



## 2007 Report to Stakeholders

### New Members of the Leadership Team

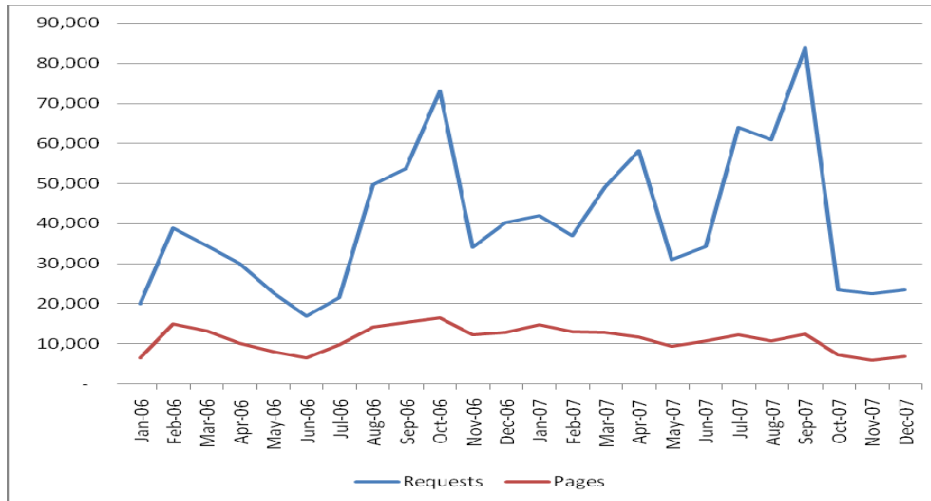
In July, we appointed three new members to the national leadership team. They are Jose Cornier (Puerto Rico District), Raul Forti (Eastern Spanish District) and Sean Kou Her (Hmong District).

### Policy Guidelines

- We sent the proposed revisions to our governing documents to the National Office for review and approval on December 26, 2007.
- We have drafted proposed revisions to our core values for action by the leadership forum. Because they are not a part of our governing documents, they do not have to have board of directors approval.

### Website

- We completed a major refresh of our website this fall. The refresh incorporates interactive technology and provides synopses of recently posted materials on the front page. The website carries forward the directory structure that gives users access to our resource repository.
- Website Usage in 2007. The following chart shows website activity over the past two years. In 2007 there were 530,308 requests or pages viewed up from 435,914 from the year before. There were 128,617 pages viewed in 2007 down slightly from 143,953 in 2006. Heaviest activity was in the early fall and at the beginning of the year which may be attributed to start-up or planning periods.



**Editorial Board.** We have enlisted the following men to be a part of our editorial board to oversee the content and direction of our website and monthly newsletter.

- Len Ruffner
- Dan Wetzel
- John Blausey
- Frank Fenneran
- Les Tripp

**E-Newsletter.** Our newsletter is in its third year. This fall we began receiving information from our districts and churches that we are posting. We continue to seek testimonies from our men about what God is doing in their lives.

**Weekly E-Notes.** As you are aware, Len began a weekly e-mail to district coordinators and others who are interested.

**Monthly eNews.** We have begun providing brief, periodic inputs to the monthly e-mail newsletter sent to official workers in the Alliance.

**Yahoo Groups.** Yahoo has terminated our two groups because of lack of use. If we need to reestablish this method of communication among the leadership team and among district coordinators, we explore using a similar capability through the National Office.

**Business Plan.** We have prepared a business plan for 2008. It covers efforts related to our three major areas of focus (leadership training, Alliance Construction Team, and short-term missions) and anticipated overhead expenses.

Enclosures

- (1) Draft Core Values
- (2) Action 2008

