



ADVENTIST LEARNING COMMUNITY

Seventh-day Adventist[®] Church
NORTH AMERICAN DIVISION

Our Main Goals

- Train for the Great Commission
- Empower Members
- Encourage Lifelong Learning
- Excellence in Ministry

Our Courses

- 70 Pastoral Courses
- 1400 Educator Courses
- 50 Member Courses
- 5 Administrator Courses
- 11,000 resources

ALC Analytics

- 80% NAD usage
- All demographics
- 4,000 users per month
- Approximately 48,000 per year

Pastoral Courses

- How to Lead a Church Board
- Welcoming Visitors to Church
- Motivating Members for Evangelism
- Effective and Lasting Pastors

Pastoral Continuing Education

- 38 of Conferences using it
- 2100 pastors turned in CEU requests
- 3 years ago, only 5 Conferences using
- Cultural shift to lifelong learning

Educator Courses

- Encounter Bible
- Adventist Coaching
- Stages of Faith
- REACH: Inclusion Initiative

The slide features a light gray background with a subtle pattern of concentric circles. In each of the four corners, there are decorative elements consisting of thin, light blue lines that resemble circuit traces or fiber optic paths, ending in small circles.

Education Services

- Online CEU application
- 1350 CEU licensed courses

Ministry Courses

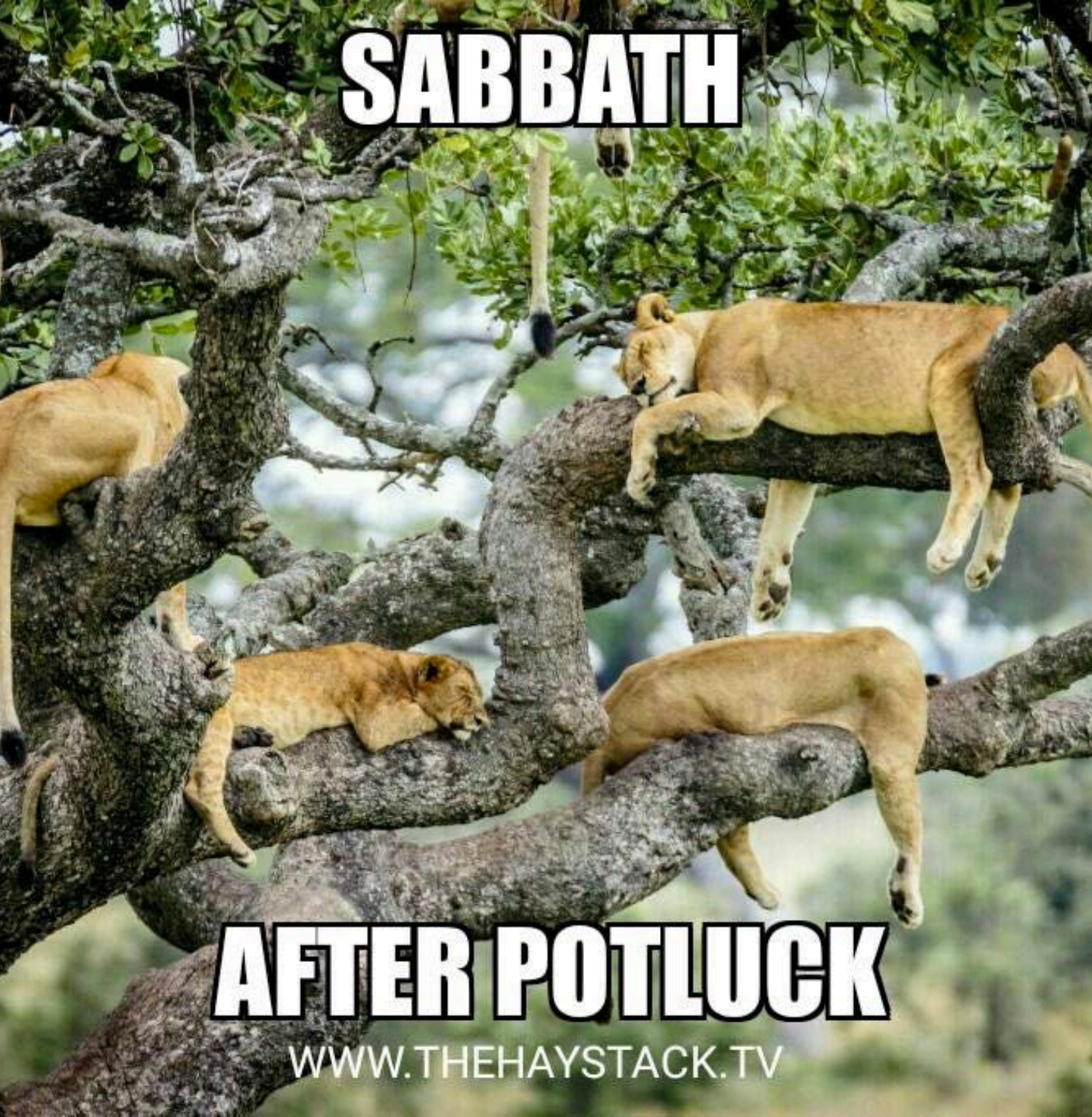
- Steps to Christ
- Connecting with Your Muslim Neighbor
- Retirement Course
- Planned Giving: Trust Services

The Haystack & the Potluck

- 55,000 subscribers
- Millennials
- Promote Adventist: theology, values, and culture
- *The Wound*: 450,000 views



SABBATH



AFTER POTLUCK

WWW.THEHAYSTACK.TV

**THE COMMUNION
SABBATH...**



**SURVIVAL
KIT**

WWW.THEHAYSTACK.TV

iBelieveBible

- 110,000 subscribers
- Gen Z and Millennial audience
- Bible studies: SDA perspective
- Non-Christians asking for churches

April 007 B. C. - The prophet Isaiah about 700 B.C.

ings for the tabernacle.

20 And all the multitude of the children of Israel shall be holy. For I will be sanctified in them, and they shall be sanctified by me, that they may bring forth the fruit of holiness to the world.

21 And I will be sanctified in them, and they shall be sanctified by me, that they may bring forth the fruit of holiness to the world.

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JESUS CHRIST

1875

1875

1875

in my days
21 Be of good comfort
to the Lord, and he will
of the hands of the prince
22 For my sake is it
he will save you and
the Lord the Redeemer
of the righteous
of the righteous
of the righteous

plication and I will cry to the most High
in my days

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1875

Need for Innovation

- SDAs are declining as % of NAD population
- Our growth does not keep up with population growth
- Our impact is decreasing each year
- Fewer people know us each year
- Our soul winning has fallen behind territory's needs

Importance of Digital Ministry

- 1/2 in NAD: Millennial or GenZ
- 7-13 hrs per day online
- 1/3 of this population a "none"
- 1/4 of total population "nones"
- Half our territory exists online

Importance of Digital Ministry

- GenZ 25% of population
- Largest generation in history
- 1/4 say they "live online"
- 8% of this group has religious role model

Importance of Digital Ministry

- 48-49% of 18-24 yr olds & all Millennials do NOT identify as 100% heterosexual
- Post-Christian era harder to evangelize
- Christian to Adventist vs. "None" to Adventist (which is harder?)

Importance of Digital Ministry

- Post-Christian: 1/4-1/3 of entire NAD population = "none"
- 1/2 ministry territory is under 40
- 1/2 ministry territory lives online
- We have to reach them where they are, not where we want them to be