



**WALTHAM PARK**  
**New Testament Church of God**

**Young Adult Ministry**  
**BRAINSTORM REPORT**



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# 1. EXECUTIVE SUMMARY

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Every organization (ministry) should practice brainstorming sessions. Not just for the ideas that can solve problems or give a new direction but for the "fellowship and goodwill" it yields when done well (Michalko, 2006, p. 471).

The Waltham Park New Testament Church of God Young Adult Ministry committee, is new, and thus the leaders of the ministry wanted to take advantage of a brainstorming session for its first meeting. Information was provided before the meeting, giving a detailed ministry overview. At the beginning of the session, participants were asked to look at a telescope on the screen and indicate what they saw. They were also asked to give feedback about the trends and needs of their young people. The brainstorming storyboarding session started with young people and trends as the topic to discover young people's interests and sparks while discovering the things that impact them.

The initial problem proposed was the lack of engagement of some of the ministry members. However, when discussing the headers of the storyboarding process, it was realized that strategic and structural aspects of the ministry needed adjusting. Goals and activities need organizing so that each ministry component can be further developed, and the current ministry structure needed to harmonize the ministry strategy. Using the SCAMPER brainstorming method, the strategic information provided was combined and rearranged to reflect the purpose-driven youth ministry model (Michalko, 2006, p. 126). The organizational chart was modified to maximize the strategic focus.

## 2. BACKGROUND INFORMATION

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### About Waltham Park New Testament Church of God Young Adult Ministry

#### Vision Statement

A dynamic, youth-centered, and holistic youth ministry package which focuses on youth evangelism, discipleship, fellowship, worship, and service. The ministry will seek to be relevant to the context of youth attending the church and those within the Waltham Park community, empowering them to optimize their wide and varied potential.

#### Mission Statement

The Waltham Park Youth Ministry exists to

- encourage youths to offer themselves in the service of the Lord;
- bring Honour to him;
- through association with others, reach non-believing youths with the gospel of Christ and;
- equip them to grow in God's word.

#### Ministry Problem/ Need

Forming a new ministry team requires an overview of its structure, goals, and activities and the need to brainstorm for a new direction.

Problem/ Need 1: Goals and activities need organizing so that each ministry component can be further developed.

Problem/ Need 2: Current ministry structure does not coincide with the ministry strategy.

## 3. APPROACH

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### Brainstorm Session

#### Pre-meeting:

1. Speak with the ministry leader regarding specific problems/challenges to tackle.
2. Review program details and information

#### Meeting:

1. Icebreaker
2. Select a recorder.
3. Brainstorm Activity: Storyboarding
  - Topic
  - Purpose
  - Headers (Evangelism, Worship, Fellowship, Discipleship, Ministry)
4. Discussion of Problem 1 - Strategic Component of Ministry
5. Discussion of Problem 2 - Technological/ Structural Component of Ministry

#### Post-meeting:

1. Meeting Follow up
2. Evaluation of ideas

## 4. BRAINSTORM SESSION RESULTS

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### Pre-meeting

**Questions to ministry leader** - Is there any specific problem that needs to be tackled first? What are the challenges currently faced by the group?

Response - tackle/ challenge the same, how to keep young people engaged. Have an estimated 80+ young adults registered in the database/ Approximately 15% active and engaged.

**Information about committee** – relatively new, had not met as a team as yet.

**Documents presented for review** – Ministry overview, roles and responsibilities and action plan, survey, and spiritual growth assessment.

### Meeting

**Icebreaker:** Image of a telescope

What comes to mind?

Responses: Looking at the distance, clouds, stars-galaxy, consolations, connections

#### Brainstorm Activity: Storyboarding

- Topic: Young people and trends

What comes to mind when you think about young people and what's happening now in terms of the trends? What are some of the trends impacting young people? What are the things that are affecting them overall?

Responses: "the trends are allowing them to be very vain." "We need to find ways to mitigate current trends which are toxic to our youth." "Young people need to know God for themselves." We need to teach spiritual reasons behind what we do as Christians, for instance, why do Christians abstain from sexual intercourse until marriage.

- Purpose: Discover young people's interests and sparks and discover the things that will help impact them.
- Headers (Discuss the strategic and structural problem/ needs of the ministry with the current youth trends in mind)

Discussion of Problem/ Need 1- Strategic Component of Ministry: Goals and activities need organizing so that each ministry component can be further developed.

1. Evangelism: Reach
2. Worship: Honour
3. Fellowship: Association
4. Discipleship: Equip
5. Ministry: Service

Scamper Solution: Combine and rearrange proposed activities according to the purpose-driven ministry components.

Discussion of Problem/ Need 2 - Technological/ Structural Component of Ministry: Current ministry structure does not coincide with the ministry strategy.

Scamper Solution: Modify the organizational chart.

### Post-meeting

**Meeting Follow-up:** Requested that the leader follow up with participants for more ideas on the five purpose-driven ministry components.

No response from participants

## 5. SUMMARY AND RECOMMENDATIONS

The brainstorming session was fair but needed more effort. More emphasis is needed on exploring youth trends, needs, and interests.

Recommendations. Survey the general group to find information that would help this target audience. The purpose-driven youth ministry's spiritual assessment should be conducted to determine each participant's level of commitment.

### Strategic

The strategic component of the organization (ministry) includes its scope, goals, strategies, and the organization's external environment. The ministry's current scope is to provide programming for approximately 80-100 young adults. The strategy encompasses the organization's vision, mission, and short- and long-term goals, and puts forward which programs and services the organization will provide based on its vision and mission. The strategy sets the direction and operationalizes the efficiency and effectiveness of the organization (Burton et al., 2015).

The SCAMPER brainstorming method was applied to devise a solution to the strategic problem of organizing goals and activities so that each ministry component can be further developed. The information collated was combined and rearranged to reflect the purpose-driven youth ministry model.

Table 1 emphasizes how efficiently it will use its resources-inputs to achieve its purpose-driven youth ministry components-outputs (Burton et al., 2015). To efficiently achieve the activities stated, the ministry needs to recruit and train volunteers that will fulfill their roles and responsibilities. To be effective, careful consideration must be given to the resources needed to carry out the activities planned.

Table 1:  
Purpose-Driven Youth Ministry Strategic Chart

<b>STRATEGY 1 EVANGELISM</b>
<b>Target Audience: Non-Christian Young Adults</b> <b>Category of Commitment: Community</b>
<b>Goal:</b> Implement ongoing evangelistic activities and outreach event <b>Activities:</b> One week of Evangelistic Retreat Campus/ School Contact/ Club Outreach Events- targeting different types/groups of young adults <b>Roles/ Responsibilities:</b> Young Adult Ministry Coordinator: Give general direction and oversight of the ministry Young Adult Ministry Assistant Coordinator (Evangelism): Plan and coordinate evangelism activities, support small group leaders Small Group Leaders: Stimulate and encourage participation <b>Resources Needed/ Financial Commitment (Time/ Space/ Materials/ Equipment):</b> One week of Evangelistic Retreat - Curriculum / Materials & Venue - \$10,000.00 Campus/ School Contact/ Club - Curriculum / Materials - \$1,000.00 Outreach Events- targeting different types/groups of young adults · Friday Night Youth Concert - Artist(s) \$5,000.00 · Saturday Youth Workshops - Materials \$1,000.00 · Sunday Crusade - Speaker (Stipend, housing, food etc) \$2,000.00 (Resources needed - flyers, banner, invitation cards, crusade registration cards)

<b>STRATEGY 2 WORSHIP</b>
<b>Target Audience: New Christian</b> <b>Category of Commitment: Crowd</b>
<b>Goal:</b> Attract and keep a broad number of young adults <b>Activities:</b> Bi-Weekly Worship Service Annual Event 'Youth in Worship'
<b>Roles/ Qualification/ Responsibilities:</b> Young Adult Ministry Coordinator: Give general direction and oversight of the ministry Young Adult Ministry Assistant Coordinator (Worship): Plan and coordinate worship activities, support small group leaders Small Group Leaders: Stimulate and encourage participation
<b>Resources Needed/ Financial Commitment (Time/ Space/ Materials/ Equipment):</b> Annual Event 'Youth in Worship' \$5,000.00
<b>STRATEGY 3 FELLOWSHIP</b>
<b>Target Audience: Knowledgeable Christian</b> <b>Category of Commitment: Congregation</b>
<b>Goal:</b> Nurture students as important members of the congregation <b>Activities:</b> Midweek Bible Study Small Group Meeting Monthly Combined Social Gathering
<b>Roles/ Qualification/ Responsibilities:</b> Young Adult Ministry Coordinator: Give general direction and oversight of the ministry Young Adult Ministry Assistant Coordinator (Fellowship): Plan and coordinate fellowship activities, support small group leaders Small Group Leaders: Stimulate and encourage participation
<b>Resources Needed/ Financial Commitment (Time/ Space/ Materials/ Equipment):</b> Monthly combined social gathering \$250 / each month (\$3,000.00 per annum)
<b>STRATEGY 4 DISCIPLESHIP</b>
<b>Target Audience: Growing Christian</b> <b>Category of Commitment: Committed</b>
<b>Goal:</b> Prepare growing/ committed students for ministry <b>Activities:</b> Discipleship Program
<b>Roles/ Qualification/ Responsibilities:</b> Young Adult Ministry Coordinator: Give general direction and oversight of the ministry Young Adult Ministry Assistant Coordinator (Discipleship): Plan and coordinate discipleship activities, support small group leaders Small Group Leaders: Stimulate and encourage participation
<b>Resources Needed/ Financial Commitment (Time/ Space/ Materials/ Equipment):</b> I Believe Kit \$1,000.00

<b>STRATEGY 5 MINISTRY</b>
<b>Target Audience: Spiritual Leaders</b> <b>Category of Commitment: Core</b>
<b>Goal:</b> Challenge and Support student spiritual leaders <b>Activities:</b> Ministry and service projects Bi-annual mission trip <b>Roles/ Qualification/ Responsibilities:</b> Young Adult Ministry Coordinator: Give general direction and oversight of the ministry Young Adult Ministry Assistant Coordinator (Ministry): Plan and coordinate ministry activities, support small group leaders Small Group Leaders: Stimulate and encourage participation <b>Resources Needed/ Financial Commitment (Time/ Space/ Materials/ Equipment):</b> Bi-annual mission trip \$2,500.00

## Technological/ Structural

The technological, structural component of the organization (ministry) is its configuration, wherein the grouping and responsibilities of individuals are determined. The organizational structure is the means to achieve the organization's goals and strategies (Burton et al., 2015).

The SCAMPER brainstorming method was applied to maximize the strategic emphasis highlighted above. As seen in the appendix, figure 3 shows two assistant young adult ministry leaders responsible for four small groups. The organizational chart was modified to five assistant young adult ministry leaders (See Figure 1). Each is responsible for planning and coordinating activities of the component assigned. Instead of four, each assistant young adult ministry leader will be responsible for supporting two small groups with a maximum of 10 participants each.

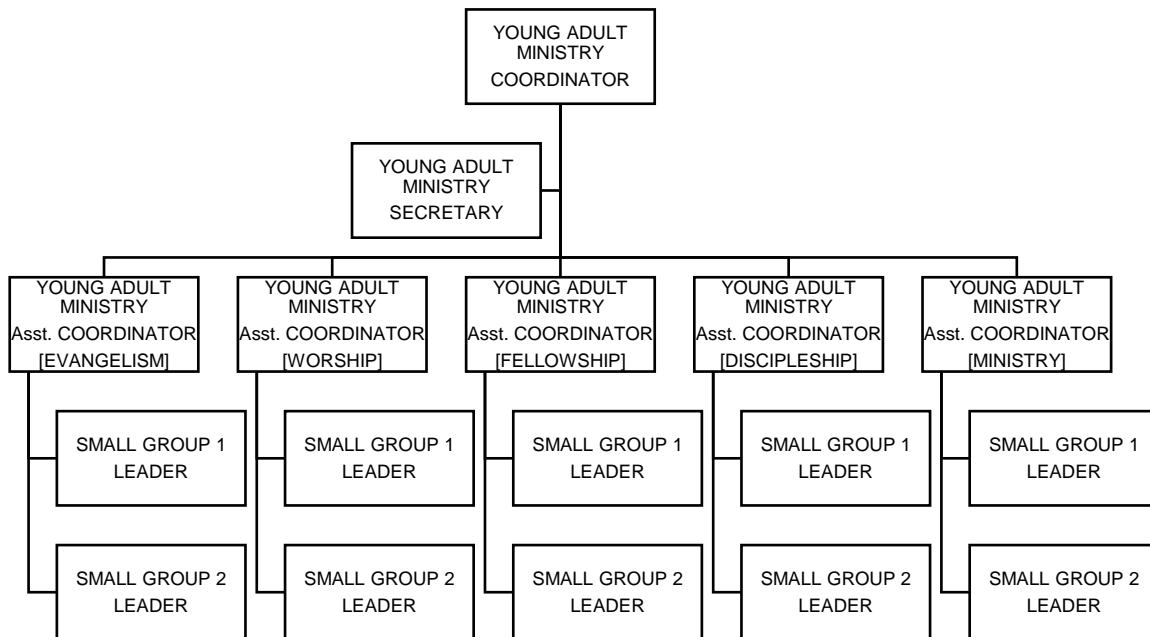


Figure 1: Waltham Park Young Adult Ministry New Organizational Chart

# APPENDIX

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## A. Ministry Model

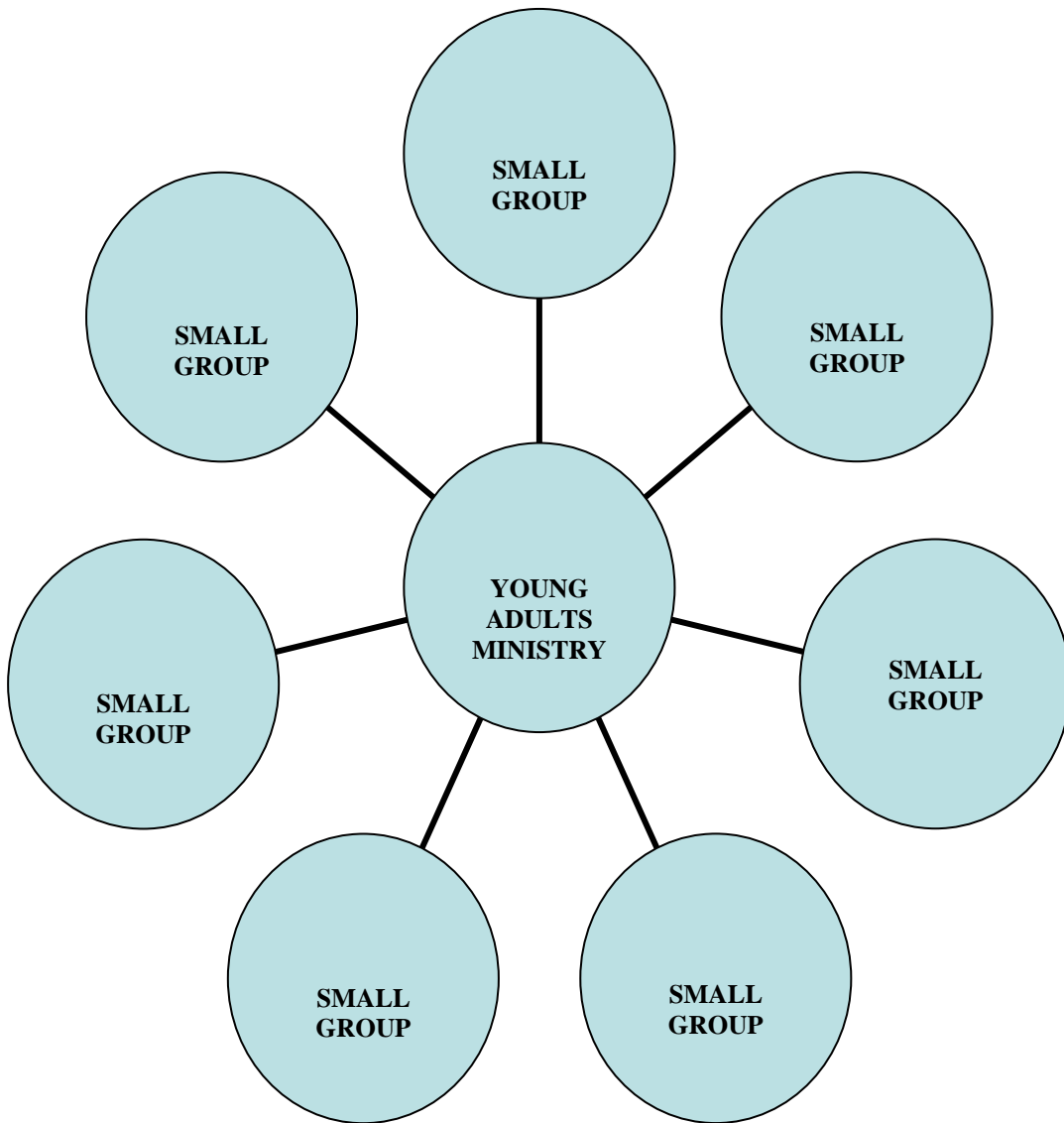


Figure 2: Ministry Model

## B. Organizational Chart

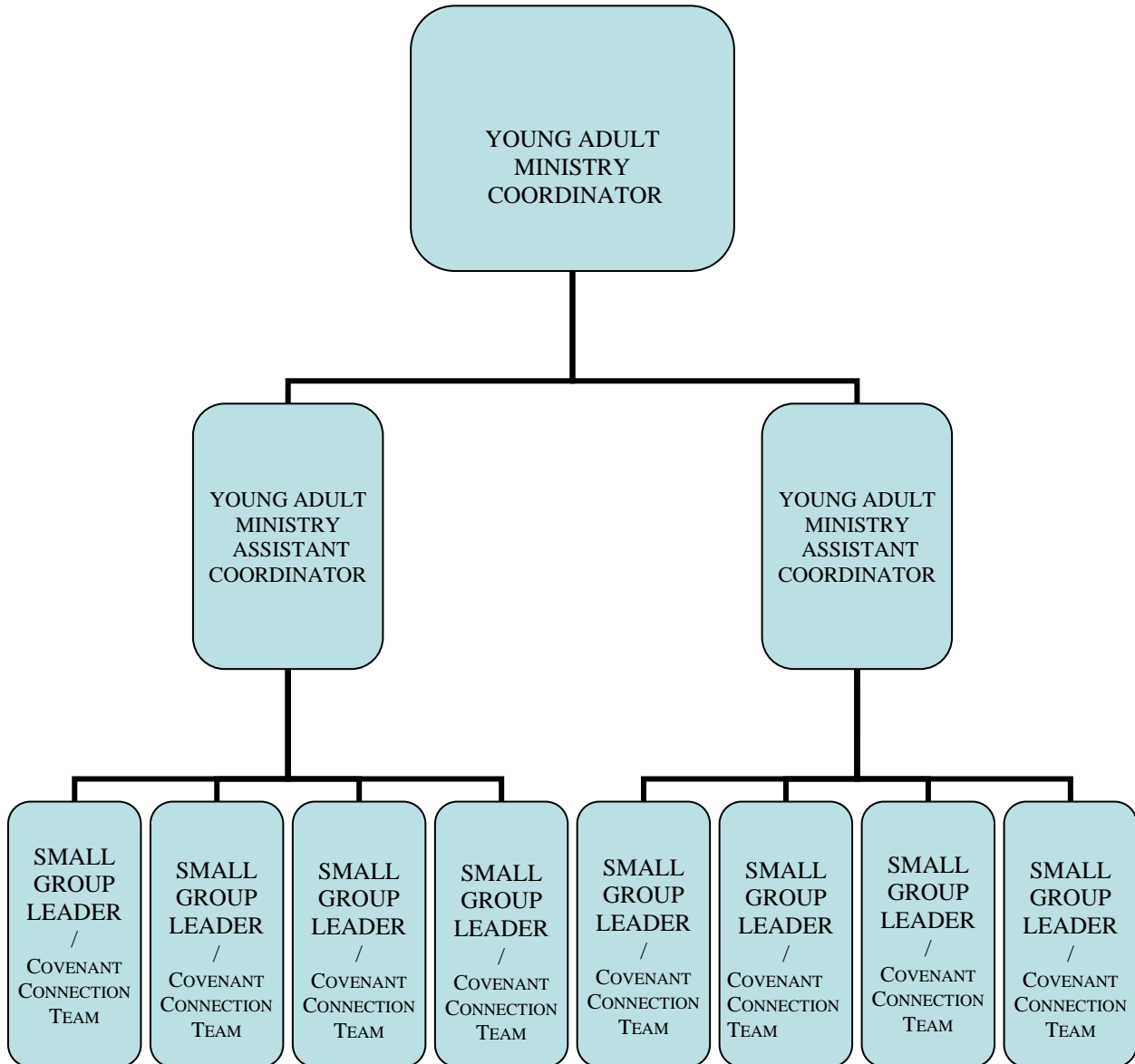


Figure 3: Organizational Chart

## **C. Brainstorm Session Analysis**

I am grateful that the Waltham Park New Testament Church of God Young Adult Ministry leaders accommodated my request to have this brainstorming session on zoom. We attempted to meet in person, but this was not possible for most participants.

Having more time to prepare the group might have yielded more ideas. However, the brainstorming session results can help the group with a new direction structured to accomplish their vision and mission.

The information provided before the meeting helped the focus and structure of the brainstorming session. Unfortunately, even though it was a previously planned meeting, the participants were not as engaging as hoped. The agenda was preset by the ministry leader and distributed to all participants. The brainstorming session was an item on their agenda. At the beginning of the meeting, the moderator called for volunteers to pray or suggest a song. Both times she had to wait a bit before anyone responded. A few participants answered the questions, but most remained silent during the meeting. There was difficulty getting the participants to open their videos. Non-participation and lack of engagement created an environment that made it difficult to brainstorm ideas.

Things that could be done differently:-

- Brief participants before the brainstorming session (The newly appointed leaders did not know much about the ministry and were unaware of their roles and responsibilities. Also, participants would have benefited from an explanation of the brainstorming process).
- Send the brainstorming agenda in advance and request participants to present ideas upon entering the zoom room.
- Use more creative techniques to engage the group more.

## REFERENCES

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- Burton, R., Obel, B., & Hakonsson, D. (2015). *Organizational Design: A step-by-step approach* (3rd, Kindle ed.). UK: Cambridge University Press.
- Michalko, M. (2006). *Thinkertoys: A handbook of creative-thinking techniques* (Kindle ed.). USA: Ten Speed Press.