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I. The Challenge

- We think they are rebellious about religion
- They desire genuine interpersonal relationships
- Transportation and family involvement is critical to their participation
- Prayer, evangelizing and group participation is declining
- Decrease attributed to change in Youth Leader and non-interactive programs
- Increase attributed to cohesive groups, engaging programs and committed instructors.
- They need relevant Biblical Studies
Teens are among the most religiously active Americans.
Youth need to be connected to adults
They need you to care about their feelings
Programs must include youth and parents
Youth are much less inclined to Evangelize
Teens pray ... every now and then.
II. Supporting Research

Youth Leader Research

- Outside activities don’t compete with church
- Youth ministers have a short tenure
- This role cannot be viewed as a stepping stone
- Youth leaders must partner with parents
- Youth ministers need a clear vision to lead
- Building relationships with youth is critical
- Youth leaders don’t have to be in their 20’s
III. Youth & Youth Leader Surveys – Game Format
Who Wants to Be a Millionaire?
"I'LL ASK THE AUDIENCE"

Click to return to the question and poll the class
"CAN I PHONE A FRIEND?"

Click on link to Ask Jeeves, or click on this oval to return to question and ask a friend.
Which of the following factors did surveyed youth leaders rank most important in attracting participation in youth activities?

A. Contemporary music
B. Feeling welcome by other youth
C. Snacks/food
D. Parent participation in church
B. Feeling welcome by other youth
$500

Which of the following factors did surveyed youth leaders rank least important in attracting participation in youth activities?

A. Contemporary music
B. Feeling welcome by other youth
C. Snacks/food
D. Parent participation in church
C. Snacks/food
Which did surveyed youth leaders indicate as the biggest challenge in attracting participation in youth activities?

A. Lack of parent participation
B. Conflicts with sports & other activities
C. Lack of interest
D. Lack of transportation

$1,000
B. Conflicts with sports & other activities
$10,000
If used at all, how do youth leaders primarily use social media (i.e., Facebook, Twitter) in relation to youth?

A. No success using social media
B. To reach out to friends of active youth
C. To connect on a personal level
D. Communicate activities & announcements
D. Communicate activities & announcements
$50,000
What did surveyed youth indicate as an important factor in their youth group?

A. Contemporary praise music
B. Committed adult to confide in
C. Structured program time
D. Snacks/food
B. Committed adult to confide in
$100,000
Surveyed youth indicate they are most looking for youth group activities that . . .

A. Include their parents
B. Teach Biblical principals
C. Build relationships
D. Provide physical activity
C. Build relationships
What % of youth surveyed felt their church’s use of social media/video enhanced their Christian experience and understanding of the Bible?

A. 46%
B. 58%
C. 72%
D. 83%
B. 58%
What % of youth surveyed participate in a church youth activity one or more times per week?

A. 44%
B. 62%
C. 87%
D. 92%
C. 87%
Thanks for playing!
IV. Survey Analysis

Youth Survey

- 30 youth responded to an online survey
- Youth rely on committed leaders in whom they can speak with in confidence
- They seek more authentic relationships instead of cliques in their youth groups
- 55% feel social media (Facebook, MySpace, Twitter) enhances their Christian experience
- 61% say the use of video has improved their understanding of the Bible
IV. Survey Analysis

Youth Leader Survey

- 9 youth leaders responded to surveys
- Biggest Challenge: Other activities and parent participation
- Biggest Success Factor: Youth inviting other youth and church volunteer support
- 6 out of 9 leaders feel that video clips, YouTube and audio/video mediums add value to their lessons
- Highest Ranking Responses: Feeling welcome by other youth and family participation in church
V. Recommendations

- Involve our youth in decisions that impact their Spiritual development
- Produce relevant programs that meet them where they are today
- Make partnerships with parents a priority
- Develop intentional outreach programs to teach them how to speak to others about their faith – Evangelize
- Create an environment where they can share their personal Spiritual journey.
- Use audio/video and social media to enhance their Christian experience.
- Hire and retain career-minded Youth Leaders
Light of the World Group

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