

Mobilization Report
July 2020
By Andy Chinn

Software and Infrastructure:

Most of my attention currently has been directed toward developing the infrastructure to help get people engaged in InterAct's mission. After doing some research and software learning I have decided to purchase Pipefy. A process management software that includes a database, process management tools, and a variety of automations. With this software, Sally Cross and I have been working on a process to get to know, care for, and sort inquirers. My next steps are to import the current database into Pipefy and work with HR on creating an onboarding process in this software so we can monitor applicants and provide support as needed. Pipefy costs \$1,500 (USD) a year for seven users.

Online and Virtual Recruitment:

Due to COVID, I am anticipating many schools will discourage on-campus recruiting for the near future. Moody Bible Institute has already moved their mission conference online. Over the next couple weeks we will be making contact with key schools and confirm if we can visit on campus or if we need to participate in recruitment online. I am going to research on how to broaden our online recruitment beyond shortmissions.com. I am working with Jim Hamilton to make sure we have a good recruitment strategy in place as we connect with inquirers online.

Growing Church Partnership & Recruitment:

It is my desire to move our recruiting beyond just colleges and to also include local churches. My hope is to create a program where we can take the experience of a missionary in the areas of evangelism and discipleship and bring them into the local church to help equip the church to do ministry in their context. I am forming a team to create an evangelism coaching program to offer the partnering church to implement, or individuals can choose to be coached virtually. I believe that as people engage in this program and coaching designed to encourage Kingdom living in their local context that God will then broaden their scope of ministry. Providing this service will also strengthen our connection with local churches which will benefit our missionaries and InterAct in numerous ways.

Engage! Feedback Loop:

I am working with the Field Directors and Sally to determine a good system for gaining feedback about Engage! so we can measure its benefits and costs in order to make informed decisions that will improve our internship programs.

Landing Page and Video Content:

I am going to start a conversation with the communications department on how to create more video content that can share more about our missionaries and ministries. I also want to work with them on developing a landing page on our website for recruitment.