

The image features two thick black L-shaped brackets. One is positioned in the top-left corner, and the other is in the bottom-right corner. They are oriented towards each other, framing the central text.

**STATISTICS AND
REPORTS ENHANCING
THE MISSION**

Statistics are embedded in the DNA of the Church

“That day there were added about three thousand souls” (Acts 2:41 NASB)

Ellen G. White (1905): “The time is coming when there will be as many converted in a day as there were on the day of Pentecost” (1MR 137)

First GC Session, May 1863

- Churches of the Michigan Conference presented detailed reports.
- Report from Battle Creek SDA church:
 - *“This church was organized Oct. 24, 1860, with seventy-two members. Admitted since, thirty-six. Removed nine. Deceased two. Membership at present, ninety-seven.”*

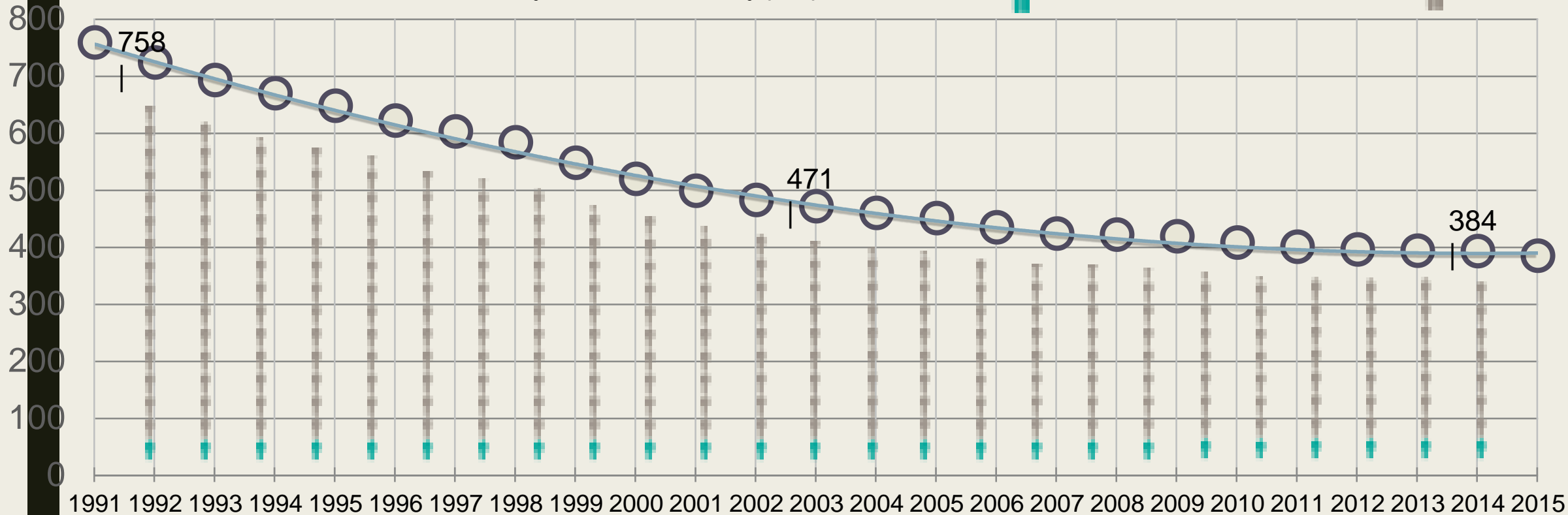
VITAL STATISTICS

150 years ago, summer of 1866:
4,320 Seventh-day Adventists
members of 160 churches

Summer of 2016, latest statistics:
19,590,196 Seventh-day Adventists
members of 153,253 congregations
(82,794 churches, 70,729 companies)

POPULATION RATIO

(World-wide ratio of one Seventh-day Adventist to every people .)



(Lower numbers are better)

Keeping Statistics since 1863

- [1899](#) Summary of Statistics, General Conference Bulletin
- [Statistical Report 1909](#) Statistics and Mission Presentation 2017\ASR1909_B.pdf
- [Annual Statistical Report 2016](#)

What we measure changes over time!

- 2011:
 - *stopped publishing the table of denominational assets*
 - *Stopped publishing the number of broadcast ministries (radio and TV stations, analog way of counting)*
 - *Stopped publishing the table of international personnel*
- 2012:
 - *introduced the attendance column (work in progress)*

Two principles in working with statistics

1. You are going to measure what you get → assets!



Statistics measure one main activity + church assets

- *Number of members, tithes*
- *Number of workers, by credentials*
- *Number of churches and congregations*
- *Number of conferences and unions*
- *Number of publishing houses*
- *Number of hospitals, schools, beds, enrollment,*
- *Etc.*

But are the statistics meaningful?

- How can you compare tithe/capita of Haiti with the Dominican Republic?
 - *Haitian Union: \$12.83/capita*
 - *Dominican Union: \$39.12*
 - *French Antilles/Guiana Union: \$610.33*

Statistics vs. Indexes and Indicators

- Global Tithe Index is an example: www.aiias.edu/gti
- [GTI 2013.xlsx](#)

Examples of indexes/indicators

- Local governments often need to project future tax revenues. The city of San Francisco, for example, uses the price of a one-bedroom apartment on [Craigslist](#), weekend subway ridership numbers, parking garage usage, and monthly reports on passenger landings at the city's airport. [\[5\]](#)

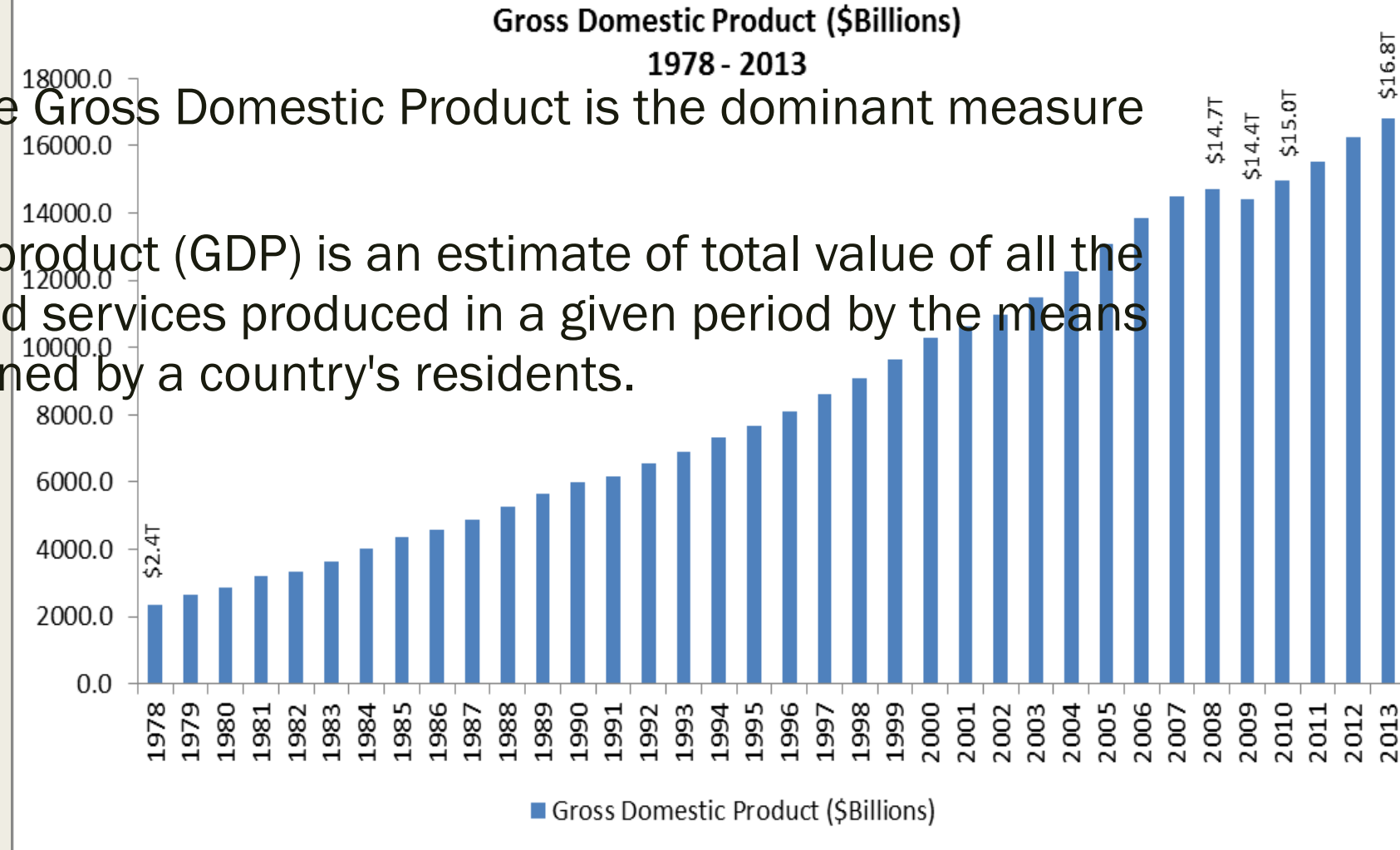


Perhaps the Church should develop some indexes/indicators?

- Global Tithe Index
- Global Growth Index
- Global Adventist Education Index
- Global Church Strength Index

Gross National/Domestic Product - The world's dominant statistics

- In economics, the Gross Domestic Product is the dominant measure of progress.
- Gross Domestic product (GDP) is an estimate of total value of all the final products and services produced in a given period by the means of production owned by a country's residents.



Robert Kennedy – 1925 - 1968



But is it relevant?

- *Our Gross National Product, now, is over \$800 billion dollars a year, but that Gross National Product - if we judge the United States of America by that - counts air pollution and cigarette advertising, and ambulances to clear our highways of carnage. [. . .] It counts napalm and counts nuclear warheads and armored cars for the police to fight the riots in our cities. It counts [. . .]* **Robert Kennedy, Address, University of Kansas, Lawrence, Kansas, March 18, 1968**

But is it relevant?

- *“Yet the gross national product does not allow for the health of our children, the quality of their education, or the joy of their play. It does not include [. . .] the intelligence of our public debate or the integrity of our public officials. It measures neither [. . .] our compassion nor our devotion to our country; **it measures everything, in short, except that which makes life worthwhile.** Robert Kennedy, Address, University of Kansas, Lawrence, Kansas, March 18, 1968*

How do we measure the strength of the church?

Does the Church keep relevant statistics?

Two principles in working with statistics

1. You are going to measure what you get;

2. You are going to get what you measure:

- Are we interested in quantities only?
- Is the quantity of assets what is going to measure the strenght of the church?
- Is this the true measure of success?

How can we know that we are really succeeding?

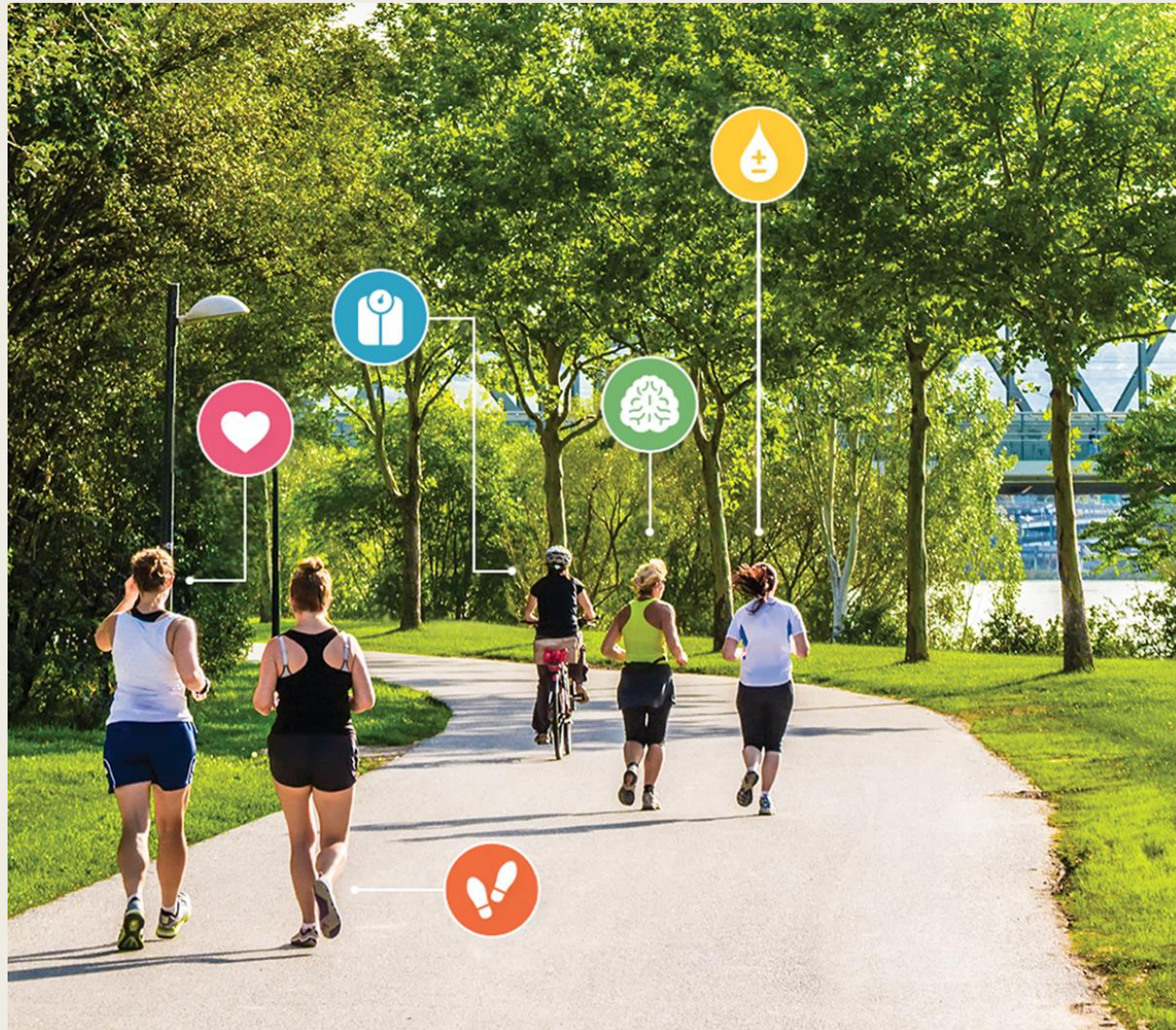
Does the Church keep meaningful statistics?

- We are fixated on the number of baptisms, but . . .
- Are our members:
 - *True disciples of Christ or just «card-carrying members»?*
 - *Growing in their spiritual life?*
 - *Involved in Kingdom activities?*
 - *Are they faithful in their tithes?*
 - *Are they doing more than paying tithe?*

Are we getting relevant information?

Quantitative vs. Qualitative approach

A new paradigm of measurement



Internal Motivators

- Activity Tracker
- Personal
- Interaction
- Notification
- Communication
- Social Network



The Trillion Internet Observations Showing How Global Sleep Patterns Are Changing



A new paradigm of measurement



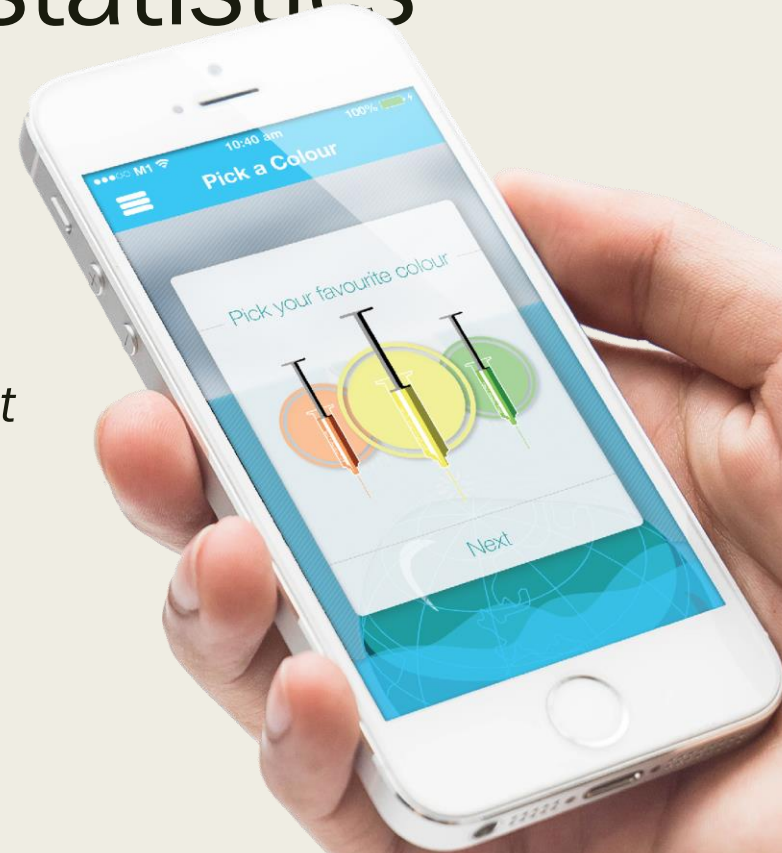
The Trillion Internet Observations Showing How Global Sleep Patterns Are Changing

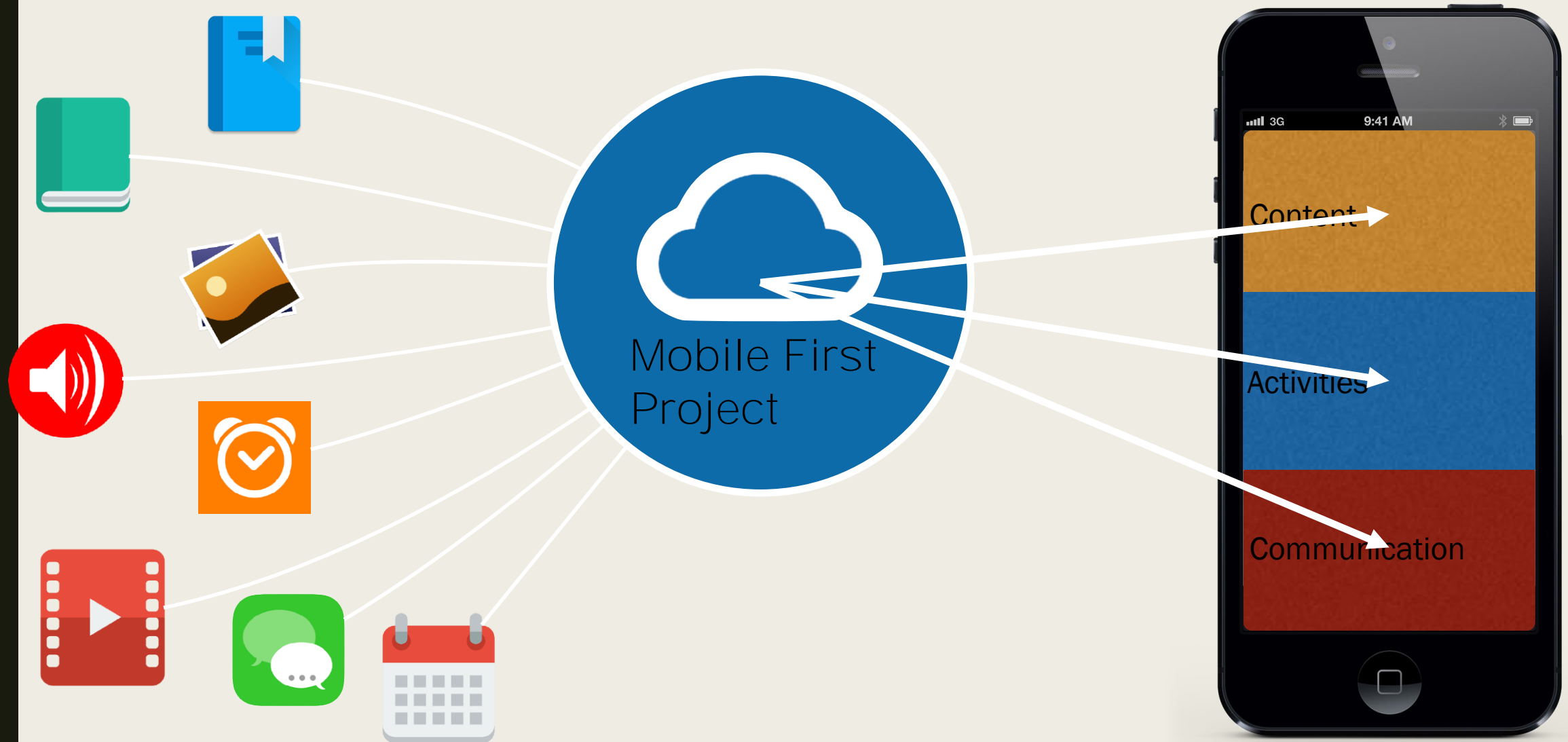
- The result is the first global estimate of overnight sleep duration in 645 cities over seven years, and it makes for interesting reading. “In general, major cities tend to have longer sleeping times compared to surrounding satellite cities,” say the team.
- But they say there is evidence that sleep patterns are changing, perhaps due to technology use. “Whilst North America has remained largely static over the study window, Europe sleep duration has declined, and East Asian sleep duration has grown,”
- They did this by assuming that the switch from a device being online to offline corresponds with a person going to sleep (and vice versa).

Klaus Ackermann, University of Chicago, 2006-2013 in MIT Technology Review – January 31, 2017

Apps technology to help us gather meaningful statistics

- *Can be automatically gathered and tabulated*
- *Real-time*
- *Easy to use*
- *There is an expectation, our people know what is happening*
- *Helps increase confidence in the church*





Mobile First!

It's a CMS – Content Management System

- Approved and funded ready by the end of this year
- Sabbath School can be trackable
- Devotional can be trackable : what time do you want to read it? Click, how long!
- 10 days of prayer: register to be reminded to pray. Pray!
- Any Division may be able to create their own app

ACMS = Adventist Church Management System

Used in SAD and IAD

- **Integrated Report:** questions answered at local church level by the clerk:
 - *How many SS Classes*
 - *How many community gardens*
 - *How many COIs*
 - *How many outreach programs*
 - *How many Bible classes*
 - *How many missionary books distributed*

Needs to be incentivized

- How many personal devotions
- Number of health talks
- How many training seminars



REACH the WORLD

PROPOSED STRATEGIC PLAN 2015-2020

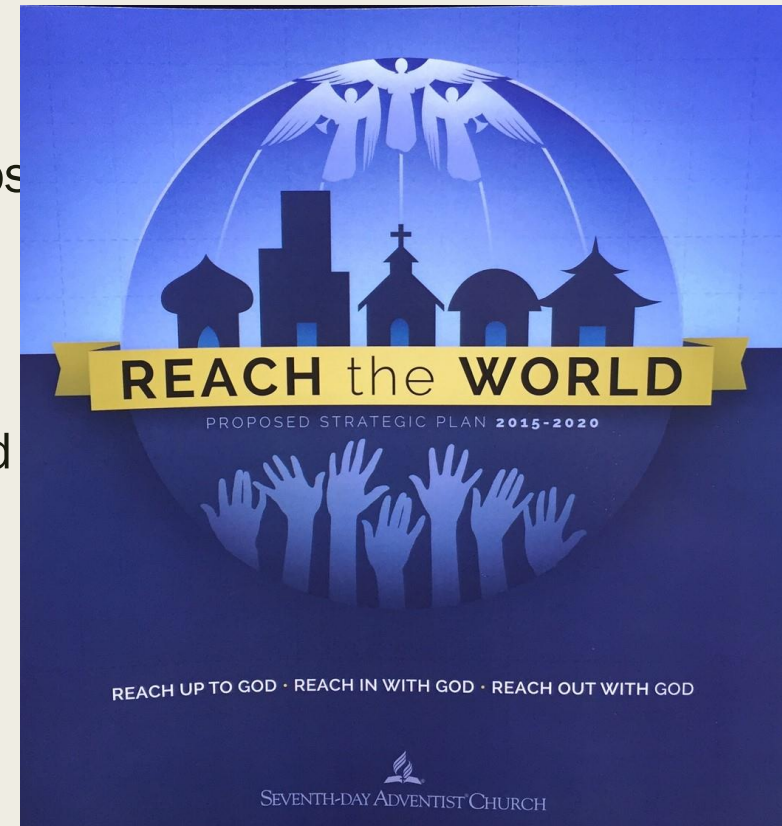
REACH UP TO GOD · REACH IN WITH GOD · REACH OUT WITH GOD



SEVENTH-DAY ADVENTIST CHURCH

KPIs and Big Data

- Identify some of the key KPIs
- Collect data relating to these KPIs through apps
- Develop comparative indexes
- Publish them on a dashboard
- Make them as important and institutionalized as number of baptisms and tithes numbers





REACH the WORLD

PROPOSED STRATEGIC PLAN 2015-2020

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SEVENTH-DAY ADVENTIST CHURCH