

LUTHERAN MISSION MATTERS

# Lutheran Society for Missiology 2017



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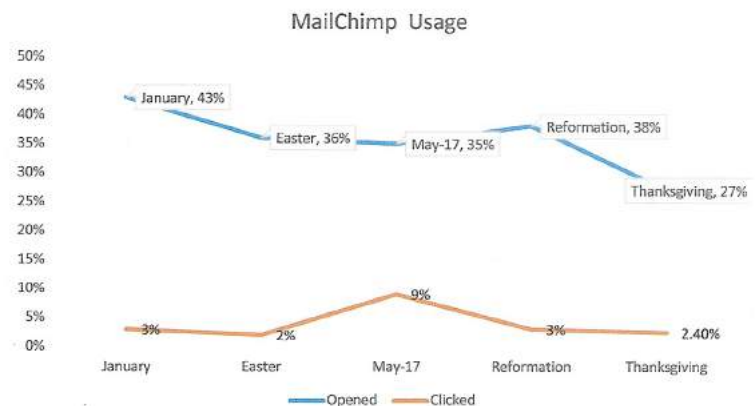
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## LSFM Executive Director 2017 Report

2017 The primary focus of the LSFM executive board this year has been on growing the journal circulation and general awareness of the Lutheran Society for Missiology. During the past year, Lutheran Mission Matters was recognized as a significant serial by the Library of Congress, which has decided to include it in their collection. The journal has the highest status in ATLA, as a peer reviewed Journal. While our print subscriptions are under 100, there are over 1000 downloads through ATLA, with many more hits. It is through ATLA that Lutheran Mission Matters seems to be making the widest impact.

During 2017, LSFM sent out 12 email blasts in 2017 to 1,821 email subscribers with an average open rate of 33%. The number of subscribers is down by about 100 from 2017 as a few unsubscribe with each email blast. There is an average opening rate of around 35%, with a click rate of 3.8%.



LSFM Global had 2000 users in 2017, with about 2,800 sessions. The average time on the site was about 2 minutes. About 80% of those were new visitors, with about 20% returning visitors. About 40% arrive at the site through a direct link, 30% through a search, and about 15% are referred to the site through another application. Their primary reason for coming to the site is to download an article or become a member based upon Google Analytics.

Concordia Historical Institute nominated the Lutheran Mission Matter's editor, Rev. Dr. Victor Raj, who in November received an "Award of Commendation" for the January 2016 issue. The certificate reads, "2017 Award of Commendation in recognition of your significant contribution to literature and research in the field of Lutheran archives and history in North America, Lutheran Mission Matters for Lutheran Mission Matters, 24:1 (January 2016). For the notable blend of articles from key individuals tracing the progress and challenges of mission work by and through the Lutheran Church—Missouri Synod and its entities. Signed by Rev. Dr. Daniel N Harmelink, Executive Director and Rev. Dr. John C. Wohlrabe, Jr., President, Board of Governors.



The most shared Facebook moment this year, was the post sharing the passing of Rev. Dr. Eugene Bunkoske. This post was shared over 1300 times.

The following list represents the authors who wrote for Lutheran Mission Matters in 2017:

#### List of LMM Articles for the May 2017

- **Victor Raj:** Missiology of Recontextualization
- **William Schumacher:** Demography and Mission in the LCMS: A Response to Journal of Lutheran Mission, December 2016
- **Gerald B. Kieschnick:** Quo Vadis, LCMS? Wine, Women Worship Witness Warfare
- **Glenn K. Fluegge:** The Dubious History of "Contextualization" and the Cautious Case for its Continued Use
- **Enoch Wan:** Quincentennial Celebration: The Paradigm Shift from Martin Luther Then until Now—Part One
- **Paul Mueller:** Multiethnic Ministry: Some Obstacles and Insights to Overcoming Them
- **Roger W. Lowther:** God of the "In Between" in Humanity, Space, and Time in Japan.
- **Armand J. Boehme:** The Spirituality of Atheism
- **Sam Thompson:** Saccidananda and the Trinity: Hindu-Christian Conversations on the Supreme Reality

- **Joseph Rittmann:** Reading the History of MELIM (the Missouri Evangelical Lutheran Indian Missions) in Context 120 Years Later
- **Samuel Yonas Deressa:** Church and Development in Ethiopia: The Contribution of Gudina Turmsa's Holistic Theology
- **Samuel Yonas Deressa:** Tumsa's Holistic Theology

#### List of LMM Encountering Mission Articles May 2017

- **James Tino:** Paul's Greatest Missionary Sermon: A Lesson in Contextualization from Acts 17
- Tom Park: **Is Contextualization a Bad Word in the Mission Field**

#### List of LMM Sermons May 2017

- Todd Jones: **The Father's Heart**

#### List of LMM Articles for the November 2017

- **Robert Kolb:** Luther's Teaching and Practice Regarding Believers' Confessing of the Faith and Witness of Christ
- **Robert Kolb & Marcos Kempff (translator):** Six Theses on Luther's Sense of the Mission of God
- **Glenn K. Fluegge:** "The Giant That Couldn't Sleep": An Active Theology of Mission as derived from the Lutheran Confessions
- **Henry Rowold:** Where are you? The Question that Drives the Scriptures
- **Victor Raj:** Christian Ministry Across the Cultures: "Not by Birth but by Rebirth"
- **Michael E. Newman:** IBM and the LCMS: Walking the Reformation Pathway
- **Enoch Wan:** Quincentennial Celebration: The Paradigm Shift from Martin Luther Then to Ours Now—Part Two
- **Damodharan Christudas:** Lutheran Presence at the First Protestant Christianity in South Travancore Damodharan Christudas
- **Miguel Dario Sanabraia & Marcos Kepff (Translator):** De Roma . . . a Wittenberg . . . a USA

#### List of Encountering Mission articles Nov 2017

- **Jeffrey A. Dukeman:** Mutual Hierarchy as a Framework for Ecclesiology.
- **Sony Lawrence:** Rejuvenating the Lutheran Identity in India: Indian Christians Meeting Luther Five Hundred Years after the Reformation
- **Gerson L. Linden:** God's (and the Church's) Mission: Is It a Matter of Pleasing Consumers?

- **Douglas Groll:** Missouri’s Mission with Hispanics in the United States—A Half Century Critique: The Good, The Bad, and Possible
- **Wang Lian:** Johannine View of Persecution and Tribulation

**LMM Sermon in Nov 2017**

- **Ben Haupt:** Paul’s Alls, Luther, and the Discovery of America

**Letter to the Editor Nov 2017**

- Heath R. Curtis
- William W. Schumacher

In addition, three videos were published/posted onto <http://LSFM.Global> in 2017

- LSFM Banquet 2018 – Keynote by Rev. Dr. Robert Newman
- Promo video clip from LSFM Banquet – Jesus eats with sinners
- Promo video clip from LSFM Banquet—If Yankee stadium happened on the mission field, it would not have been an issue.

The Editorial Board is currently working to create a Sampler, which Will feature some of the most recent articles as a brochure. The plan is to give these to the Seminary graduates at both seminaries, as a way of introducing Lutheran Mission Matters to them. The Sampler will be updated from time to time, for distribution at symposiums, conventions, or other events to increase awareness about the journal.

The following is a SWOT analysis from my perspective, on where the LSFM is currently situated based from my desk. Overall, there is a strong past, transitional issues at present, with a strong future possible.

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> <li>• History &amp; Name Recognition</li> <li>• Core Membership is very committed, knowledgably, and respected)</li> <li>• Functional digital platforms (Facebook/Web/Snowfall)</li> <li>• Lutheran Mission Matters, a well-respected journal</li> <li>• ATLA indexing of all issues online and available through libraries.</li> </ul>	<ul style="list-style-type: none"> <li>• Small Print Circulation</li> <li>• Low readership, in part because Lutheran Mission Matters is reaching a very narrow Audience and low awareness among Lutherans of LMM materials.</li> <li>• Limited availability of our current Website, which is primarily depending upon people visiting the site and pulling information from it.</li> <li>• Very few new members.</li> </ul>

<ul style="list-style-type: none"> <li>• Financial Reserves able to keep LSFM going for years.</li> <li>• Access to former missionaries and scholars with institutional history of LCMS Missions dedicated to the future of Lutheran missions.</li> <li>• Historical information of Missionaries and 63 Profiles</li> </ul>	<ul style="list-style-type: none"> <li>• Lacks of automatic renewals result in membership losses.</li> </ul>
<p style="text-align: center;"><b>OPPORTUNITIES</b></p>	<p style="text-align: center;"><b>THREATS</b></p>
<ul style="list-style-type: none"> <li>• All CSL Graduates from 2004 forward have worked with the LSFM Executive Director during their pastoral formation (over 1000 students)</li> <li>• Lack of Vision forward for Lutherans in statistic decline creates a vacuum that the LSFM can work to fill with a missional vision forward.</li> <li>• Diaspora Missions is largely untapped by any National Lutheran Voice.</li> <li>• Office of International Missions and the LCMS do not understand Sodality (Missions beyond Altar and Pulpit) LSFM can help educate and lead</li> <li>• Ethnic Groups have no voice but have strong opinions that are looking for expression. (Executive Director has worked with ever EIIT Gradate since the program began, as a starting place)</li> <li>• General Dissatisfaction with current mission efforts</li> </ul>	<ul style="list-style-type: none"> <li>• A Society is only as strong as its active members, and few recognize themselves as members, with fewer being active within that membership.</li> <li>• Unclear vision as to why the society exists; lack of organizational goals and direction.</li> <li>• Organizational Dynamics of the LCMS, where Synod often acts as the watchdog instead of a catalyst for mission (See Dreaming of Bythnia in May 2014).</li> <li>• Authors who submit articles are getting little feedback (making it difficult to get a second submission from them)</li> <li>•</li> </ul>