Media Impact International

Addendum:

OVERVIEW

At the request of Visual Story Network, MII has been asked to provide this addendum in reference the stated goals of MMU that were not addressed in the final version of the MII Audit.

MMU seeks to accomplish the following goals through students and organizations participating in its courses:

> 50 will describe themselves as more effective in evangelism.
> 50 will use story more effectively in reaching and teaching people for Christ.
> 35 will train others in story.
> 20 will implement a local evangelism strategy using mobile devices reaching 400 people. 40 will develop new evangelistic media to reach 7,500 people.
> 4 will develop new evangelistic media to reach 80,000 people.
> 14 will create more effective media.
> 3 will train his/her team in story.
> 750 people will begin new life in Christ.

The work done throughout the audit process is sufficient to provide empirical evidence related to these goals. However, the scope of this audit will not be sufficient to answer the question of goal achievement completely.

Obviously, MII can only validate the achievement of goals with empirical measurement. The scope of this audit was to sample the student population rather than provide tracking across all student activity to measure the collective achievement of these goals. Additionally, MII notes positive trends that provide hope that goals are being accomplished beyond the scope of our measurement, but the greater the gap between the result (as measured and collected by MII) and the stated goal, the less comfortable MII is with making a statement of achievement or non fulfilment.

As noted in the report, MII received a lower number of responses to surveys and phone interview requests that we would have liked. However, there was consistency in the responses we received from those who chose to answer giving us confidence that the sampling represents the larger whole. The fact that answers to our questions weren't overly positive or overly negative indicates that students were comfortable answering honestly. While not scientific, or statistically relevant, MII is comfortable assuming that the sample closely matches the views of other students who did not respond. There will be outliers on both ends of the spectrum, of course, but our findings have not presented anything to note or about which MMU should be concerned. This assumption is further supported by the similarity in response to the MMU feedback requests which were collected independently from our work.

To conclude, we want to clearly state how MII's audit can and cannot be used in relation to goals for MMU.

- MII's sampling of student responses can be seen as anecdotal evidence representative of the whole.

- MII sampling of student responses *can not* be extrapolated to determine if a goal was achieved or missed.

- MII has provided results relative to the goals of MMU below based on empirical data. Where MMU goals were achieved, they were achieved from within the MII sample. Where MMU goals were not achieved within the MII sample, these goals may still have been achieved outside of the MII sample. This later question is one for VSN to answer.

The best way to know if MMU accomplished the goals above is to track these results across each student, and each organization they represent and this tracking was not within the scope of this engagement.

With these clarifying statements out of the way, we want to congratulate VSN on hosting a wonderful program. As best we can tell, you are having a positive impact in the lives of students, the culture of organizations they represent, and ultimately impacting the lives of people around the world with the Gospel. We trust that God continues to track the impact better than we ever will, and that He will be delighted to reward your leadership for this effort in eternity.

MMU Stated Goals:

50 will describe themselves as more effective in evangelism.
COMPLETE - 50 Students reported themselves as being more effective in evangelism as a result of MMU

50 will use story more effectively in reaching and teaching people for Christ.
COMPLETE - 51 Students reported that they feel they are now using story more effectively to reach people for Christ.

35 will train others in story.
INCOMPLETE - 28 students reported they have trained others in story to date.

20 will implement a local evangelism strategy using mobile devices reaching 400 people.
INCOMPLETE - 20 students reported implementing local evangelism strategies to date.

40 will develop new evangelistic media to reach 7,500 people.
UNKNOWN - 15 students reported that they have developed new evangelistic media to date. Students surveyed were unable to provide reach data.

4 will develop new evangelistic media to reach 80,000 people.
UNKNOWN - 15 students reported that they have developed new evangelistic media to date. Students surveyed were unable to provide reach data.

14 will create more effective media.
COMPLETE - 19 students reported that their media efforts are now more effective.

3 will train his/her team in story.
COMPLETE - 16 students reported that they have trained their team in story.

750 people will begin new life in Christ.
INCOMPLETE - Only 1 student surveyed was able to provide any data on this goal. That student's ministry has received 405 professions of faith as a result of campaigns developed after completing MMU.