

Institut Biblique du Québec

RECRUITMENT & DISCIPLESHIP STRATEGY

2023

We are grateful to God that over the last few years, IBQ has reached a level of academic excellence on several fronts. Our partnership with Université Laval is solidly established. We have adapted well to a hybrid model of teaching. And, we have commenced the hiring of new staff which will position us for growth.

In the past, "Le Réseau" served the college well as a recruitment and discipleship program. However, society is rapidly changing and we believe the time has come to replace "Le Réseau" with a new approach outlined in this document with the intent of reaching a much wider audience.



**DID YOU KNOW THAT 70% OF
CREDENTIAL HOLDERS IN THE
DISTRICT OF QUEBEC
ARE OVER THE AGE OF 50?**

**DID YOU KNOW THAT IBQ
HAS TRAINED 85% OF THE
FRENCH SPEAKING PASTORS
IN WOD, EOD, DQ AND
MARITIME DISTRICT?**

STRATEGY OUTLINE & STEPS OF IMPLEMENTATION

**STEP 1:
SOCIAL MEDIA,
FOLLOW UP
AND CHAPELS**

**STEP 2:
CONNECTION WITH
PASTORS & CHURCHES**

**STEP 3 :
SEMINARS, COACHING AND
MENTORSHIP**

Step 1: Social Media, Follow up & Chapels

Cost: 20,000 \$ annually (already in place and covered by IBQ's budget)

We have recently hired Nathalie Collin Martin to be in charge of "Communications and Chapels". She is a professor at IBQ and an artist at heart. She is married to David Martin who is the current Dean of IBQ. Prior to their time at the college, they pastored a church in New Brunswick. Here is a glimpse of what has been happening recently at IBQ under Nathalie's leadership:

- **Social Media:** Our new strategy has already proven to be effective as evidenced by the increase in overall engagement.
- **Marketing:** We have utilized marketing and communications through Meta ads and Mailchimp
- **Online discipleship Events:** Targeted events on high interest topics has resulted in many new contacts.
- **Chapels:** Attendance has recently increased from approximately 10 students to 20-35 including prospective students.
- **Efficient Communications:** Nathalie has ensured a personal follow-up with prospective students.

These efforts have already resulted in an increase in new enrolment for Fall 2022 and Winter 2023.



**NATHALIE COLLIN MARTIN,
COMMUNICATIONS AND CHAPEL**

Step 2: Connection with Pastors & Churches

Cost: 18,000 \$ annually

Recently, Rev. Ron Rust, former academic dean of IBQ, approached us with an interest to serve as the school's ambassador. Pastor Ron is a long standing teacher of the college with 46 years of pastoral experience in both French and English churches. Pastor Ron has a passion to see men and women answer the call to ministry, is an avid supporter of IBQ, and is also well known and a respected leader in the Quebec District and beyond having served on the District Executive for many years. His duties would include:

- Building relationships with pastors
- Speaking in churches on Sunday mornings and other events
- Creating a network of IBQ representatives
- Increasing financial support from churches for IBQ

The requested budget will be used to help cover traveling expenses and an honorarium.



REV. RON RUST
SCHOOL AMBASSADOR



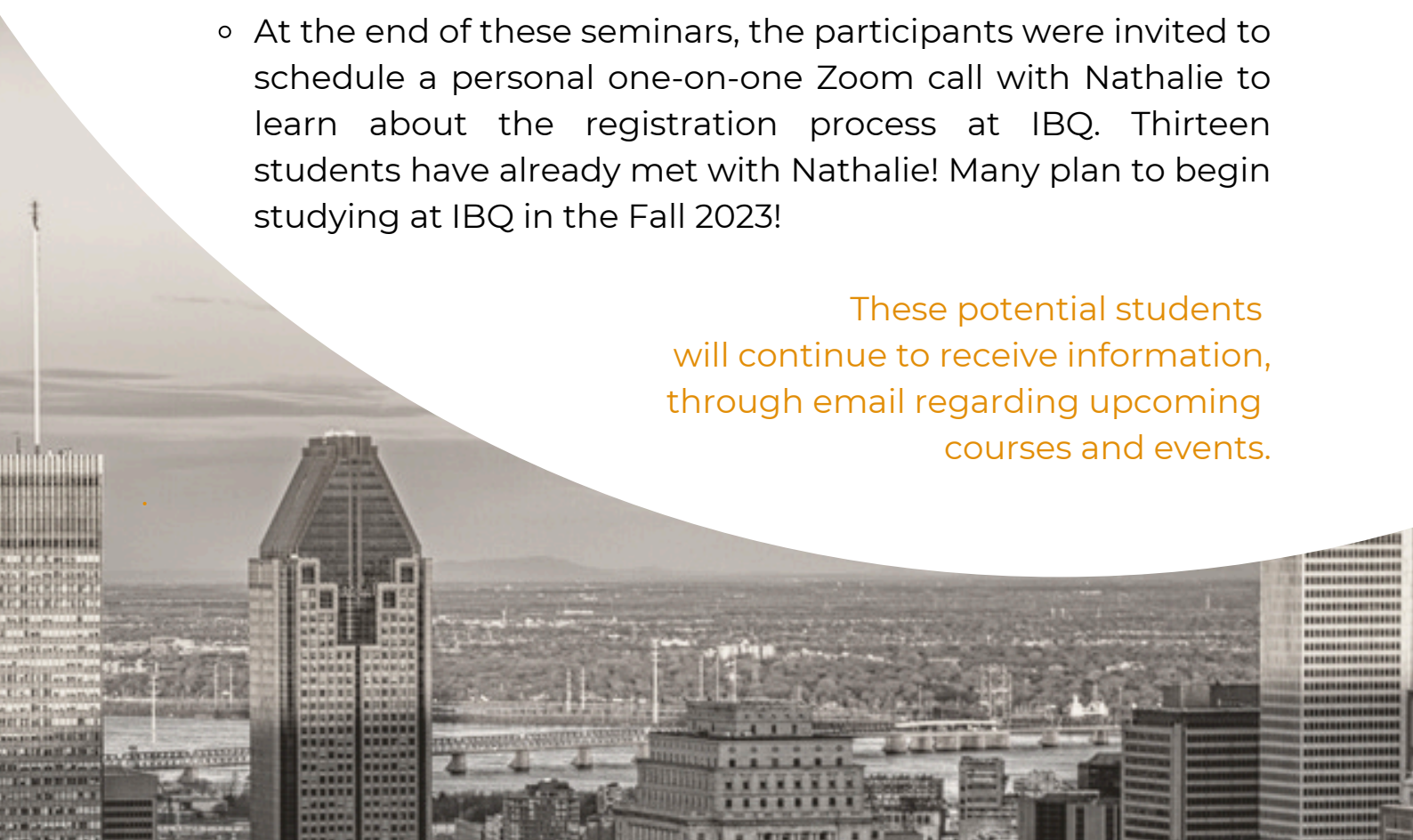
Step 3 : Seminars, Coaching and Mentoring

Cost: 25,000 \$ annually

As a pilot project, we organized connection events that targeted Christians feeling called to ministry. Through a series of seminars, these potential students journeyed through a specific recruitment process. Listed below is the method used:

- In November 2022, we held a hybrid seminar entitled “Taking Hold of Your Call.” This discipleship event was open to both current and potential students. We had 110 participants with many more watching the recorded seminar!
- The following week, we hosted a free two hour course on the Gospel of Mark with 40 participants. Once again, many others watched the recorded seminar!
- At the end of these seminars, the participants were invited to schedule a personal one-on-one Zoom call with Nathalie to learn about the registration process at IBQ. Thirteen students have already met with Nathalie! Many plan to begin studying at IBQ in the Fall 2023!

These potential students will continue to receive information, through email regarding upcoming courses and events.



Step 3 : Seminars, Coaching and Mentorship

Our recent connection events were also attended by our current students. As a non-residential school, the discipleship activities ensure that we engage our students spiritually while they remain in their local church. This approach will not only result in better retention, but most importantly, it will help our students gain more clarity about their identity in Christ, their calling and their gifts for the ministry.

Our vision is to hire a part-time Dean of students (Directeur de l'accompagnement spirituel) who would conduct these "development seminars", coordinate coaching and implement mentoring to all current students.

The requested budget is for a new employee
who will work two days a week.



DEAN OF STUDENTS



TESTIMONIES FROM OUR RECENT DISCIPLESHIP SEMINARS



"This event has allowed me to reconsider my commitment to my calling and to continue to dream and develop what God has for me."



"I was reminded that God can use any person no matter what their background or place of origin."

"I was touched by the examples of the personal experiences of the speakers."



"This evening impacted me in a positive way especially after talking one-on-one with Nathalie."



"Often, it is by taking the first step that we find our way."



Thank You For Your Support

We are excited about the future! With our committed staff and a renewed strategy, we find ourselves positioned for growth! We are positive that this new Recruitment & Discipleship Strategy will reach a much wider audience than our former program “Le Réseau.”

We want to thank you for your ongoing support that has enabled us to train those called to ministry. As IBQ looks forward in implementing this new recruitment strategy (specifically Steps 2 & 3), an additional \$43,000 annually is needed. As we look to the future, we kindly ask you to prayerfully consider how you can help us further this important mission of training and equipping Pentecostal leaders for effective ministry in our French and English speaking churches.

With much appreciation,
The staff of IBQ

