

Communicating ABC Identity Action Group
Friday, November 18, 3:30 p.m. – 5:00 p.m.
Leader: Tasha Wilson, Staff: Susan Gillies,
Al Fletcher and Bridget Lipin



Meeting Notes

1. Opening Prayer – Bill Fredrickson
2. Reviewed the history of the Action Group for new members
 - a. Creation of the Monthly Newsletter Prayer Item – highlighting Associated Ministry Organizations, regions, task forces and commissions
 - b. Production of Connecting piece from Spring 2015 to highlight the ministries of ABCUSA and United Mission
 - c. Translation of Connecting Piece in Spanish
 - d. Clarification of communication standards in November 2015 for appropriate usage of terminology for the ABCUSA Office of the General Secretary and logos.
3. Old Topics:
 - a. Monthly Newsletter Prayer Ideas
 - i. Baptist History – moment/date in history
 - ii. Puerto Rico – economic crisis
 - iii. Baltimore – relationships between police and citizens (lack of cooperation)
 - iv. Prayer of celebration/thankfulness, Haitian churches in Florida received by ABCNJ
 - v. Peace/Respect for one another in today's political environment
 - vi. New Initiatives – where God is working today
 - vii. Biennial Mission Summit
 - viii. Peace/God's Love in this country – being Peacemakers is our job, we need to emphasize this
 - ix. Dakotas – Standing Rock – “having a voice” – protect rights, property, have conversations
 - x. American Baptist Regions
4. New Topics:
 - a. Biennial Mission Summit Ideas:

- i. Children's story series – Whom Am I? Playing cards, playing the game of questions
 - ii. A space where people can tell their story of their identity in the Baptist family; "Theatrical"
 - iii. Story Corp – preset questions, "moments in your life where you were proud to be Baptist." Audio clips to be used. Intimacy of the setting.
 - iv. Box at American Baptist Churches exhibit with slips of paper, "what being a Baptist means to me" in a few words
 - v. Recorders roaming the exhibit area looking for stories, mini recorders. "What are you most hopeful for?" Obtain stories, thoughts in various languages and ages.
 - vi. Use a variety of communication styles to target all types of people. Who is signed up? What are the groups that are present? Complete approach to reach people going. What is the cultural approach for those attending?
 - vii. As ABCUSA we need to assist with the telling of everyone's story – not just our own. "What story do you want us to tell?"
 - viii. Only a very small percentage of folks go to the Biennial Mission Summit. How can we get to the local church?
- b. Al Fletcher: Reaction/reflections from board directors on Mission Resource Development items
 - i. New Acting Associate General Secretary for Mission Resource Development – job responsibility is telling the denomination's story
 - ii. Helping regions to create and tell their story in a cost/time effective manner (ex. New York State United Mission Bulletin Insert)
 - iii. Support from Pilot Regions for finding stories (work of United Mission is the Vehicle)
 - iv. Helping bring partners to the table, not being paternizing in nature to what is provided. Looking for emerging cultures in regions and the presentation of those cultures in their regional boards. Importance of bottom up and not top down. Challenging the region for the full story.
 - v. Openness to learning, being educated, in knowing how to tell the story of the Body of Christ to all different demographics in the denomination.
 - vi. Regional Partners with opening the doors to assist with storytelling. Networking assistance by Board members can be helpful. Plans for visits to Wisconsin, RI, CPC, and Puerto Rico.

5. Closing