

*St. Paul MBC of Jacksonville, Inc. ~ Bishop John E. Guns, Senior Pastor*

## **Digital Executive Pastor – Elder Ray Rouson**

“When the virus gripped the world, we quickly adapted our ministry focus to help people face fear with faith”.

In my work as the Digital Executive Pastor, of St. Paul Church of Jacksonville, I am blessed to have a front row seat to much of what is happening in the life of our partners and the impact that the church is having not just on a local front, but the global stamp God has blessed St. Paul to make on the world. In my role and position, I get the unique opportunity to work with the Servants Team as we take the vision that is given from our Bishop and to execute strategies that will result in a cultivation of both Christology and our discipleship, and community in our service.

In this report, you will hear of the work that was done throughout the year and how much of an impact it made on believers. Please rest assured and know that it is because of the faithfulness of you our partners that allow the ministry to continue and move forward. The statistics you will read are a culmination of content prepared and the partners commitment to growing and receiving discipleship through online mediums.

St Paul Church of Jacksonville has been and remains to be a cutting-edge ministry and I am excited to offer my service as we continue to forge ahead in the amalgamation of theology and technology.

Because of Christ,

Ray Rouson Jr. +

*St. Paul MBC of Jacksonville, Inc. ~ Bishop John E. Guns, Senior Pastor*

## **Digital Executive Pastor – Elder Ray Rouson**

The year of 2021 was a year that was filled with amazing opportunities to continue to provide ministry at new heights. Our church loves to worship together. We are a church that is strong in Koinonia. This year I had the awesome responsibility to take a look at our “online campus” and to continue to develop ways to refine our processes to bring ministry and discipleship into our hybrid model.

After opening the year with our Refreshed joint service, the team immediately begin to look and to assess what areas of ministry we could find that would allow us to put our initial efforts into that would meet the needs of our partners. One of the strengths that we immediately were able to identify was our ability to provide content that centered on the continued growth of our partners through the mental and financial sectors. To that end, in working with Pastor Cotton and Deacon Johnson, Financial Empowerment and Let’s Talk monthly broadcasts took the forefront in aligning our partners through both spiritual principals as well as practical examples. We experienced that our Let’s Talk series this year garnered 2,142 views and our Financial Empowerment saw 2,241 viewers.

Because we continued to be a hybrid ministry understanding our role as a local church with a global reach, our team continued to work in partnership with Deaconess Augena Sapp and her staff, to find creative ways to capture praise and worship through untraditional ways to be able to enhance the virtual experience.

In studying the trends of both the church pre-pandemic and within the pandemic, the team was able to identify that our data showed a strong desire for a mid-week bible study and so with that in mind, our team worked with Bishop Guns and the Servants Team to make the switch from a Saturday Virtual Service to a Thursday Recharge worship service.

We were excited to see our team grow as we welcomes new interns to work at the church and we hired a sound engineer to make sure the productions of our in-person worship experiences were of the highest quality that is befitting of the God we serve and our partners who support.

This year we implemented the use of Facebook ads to expand the awareness of our church to the world and we are proud that of the ads that were ran, we experienced 10,797 individuals who were directed to our social media page and from there were exposed to our ministry.

To increase customer engagement, we implemented the use of algorithms that track consumer (partner) likes and shares and creates custom messaging to be able to thank them for their support as well as invite them to partner with us online.

Last year our broadcasts were streamed 37,200 times on YouTube. We had over 9,900 hours watched and gained 236 new subscribers. Through Facebook, we are proud that we had over 747,166 minutes viewed, 186,817 page views, and had 526 new followers join our Facebook community.

We were able to pull data and to see that our top cities that follow our pages are: Jacksonville, Florida, Lakeside, Florida, New York, NY, Atlanta, Georgia, Charlotte, North Carolina, and Baltimore Maryland.