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### Heartbeat Priorities (February 8, 2011)

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# HEARTBEAT PRIORITIES

February 8, 2011

## Strategy for Future

Scenarios for Heartbeat's future, for foreseeable involvement of founder, beyond the work of founder. Possibilities: 1) Continue as is for as long as possible; 2) Create an Institute with the intention of continuing into indefinite future; 3) Create an alliance with a University (or multiple universities) in the form of a "Heartbeat Chair" whose name might be linked to that of a major donor. Heartbeat would maintain an "Institute" that would maintain its archives as well as lay out strategies for its work in the field; that is, the work that would be done in the world that carried out its initial mission as well as implementing the work of the "Chair(s)". Three universities would be immediate candidates: Abilene Christian University, David Lipscomb University, Pepperdine University.

In such an arrangement the founder of Heartbeat would teach a course for a semester in which he would create an "opus" that would set forth Heartbeat's mission, philosophy, theological foundation, <sup>cultural setting</sup> and strategies for work in the field. If a "Chair" was established at a second university, he would teach this material a second time in a semester.

From the university work, young people would be identified for further training in the actual work of Heartbeat on the field. *It is important that Heartbeat maintain its long-held commitment to direct involvement—face to face—with the people of the world.*

(Identify the reasons this would be good for a university to consider.)

(Identify the reasons this would be good for Heartbeat.)

## **Immediate Needs**

Heartbeat needs to pull together its case that would show clearly why Heartbeat should continue into the future. This case should be prepared in written form (a brochure-type piece) and in video form. This could be made available to board and anyone interested in helping tell the Heartbeat story.

A version of this case should set forth the reasons for having a "Chair" in a University. What does Heartbeat do (and think) that establishes a good "fit" in a

University? This should show the advantages to both the University and the fulfillment of its mission as well as the advantages to Heartbeat.

### **Current Work**

The founder is preparing current lectures for church leaders (with a secular version) that will begin to be given on the first weekend of March. These lectures are critical to Heartbeat's vision.

Mike Cope's work with small group formation continues that will include a group he is forming in Abilene that will mirror the groups we establish in the field. These groups are built around a set of 18 videos that were created for groups.

A Heartbeat Retreat is scheduled for the fourth weekend in July.

Meetings must be initiated immediately with Heartbeat's Board Chairman and the Executive Board. Meetings must also be initiated with key donors of Heartbeat that would lay out the strategy.

Heartbeat is also working on releasing "content" from the founder. This "content" will give further reason for Heartbeat's continuance.