# Media
# Impact
# International

**MII**™

**INDEPENDENT AUDIT of MMU Courses:**

Foundations of Media Strategy
Story in Ministry
Media Strategy Lab
Mobiles in Ministry

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*Overview:*

## VISUAL STORY NETWORK

Visual Story Network is part of a movement of visual storytellers taking the life and Kingdom of Jesus to the ends of the earth. As part of this storytelling movement, VSN seeks to provide leadership to various sectors and geographies in the movement. Media Mission University is an outworking of VSN's desire to lead other storytellers into greater effectiveness and impact for the Kingdom of God.

## MEDIA MISSION UNIVERSITY

The purpose of the Mission Media University is to develop an online learning platform to distribute short-format curricula to missionaries and church leaders worldwide. These leaders will be better evangelists, disciple-makers and church planters as they develop their skills in using media, story and mobile in their mission. Courses will be developed for each area of ministry focus (visual communication, story, mobile ministry).

This platform has scaled to multiple courses and levels of training over time.

Participating students should learn to be more effective in the creation and use of media for the sake of evangelism and discipleship. This project will develop the hardware, software and networking platforms for the next seven years of growth within the global network.

Media Impact International is honored to once again partner with Visual Story Network for the independent audit of the achieved outcomes following the Winter/Spring sessions of Visual Story Network's Mission Media University (MMU).

Our assessment has focused on four MMU courses:

> **Foundations of Media Strategy**
> **Story in Ministry**
> **Media Strategy Lab**
> **Mobiles in Missions**

Where applicable, MII will be analyzing change in effectiveness of students who participated in year 1 cohorts. Now in year 3, MMU hopes to determine if significant improvement in ministry effectiveness can be seen in students from the earliest cohorts.

## FOUNDATIONS OF MEDIA STRATEGY

The *Foundations of Media Strategy* course is intended to provide students with a foundational overview of field-driven media strategy and encourage and equip missional people and teams to develop an intentional outreach strategy using new media.

### STORY IN MINISTRY

The *Story in Ministry* course will provide students with the ability to develop a theory of story and its power to draw people to Christ and to create compelling stories from idea to pitch.

Participating in five one-hour live sessions together during the course. The live sessions were held in a webinar-style online room where use of video, audio and whiteboards were used to facilitate interaction and connection.

### MEDIA STRATEGY LAB

*Media Strategy Lab* is a course that grew out of a desire expressed by students in the Foundations of Media Strategy Course to be able to spend more time applying the principles we discuss in that brief overview. This is a lab, not a lecture. Students apply the concepts of the Foundations of Media Strategy Course to their specific ministry context. This course endorses the belief that a team approach, working on a timetable for accountability, and interaction in problem solving, will lead to ongoing, fruitful media ministry that results in many disciples of Jesus being made.

*Media Strategy Lab* was facilitated by Tom Khazoyan, a missionary video producer serving with 10X Productions, a ministry of Pioneers.

### MOBILES IN MISSIONS

*Mobiles in Missions* is a course a five-week course designed to increase students' ministry effectiveness by enabling them to engage the lost through their mobile device. Students learned to assess the media situation of their target audience, identify opportunities for using mobiles in ministry and personally implement various mobile ministry techniques with a view towards their use in an outreach strategy.

*Mobiles in Missions* was led by two co-instructors. Keith Williams is the director of Mobile Advance (www.mobileadvance.org), an initiative of WEC International, and is a founding member and steering team leader for the Mobile Ministry Forum ([www.mobmin.org](www.mobmin.org)).

Jill McKinnon was called into missions in 1996, and although she was uninterested in technology, an illiterate nomad Arab taught and helped Jill share her first Jesus film clip by Bluetooth. She continues to test and incorporate new mobile and social media outreach tools and methods into her team's ministry strategy.

## MII VISION

MII exists to see more people brought into God's Kingdom and growing in their faith, through the effective utilization of media. MII identifies, assesses and comes alongside partner ministries to strategically increase their media projects.

## MII STRATEGIC FOCUS

Media Impact International is focused on equipping media ministries with the tools and expertise to maximize their effectiveness. MII utilizes key Christian consultants and contractors, who are recognized as media industry experts. These consultants also represent a larger network of media, communications, IT and security experts from around the globe that can be called on to address any issue. All have global business and ministry experience, and are committed to using their gifts and expertise to see more people brought into the Kingdom.

## MII EXTERNAL COMMITMENTS

Media Impact International makes the following commitments to those we serve:

- **Christ-centeredness:** We are committed to demonstrating our faith in God and living out Christian values

- **Integrity:** We are committed to Christ-like behavior in all aspects of our operation.

- **Objectivity:** We are committed to demonstrate objectivity in decision making and other business activities

- **Stewardship:** We are committed to the wise and honorable use of human and financial resources.

It is our prayer that the data and analysis contained in the following pages will be a blessing to Visual Story Network and the students benefiting from Mission Media University now, and in the future.

*Objective:*

## MEASURING IMPACT

To determine if the curriculum and methods of VSN's Mission Media University are delivering the desired outcomes, MII measured the Impact of MMU on the participating student's improvement of skills, motivation, knowledge, and ability to develop action plans following the course.

Our research determined if the ministries and/or individuals participating have begun the design and/or implementation of strategies, processes and initiatives that will enhance the Kingdom and desired outcomes of VSN.

The timeframe for students to reach credible outcomes varies. This audit will explore the desired outcomes of MMU and the participating students relative to the initial benchmarks established by the MII discovery period.

It was our goal to determine if the MMU's overall curricula, presentation and approach are significantly contributing to student's ongoing Kingdom impact at the end of this 3-year MMU project.

Of the original VSN goals for MMU, MII is able to provide initial feedback and estimates on:

- Will students be able to describe themselves as more effective in evangelism?
- Will students be equipped with effective evangelism strategies in Media?
- Will students use story in their ministry?
- Will students create strategies that utilize mobile phones?
- Will students train others in various course material?
- Will salvation occur as an indirect effect from these courses?

*Review of Approach:*

### Anonymous Questionnaire

An anonymous survey was created for each course to be evaluated. All students were encouraged to participate in the survey. MII surveyed students from the Winter and Spring 2018 classes. At the request of VSN, MII also surveyed students from early cohorts to determine long-term impact due to MMU participation. Unresponsive students received a minimum of up to 2 survey reminders encouraging participation in the survey.

Survey questions focused on five key areas; Skills, Motivation, Strategy, Knowledge and Action Plan Development. The questions have been designed to determine the effectiveness of MMU's curriculum, processes and approach as measured by Kingdom impact achieved by participating students.

Because MII has participated in past MMU audits, we have attempted to maintain consistency in the survey format and delivery year over year. This should provide a better base from which we will then compare current results with past results.

In some instances, students receive multiple survey requests from both MII and VSN/MMU. This has the possibility of skewing results and participation due to "survey fatigue."

### Student Interviews

MII conducted phone interviews of randomly selected students. No more than one student from any one ministry was interviewed. A ministry was not required to complete the anonymous questionnaire to participate in the phone interview and no effort was made to cross reference phone interviews with online survey results.

The phone interview conversation covered the same areas listed above, with the addition of asking follow-up questions seeking detail about specific outcomes, accomplishments and implemented strategies in the few weeks following the completion of the courses.

### VSN Supplied Data

MII has been supplied with course evaluations that had been previously submitted by students to MMU upon completion of the course. Clyde Taber, Director of VSN, supplied this data and it has been included in the results below to inform the findings in this report.

*Findings:*

This section explores the results of MII's data gathering and analysis. We have chosen to highlight some of the findings, both positive and negative, that have a material impact on the stated objectives of this MII audit.

## Class Participation Data

### Foundations of Media Strategy
26 students registered for the winter course beginning in February, 2018 and 22 students completed resulting in a 85% completion rate. 12 of the 22 (54.5%) who completed the course had perfect attendance and completed all assignments. 17 students were awarded a Certificate of Completion (65% of those registered)
Source:https://docs.google.com/spreadsheets/d/19yvT_JELEx1rrrPBBEeCzVYfDnoGNXEiFEMD30HKPdI/edit?usp=sharing

The Spring course began in April, 2018 with 28 students registered. 21 students completed this session giving this cohort a completion rate of 75%. 7 of the 21 (33.3%) who completed the course had perfect attendance and completed all assignments. 21 certificates of completion were awarded to this cohort (75% of those registered).
Source:https://docs.google.com/spreadsheets/d/1mwEqsCW6vgctijUSuEnuW58szjrbzJ1t62PLdGW8MdE/edit?usp=sharing

### Story in Ministry
15 students registered for the Winter course beginning in February, 2018. 13 students completed the course, an 86% completion rate. 8 of the 15 (53%) who completed the course had perfect attendance and completed all assignments. 11 students were awarded a Certificate of Completion (73% of those registered).
Source:https://docs.google.com/spreadsheets/d/1kIzn3MtKbahEnA419M4EIyp3go42Hzy38sAYu6i8Oak/edit?usp=sharing

### Media Strategy Lab
11 students registered for the Spring course Only 2 of the 11 who registered for the course had perfect attendance. The lab format didn't include certificates of completion. Instead, students participated in "hands-on" experience.

This experiential format places a greater importance on attendance and assignment completion. MII found that participation and assignment completion

fell off as this lab progressed. 100% of the class completed assignments for weeks 1 and 2. 72% of the class completed assignments in weeks 3-5.

Only 3 (27%) of the students turned in Finalized Plans and Social Media Content Calendars for this course on or after week 6. Spot checks of the student's finalized plans reveals some additional gaps in their understanding and/or execution of the lab plans noting that ad campaigns and/or accounts "haven't yet been established." It is clear that these week 6 assignments complete the planning phase, and execution remains.

Unfortunately, only 1 student has submitted a Post Campaign Media Ministry Audit to date. Participation and attendance has wavered as this course has progressed. The course is not yet complete, and MMU instructors would be wise to encourage students to finish strong.

### Mobiles in Missions
12 students registered for the Spring course and 8 students completed resulting in a 67% completion rate. An impressive 9 of the 12 who registered for the course had perfect attendance! 7 students were awarded a Certificate of Completion (58% of those registered).

## Class Participation Summary

In 2018 there continues to be a strong correlation between class participation, completion of assignments and student's future success implementing the course material and lessons learned. A strength of the MMU program is the record keeping methodology and consistency of details like class participation and assignment completion. The class records provided were very helpful and provided good insights into the activity happening within each cohort throughout the course.

As we've seen in past years, attendance is strongest during the first week the course is offered. Typically, more than 90% of those registered attend the first session. Attendance fell after the second week for every course, and the number of students participating in week 5 is lower with student participation lost at that point rather than rebounding.

We found the Ministry Strategy Lab to be a great idea, giving students the opportunity to put their learning into action. The hands on approach of this course

couldn't overcome the participation trends found in other courses, and may have added to the sharp decline this course experienced over the others.

Completion of assignments was variable across all classes observed and we noted declines in assignment completion rates in nearly every class. MII also discovered that assignment completion rates were down significantly over past cohorts reviewed in 2017.

Foundations of Media Strategy cohorts saw assignments completed by 85% and 77% of students in week one, compared to 90% of students in week one in previous years.

As mentioned above, the Media Strategy Lab, April cohort experienced falling participation in both attendance and assignment completion. This promises to be an opportunity to capture the progression of course participation into action. We hope that more final assignments are submitted showing good results before the end of the grading period on July 31, 2018 (2 weeks from today).


## Anonymous Questionnaire

*A note about Sample Size*
MII and contributing consultants recognize that the small sample size of both the participating students, and the number of those responding to the survey and interviews presents challenges to making statistically valid conclusions from the data received. However, Dr. James Engel of Wheaton College has suggested that such surveys can serve as a "windsock" - showing some indicators of the terrain. These surveys accomplish that, and show us the direction of impact following the MMU course participation.

We chose to use a 1 to 10 scale for questions that asked students to rank their experience. To account for negative sentiment, or the possible degradation of skills or impact following the course, 1 is considered maximum negative impact possible, while 5 represents "No Change" and 10 equals maximum positive impact possible.


## Student Phone Interviews

MII conducted phone interviews with a random sampling of students. Interview questions focused on the student's view of their own personal effectiveness, and the effectiveness of their organization as a result of participating in MMU.

80% of students surveyed were positive on the overall experience regardless of their ability to point to measurable increase in impact. Those who participated were thankful for the experience.

Combined results of MII research is provided below and separated into categories relating to MII's four objectives for this audit listed above in the Objective section.

- While giving consideration to curricula, presentation and approach, MII will measure the general impact of MMU on the participating student's improvement of skills, motivation, knowledge, and ability to develop action plans following the course.

- Determine whether the ministries and/or individuals participating have begun the design and/or implementation of strategies, processes and initiatives that will enhance the Kingdom and desired outcomes of VSN. (Certainly, MII will look for outcomes already fulfilled in the research sample.)

- Recommend proactive steps which MMU can take to ensure the success of students who have completed the offered courses.


## GENERAL IMPACT OF MMU ON PARTICIPATING STUDENTS

Evaluating the general impact of MMU on the participating student's improvement of skills, motivation, knowledge, and ability to develop action plans following the course was a positive and encouraging experience for our team. Overall, students continue to be very optimistic about MMU.

**Evangelism Effectiveness**

Of the students responding to the online survey across all Winter courses, 82% reported positive change in evangelism effectiveness following the MMU courses. The remainder reported "no change". No students reported that they are less effective in some way.

The average score given when asked, "How much more effective are you in evangelism after taking this course?" was 6.6 on a scale of 1 - 10.

Students participating in the Foundations of Media Strategy course offered in February reported the highest scores with an average score of 7 on a 1 - 10 scale. Only 2 students in this class reported "No Change" indicating that the large majority of students participating in this course find themselves to be more effective as a result of participating in this course.

We found that students overwhelmingly report themselves as more effective as a result of participating in MMU across all survey respondents from all classes. In fact, only 4 students in total reported "No Change" when asked "How much more effective are you in evangelism after taking this course?" This continues to be an area of strength for MMU, year over year.

**Phone Surveys**

Speaking with students by phone provided an opportunity to dig deeper into the student's opinion of their participation. This method increased students openness with their individual experiences, which ultimately led to a deeper understanding of personal impact from these courses.

One student who was enrolled in the Story in Ministry course had nothing but good things to say about her experience. She excitedly shared stories of how her ministry has shifted.

She specifically shared a story about when she shared the gospel with some locals and told her dad's testimony. She saw their eyes light up in recognition and relation to his *story*.

> *"Simply sharing facts with them would have been what they've always heard, but sharing a story brought light to the message."*

**Mission Effectiveness**

MII wanted to know how well VSN is doing in their goal of building leaders to be better evangelists, disciple-makers and church planters as they develop their skills in using media, story and mobile in their mission.

With this goal in mind, we asked the question, "How much more effective are you, personally, in the fulfillment of your mission as a result of taking this course?"

100% of students responding reported that they are personally more effective in the fulfillment of their mission as a result of taking the MMU course. No students reported less than 5 on a scale of 1 - 10 when asked if they felt better equipped to accomplish their mission. This means that every student experienced some positive movement in their assessment of their own effectiveness.

MII would like to note the importance of this question. Ministry workers in non-US locations have fewer opportunities for in-service training and education like that offered by MMU. Self-reporting that students feel better equipped is a strong indicator that students will find greater satisfaction in their job, have a higher

opinion of their manager and employer, and likely provide meaningful contributions to their organizations in the future.

This response was observed in our phone interviews as well when students were asked "In what specific way did you feel equipped from the course?" Students reported that strategic practices and assignments in the coursework showed them how to implement new ideas. Without the practice and opportunity for application within the course, they may have been confused or overwhelmed when left on their own to begin implementation.

**Action Plan Development**

MII asked students to rank their confidence in their ability to develop a strategic plan for new media. Confidence is a leading indicator for future success in actual implementation of training and ideas. In order to gauge a change in confidence as a result of participating in the course, students were asked this important question during the pre-course survey:

"Before taking this course, how confident are you in your ability to develop a strategic plan for your ministry?"

Following course completion, we then asked students:
"After taking this course, how confident are you in your ability to develop a strategic plan for your ministry?"

The results were as follows:
54% of students reported Little to No Confidence in their ability to develop a strategic plan prior to taking the course with an average score of 2 among those who answered. Little to No Confidence is defined as a score <5 on a 1 - 10 scale. Only 2 students reported "Great Confidence" with a score of >6 on this 1-10 scale.

These same students reported an average score of 8 when asked "After taking this course, how confident are you in your ability to develop a strategic plan for your ministry?" None of the students reported "Little to No Confidence" on the prior question. 1 student reported "No Change" which means there was a drastically positive change through the work of this class. This question reveals that 48% of students gained the knowledge and confidence to develop strategic plans.

**BEGINNING IMPLEMENTATION**

Students completing both Foundations of Media Strategy and the Media Strategy Lab courses were asked about current implementation, or future plans for implementation of strategies.

50% of students responding to the online survey reported that they have not yet implemented lessons learned from their course, but plan to do so in the near future. 50% of students responding report that they have already implemented strategies learned from MMU. Overall 100% of students reporting have the intention of putting their training into practice, or have already done so.

Phone interviews helped MII understand how valuable MMU courses are from the student's perspective. The students we interviewed had all engaged in sharing what they had learned with others. The majority of students interviewed by phone had already recommended the course to a colleague or friend.

Example 1: One student shared that she was asked to proofread a friend's book before submission to the publisher. While reading, she noticed multiple issues that she was equipped to fix. She shared her excitement in improving the content and delivery of her friend's book. She attributed the entire experience to her newfound knowledge from the MMU Course. She then shared the gratitude and interest her friend showed with the changes she was able to make. Her friend wanted to take the same course, but doesn't speak English so wouldn't be able to follow along. However, the training from his friend who did take the course was very helpful.

Example 2: Another student we talked to on the phone spoke of her experience utilizing storytelling in her popular blog. She said,

> "I don't usually receive comments on my blog and when I used a story, I did receive many comments. I chose to [be vulnerable and] share my story of coming to Christ from communism to Christianity. I got so many comments from foreigners and fellow Albanians. My Albanian brothers and sisters wrote that they cried when they read my story, and that by reading my story, they found themselves. And they found their own story from mine."

**Story in Ministry**

We found this class to receive the most impressive scores across the board. The students surveyed responded with high praise for the overall impact and effectiveness this course had in changing the way they do ministry. Their understanding and use of story heightened significantly, and the results show this happened for everyone who responded to the online surveys.

First and most importantly, 100% of students surveyed reported that they saw greater effectiveness, after completing the MMU courses, in using story to reach and teach people for Christ. This is directly linked to a core value of MMU, but also ministry in general. We don't want to spin our wheels attempting strategies that aren't making Kingdom impact. Obviously, the MMU course is directly training people how to effectively reach people with the gospel.

More specifically, these same students (100%) reported to have gained the ability to recognize good story practices vs bad story practices. They received training through this class, and they learned how to identify what would work and what probably wouldn't work. This way, they were prepared to use story practices for their own ministry. Additionally, 100% of students believe it is very powerful to tell stories more often, and more effectively in ministry. This strong belief and feedback describes the value of this course and the need for these methods, strategies, and trainings.

**Mobiles in Missions**

We received productive feedback from this course. Much of the course was intentionally designed for students who were in remote unreached areas where people groups may have very limited access to modern technology and internet. This material is likely helpful for those students, as it provides tangible opportunities, techniques and strategies for this type of people group.

The students who are in urban areas and who have access to modern technology didn't feel it was applicable or relatable.
One student that we called said,
"I live in a city that has millions of smartphones and I work with college students on top of that, so my people group wasn't even addressed. I spent the first four weeks of a five week course learning content that was kind of a waste in relating to where I am missionally."

This is disappointing, and it reveals a change in approach is needed. The gap in the course content can be filled. Or, the course objectives and description can do a better job explaining for whom this course would be best.

When asked, "How would you rate your effectiveness in using mobile phones in your ministry?" The average score was 6.7 on a 1-10 scale for the students who completed the Mobiles in Missions course. Although <7 is not a bad score, the average for these same students before taking the course was a 6. It simply indicates that there was not much growth even after this course.

Another significant thing to note is that before the course began, students were asked, "On a scale of 1-10, how confident are you that your target audience can engage with your ministry via mobile technology?" 1 surveyer responded with a

5, on the same scale of 1-10. However, every other responder used >5. This could indicate that many students weren't in remote areas without access to modern technology, but that they were working with people who indeed were very capable with technology. This data could mean that other students had a similar sentiment to the one on the phone.

Just over 60% of these students reported the inability to train others in what they had learned. Students would need to be contacted individually to know for sure why they answered the survey in this way.

**Training Others with Course Material**

A variety of different things make us share something. It may be valuable information, innovative collaboration, or natural human relationships. MMU has it as an objective that their students will share and train others with this material after taking these courses.

Interestingly, 67% of students reported that they had shared their newfound knowledge with someone else. However, only 17% of students reported that they had conducted training with their team. Obviously, an informal method of sharing information is far more likely for this audience than a formal training session.

There is room for a separate program add-on in each course that presents concepts and strategies for change management to help students share and implement learned material in their teams and organizations. There could also be an opportunity to provide a guide designed to help facilitate training in a more formal team context. This is a suggestion that MII has made in the past, but it is not clear if this advice has been acted upon by MMU. The 17% would indicate that no effort has been made since 2017 to help students better communicate their learning to the rest of their organization.

**Kingdom Impact and Salvation**

VSN sets out to prioritize Kingdom Impact in the work that they do. An MMU objective was to have an indirect correlation between MMU courses and lives changed. Our goal was discover if there was any sort of correlation between these two, but we also wanted to know how great this correlation was.

Each student's response speaks to a larger organization/ ministry goal. We are unaware of their anticipated goals and expectations for Kingdom Impact.

However, we do know that before taking the MMU courses, 91% of students claimed little to no media engagement effectiveness toward making disciples. This statistic is drastic but it decreased to 29% after our post- survey analysis. The impact of this reported change is important because 41% of these same

students reported that making disciples is how their organization measures mission impact. The survey results indicate that MMU classes will result in stronger and more effective disciple making.

We asked about lives changed in relation to these courses and the results were mixed. When asked about the number of people who have come to Christ as a result of implementing the best practices that they had learned from this training:

25% of survey respondents reported "More than Anticipated"
67% of survey respondents answered "About what we anticipated"

This data suggests that MMU played a role in increasing student's ability to share Christ with results exceeding expectations for 1 in 4 students.


## PREVIOUS YEARS FOLLOW- UP

MII was asked to review past year's cohorts to understand what lasting impact may or may not exist from participation in MMU. Previous audits for VSN were productive in gaining insight from students and their experience during and immediately following the various courses.

Many students didn't have time to implement new practices when first surveyed, and this follow up allowed for greater understanding of how MMU course teachings were applied over time.

*"I used the newspaper [that I created during the course] to share about the ministry as a result of that our website received 101 visitors with 321 views in three days. With 8 having reached out and we are working to meet them in the course of this month with the intention of beginning a discipleship process."*
*-Njagi Ruth, Foundations of Media Strategy*

*"The [Story in Ministry] course has helped me to know good stories. It helps me to evaluate my storytelling ability at anytime I tell story. It helps me to even form a story that will fit my message. My Pulpit ministry has changed because I cannot complete a message with a story."*
*-Hwere Titus, Story in Ministry*

Below you will find some quick facts on the results gathered from each individual course and 2016/ 2017 alumni. The statistics represent the specific objectives defined by MMU courses. Each of these are **significantly** higher than those captured immediately after the course was completed.

*Foundations of Media Strategy*

This course shows high responses overall, but clearly the biggest impact is their feeling of being equipped. This is due to the amount of time they have had to truly implement the lessons learned. With time and further experience, students are able to see that these course provide more than just learning but actual impact in their work. There was not one student across 3 separate cohorts that indicated anything less than impressive improvement. As for "on the ground" change within ministries, 70% of these students claim that the strategies put in place after these courses have proved to be effective.

- 73% of survey respondents claim that they are more effective in evangelism one year after taking this course.

- 100% of students feel better equipped to accomplish their mission after taking this course.

- 70% claim greater effectiveness in media projects.

- 70% have been able to train others in new media.

*Media Strategy Lab*

The responses from the Media Strategy Lab alumni are notable. 100% of surveyors responded with greater evangelism effectiveness, missional equipping, and media project effectiveness. All three show that time and practice really is needed in order to experience the full benefit of MMU courses.

- 100% of survey respondents claim that they are more effective in evangelism one year after taking this course.

- 100% of students feel better equipped to accomplish their mission after taking this course.

- 100% claim greater effectiveness in media projects.

- 67% have been able to train others in new media.

*Mobiles in Missions*

The Mobiles in Missions course saw low implementation immediately following the course likely due to the evolving nature of mobile technology. This material takes time, teamwork, and trial/error to find success. However, students reported effectiveness several months after taking this course.

- 71% of survey respondents claim that they are more effective in evangelism one year after taking this course.

- 86% of students feel better equipped to accomplish their mission after taking this course.

- 83% claim greater effectiveness in media projects.

- 60% have been able to train others in mobile ministry.

*Story in Ministry*

This course gets the highest response immediately following the course, and shows good results for the most part. However, the results for sharing the training with others are low for this course. It seems as though people are more prone to share their learnings from the story course immediately after, and less inclined to share this material a year out.

- 100% of survey respondents claim that they are more effective in evangelism one year after taking this course.

- 100% of students feel better equipped to accomplish their mission after taking this course.

- 75% have shared insights from this course with someone else.

- 25% have been able to train their team in new media.

## Conclusions:

MII's goal was to determine if the MMU's overall curricula, presentation and approach are significantly contributing to student's ongoing Kingdom impact.

In this section we will provide a summary of the information MII has collected and shared above in order to give a response to the following questions that we are seeking to answer:

- Will students be able to describe themselves as more effective in evangelism?
- Will students be equipped with effective evangelism strategies in Media?
- Will students use story in their ministry?
- Will students create strategies that utilize mobile phones?
- Will students train others in various course material?

- Will salvation occur as an indirect effect from these courses?

## MMU EFFECTIVENESS

MMU is working to provide training for ministry workers that is valuable and effective. MII has found that MMU continues to deliver a product and experience that is moving students and their organizations towards Kingdom impact, with strong potential for long-term fruit and sustainability.

As we've reviewed past year's cohorts, MII has found that the strategies and methods being taught through MMU require time to fully develop. Impact is achieved immediately, and also sustained over time. Students are appreciative, and enjoy sharing stories of success with our team. They are quick to praise the course instructors and thankful for the opportunity to participate in MMU.

Students who approach MMU seriously receive the greatest benefit. All students reported overall improvement in their ability to accomplish their mission, and their organization's ability to accomplish its mission.

*Will students be able to describe themselves as more effective in evangelism?*
- Of the students responding to the **online survey**, 82% reported positive change in evangelism effectiveness following the MMU courses.

*Will students be equipped with effective evangelism strategies in Media?*
- Of the students responding to the **online survey**, 100% reported positive change in their mission strategy and effectiveness.

*Will students use story in their ministry?*
- Of the students responding to the **online survey**, 100% reported greater effectiveness after completing the MMU courses in using story to reach and teach people for Christ.

*Will students create strategies that utilize mobile phones?*
- Of the students responding to the **online survey**, the average score when asked about effectiveness in mobile strategies was 6.7 out of 10.

*Will students train others in various course material?*
- Of the students responding to the **online survey**, 67% reported that they had shared their newfound knowledge with someone else, however, only 17% had conducted a training session with their team.

*Will salvation occur as an indirect effect from these courses?*

- Of the students responding to the **online survey**, 75% reported that a significant number of people had come to Christ as a result of implementing the best practices that they had learned from this training.

From this data our audit has determined that the long term return on investment is good. Ideas and best practices evolve over time and our hope is that these findings will contribute to the improvement and advancement of MMU. VSN has been blessed to develop a quality program that is providing a good service and a benefit to students who participate fully.

MII has seen the value of continuous improvement, and we have listed some recommendations to take MMU from good to great with future cohorts.

## RECOMMENDED STEPS FOR IMPROVEMENT

MII suggests the following for your consideration to improve implementation among future students:

- Create a private facebook group for MMU alumni. Inviting students to join this single group for all classes at the beginning of the course will serve as an introduction to one another, serve to keep students connected beyond the course, and allow students and instructors to engage in ongoing dialogue and sharing outside of the "classroom" environment. Ideally, the instructor is heavily involved in this experience.

- Students will help you achieve your goals if you share them. Make clear to students what outcomes you'd like to see in their lives and ministries. Match these to your goals for MMU to achieve greater results relative to your own benchmarks.

- Targeting courses for a specific group of students may yield greater results. Alternative track options for students with varying people groups, specifically for the Mobiles in Missions course.

- Include stakeholder change management teaching to help students implement MMU training into their organizations.

- Increase instructor engagement in early weeks. A personal note from the instructor will increase accountability to complete the assignments and course attendance.