

LIFEWAY CHRISTIAN RESOURCES
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Ministry Report: Goals and Accomplishments

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 of 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 January 2017, many churches launched a year of discipleship emphasis by employing *Disciples Path: The Journey*, a new curriculum series. Released one quarter at a time, it now remains available for purchase on a continuing basis. Churches may begin the path at any time.

In September 2017, LifeWay refreshed its most popular series for adults, *Explore the Bible (ETB)*. A new option, the Daily Discipleship Guide, was received well by adults. The new resource includes 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. ETB materials for kids and students, released in 2014, grew in popularity. Materials for kids will cycle through the Bible every three years. LifeWay’s newest series, *The Gospel Project*, continued to gain in popularity, especially with children, surpassing *Bible Studies for Life (BSFL)* as the number one series for kids. BSFL remains the top choice for student classes. Ninety percent of adult classes using LifeWay materials order one of the three main series. A strong 10 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 this past year.

In 2017, LifeWay published the third of four books in the *Three Roles* series of annual training books. *Leader: Creating Commissioned Community* focused on outreach. It challenged classes and groups toward intentional obedience to the Great Commission. Allan Taylor, who joined LifeWay in 2015 to serve as director of Church Education, was co-author with David Francis, along with Ken Braddy. Taylor and Braddy are well-known champions of Sunday School. The book was made available as a purchasable booklet and as a free PDF download from LifeWay.com/DavidFrancis. This resource included 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. LifeWay also offered a new video-driven training course, *Sunday School Matters*, edited by Taylor.

Future Plans — In 2018, the fourth and final book in the *Three Roles* series will be released. *Shepherd: Creating Caring Community* will focus on ministry and care. Southeastern Baptist Theological Seminary professor Dr. Ken Coley joined Francis and Braddy to complete the series. It will be the last of such little annual books authored by Francis, who will retire from LifeWay in early 2018. Allan Taylor will assume the role of director of Sunday School while continuing his role as director of Church Education. Taylor will lead an effort to reignite Sunday School with an emphasis on enrollment—the key metric for growth.

In Fall 2018, LifeWay will refresh its fastest growing Bible study series, *The Gospel Project*. Since its introduction in fall 2012, TGP has enjoyed increasing popularity. The series will start a new three-year cycle of chronological Bible stories, but will include many stories that had to be skipped in the 2015-18 cycle. A 42-session version of small group studies for adults based on the TGP philosophy and style will be released in 2018 as well. Six 7-session *Gospel Foundations* studies will be available and are intended to be used sequentially. The materials for ongoing groups will continue as well, including the introduction of the Daily Discipleship Guide approach for adults and students received so enthusiastically with *Explore the Bible*.

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. Aiding and resourcing the Church in discipleship resources and practices remains at the very core of what we seek to accomplish.

Over the last decade, LifeWay has conducted numerous research projects that have confirmed key aspects of discipleship. Not surprisingly, the single most important aspect of a person's spiritual development is personal Bible reading. While the majority of churchgoers desire to honor Christ with their lives and even profess to think on biblical truths, research reveals that few actually engage in personal reading and study of the Scriptures.

In fact, the research shows that many Christians and definitely many Americans have not read the whole Bible, and so they haven't heard the whole message. In

fact, just under half of Americans say they've read half or more of the Bible, but just one out of five Americans say they've read all of it.

Because Bible reading is so vitally important to discipleship, and because so few church members actually engage the Bible personally on a regular basis, it is incumbent on LifeWay to do all we can to encourage Bible reading in the lives of Christians for the sake of discipleship. One significant way we have done so this year is through the creation and implementation of the Daily Discipleship Guide as a part of the *Explore the Bible* line of curriculum. The Daily Discipleship Guide not only guides a group participant through their regular group time in studying a text, but it then provides five daily Bible studies to be completed throughout the week relating to the same text. Churches report a greater engagement in not only Bible reading from their members using this resource, but also a higher degree of interaction in their group discussions.

We have also seen a growing participation from churches using stand-alone discipleship resources. We have organized these studies into a Balanced Discipleship Plan available at Lifeway.com, which helps a discipleship pastor create an intentional plan of discipleship using these resources.

Many other churches have committed to using the *Disciples Path* series of resources, which provide an interactive and progressive plan of discipleship for their group members.

Future Plans — In order to continue to promote daily Bible engagement, we will expand the offering of the Daily Discipleship Guide into our other lines of curriculum. In fall 2018, Daily Discipleship Guides will be available as a part of *Explore the Bible*, *The Gospel Project*, and *Bible Studies for Life*.

Also available in fall 2018 will be *Gospel Foundations*. *Gospel Foundations* is a seven volume, one-year chronological journey through Scripture from a Christ-centered perspective. Each session in *Gospel Foundations* will be supported by video. This resource will not only help church members understand the timeline of the Bible and increase biblical literacy, but will also help people understand the central place of the gospel in God's redemptive plan through history.

Leadership Development

Significant Accomplishments — LifeWay Leadership's key initiatives in 2017 capitalized on the success of establishing Leadership Pipeline as an underlying philosophy and framework for leadership development. LifeWay Leadership's 5 Leadership Questions podcast crossed a milestone in August by reaching over 1 million downloads, continuing to add reach and credibility to the Leadership Pipeline brand. The LifeWay Leadership team continued to produce free online webinars discussing the concept of Leadership Pipeline, but the greatest addition was the Leadership Pipeline coaching days for churches to implement this framework for development. More than 2,200 church leaders attended coaching days, which were hosted in regional locations around the United States. In addition, the LifeWay Leadership team traveled to Australia where they hosted Leadership Pipeline coaching days with churches, denominations, and church planting networks. The Pipeline event in Nashville focused on creating succession at every level of leadership and nearly doubled the number of church leaders who

attended the two coaching days associated with the event from the previous year. The Pipeline event featured plenary sessions with H.B. Charles, John Piper, Eric Geiger, Thom S. Rainer, Bob Russell, William Vanderbloemen, and many others. The LifeWay Leadership team has continued partnering with Southeastern Seminary, Southern Seminary, and New Orleans Seminary to equip pastors by offering course credit on Leadership Development through the Pipeline event.

At the end of the year, LifeWay Leadership launched a new version of its Ministry Grid training platform. The new design includes technology that was not available at the time of the platform's first iteration. With 67 percent of the 405,000 individuals visiting the platform on a mobile device in the previous year, the new version is designed with mobile training in mind. The new version is also hosted in the cloud, making it faster and more widely available to church leaders around the globe. One of the more significant new features is integration with WORDsearch, allowing church leaders to add books and commentaries into training courses.

Additionally, the LifeWay Leadership team continues to resource new church plants. More than 1,000 new church plants were given free access to Ministry Grid training, curriculum, website support, online giving, and other LifeWay resources. The New Churches podcast has continued to grow and reached over 500,000 downloads by the end of the year. New Churches has also partnered with the North American Mission Board and other national church planting entities to offer specific resources geared toward church planting pastors.

Future Plans — The LifeWay Leadership team has a heart to see local churches develop an army of leaders, not just an audience. In 2018, the team will host two national events as well as a number of regional Leadership Pipeline coaching opportunities in the United States and Australia. Pipeline 2018 will feature Thom S. Rainer, Eric Geiger, Carey Nieuwhof, Albert Tate, Todd Adkins, and several others. LifeWay Leadership is continually learning new ways to engage pastors and church leaders in an increasingly digital world but recognizes the need to bring church leaders together as well. In this effort, the team will be hosting learning communities for specific areas of ministry as well.

Worship and Music Ministry

Significant Accomplishments — The “Let’s Sing!” choral music line of resources had a record year with choral book sales for the Christmas release, “The Greatest Story Ever Told” reaching the highest level in the history of this product line. Also in the choral space, LifeWay Worship introduced the first in a new series of multi-generational musicals for Christmas, “Wonder and Glory.” Sales of this new musical resource, which includes Scripture readings and musical performances designed to be generationally inclusive, exceeded all expectations.

The LifeWayWorship.com website continues to grow and is currently experiencing revenue increases of more than 20 percent over prior year thanks to enhancements that allow the site to interface with popular church management applications. Thousands of churches participate in LifeWay Worship’s exclusive “Pre-Pay & Save!” program at the site. This program allows participating churches to save anywhere from 30 to 70 percent on congregational music resources. The site continues to support the worship life of churches, church plants, and missionaries, both in the United States and around the world.

This year, LifeWay Worship began producing custom albums for sale exclusively in LifeWay Christian Stores. To date, each new album released has placed in the top 10 for CD sales. LifeWay Worship exclusive songwriter, Nathan Woodard, has co-written the song “All You Need” that was included on the Grammy Award Nominated album “Hope for All Nations” by Karen Peck and New River. Writer Tim Lovelace co-wrote the song with Woodard.

Our 16 periodicals include choral, handbells, and keyboard magazines, CDs, and kits. Our three bulletin lines, *Response*, *Opportunity*, and *SBC*, provide a valuable service to thousands of churches. Broadman Church Supplies has continued their strong growth since being added to the LifeWay Worship family of resources. Broadman Supplies products include envelopes, visitor cards, communion supplies, and more—totaling about 4,000 individual products.

Our choral club subscription plans including, The Red Box from LifeWay Worship, and those from Lillenas Music Publishing, continue to grow in membership. The Red Box features adult, student, and children’s musicals, collections, and choral anthems for churches of all sizes. This year’s releases included five new Christmas musicals and collections, three for Easter, and one student collection. Counted among these were not only LifeWay-branded choral resources, but also projects from our partners at Daywind.

A combined 1,500 people attended the student gathering, SonPower, and the WorshipLife event in Gatlinburg, Tennessee.

Future Plans — The future of LifeWay Worship Resources is more exciting than ever. In 2017, we partnered with the LifeWay Christian Stores Division to better coordinate the development and promotion of church supplies, music, and DVDs in our stores. This partnership has already begun to blossom and will provide more access to biblically sound resources for church and individual customers in LifeWay Christian Stores. We are currently experimenting with some exciting new in-store music events. Look for more of these to come in 2018 and beyond.

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 12 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 — 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. LifeWay’s Mark Dance and his wife, Janet, 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 S. 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 books and resources to support and train believers in evangelism. *Sharing Jesus Without Freaking Out: Evangelism the Way You Were Born to Do It* by Alvin Reid was a significant release for B&H Academic in 2017.

LifeWay continues to provide 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 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.

In 2017, LifeWay welcomed Dr. Josh Straub as the new Marriage and Family Strategist. LifeWay partnered with Straub to create a new online subscription service for parents called 22:6 Parenting. Through an online portal, 22:6 Parenting provides parents with monthly discipleship tools for raising kids who live, love, and lead well. Each month’s content includes a coaching video from Dr. Josh, morning prayers, dinnertime stories, drive-time games, and bedtime questions; all centered around a monthly biblical character trait. After just six months, 22:6 Parenting is already serving almost 400 families in intentional discipleship.

In addition to the 22:6 Parenting portal, Dr. Josh and his wife, Christi, also host a

monthly podcast called “In This Together” where they interview compelling guests on issues that affect marriages and families today. This has quickly become a popular podcast and is a great free resource for couples and families.

Future Plans — In the Summer of 2018, LifeWay plans to launch The Marriage Collective, a monthly online subscription for churches who want to help couples develop strong marriages. Church subscribers will be able to share the content with their entire congregation and even train leaders for a marriage-mentoring ministry. The Marriage Collective will feature short courses taught by a mixture of marriage ministry leaders, counselors, and pastors. LifeWay hopes the Marriage Collective will alleviate some of the challenges pastors face in having the time, resources, and knowledge needed to serve all of the hurting couples in their churches.

In 2017, LifeWay produced two marriage and family Bible studies. The first to release was *To Have and To Hold*, a premarital resource with Byron and Carla Weathersbee. *To Have and To Hold* was released to help couples prepare for a godly marriage. The second to release was *Mom Set Free*, a Bible study for moms by Jeannie Cunnion. *Mom Set Free* aims to help moms find relief under the pressure to get it all right. LifeWay plans to highlight *Mom Set Free* through an online Bible study in spring 2018.

LifeWay Global

Significant Accomplishments — The focus of LifeWay Global is to “serve the Church in her mission of making disciples—worldwide.” Over the past two years, LifeWay Global has successfully integrated all publishing lines into a unified strategy to better serve global churches and individuals. Those lines include Bible and Reference, Trade Books, Leadership Resources, Kids Resources, On-Going Curriculum, and Short-Term Studies. LifeWay Global experienced another record year in 2017 with more than 4 million lives impacted by our trustworthy content through print, digital, and training programs (live and online).

A strategic priority for LifeWay Global is the contextualization of our work. To that end, we have offices and indigenous staff in Beijing, Delhi, Mexico City, Rio De Janeiro, and Cali. And our publishing ministry is increasingly focused on indigenous authors, including key Hispanic communicators: Miguel Nunez, Sugel Michelen, Otto Sanchez, and Laura Chavez. 2017 was also a breakthrough year with author development in India, including: Stanley Mehta, Anand Mahadevan, and Jeremy Dawson.

For more than 25 years, LifeWay has published and distributed resources in English and Spanish. In 2017, we expanded our publishing in Mandarin, anchored by the release of *Experiencing God*. We also partnered in 2017 with Buena Vista Publishing on the launch of the BKJV text in Brazil, positioning LifeWay as an emerging entrant into the world’s second largest Bible market. More than 50,000 lives were impacted this past year through LifeWay’s training ministry in China with a growing focus on web-based training.

This past year, LifeWay Global expanded its commitment to Hispanic churches with the release of the entire line of *Disciples Path*, *Armor of God*, *Fisher of Men*,

and *Explore the Bible* in short term. We also experienced significant growth in our Spanish kids program with domestic and international distribution and training around *Galactios*—our VSB program. Our two biggest Spanish Bible releases in 2017 were *The Study Bible for Women* and *The Big Picture Interactive Bible*. We continue to expand pastor training and leadership resources, anchored by *Hearts, Heads, and Hands* by Dr. David Sills. This resource is currently available in English, Spanish, and Portuguese with Mandarin, Arabic, and several other majority languages in development.

In 2017 LifeWay distributed life-changing content to 164 countries through print and digital content (including Amazon, Apple, and Google).

Future Plans — B&H Spanish will expand its leadership position in Spanish Bible publishing in 2018 with the integration of the Spanish NIV (NVI). This will be the sixth Spanish text in our market-leading program, which also includes RVR60, RVR1909, RVC, Peshitta, and NTV.

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-Daily Discipleship Guide 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. Recent recommendations included *The Apostles’ Creed* (Matt Chandler), *Discerning the Voice of God* (Priscilla Shirer), and *The*

Gospel Goes to Work (Stephen Graves).

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 2017, saw more than 900 college students from churches and collegiate ministries across the U.S. converge in Panama City Beach, Florida, 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 51 decisions of salvation among college Spring Breakers.

Collegiate Week — College students and leaders gathered at Glorieta Conference Center in New Mexico during the first week of August 2017, 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. Michael Kelley, Robby Gallaty, and Mary Jo Sharp were the speakers and The Digital Age 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 SSSA (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 North American Mission Board and the International Mission Board along with other networks such as College Metro, BSU Advancement Committee, and SSSA 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 continue 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 2018 will be held in Panama City Beach, Florida, 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 of Beach Reach for over 25 years.

Collegiate Week 2018 will offer more opportunities and space for college students and leaders than ever before as we move the event to Falls Creek Conference Center in Oklahoma including a 7,000-seat auditorium. 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 David Platt, Ben Stuart, and Jonathan Pokluda. Jeff Johnson will be the worship band for Collegiate Week.

The National Collegiate Leadership Summit will be held in Hendersonville, Tennessee, May 2-4, 2018. This event is held once every three years to offer valuable training and networking for those involved in collegiate ministry. Speakers include Dr. Russell Moore, Ben Stuart, Doug Schaupp, and Tom Richter. Additionally, there will be multiple breakouts led by ministry leaders and practitioners. Worship will be led by Brooke and Boggs.

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 2017, the team managed 36 events, including 21 enrichment events, two live simulcasts, and 17 leadership training events. The team hosted 11 Living Proof Live events with Beth Moore across the United States and Canada, including Evansville, Indiana; Fort Collins, Colorado; Toledo, Ohio; Orlando, Florida; and Vancouver, Canada. Living Proof Live events ministered to more than 43,000 women at live events in 2017. Women across the United States and around the world were reached through annual Beth Moore and Priscilla Shirer simulcasts with approximately 150,000 women watching.

LifeWay Women continued to offer the Abundance event, a multi-platform event, in three cities. These were held in Phoenix, Arizona; Memphis, Tennessee; and

Minneapolis, Minnesota. A new event, The Word Alive with Lysa TerKeurst, was held in three cities, which included Raytown, Missouri; Houston, Texas; and Orlando, Florida.

LifeWay Women offered a Caribbean cruise in the fall, featuring Dr. Fred Luter, Johnny Hunt, and Angela Thomas-Pharr. One additional new event was offered in the fall that was a combination of live and simulcast viewing. It was called (in) real life FRIENDED.

Over 8,500 leaders were trained during 2017 in 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 and Priscilla Shirer Live. These leadership events equip local women's ministry leaders as well as marketplace leaders.

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 Essentials were offered twice as an intensive equipping conference for new women's ministry leaders in the local church.

A highlight was the 21st Women's Leadership Forum with the theme "Replicate". Chris Adams, LifeWay Women's Ministry Specialist was honored for her 22 years of service prior to her retirement. Her replacement, Kelly King, was introduced at the Forum. The forum featured LifeWay authors Annie Downs, Jennie Allen, and Nicki Kozierz. LifeWay Women also enjoyed a partnership with the SBC Ministers' Wives by providing registration and event planning assistance for their annual luncheon in 2017. LifeWay author Kelly Minter was the keynote speaker.

In 2017, there were several new short-term Bible studies released including Beth Moore's *The Quest*; *Mom Set Free* by Jeannie Cunnion; *Finding I Am* by Lysa LerKeurst; and *Steadfast Love* by Lauren Chandler. Two updated studies were released, including *Discerning the Voice of God* by Priscilla Shirer and *No Other Gods* by Kelly Minter.

LifeWay Women's social media footprint continued to expand its reach in 2017. The LifeWay Women blog had 3,232,540 total page views and more than 955,899 visitors. The LifeWay Women Facebook page has 167,094 likes or follows, 58,500 Twitter followers, 113,969 Instagram followers, and 7,837 followers on Pinterest. LifeWay continues to discover ways to meet the needs of leaders through various social media strategies by providing leadership help at lifeway.com/womensministry.

Future Plans — In 2018 the women's enrichment events area will host 12 Living Proof Live events with Beth Moore, including a special return event for Native American women in Chinle, Arizona. Some of the other locations include Seattle, Washington; Boone, North Carolina; Ft. Lauderdale, Florida; and Albany, New York. A global simulcast event is planned as well. Four Priscilla Shirer events are scheduled for 2018, including Charleston, South Carolina; Tampa, Florida; Ft. Wayne, Indiana; and Phoenix, Arizona. A special Beth Moore cruise is planned for

Alaska as part of the 20th anniversary celebration of Living Proof Live events. A global event is planned for Mexico City.

LifeWay Women will continue Abundance events in six cities, featuring LifeWay authors Jen Wilkin, Lisa Harper, Kelly Minter, and others. The Word Alive events will continue in 2018 in Oklahoma City, Washington D.C., and Athens, Georgia. The event in Washington D.C. will be in conjunction with a special event at the new Museum of the Bible.

Leadership training continues in 2018 across the country with 12 You Lead events. These will be offered in front of various Living Proof Live, Priscilla Shirer Live, and Abundance events. The Women's Leadership Forum will again be the flagship leadership event of the year. Other leadership training opportunities are with partnerships with state conventions, seminaries, and universities. LifeWay will continue annually to assist with and register attendees for the annual SBC ministers' wives luncheon.

The year 2018 brings with it plans to publish more women's Bible studies including *God of Creation* by Jen Wilkin, *Just Open the Door* by Jen Schmidt, *Raised Together: A Study of Colossians* by Gloria Furman, *Psalm 23* by Jennifer Rothschild, and more.

Men's Ministry

Significant Accomplishments — In 2017, The Main Event, LifeWay's Conference for Men, returned to Nashville, Tennessee. Our Nashville event featured Kurt Warner, Russell Moore, and JD Greear. In attendance were more than 2,500 men from 19 states and multiple denominations—the bulk being SBC churches. We partnered with host Newspring Church in Greenville, South Carolina, to take the conference to a new region of the country where there is significant saturation of SBC churches. The conference was headlined by Darryl Strawberry, Robby Gallaty, and Clayton King. Several hundred churches across the country came together for these two-day transformational events.

The training component before the Main Event is known as *Leading Men*. In 2017, we expanded from one city to two. These conferences featured Robby Gallaty, Kris Dolberry, and David Delk (Executive Pastor of Grace Church, Greenville, South Carolina.) The two training conferences served more than 100 pastors and men's ministry leaders.

LifeWay once again partnered with Dr. Johnny Hunt and First Baptist Church Woodstock, Georgia, to simulcast the Johnny Hunt Men's Conference. The response was greater than expected.

LifeWay Men presented three Men's Ministry Essentials Conferences. Two of these three-day conferences were hosted at LifeWay in Nashville. The third was hosted by Dauphin Way Baptist Church in Mobile, Alabama. These were provided for church leaders new to men's ministry and interested in starting or strengthening it in their churches.

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 2017, we released *Unfolded: The Story of God*. This study helps men have a deeper understanding of the grand narrative of the Bible along with how the gospel makes men whole. 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. *Unfolded* was offered in spring 2017 and *Manhood Restored* was offered fall 2017. These studies engaged more than 1,500 men from across the country.

Future Plans — In 2018, we will bring The Main Event and Leading Men Training back to Nashville, Tennessee, in partnership with Long Hollow Baptist Church. This conference will be held August 10-11, 2018. We will be adding Mobile, Alabama, on February 23-24, 2018. The focus of these transformational events will be *Act Like Men* based on 1 Corinthians 16:13-14. Platform guests (appearing live at select locations) include: Darryl Strawberry, Robby Gallaty, James MacDonald, Crawford Lorrits, and others.

LifeWay Men continues to provide biblically trusted resources most notably *Kingdom Man* with Tony Evans, *Manhood Restored* with Eric Mason, and *33 The Series*. February 2018, we will be releasing a new 6-week Bible study resource for men from Dr. James MacDonald entitled *Act Like Men*. This study will help men understand God's design for manhood while giving them practical help for living those concepts on in their lives.

We are partnering with pastor Eric Mason to pilot the *Manhood Restored* conference in April 13-14, 2018 in Philadelphia, Pennsylvania. The conference will feature Mason, Curtis Dunlap, and others and will seek to reach men outside of LifeWay Men's traditional audience.

We will continue to provide trustworthy practical content for men and leaders of men at lifewaymen.com.

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

Significant Accomplishments — Many lives were impacted and many spiritual decisions were made at Ridgecrest in 2017. Ridgecrest Conference Center hosted more than 69,000 guests and 438 events. Some 3,080 campers attended Camp Ridgecrest for Boys and Camp Crestridge for Girls, and 645 individuals attended Family Camp, Father & Son Weekend, and Mother & Daughter Weekend. Altogether, more than 73,600 individuals visited Ridgecrest (the most in 30-plus years).

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

Bibles

Significant Accomplishments — B&H Books publishes trustworthy books that impact children, teens, adults, families, churches, and God’s work around the world. Key accomplishments marked 2017. For example, *This is Our Time* was recommended for multiple honors, including the “Christian Living” book award (TGC), and the “Award of Merit” (Christianity Today). Key titles published for adults include: *Sing!* (Keith and Kristyn Getty), *The Power of Purpose* (Michael Catt), *Bearing Fruit* (Robby Gallaty), *Psalms and Proverbs Devotional for Women* (Rhonda Kelley and Dorothy Patterson), *Mi Casa Uptown* (Rich Perez), *Sending Well* (Dino Senesi), *If You Only Knew* (Jamie Ivey), *Why Her* (Nicki Koziarz), *The Four Wills of God* (Emerson Eggerichs), *Being a Christian* (Jason K. Allen), *In Bloom* (Kayla Aimee), *Becoming a Welcoming Church* (Thom S. Rainer), *We Want You Here* (Thom S. Rainer), *When We Say Father* (Adrian Rogers) *How to Ruin Your Life and Starting Over When You Do* (Eric Geiger), *Leading Major Change in Your Ministry* (Jeff Iorg), *Letters to an American Church* (Bruce Riley Ashford), *Living Fit* (Ronnie Floyd), *Mere Hope* (Jason Duesing), *Reclaimed Church* (Bill Henard). Key titles published for children include: *Cornerstones* (Brian Dembowczyk), *All in All Journaling Devotional* (Sophie Hudson), *Stop Asking Jesus Into Your Heart: Teens Edition* (J.D. Greear), *The Big Picture Interactive / The Big Book of Bible Stories for Toddlers*, *CSB Great and Small Bible: A Keepsake Bible for Babies*, *ColorFull* (Dorena Williamson), *My Merry Christmas* (Sally Lloyd-Jones), *Explore the Bible Devotional CSB Read to Me Bible*, *Bibleman Bible Storybook* (Mike Nappa), *The Marvelous Mud House* (April Graney), *My Little Words Devotional*, *God’s Book of Proverbs for Graduates*, and *The 365-Day Storybook Bible*. B&H played a major role in historic events in 2017, including hosting the first-ever Charles Spurgeon conference in London, where B&H, alongside Spurgeon’s descendants, celebrated the release of three key Spurgeon-related titles: *The Lost Sermons of C. H. Spurgeon Volume I: A Critical Edition of His Earliest Outlines and Sermons Between 1851 and 1854*, edited by Christian George, part of a 12-volume series (B&H Academic, February 2017); *CSB Spurgeon Study Bible*, edited by Alistair Begg (Holman Bible Publishers, November 1, 2017); and *Steal Away Home: Unlikely Friends on the Passage to Freedom* by Matt Carter and Aaron Ivey (B&H Books, August 1, 2017). 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 2017, Holman Bibles released the Christian Standard Bible, a revision of the HCSB. In its first year, the CSB was the translation behind multiple successful Bible releases, most notably the *She Reads Truth Bible* in partnership with the popular She Reads Truth ministry based in Franklin, Tennessee. The *She Reads Truth Bible* sold more than 100,000 copies in its first six months of release. Likewise, the *CSB Study Bible*, featuring the ECPA award-winning Holman Study System, exceeded expectations in terms of sales, as did the *Spurgeon Study Bible* (in partnership with General Editor Alistair Begg), a resource that brings the insights of the “prince of preachers” to the biblical text, in order to inspire and inform Bible readers. Also released in the first year of the CSB launch were revised and expanded editions of the *Apologetics Study Bible* for students and adults, the *Big Picture Interactive Story Bible* for kids, and the *Disciple’s Study Bible* in partnership with General Editor Robby Gallaty and

Replicate Ministries. In order to continue serving the Church in Her mission of making disciples, Holman Bibles will publish *The Study Bible for Women* in the CSB, a resource developed by female scholars under the leadership of Dr. Dorothy Patterson and Dr. Rhonda Kelley. Likewise, spring 2017 will see the launch of the *The Worldview Study Bible* (with general editors Dr. David Dockery and Dr. Trevin Wax), which includes articles and study notes from more than a hundred notable Christian scholars. In addition to the CSB, Holman Bibles continues to press forward in extending the reach of God's Word by publishing KJV and NKJV Bibles, many of which have been delivered through our partnership with LifeWay Global in India and Southeast Asia. In order to serve church leaders in their understanding and proclaiming the Scriptures, the Reference team continues to release commentaries that edify and equip God's people, most notably the Biblical Theology for Christian Proclamation series, the Christ-Centered Exposition series, and the New American Commentary series.

B&H Academic — In Fiscal Year 17, we published 21 titles to serve our academic and pastoral audiences. In October 2017, we released the second volume of The Lost Sermons of C.H. Spurgeon series. In 1857, Charles Spurgeon—the most popular preacher in the Victorian world—promised his readers that he would publish his earliest sermons. For almost 160 years, these sermons were lost to history. Each volume includes full-color facsimiles, transcriptions, contextual and biographical introductions, and editorial annotations. Written for scholars, pastors, and students alike, *The Lost Sermons of C.H. Spurgeon* will add approximately 10% more material to Spurgeon's body of literature and will constitute the first critical edition of any of Spurgeon's works. We will release volume 3 on June 1, 2018.

B&H Academic has released two new series: A Treasury of Baptist Theology and the Hobbs College Library. *Pastoral Ministry: The Ministry of a Shepherd* by Deron J. Biles, which released on November 1, 2017, is the first volume of A Treasury of Baptist Theology series. This new series, edited by Paige Patterson and Jason G. Duesing, will cover a wide range of topics from Christology to Evangelism. The first volume of the Hobbs College Library, *The Story of Scripture: An Introduction to Biblical Theology* by Matthew Y. Emerson, released on December 1, 2017. This series, edited by Heath A. Thomas, is designed to provide a robust theological foundation for ministry leaders at every level.

Together on God's Mission: How Southern Baptists Cooperate to Fulfill the Great Commission by D. Scott Hildreth and *SBC FAQs: A Ready Reference* by Keith Harper and Amy Whitfield are two books that are designed specifically to equip members of the Southern Baptist Convention. These complimentary titles work together to provide a clear vision of the past, present, and future of the largest protestant denomination in the United States.

Other significant releases include: *Superheroes Can't Save You* by Todd Miles, a book that uses superheroes to illustrate ancient Christological heresies; *Eschatological Discipleship* by Trevin Wax, which helps Christians view the past, present, and future biblically, and shapes their understanding of following Jesus; and *Preaching for the Rest of Us* by Robby Gallaty and Steven W. Smith, a book

that presents a clear step-by-step process for re-presenting Scripture in compelling text-driven sermons.

B&H Academic has used our propriety digital platforms, WORDsearch Desktop and Wordsearch Bible Online (formerly myWSB), to expand the digital libraries and resources of pastors, students, and faculty. *WORDsearch* 12 launched in January. This new version of *WORDsearch* Desktop includes Evernote integration, a lexicon tool, custom cloud back up, and a sermon prep tool that makes *WORDsearch* Desktop the most user friendly and robust digital library for pastors, scholars, and students.

Wordsearch Bible Online continues to deliver trustworthy textbooks to students in seminaries and undergraduate institutions within the United States and abroad. Currently, over 50,000 students use our web and mobile platforms to access their digital textbooks.

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

Significant Accomplishments — LifeWay Christian Stores provides Biblical Solutions for Life through creating trustworthy and transformational experiences to help believers navigate their faith journey and through equipping local churches in their ministry to the local community. During fiscal year 2017, millions of individuals and tens of thousands of churches, both domestically and internationally, were served through more than 170 stores in 31 states and through LifeWay.com.

LifeWay Christian Stores also continued its emphasis on serving church leaders. In the summer of 2017, LifeWay expanded its Minister's Discount program to include all paid church staff and their families. The new program, called the Church Staff & Family Discount, continues to grow and reach thousands. The popular LifeWay Rewards customer loyalty program is also growing, and our Price Match Promise continues to assure customers that we will match the price in our stores of any retailer, both brick-and-mortar and online, for any new item that we carry.

LifeWay Christian Stores continues to place a high priority on helping support the ministries of our valued church customers. Well-trained Church Connection Specialists in each store specifically focus on reaching and serving our church customers to connect them with just the right product.

OneSource expands the array of solutions offered through LifeWay 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, signs, office equipment, and church buses, as well as custom-produced items.

Ministry remains one of LifeWay Christian Stores' primary purposes. Once again LifeWay stores partnered with SBC entities as well as other ministry organizations this year. SBC Baptist Global Relief and LifeWay Christian Stores partnered to

raise awareness of basic human needs and disaster relief causes in the United States and throughout the world. Stores provide an opportunity for customers to make donations to Global Hunger Relief, and many have responded, helping to raise more than \$42,000 this fiscal year. In May, stores also partnered with Compassion International to raise awareness about child sponsorship opportunities and the organization's Survival program—an initiative that focuses on promoting development and survival of the most vulnerable babies while also providing education and support for the mother or primary caregiver. For a second year in a row, LifeWay Christian Stores also donated thousands of Bibles to ministries across the country with a nationwide Bible Drive where customers were invited to donate new or gently used Bibles through their local LifeWay store. And stores also partnered, once again, with Samaritan's Purse for a national Operation Christmas Child Shoebox Collection Day where more than 12,000 shoeboxes were collected through LifeWay stores nationwide.

Future Plans — LifeWay Christian Stores continues to invest in the development of well-trained, caring team members as well as in facilities and new technologies to further enhance the customer experience at LifeWay. Through a curated selection of trustworthy and transformational resources and an expanding slate of new in-store events and workshops, we plan to grow our ministry impact among individuals and churches as we emphasize ministry concerns of the Southern Baptist Convention.

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 2017 Solomon Award for Church Building Design for its work with Crosspointe Church in Cary, North Carolina, on a shared-use building with the local YMCA. 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, California, and Nashville, Tennessee, and satellite locations in Dallas, Texas, and Charlotte, North Carolina.

Highlights from the past year include:

- Visioneering has provided services to churches and other non-profits in approximately 20 states.
- Visioneering has authored two eBooks for download at their website. One,

“On the Rocks: From Foundation to Dedication”, outlines Development Advisory Services and why proper due diligence is necessary to create a solid foundation to launch a successful Project. The second, “Demolished: Razing the Traditional Build”, provides insight into the Design-Build process and how churches can benefit from this Project Delivery system.

- Visioneering launched 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, or is ongoing, for over 20 churches and non-profits located in 10 states.
- Visioneering launched a new Master Planning process called BASECAMP. This interactive journey, often partnered with Development Advisory Services, provides design-consulting services to create a concept design package including the master planning site concept, and other renderings and imagery to help capture the vision for the future building or campus. BASECAMPs have been completed recently for First Baptist Church in Tomball, Texas; Morrison Heights Baptist Church in Clinton, Mississippi; Creekside Church in Elk Grove, California; and Eastlake Church in Chula Vista, California.
- Visioneering has produced, or is currently generating, architectural and engineering plans and specifications for several new facilities including Christ’s Church in Mason, Ohio; Kingsland Baptist Church in Katy, Texas; and others.
- Visioneering has provided, or is currently providing, Design-Build services for Park Cities Baptist Church in Dallas, Texas; Severns Valley Baptist Church in Elizabethtown, Kentucky; and others.
- Visioneering had the opportunity to speak at the Q Conference in Nashville, Tennessee.
- Visioneering launched a conversation called, “Single Serve Design”, focused on how we can help close the loop on single-use products and waste, and redefine culture into a movement of repurpose and reuse. Check www.singleserve.design for additional information.

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 in Nashville, Tennessee, at (877) 899-1872. Visioneering can also be found on Facebook, Twitter, and Instagram. You can also find more information at their website www.visioneeringstudios.com on how God is using this nation-wide ministry.

9. Ministry Assignment: Assist churches in capital fund raising

Significant Accomplishments — Auxano’s Resourcing division provides unique, innovative consulting services to help churches navigate capital campaigns and build Cultures of Generosity throughout their congregations. In addition to serving churches across the country this year, we named a new resourcing leader who is continuing to expand the team’s best-in-class services. As part of this continuous

improvement initiative, the Auxano team is crafting replicable processes, additional tools, and nimble training materials. The aim is for client service excellence, and the posturing of our services as both proven and entrepreneurial. From a strategic partner standpoint, Auxano Resourcing has developed significant relationships with three denominations at the national level as well as a leading service provider for online church support.

Sample Capital Campaign content includes new constructs and facilitation exercises for these categories:

- Creating a Case for Support
- Establishing Targets and Timelines
- Analyzing Capacity and Inclination
- Strategizing the Discipleship Approach
- Relationship Management for High Capacity Donors
- Cascading Communication
- Spiritual Journey Toward Commitment

Auxano Resourcing in 2017:

- Served 21 congregations
- Served in 15 states coast to coast
- Served 8 denominations
- Raised more than \$17 million
- 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 including denomination conferences, generosity forums, and pastors gatherings including Lifeway's Pastors Essentials meetings

Future Plans — In 2018, we will be adding another full-time navigator to the team and launch next-level systems for both Capital Campaigns and Generosity Culture Campaigns. Additionally, the marketing strategy for the Resourcing Division will include a website and social media platform distinct from but linked to the Auxano and LifeWay websites. Another goal for the year is to secure at least one preferred-provider relationship at a national level with a denomination with whom we are currently working.

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

Significant Accomplishments — LifeWay Research released a variety of significant research studies in 2017. These studies included the views of pastors, Americans and/or churchgoers on Bible reading, domestic violence, worldviews, church finances, racial reconciliation, the U.S. presidential election, stolen church funds, morality, lent, assisted suicide, small church evangelism, and suicide and the church. A large study was published in the book *Nothing Less: Engaging Kids in a Lifetime of Faith* that showed the role of parents and the church in bringing up children who follow Christ. A major study was also completed on pastor spouses.

LifeWay Research conducted research with numerous ministries including the

International Mission Board, North American Mission Board, Wheaton College, Presbyterian Church in America, Alliance Defending Freedom, Moody Global, and Outreach Magazine.

The SBC Annual Church Profile (ACP) for 2016 showed the Southern Baptist Convention added more churches in 2016, 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 1.02 percent over 2015. Undesignated church receipts reported through the ACP increased 0.67 percent.

While the number of SBC-related congregations increased, reported membership declined 0.51 percent and average weekly worship attendance declined by 6.75 percent. Southern Baptists also experienced a decline in baptisms, down 4.89 percent to 280,773. Reported baptisms have fallen eight of the last 10 years.

Future Plans — LifeWay Research will release research studies in 2018 on evangelical beliefs, evangelical attitudes toward Israel, young adults staying in church or dropping out, student ministry, alcohol, racial reconciliation, church discipline, technology, Sabbath, prosperity teaching, tithing, donor behavior, and Vacation Bible School.