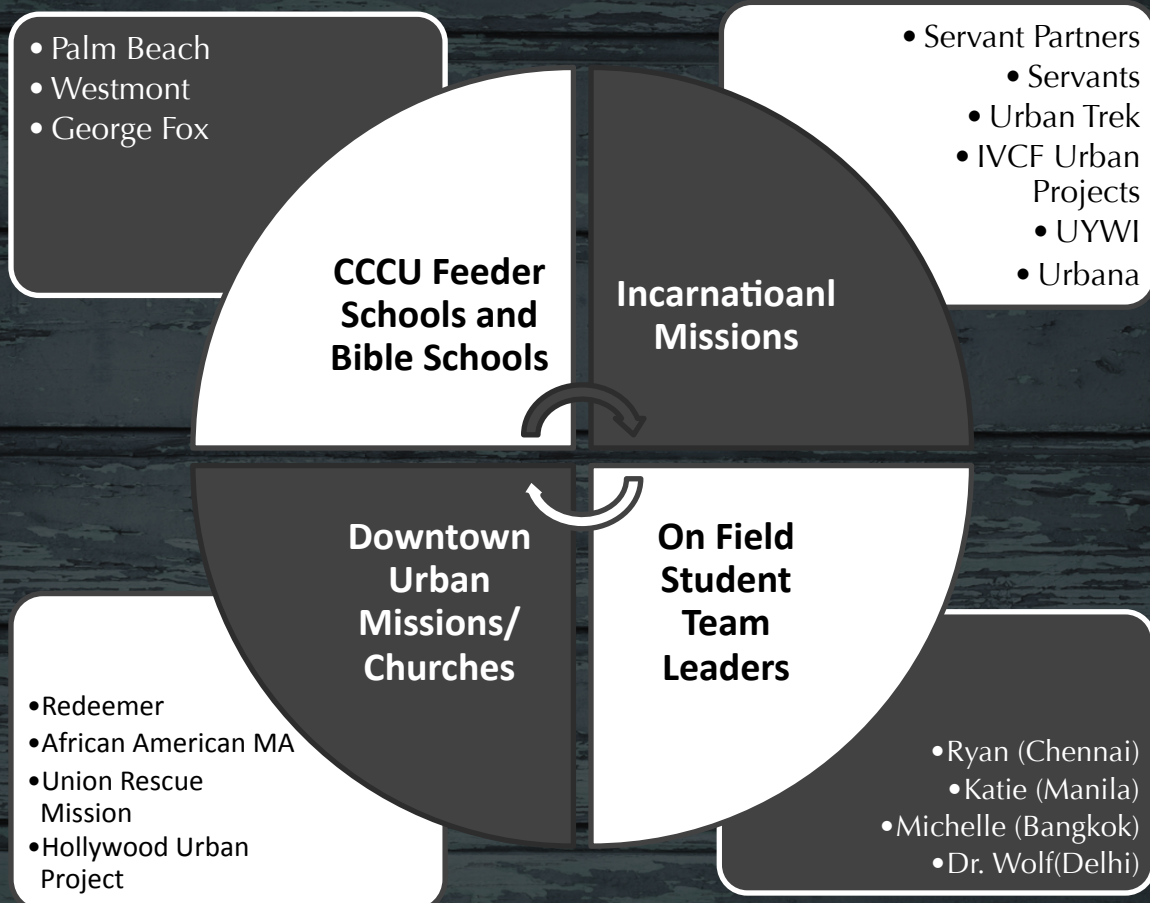


## FOCAL RECRUITING STRATEGY: BUILDING A NETWORK OF RECRUITERS IN 10 SECTORS



# MARKETING SEGMENT TARGETS

**1. Internal APU students:** There are natural screening processes within APU for this program: the Global studies majors, study abroad; students who have been on short term missions and HIS Years program; students who realize they need more structured learning processes; some from theology and youth ministry and sports. (Business majors tend to want to pursue business overseas not among the poor – that needs another tweak once we are fully operational).

**2. Other School Academic Streams:** We have identified a score of undergrad schools in Development Studies or other compatible fields and a minimal initial contact has been initiated with directors in these schools as to how we can recruit. This requires personalized follow up.

**Conclusion:** primary recruiting pools are not grad fairs but missions fairs, justice meetings and post-campus community house networks. This requires Viv wandering apostolically and prophetically, visiting the linked communities

### **3. The LA and US focused Urban Ministry Network.**

To draw in the Urban Missions leaders, Viv has been meeting with them one by one. The aim is setting up a MATUL advisory think-tank. This will tend to be from the Latin American, African American and Urban Ministry networks such as Urban Youth Workers Institute, or Kit Danley's Inner City missions program in Phoenix.

**4. US Classical Missional Streams:** Many missionaries overseas entering their second term could be interested in this program. Have finalized a five year infield option. Targeted ads in Missiology and EMQ. Need to find which missions we can build partnerships with. Next is AIM. Need to attend IFMA meetings.

### **5. US Global Incarnational Urban Missions**

A significant expected source of students for this program is from the new style postmodern incarnational missions. It is a critical time to draw trainers from the leadership of these missions into a "MATUL advisory council" or "stakeholders taskforce", with the proviso that each send one or two of their best each year. These are US missions that have young people working long term in the slums, *Servant-Partners*, *Word Made Flesh*, *Innerchange* etc, and feeder groups such as the *Urban Trek* of Intervarsity, YWAM and the *Navigators*.

### **6. NGO's / Development Agencies (to be implemented)**

**7. Larger Churches in LA and Urban Focused US Churches:** We will experiment with speaking into these contexts directly. Viv has been used in the past as a prophetic voice calling folks to the urban poor.

- ✚ Pastor focused Materials to be developed

- ✚ Specific requests to communicate to churches requires lineup assistant

**8. Missions Conferences/European/Canadian Streams:** there are invitations from Germany, Scandinavia, Switzerland, Canada for Viv to publicly speak at urban missions events linked to incarnational missions in these countries. Will they want a US degree? Canadian conference has produced interest. Others need evaluation.

### **9. Youth Community Houses**

The key target group are graduates with idealism living in community houses and working with urban youth.

### **In summary**

Lots of time consuming seed sowing, doing what I was doing 30 years ago. Rebecca is working with skill and speed and energy. The question (by Feb 28<sup>th</sup>) is how to maximize these approaches. What are critical paths? What is missing?

**MATUL web site:** one of the serious concerns of American students wanting to work with the poor is that this program is developing from partnership not a colonial download of an APU program. The MATUL website [www.urbanleaders.org/ma](http://www.urbanleaders.org/ma) has been the hub of development of the program between the schools. We have now developed a public face at [www.matul.org](http://www.matul.org) that shows the core of the program, the mutuality and enables access to the partner sites (needs final edit).