—In 2017 the women's enrichment events area will host 11 events across the country with Beth Moore in cities such as Fairfax, VA, Wichita Falls,

TX, Baton Rouge, LA and Sacramento, CA along with a global simulcast. Three “Priscilla Shirer Live” events and a global simulcast are planned for 2017. LifeWay will take Priscilla to Tulsa, OK, Knoxville, TN and Toronto, Canada. LifeWay Women will not host the “dotMOM” event in 2017 but do plan to bring the event back in 2018.

LifeWay Women is excited to launch brand new events for women in 2017 including “The Word Alive” featuring Lysa TerKeurst and “in real life: connect” in partnership with (in)courage. The Word Alive with Lysa will be held in the fall of 2017 in Kansas City, MO, Houston, TX and Orlando, FL. The event “in real life: connect” will be held in Franklin, TN in mid-October. This event will also be simulcast. LifeWay Women will also continue to host the successful Abundance event in Phoenix, AZ, Memphis, TN, Minneapolis, MN and Greenville, SC. 2017 will be the biggest year for women’s events that LifeWay Women has ever implemented.

Leadership training continues in 2017 across the country with over 40 live training events scheduled including “Women’s Ministry Essentials (formerly Women’s BETA), YOU Lead, YOU Lead One Day (new training as a preconference to Priscilla Shirer Live event), Women’s Leadership Forum, and partnerships with state conventions, seminaries, universities and other organizations. LifeWay will continue annually to assist with and register attendees for the annual SBC ministers’ wives luncheon.

The year 2017 brings with it plans to publish more women's Bible studies including: *Finding I AM* by Lysa TerKeurst; *Proven* by Jennie Allen; *We Saved You a Seat* by Lisa-Jo Baker, *Steadfast Love* by Lauren Chandler and more.

Men’s Ministry

Significant Accomplishments—2016 was another good year for LifeWay Men. The Main Event—LifeWay’s Conference for Men—returned to Kansas City, Missouri, and Nashville. Our Nashville event featured Tim Tebow, Dr. Johnny Hunt, and Nic Vujicic. We saw over 3000 men from 22 states and multiple denominations—the bulk being SBC churches. We once again partnered with host church FBC Raytown for the event which featured Jonathan Evans, son of Dr. Tony Evans, Donnie Smith, CEO of Tyson Chicken, and Dr. Owen Strachan, professor at Midwestern Seminary. The Kansas City event served churches from dozens of Midwest states. Several hundred churches across the country came together for two-day transformational events.

In 2016, we expanded the training component prior to the Main Event. The newly branded, *Leading Men Pre-Conference Training* featured nationally known speakers Jeff Kisiah, Dr. Johnny Hunt, and Kris Dolberry and reached around 100 pastors and men’s ministry leaders. This is a significant increase from 2015.

LifeWay once again partnered with Dr. Johnny Hunt and FBC Woodstock, Georgia to simulcast the Johnny Hunt Men’s Conference. The response was greater than expected- reaching 71 churches and 639 individuals (50 budgeted) from all across the US and several foreign countries. (Total Estimated Audience: 25,000).

LifeWay Men presented two Men’s Ministry Essentials Conferences. These three-day conferences, hosted at LifeWay in Nashville, were provided for church leaders

new to men's ministry and interested in starting or strengthening it in their churches. It is worth noting that we originally planned for only one of these events (Spring 2016), but due to large demand, we added a second (Fall 2016).

Along with the Essentials conferences, we partnered with national organizations such as Iron Sharpens Iron, Man in the Mirror, and the National Coalition of Ministries to Men to train hundreds of leaders on strategies, resources, and events for men's ministry.

In January 2016, we released Volume 6 of 33 The Series, entitled *A Man and His Fatherhood*. This completes the popular 6-volume set, and allows us to serve churches well by providing a complete "men's ministry content in a box" set. The series remains popular and continues to perform well. Our audio devotional CDs (volumes 1 and 2) continue to perform well and help us get trustworthy Bible content into the hands of an increasing number of men. Though it was released in 2012, the *Kingdom Man* Bible study by Dr. Tony Evans continues to perform well.

In order to serve churches well and meet the needs of increasingly busy men, along with seeking savvy ways to engage men in trustworthy Bible study content, we offered two of our Bible studies in an online format through the LifeWay Men blog. *Kingdom Man* was offered in spring 2016 and Game Plan for Life was offered fall 2016. These studies engaged over 1200 men from across the country.

Our social media properties and blog continue to grow. The newly redesigned LifeWayMen.com saw nearly 700,000 page views in 2016. We offer fresh content several times per week in the categories, Leading Men, Spiritual Growth, and A Man's Life.

Future Plans--In 2017, we will bring The Main Event and Leading Men Training back to Nashville, Tennessee on July 28-29. We will be adding New Orleans, Louisiana on April 29 and Greenville, South Carolina on August 18-19. The focus of these transformational events will be *All In*. God doesn't seek men because of their success, wealth, charisma, or fame. He is not looking for the popular, the polished, or the perfect. God is seeking ordinary broken men who are just willing to go All In with Him. Platform guests (appearing live at select locations) include: Kurt Warner, Darryl Strawberry, Dr. Russell Moore, Dr. JD Greear, Dr. Robby Gallaty, Dr. Eric Geiger, and others.

LifeWay Men continues to provide biblically trusted resources most notably – *Kingdom Man* with Tony Evans, *Manhood Restored* with Dr. Eric Mason, and *33 The Series*. January 1, 2017, we will be releasing a new 8-week Bible study resource for men from Dr. Eric Geiger entitled *Unfolded*. This study will help men know the overarching story of the Bible and the implications for our lives today of God's powerful story of redemption.

We are currently exploring new ways to serve the church in her mission of making disciples by developing fresh models for the changing dynamics of men's groups.

To provide opportunities for small churches or men who, for various reasons, are unable to attend a men's Bible study in their local church, LifeWay Men will offer *Unfolded* (with Dr. Eric Geiger) online. The study will be housed at lifewaymen.com and will begin January 19, 2017.

LifeWay Men will present five major training events in 2017. First, our three-day

Essentials Conferences will be May 2017 and October 2017. And next, Leading Men, our 1-day training conference for ministry leaders will be held prior to each Main Event conference.

We will work to strengthen partnerships within the convention with state and association leaders and seminaries along with local churches. We will seek to discover and build new partnerships outside the convention to broaden our influence and champion men's discipleship.

5. Ministry Assignment: Assist churches through operation of Conference Centers and Camps

Significant Accomplishments – Ridgecrest Conference Center hosted approximately 62,000 guests and 437 events in 2016, resulting in many spiritual decisions. Summer 2016 saw 2,736 campers attend Camp Ridgecrest for Boys and Camp Crestridge for Girls, and many of these kids made spiritual decisions while at camp. In addition, 518 lives were impacted by attending Family Camp, Father & Son Weekend, and Mother & Daughter Weekend.

6. Ministry Assignment: Assist churches through the publication of books and Bibles

Significant Accomplishments

B&H Books -- B&H publishes books that impact children, teens, adults, families, churches, and God's work around the world. The fruit of this was seen in key accomplishments for the past year. The titles we published received more awards than any other publisher, including 14 Christian Retailing Awards and 4 ECPA awards, all of which is a reflection of God working through our authors, churches, and denominational partners. Additionally, *Onward* by Dr. Moore won Christianity Today's Book of the Year and *Fervent* by Priscilla Shirer won the Evangelical Christian Publishing Association's Book of the Year. Other key titles published for adults recognized include: *Designed to Lead, I Am Going, The Gospel & Abortion, The Gospel & Marriage, The Gospel & Adoption, The Will of God is the Word of God, Craving Connection, Detours, She Reads Truth, 100 Little Bible Words, The Read & Reflect with the Classics Series, Unfriended, Technicolor, The Money Challenge, and Hearts Heads and Hands*. Key titles published for children include: *Prince Warriors: Unseen Invasion, Faith, Hope, and Love Children's Devotional, It's All About Jesus Bible Storybook, Bible Stories for Courageous Girls, Bible Stories for Courageous Boys, and 100 Little Bible Words*. We are also so pleased to have had the opportunity to work with Dr. Frank Page on a book to be used by pastor search committees, which will release at this year's SBC. We are honored to partner with others throughout LifeWay and across the denomination to produce resources that lift up the Kingdom work of the SBC.

B&H Bible & Reference – In 2016, the CSB Translation Oversight Committee completed its revision of the HCSB and submitted the final CSB database. Development and production has begun on CSB Bibles, scheduled for release in spring of 2017. Key CSB Bible releases will include the revised and updated *CSB Study Bible* featuring the ECPA award-winning Holman Study System, the *She Reads Truth Bible* in partnership with the popular She Reads Truth ministry based in Franklin, TN, revised and updated editions of the *Apologetics Study Bible* and *Apologetics Study Bible for Students, The Spurgeon Study Bible* in partnership with General Editor Alistair Begg, and the revised and updated *Disciple's Study Bible* in

partnership with General Editor Robby Gallaty and Replicate Ministries. In addition, the CSB Text Bible will be available in multiple sizes and with multiple covers. In 2016, we continued to serve readers with our Holman Study Bibles and through new releases such, as the *KJV I Am Bible*, *NKJV Reader's Reference Bible*, and *KJV/NKJV Summary Bibles*. KJV/NKJV English Bible sales also continue to grow in partnership with LifeWay Global in India and Southeast Asia. Large-print Bibles were released in 2016 to accompany the standard print editions released in 2015, with plans to release editions of KJV/NKJV study Bibles as well as low-cost CSB Bibles in 2017-2018. The Bibles team also saw new opportunities in 2016 through continued partnership with key ministry partners, such as Fellowship of Christian Athletes and Go Therefore Ministries. Our Bibles are sometimes featured on QVC and in Wal-Mart, and we continue to partner with LifeWay Christian Stores and Family Christian Bookstores. The Reference team will release the second and third edition in the Biblical Theology for Christian Proclamation commentary series in 2017, to follow the well-received release of *Commentary on Hebrews* by Dr. Tom Schreiner. In 2017, we will continue to make available new volumes in the popular Christ-Centered Exposition commentary series, as well as release the New American Commentary volume for *Ephesians*.

B&H Academic -- B&H Academic—In Fiscal Year 16, we published 17 titles designed to serve our academic and pastoral audiences. This was a significant year for Greek resources; we produced three major volumes—*Going Deeper with New Testament Greek*, *Exegetical Guide to the Greek New Testament: John*, and *Exegetical Guide to the Greek New Testament: Ephesians*. Designed for those with a basic knowledge of Greek, *Going Deeper with New Testament Greek* is a user-friendly textbook for intermediate Greek courses taught at the college or seminary level. We also published a quick-reference laminated Greek chart that presents the rules and syntactical categories covered in *Going Deeper with New Testament Greek*. The Exegetical Guide to the Greek New Testament (EGGNT) series serves both students and pastors by providing paragraph-by-paragraph exegesis of the Greek text as well as homiletical helps.

B&H Academic was also honored to publish a custom series for Liberty University named The Everyday Series. This series covers topics such as theology, evangelism, Bible study, and biblical worldview. These books will be required for all students at Liberty. Other significant releases include: *One Nation Under God*, a book that addresses a Christian's response to politics while providing the hope of the gospel; *Unchanging Witness*, which presents the consistent orthodox view on homosexuality by engaging with primary sources throughout Christian history and by interpreting the biblical texts in their cultural context; *The SBC and the 21st Century*, a book that calls SBC leaders to action by focusing on critical issues that the Southern Baptist Convention will face in the 21st century; and *God the Trinity*, a foundational book that offers a careful and clear response to issues regarding the Trinity through exegesis of pivotal texts from both testaments.

In addition, B&H Academic has used our proprietary digital platforms, WORDsearch and myWSB.com, to expand the digital libraries and resources of pastors, students, and faculty. Partnering with a variety of like-minded publishers, B&H Academic Digital has aggregated thousands of resources to aid in the instruction and training of future pastors and church leaders through the Seminaries and Undergraduate Bible Colleges currently using myWSB.com to deliver trustworthy textbooks to students both within the United States and abroad.

Over 60,000 students used our web and mobile platforms in Fiscal Year 16 to access their digital libraries.

WORDsearch Bible Software sold nearly \$1,000,000 worth of WS11 upgrades in Fiscal Year 16. In Fiscal Year 16, WORDsearch Bible was profitable for the first time since LifeWay acquired this company six years ago. Total bottom line profit improved by two million dollars over Fiscal Year 15.

7. Ministry Assignment: Assist churches through the operation of LifeWay Christian Stores

Significant Accomplishments— LifeWay’s Retail division seeks to transform lives by the truth of the gospel of Jesus Christ. During fiscal year 2016, LifeWay’s Retail division serviced millions of customers and tens of thousands of churches domestically and internationally through over 170 stores in 29 states and online.

The Retail division also continued its emphasis on serving church leaders through the minister's discount program. At the close of fiscal year 2016, more than 200,000 ministers were represented in the minister discount program. Ministers, church staff, and furloughing missionaries use this discount for solutions vital to their ministry efforts. Additionally, the LifeWay Rewards customer loyalty program continues to grow. An emphasis this year on our *Price Match Promise* has helped our customers know that we will match the price in our store of any store or online retailer for any new item that we carry.

The division focused intently on serving church customers with a renewed commitment this year. An initiative to hire a Church Connection Specialist for each store was launched. These employees specifically focus on reaching and serving the needs of our church customers with greater expertise.

ONESource Direct extends the distribution channel and helps churches maximize stewardship of their resources by continuing to connect them to savings opportunities on a broad range of quality products and services, such as background checks and church buses through LifeWay’s ONESource program.

Ministry remains the division’s primary purpose, emphasizing sensitivity to ongoing in-store ministry opportunities. LifeWay Stores donated over 10,000 Bibles to ministries across the country with a national Bible Drive, inviting customers to donate new and gently used Bibles through their local LifeWay Store. Stores also partnered with SBC Global Hunger Relief for a national food drive to benefit local ministries in their communities. In addition, LifeWay Stores partnered with Voice of the Martyrs and distributed more than 4,000 medical bags that customers filled with needed supplies. These medical bags were sent to persecuted missionaries overseas. And, LifeWay Stores once again partnered with Samaritan’s Purse for a National Operation Christmas Child Shoebox Collection Day where more than 12,000 shoeboxes were collected through LifeWay Stores.

Future Plans— LifeWay’s Retail division anticipates being well positioned to assist millions of customers every step of their way by providing trustworthy answers for life issues. Caring team members will be ready to prayerfully equip and guide customers. We plan to carry a vast selection of Bibles, Bible Studies and other products for transformational impact as we emphasize ministry concerns of the Southern Baptist Convention. Plans are to attract families with more in-store events and activities as we grow our ministry.

8. Ministry Assignment: Assist churches through church architecture consultation and services

Significant Accomplishments—LifeWay Christian Resources provides architecture and planning services through a strategic relationship with Visioneering Studios, Inc. (VSI). Visioneering Studios exists to launch inspired vision into reality by being trusted stewards of story and space. They have won numerous, national Solomon Awards such as Best Church Architect, Best Church Design, and Best Building Contractor. Recently the firm was awarded the 2016 Solomon Award for Best Church Design for Youth and Children’s Spaces for its work with Centerpoint Church in Murrieta, CA. Visioneering was also awarded the 2016 Solomon Award for Best New Campus Construction Design for Grace Place in Berthoud, CO. Through this dynamic ministry resource, LifeWay connects churches, associations, state conventions, and denominational entities with an expanded array of services including Real Estate Brokerage, Development Advisory Services, Campus Master Planning, Architecture and Interior Design, and Construction Services. VSI’s integrated project approach of Envision – Design – Build allows them to engage each church uniquely and in a way serving their individual people, place and passion.

Visioneering Studios has full-service multi-disciplinary Studios in Irvine, CA, Denver, CO, Nashville, TN and Charlotte, NC, and regional offices in Seattle, WA, Dallas, TX and Boston, MA.

Highlights from the past year include:

- Visioneering has provided services to churches and other non-profits in approximately 20 states.
- Visioneering has developed a new service called Development Advisory Services (DAS) aimed at answering the paralyzing questions causing analysis paralysis in the early stages of project planning such as: What do we need to build? How much will it cost and how will we pay for it? How long will it take? DAS has been completed for churches and non-profits in California, Texas, West Virginia, Illinois and Massachusetts. Other processes have recently begun in Oregon, Texas, and Florida.
- Visioneering had the opportunity to speak at the Story Gathering in Nashville, TN.
- Visioneering continues to provide master planning BlueSky Workshops. This process integrates Auxano navigators into the early planning process to add an initial degree of vision clarity before launching into the planning stage of a new Master Plan and next phase building project. Workshops were conducted including Tabernacle Baptist Church in Ennis, TX, Severns Valley Baptist Church in Elizabethtown, KY, and others, while future BlueSky Workshops are scheduled for Centerbranch Church in Mt. Clare, WV, Kingsland Baptist in Katy, TX and Valley Grove Baptist Church in Knoxville, TN.
- Visioneering has produced, or is currently generating, architectural and engineering plans and specifications for several new facilities including Calvary Baptist Church in State College, PA, Gateway Fellowship Church in San Antonio, TX, the YMCA at Crosspointe Church in Cary, NC, and others around the country.
- Visioneering has provided, or is currently providing, Design-Build services for

Shepherd of the Hills Church in Porter Ranch, CA, Park Cities Baptist Church in Dallas, TX, Severns Valley Baptist Church in Elizabethtown, KY, The Brook in Tomball, TX, and others.

Future Plans—Visioneering Studios is dedicated to continue providing services to churches and non-profits utilizing its diverse team of Real Estate Professionals, Developers, Architects and Designers, Financial Analysts, and Construction Professionals to steward all of their Client Partners assets including facilities, budgets, time, and each unique Story, Vision and Mission.

Call Visioneering Studios CENTRAL, co-located at LifeWay Christian Resources in Nashville, TN, at (877)899-1872, or check www.visioneeringstudios.com for more information on how God is using this nation-wide ministry.

9. Ministry Assignment: Assist churches in capital fund raising

Significant Accomplishments—This year we experienced four major accomplishments. First, we completed a comprehensive curriculum set called Generous Life. Second, due to growth we expanded our team to three full-time Lead Navigators. Third, we expanded our network of giving partners being asked to speak, provide content, or collaborate on many unique giving challenges that the church faces. Fourth, we experienced a project that raised a record high of \$12 million via Auxano Resourcing services toward kingdom expansion causes.

The one-of-a-kind resource, Generous Life, was launched and used by several churches. It is not money management content, but instead seeks to identify five different growth steps in becoming a generous disciple by looking at ten different giving heroes in Scripture. The curriculum includes:

- 5 sermon outlines
- 5 small group lesson guides for preschool through adults
- 5 family devotions
- Media kit

Auxano Resourcing in 2016:

- Served 30 congregations;
- Served in 15 states coast to coast;
- Served 6 denominations;
- Served church plants, small churches averaging less than 200 in worship, mega-churches averaging over 3,000 in worship, and multi-campus churches;
- Spoke at numerous events across the country to church planters, senior pastors, and discipleship pastors;

Future Plans—In 2017, we will be adding a fourth full time navigator to the team. We will complete all training of staff in both capital campaign and generosity coaching services. We will also continue to extend our reach into other SBC agencies supporting and strengthening local church stewardship ministry. The expansion of our networks and partnerships beyond SBC life will also continue to be a priority.

10. Ministry Assignment: Assist churches by conducting research and compiling statistics

Significant Accomplishments – LifeWay Research released a variety of significant research studies in 2016. These included articles about the views of pastors, Americans and/or churchgoers on religious freedom, refugees, pastors who left the pastorate before retirement, payday lending, prison ministry, the effect of the economy on churches, end times, sports betting, transgender, divorce among churchgoers, the election, the state of theology in America, and the receptivity of the unchurched. A major study was also completed on church planting in the U.S., Canada, Australia, and New Zealand.

LifeWay Research conducted research with significant partners including Focus on the Family, Wheaton College’s Billy Graham Center for Evangelism, Ligonier Ministries, Faith for Just Lending, and Outreach Magazine.

The SBC Annual Church Profile (ACP) for 2015 showed the Southern Baptist Convention added more churches in 2015, due mostly to church planting efforts. Churches also experienced an increase in total giving, but other key measures declined including membership, average worship attendance, and baptisms.

The number of churches affiliated with the Southern Baptist Convention grew by 0.63 percent over 2014. Total and undesignated church receipts reported through the ACP increased 3.51 percent and 4.64 percent respectively.

While the number of SBC-related congregations increased, reported membership declined 1.32 percent and average weekly worship attendance declined by 1.72 percent. Southern Baptists also experienced a decline in baptisms, down 3.3 percent to 295,212. Reported baptisms have fallen eight of the last 10 years.

New software called SBCWorkspace was developed in recent years by eleven Baptist state conventions. LifeWay provided access to SBCWorkspace to many additional state conventions for collection of the 2016 Annual Church Profile. This cooperative effort by state and national entities provides greatly enhanced sharing of information between congregations, associations, state conventions, and national entities.

Future Plans – LifeWay Research will release significant studies in 2017 on domestic violence, assisted suicide, worldviews, parenting, church finances, racial reconciliation, and Bible reading. Additional validation will be completed on the Transformational Church Assessment Tool (TCAT) among African-American churches.