Executive Summary of Global Wesleyan Alliance Forum for Church Publishers and Curriculum

February 13, 2018

Warner Press Headquarters, Anderson, Indiana

There were three groups represented at the Forum: Church of God, Free Methodist, and Evangelical Methodist. Regina Jackson and Jeff Ray from the Church of God, William Dean from Evangelical Methodist, and Jay Cordova from the Free Methodist.

The group shared in devotions, the background of GWA, their personal histories and then spent the majority of the time looking at challenges and opportunities. When asked what were the greatest challenges facing them in the next 3-5 years, the group identified these:

1. Lack of brand loyalty
2. Dying core audience
3. No unifying message for holiness churches
4. Inability to compete with aggressive media
5. Significant gap in the needs of rural and urban churches
6. Finding trusted resources

There was general consensus that the need for working partnerships and understanding what each partner brings to the table would be one way to service our churches and leverage our resources. Each of the individual entities cannot meet the varied needs of their tribe, but if we could find a way to join our efforts together while maintaining our own identity then this might be a step forward. Furthermore the benefit of cross pollination of ideas and gift sets could prove valuable. The intellectual assets of each group when shared in the correct environment might open a door to servicing the churches needs.

Ideas were discussed around an online dynamic resource center which would provide all parties the option of placing their inventory for view and purchase. Jay Cordova(Free Methodist) and Jeff Ray(Church of God) both have on line capacity now. How these can be connected is being explored as a beta project.

Jay Cordova who has had years of experience in communication and on line leveraging volunteered to look into models that might be used. He through his Operations Manager, Kaylin Sullenback, will be contacting each of the GWA covenant partners asking for some basic information in order to evaluate the possibility of creating a dynamic(meaning it is changeable) online resource center for all the products offered by our various groups.

The group felt very encouraged from the conversations and appreciated the opportunity to meet and share ideas. They agreed to meet again in order to follow thru and to encourage others to participate.

Respectfully submitted,

Dr. Ronald V. Duncan

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