

Equip Case Study:

Baptist General Convention of Oklahoma

Background:

The Baptist General Convention of Oklahoma serves approximately 1,700 Southern Baptist churches across the state. Seeking to understand the average unchurched teenager in Oklahoma, the BGCO and Equip Research conducted the most extensive and cutting-edge research of its kind in the state, engaging over 1,000 teenagers.



Results:

The results from this research is currently being used to impact all of the BGCO's student ministries, including Falls Creek, Super Summer and even the Youth Evangelism Conference. It created new terminology used by BGCO staff (demographically unchurched and psychologically unchurched). From utilizing new messaging on the Code2Life web site to the discipleship materials used in Sunday School, this research will be used for years to come.

Methodology:

From depth interviews to telephone surveys, this project covered a variety of methodologies. A series of over 40 depth interviews were conducted across the state with teenagers who indicated that they do not attend church as well as phone interviews with over 450 unchurched teenagers. Additionally, a survey was distributed to BGCO churches to gain the feedback of nearly 800 churching teenagers.

Client Contact:

Holly Isch
Student & Campus Ministry Assistant
405-942-3000, ext. 4388
hisch@bgco.org



Equip Research & Consulting
405-694-1024
www.EquipResearch.com