The NMHECMB Outreach Summit

The NMAC Higher Ed/Campus Ministry Board met in Roswell on January 28-29th for an Outreach Summit. The mission of the NMHECMB is to equip and promote ministry and discipleship on college campuses on behalf of the NMAC. The vision is healthy and growing campus ministries. Rev. Dustin Burrow, Chair of the NMHECMB organized the meeting and presided.

Rev. Michael Baughman, who pastors the Union ministry in Dallas led us in a discussion about telling the stories of Campus Ministry to further the outreach and communication to the Annual Conference and potential supporters. Using examples from South Park and Barb Kelner’s pizza eating business pitch on SNL, we discussed integral parts of sharing our message effectively. We practiced telling concise stories about people who had been impacted by campus ministries “with heart” - in a way that would matter to our audience.

Mike used the analogy of a bicycle to describe a “social enterprise.” A simple version is: the seat – target demographic, driving wheel, guiding wheel and frame – that which connects everything. The frame could be the equivalent of the “the heart”.

We found that a valuable tool was identifying the assets and challenges of a campus ministry, writing them on cards and developing a strategy to address goals. One realization was merely the practice of self-identifying or allowing outsiders to identify factors was helpful.

During the second day, we spent some time celebrating the ministry of our local Wesley Foundations and setting goals for the year.

Our time together was very fruitful, but this is certainly an on going, evolving conversation. As our denomination ages and college students face a multitude of struggles that may be exacerbated by losing their faith home, our support of campus ministries becomes even more critical. Please keep our campus ministers, their ministries and all college students in your prayers.