

**Our Audience** Over 75% of Arkansas students consider themselves Christians. So the typical student has been inoculated to the gospel and is now resistant to the “real thing”.

**Everything we teach should be Christ-centered** (everything communicated thru Discipleship, Bible studies, Cru talks, M29 etc)

- Because most Arkansas students are moralistic religious people who confuse religion with the gospel
- Religion is “I do good things so God will approve of me”
- The Gospel is that “I am far worse off than I ever imagined, but far more loved than I ever dreamed”

**Our vision is “That everyone would know someone who passionately follows Jesus”**

That vision pretty much summarizes everything we do.

**Everyone=** Scope – every student on campus (meaning we think of the campus as a waffle)

**Would Know=** The gospel travels along the road of relationships (when we say “evangelism” we want students to think “share Christ with my friend” not “share with random dude in the union”).

**Someone=** Our Means of reaching scope= College students. Students reaching students within their spheres of influence. Students empowering other students to do the same.

**Who passionately follow Jesus=** What must be true of students involved in our ministry– gospel infused/motivated. The gospel is what drives staff and students to do ministry.

**But it’s not enough that Joe Freshman knows a follower of Christ.** His likely response, “that’s cool for him, it’s just not for me.”

**The missing ingredient= Equipping.** We have to have a way to effectively (and efficiently) equip our students → **M29** – Weekly Leadership Training and Equipping (2 hours every Tuesday night)

Our Vision hinges on our students not only passionately pursuing Jesus but *also* being able to boldly articulate their faith to their non-Christian friends (and to be able to mobilize their Christian friends to start doing the same).

To reach that vision, we are big believers in the **movement building** principles of reaching successively larger classes of freshmen. We will not reach the campus this year but we are building to a point (over years) to have a movement of the size, health and maturity so that “everyone would know someone who passionately follows Jesus”.

**Staff’s #1 job is to empower students to have a ministry**

- Add: What staff do
- We believe that students sharing with other students will be the key to reaching our campus.
- So staff are successful not if they have a thriving personal ministry but if they are pouring into students who are in turn pouring into others (Discipleship/Multiplication)
- So we focus pretty much every week with staff on “who are you meeting with and what are you doing with them?”:
- Are you doing the: **Right things** (Time in the Word, Building a Relationship, Doing ministry together) with the **Right people**? (Who are pouring into others)
- So we value:
  - Student-Led Community Groups
  - Student ownership (they run our weekly meeting, all socials, fall retreat, prayer, etc)
  - Students living intentionally (dorms/apts/workplace) to have a ministry

**Community Groups are the backbone of our ministry**

- It’s how we measure success - “how many got plugged into CG’s thru Cru?”, “How many got in a CG thru our first 4 weeks outreaches?”, “How many freshmen are involved in CG’s?”
- It’s where life change happens (and students come to Christ)

**We have the World in view – we are a sending pipeline to the world**

- We’re asking God to use Fayetteville to start movements across the state, the U.S. and around the world
- Everything we do should be sustainable in producing life-long laborers (100% Sent)