

The Role of Technology in Movements Everywhere

Presented to President's Cabinet

September 12, 2003

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Introduction



- Watched the development of our Future Direction
- Each Cabinet meeting, additional parts of our Future Direction were revealed
- Work now moves to next level
- Technology must be evaluated through the lens of movements everywhere

Where has God called us to go in the future?

- Help fulfill the Great Commission
- By winning, building and sending
- In the power of the Holy Spirit
- And helping the body of Christ do evangelism and discipleship better.

Where has God called us to go?

To help establish:

Movements everywhere

So that:

Everyone knows someone
who truly follows Jesus

What does a movement look like?

Mission Element	Intensity	Description	Vision	Measurement
Win	Boldly	Proclaim Christ to every person	Every person a chance to hear	Quality exposures
Build	Deeply	Develop* leaders and spiritual movements *(recruit, deploy, train)	Every believer equipped to lead	Trained, involved leaders (volunteers)
Send	Urgently	Mobilize co-laborers and partnerships	Every believer involved in the harvest	Added laborers (including partnership personnel)

Movement characteristics

- Shared views and goals.
- Group ownership
- High commitment
- High Energy
- Often spawned by a defining moment
- Grows beyond the originator
- Accelerating, not growing linearly
- Larger vision than itself
- Respond quickly to changing environment

What makes a movement “spiritual?”

- God-centered and directed
- God enabled. God gives the power
- Internal changes in movement members
- Eternal impact
- Results cannot be explained by efforts of members

Contrasting characteristics

- Movements tend to be
 - Somewhat disorganized or messy
 - High level of ownership
 - Roles poorly defined
- Technology tends to be
 - Well-organized
 - Highly-structured
 - Defined roles

The challenge

- Identify technologies that enable movements everywhere without harming them through high structure and control
- Movement-enabling technologies
 - Allow members to “own”
 - Allow members to control
 - Allow members to structure

Movement-enabling technology examples

- Global ConneXion
- Simplified website creation
- Simplified response centers
- Distance Learning
- ccci.org

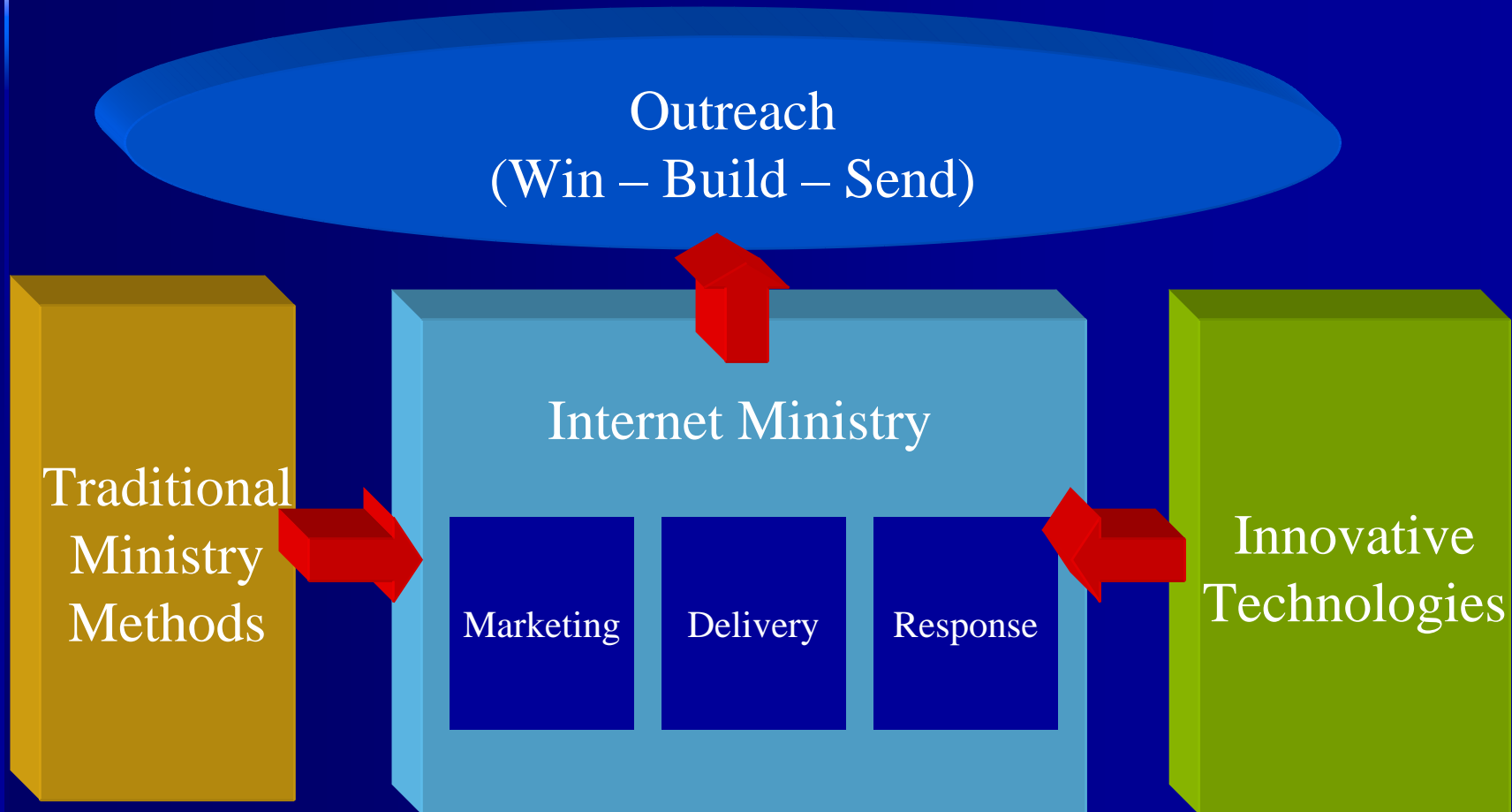
The opportunities

- Urbanization
 - 48% of world's population lives in urban areas
- Youth
 - 29% of world's population is less than 15 years old
- Technologies are primarily urban tools, and primarily used by young people
- Technologies are primarily available to leaders – students, business and government leaders

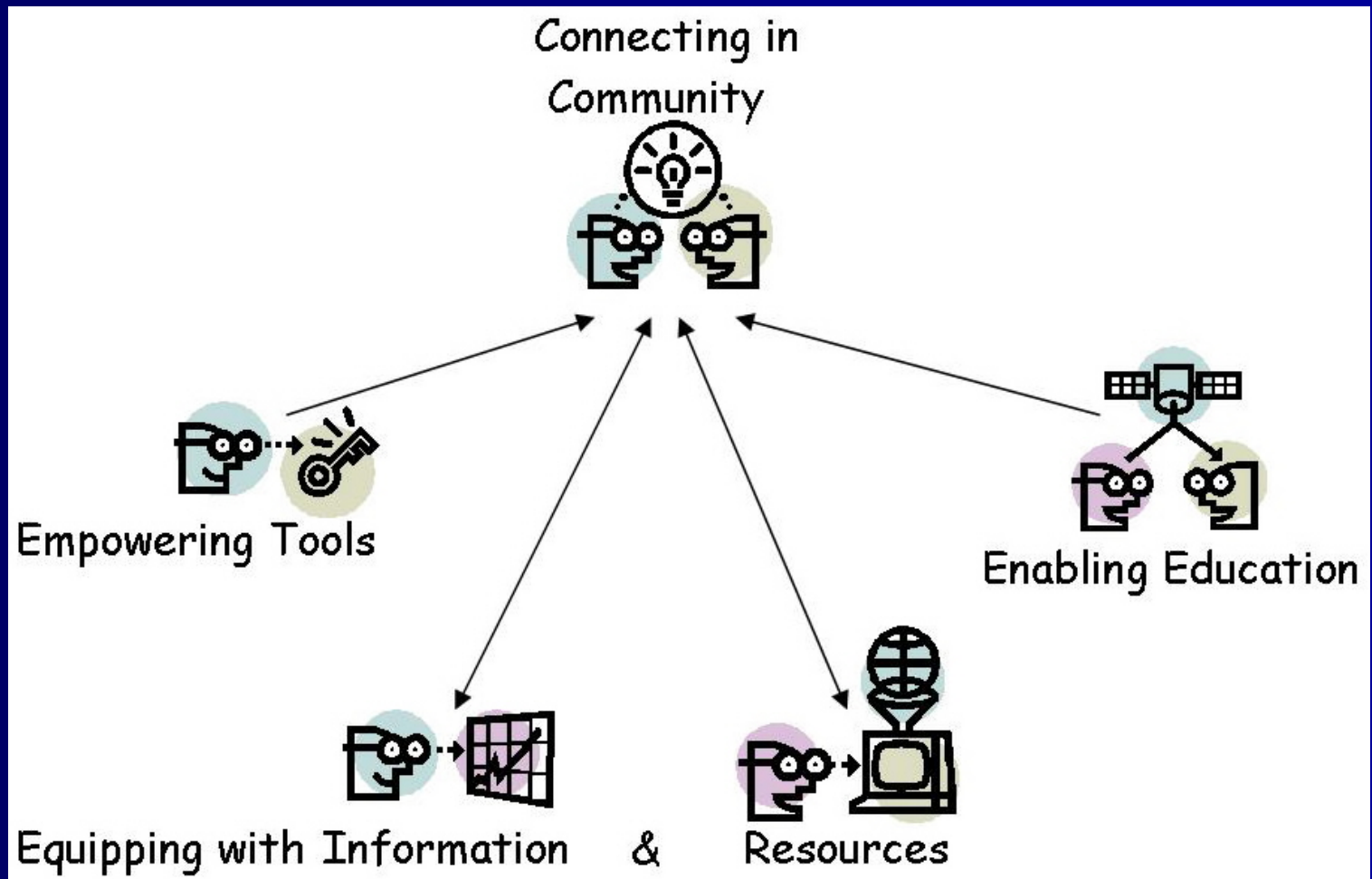
Two categories of technologies

- Direct ministry
 - Technologies that allow direct connection to people for winning, building and sending
- Catalytic ministry
 - Technologies that enable and equip laborers to be more effective in winning, building and sending
- Categories are not mutually exclusive. Technology is pervasive throughout the movement.

Elements of direct internet ministry



Elements of catalytic internet ministry



Role of Technology

- Connecting individuals into community
- Self-service environment
 - People get answers to their questions, 24x7, when they seek answers
 - Allows people to seek answers when the Holy Spirit is prompting them
- New communication technologies can keep it intimate, one-to-one
- Increase laborers for the harvest by engaging volunteers
- Bringing volunteers “on the inside” of CCCI

Building movements

- Standardize processes
- Employ technology

Standardizing processes as movement builder

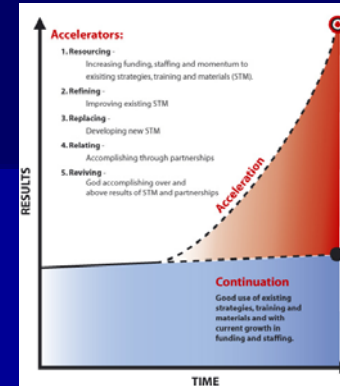
- Identifying underlying processes in successful strategies
- Multiplying successful strategies by making them replicatable
- Enabling staff and volunteers to be more effective
- Reducing administrative time increases ministry time
- Standardizing processes is a precursor to technologically enabling

Technology as movement builder

- Connecting of people who win-build-send
- Connecting laborers to current best practices
- Connecting laborers to successful ministry tools
- Providing access into closed countries
- Connecting donors to local movements

Technology as a movement accelerator

- Physics: Acceleration is the result of increasing force or decreasing friction
- Increasing force
 - More effective
 - Connecting laborers to one another and to current best practices, helping them be more effective
- Decreasing friction
 - More efficient
 - Simplifying administrative processes helping laborers be more efficient



Local movements everywhere

Technology helps build local movements everywhere by

- Delivering demographically-targeted tools, resources, and best practices
 - Geographically
 - Linguistically
 - Culturally
- Delivering global solutions on a global timetable

Key characteristics of movement technologies

- Mission driven
 - Enables ministry
 - Increases ministry capacity
 - Enhances ministry sustainability
- Agile
 - Disposable technologies
 - Quick to build. Easy to “throw away” or replace with better solutions.
- Collaborative
 - Allowing laborers to work together even if geographically separated
 - Allowing laborers to build larger, better solutions than individuals or small movements could build
- Self-service
 - Giving movements “ownership” and control of technology solutions

Part of my role as Chief Technology Officer

- Recruit technology staff
- Connect technology staff to our mission
- Help technology staff raise and maintain support
- Raise funding for movement technologies
- Build movement technologies based on these principles