



# Challenge: Reaching the Campus

**Bringing Students In**

**Building Students Up**

**Sending Students Out**



# Images to Consider

**Partners for the Gospel**

**Coaches in the Arena**

**Missionaries on the Field**



# Image: Partner for the Gospel

**BCM: A Resource for Campus Work  
An Extension of the Local Church on  
the College Campus**



# Image: Coach in the Arena

**Training**

**Strategizing**

**Creating Ministry Culture**

**Interpreting Campus Culture**

**Dealing with Constant Turnover**



# Image: Missionary on the Field

**Focused Prayer**

**Gatekeepers**

**Affinity Groups**

**Serving the Community**

**Loving the People**



# What Leaders Do

(and how it relates to reaching a campus)

- M** — **Model the Way**
- I** — **Inspire a Shared Vision**
- C** — **Challenge the Process**
- E** — **Enable Others to Act**
- E** — **Encourage the Heart**



# 4 Links, 3 Books

[www.floridabcm.com](http://www.floridabcm.com)

[www.collegeministry.com](http://www.collegeministry.com)

[www.campusministry.org](http://www.campusministry.org)

[www.collegiatecollective.com](http://www.collegiatecollective.com)

**I Once Was Lost**, Everts & Schaupp

**College Ministry in a Post-Christian Culture**, Stephen Lutz

**Fuel and the Flame**, Shadrach & Worcester