

Approved – March 30, 2011

**Minutes of the Executive Committee of the  
General Assembly Mission Council (GAMC)  
Of the Presbyterian Church (U.S.A.)  
Conference Call  
March 10, 2011 – 1 p.m. EST**

CALL TO ORDER                      The meeting of the GAMC Executive Committee was called to order with prayer by the chair, Mr. Michael Kruse.

ATTENDANCE                         Those present for all or a portion of the meeting were:

*Members*                             Alan Ford – Chair, Stewardship Mission Committee  
Clark Cowden – Chair, Vocation Mission Committee  
Roger Gench – Chair, Justice Mission Committee  
Thomas Gillespie – Chair, Discipleship Mission Committee  
Aleida Jernigan – Member-at-large  
Michael Kruse – Chair, General Assembly Mission Council  
Carolyn McLarnan – Vice-chair, General Assembly Mission Council  
Matthew Schramm – Chair, Evangelism Mission Committee  
Joyce Smith – Member-at-large  
Linda Valentine – Member ex-officio

*Executive Leadership Team*     Joey Bailey - Deputy Executive Director, Shared Services  
Roger Dermody – Deputy Executive Director,  
Vince Patton – Executive Administrator  
Karen Schmidt – Deputy Executive Director, Communications and Funds Development

*Recorder*                             Susan Abraham – GAMC Staff, Office of the Executive Director

*Others*                                 Martha Clark – GAMC Staff, Legal Services  
Barry Creech – GAMC Staff, Communications and Funds Development  
Dana Dages – GAMC Staff, Office of the Executive Director  
Sara Lisherness – GAMC Staff, Compassion, Peace and Justice  
Lisa Robbins – GAMC Staff, Executive Director’s Office  
Mike Kirk – GAMC Staff, Legal Services

REVIEW OF EXECUTIVE  
COMMITTEE AGENDA  
ACTION 1– EC-31011                 Mr. Kruse led the Executive Committee through the proposed agenda for the GAMC Executive Committee meeting on March 30<sup>th</sup>. No changes were suggested for the agenda and the Executive Committee **VOTED to approve** the agenda as submitted. (**Appendix1**).

Ms. Valentine reminded the Executive Committee of an informal dinner planned for Tuesday evening to discuss personnel matters.

REVIEW OF GAMC AGENDA  
ACTION 2– EC-31011                 The Executive Committee reviewed the agenda for the GAMC meeting on March 30 – April 1 and **VOTED to approve** it with the following change (**Appendix 2**):

- Stated Clerk will address the GAMC on Friday morning since he will be attending the COGA meeting on Wednesday afternoon.

APPROVAL OF BUSINESS  
ITEMS TO COMMITTEES  
ACTION 3- EC-31011

The Executive Committee reviewed and **VOTED to approve** the list of business for the March 30 –April 1 General Assembly Mission Council Meeting with the following change (**Appendix 3**).

- Move MRTI from Executive Committee to the Justice Mission Committee so the committee could draft a process to address comments made by Clark Cowden and report to the full GAMC.

WEBINAR ON MRTI  
ACTION 4 - EC-31011

The Executive Committee **AGREED by consensus** to schedule a webinar on MRTI in advance of the GAMC meeting. The purpose of the webinar would be to prepare GAMC members to act on recommendations related to MRTI by providing them with background on MRTI and its function prior to the GAMC meeting.

Mr. Vince Patton will work with Mr. Brian Ellison, chair of MRTI, to host the webinar.

MOVE STEWARDSHIP/CFD TO  
DISCIPLESHIP MISSION  
COMMITTEE  
ACTION 4- EC-31011

Ms. Valentine presented a proposal to move Stewardship as an act of Discipleship out of the Stewardship Mission Committee to the Discipleship Mission Committee for this meeting as a possible solution to balance agendas. Moving items relevant to CFD to the Discipleship Mission Committee would help start the discussion of stewardship as an act of discipleship as well as provide adequate time for generative discussion on the topic of shared mission.

It would also be natural for issues relating to the discipleship aspects of stewardship to be lodged in the Discipleship Committee based on the purpose of the committee as described in the *GAMC Manual of Operations*:

“We are called to deeper discipleship through scripture, worship, prayer, study, stewardship and service, and to rely on the Holy Spirit to mold our lives more and more into the likeness of Jesus Christ.”

The Executive Committee **VOTED to approve** moving some business pertaining to Communications and Funds Development (CFD) out of the Stewardship Mission Committee to the Discipleship Mission Committee for this meeting, particularly discussion of changes in giving and support and responses to such changes.

GACEIR REPRESENTATIVE  
TO THE GAMC  
ACTION 5- EC-31011

The Executive Committee **VOTED to disapprove** recommendations 1 and 3 and **approve** recommendation 2. (**Appendix 4**).

**Recommendations:**

That the General Assembly Mission Council Executive Committee:

- 1) Direct the Procedures Sub-committee to propose for GAMC consideration at its September 2011 meeting (and if approved to be

forwarded to the 220<sup>th</sup> General Assembly (2012)), an amendment to the GAMC Manual of Operations, Section II “Composition of the Council,” which would create a corresponding member position for a liaison from the General Assembly Committee on Ecumenical and Interreligious Relations (GACEIR).

2) Invite the GACEIR to facilitate a study and conversation at a GAMC meeting of “The Ecumenical Stance of the Presbyterian Church (U.S.A.)”, and

3) Plan an overlapping meeting between GACEIR and GAMC with the possibility of including the Middle Governing Bodies.

Members of the Executive Committee reasoned that the GAMC is already engaged in the ecumenical work of the church since we have:

- a representative on GACEIR, and
- two ecumenical advisory members serving as corresponding members to the GAMC.

#### CHANGES TO THE EMPLOYEE HANDBOOK

Ms. Lisa Robbins led the Executive Committee through the revisions to the Employee Handbook of the General Assembly Mission Council of the Presbyterian Church (U.S.A.). **(Appendix 5).**

#### GAMC NAME CHANGE

Ms. Valentine informed the Executive Committee that we will need to change the name of the General Assembly Mission Council if NFOG is adopted by a majority of the presbyteries. The names “Presbyterian Mission” as the organizational name and “Presbyterian Mission Board” as the name for the elected body are being proposed as a way to create positive relations and to identify the organization as a mission agency. **(Appendix 6).**

The name “Presbyterian Mission and Ministries” was suggested as an alternate name for the organization.

Ms. Valentine informed the committee of staff’s intention to continue having conversations and to solicit feedback on the subject.

#### WEBINAR ON THE ALTERED LANDSCAPE OF GIVING

Mr. Vince Patton reminded the Executive Committee that Mr. Dave Crittenden, Director of Stewardship, will lead a discussion on the “Altered Landscape of Giving” on Thursday afternoon, March 31. He informed the committee that GAMC members were being encouraged to participate in the webinar on “The Altered Landscape of Giving” scheduled for March 16<sup>th</sup> at 3 p.m. EST in preparation for this discussion. The webinar will feature a presentation by Dr. William G. Enright who is the Director of the Lake Institute on Faith and Giving at the Center on Philanthropy at Indiana University, and former Senior Pastor of Second Presbyterian Church, Indianapolis. Dr. Enright’s presentation will be followed by a period of questions and answers.

ADJOURNMENT

Having completed business, the Executive Committee was closed with prayer by Mr. Kruse at 2.10 p.m.

Respectfully Submitted,

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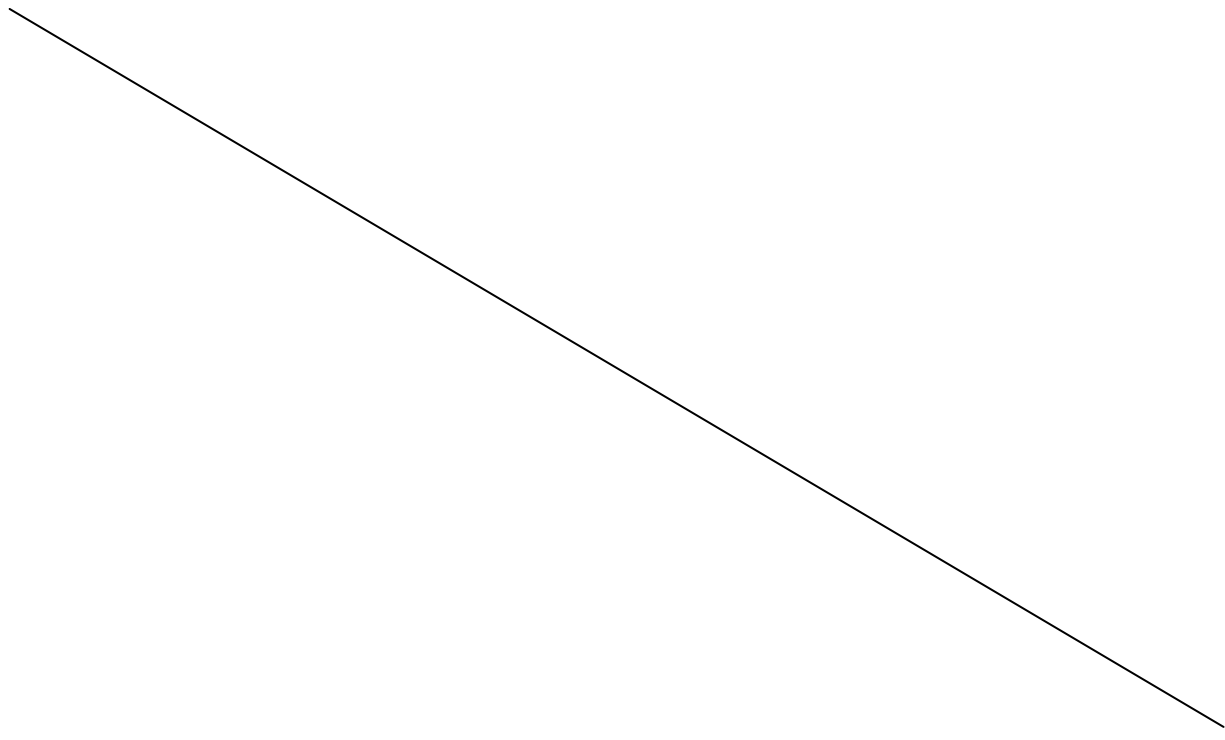
Mr. Michael Kruse

Chair, General Assembly Mission Council

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Ms. Linda Valentine

Executive Director, General Assembly Mission Council



Draft – March 10, 2011

**ITEM H.100**  
**GAMC Executive Committee**  
**March 30, 2011**  
**The Brown Hotel, 335 W. Broadway**  
**Louisville, KY 40202**  
**502-583-1234**  
**Room – Secretariat B**  
**AGENDA**

Wednesday, March 30, 2011

**9:00 a.m.** Welcome/Call to Order/Prayer

*Michael Kruse*

***Recitation of GAMC Executive Committee Covenant***

We, the General Assembly Mission Council Executive Committee, called to this ministry as disciples of Jesus Christ, covenant together to:

- Seek God’s will, remaining open to fresh movement of the Holy Spirit, acting boldly and creatively for the sake of the Gospel of Jesus Christ in ministry and mission
- Relate to one another with honesty, trust, respect, openness and kindness, proclaiming God’s graciousness by risking and daring transformation in our lives and work
- Be faithful stewards, seeking to make wise decisions in partnership with the greater church, doing our homework, listening to all points of view, working for consensus, and faithfully supporting decisions we have made
- Worship and pray with joy and appreciation for God’s guidance in doing this work.

**9:10 a.m.** ➤ Review and Adopt Agenda – **H.100**

- Approval of Minutes of Conference Calls on: – **H.101**
  - a. January 20, 2011
  - b. January 28, 2011
  - c. March 10, 2011

➤ Celebration of Holy Communion – **H.102**

➤ Heiserman Fund (Extension of Deadline) – **H.103**

*Jill Hudson*

**9:30 a.m.** ➤ PC(USA) Foundation Bylaws – **H.104**

*Martha Clark*

➤ Task Team to revise the San Gabriel Process for the 21<sup>st</sup> Century – **H.105**

*Roger Dermody*

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<b>9:40 a.m.</b>	2012 September GAMC Meeting – <b>H.106</b>	<i>Linda Valentine</i>
<b>9:50 a.m.</b>	COTE Report – <b>Item #218</b>	<i>Lee Hinson-Hasty</i>
<b>10:00 a.m.</b>	Procedures Subcommittee Report – <b>H.107</b>	<i>Carolyn McLarnan</i>
<b>10:15 a.m.</b>	Break	
<b>10:30 a.m.</b>	Review of Committee Plans: <ul style="list-style-type: none"><li>➤ Discipleship</li><li>➤ Evangelism</li><li>➤ Justice</li><li>➤ Stewardship</li><li>➤ Vocation</li></ul>	<i>Tom Gillespie</i> <i>Matthew Schramm</i> <i>Roger Gench</i> <i>Alan Ford</i> <i>Clark Cowden</i>
<b>10:45 a.m.</b>	<ul style="list-style-type: none"><li>➤ Financial Report</li><li>➤ Funds Development Report</li></ul>	<i>Joey Bailey</i> <i>Terri Bate</i>
<b>11:00 a.m.</b>	2013-2014 Mission Work Plan – <b>H.108</b> <ul style="list-style-type: none"><li>➤ Discussion</li><li>➤ Appointment of Advisory Group by Chair</li></ul>	<i>Linda Valentine</i>
<b>11:45 a.m.</b>	GAMC Plan for Support of Presbyterian Mission	<i>Karen Schmidt</i>
<b>11:50 a.m.</b>	Closed Session	<i>Martha Clark</i>
<b>12:00 p.m.</b>	Adjournment with prayer	
<b>12:00 p.m.</b>	Lunch and Joint Meeting with COGA – <b>Gallery Ballroom</b>	



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7:00 a.m. – 8:30 a.m.	Group Breakfast – <i>Bluegrass Room</i>	
8:30 a.m. – 12:00 p.m.	GAMC Mission Committee Meetings: <ul style="list-style-type: none"><li>• Discipleship – <i>Secretariat A</i></li><li>• Evangelism - <i>Citation A</i></li><li>• Justice – <i>Secretariat B</i></li><li>• Vocation – <i>Citation B</i></li><li>• Stewardship – <i>Gallery Ballroom</i></li></ul>	
12:00 p.m. – 1:00 p.m.	Group Lunch – <i>Bluegrass Room</i>	
1:00 p.m. – 1:15 p.m.	GAMC Meeting Reconvenes – <i>Crystal Ballroom</i> <ul style="list-style-type: none"><li>• Opening Prayer and Devotion</li></ul>	<i>Melissa DeRosia</i>
1:15 p.m. – 2:15 p.m.	MGB Commission	<i>Tod Bolsinger &amp; Karen Dimon</i>
2:15 p.m. – 2:30 p.m.	Break	
2:30 p.m. – 4:30 p.m.	Congregations and Other Communities of Faith	<i>Roger Dermody</i>
4:30 p.m. – 4:45 p.m.	Break	
4:45 p.m. – 5:15 p.m.	“The Altered Landscape of Giving”	<i>Dave Crittenden</i>
5:15 p.m. – 5:30 p.m.	Economic Crisis Study Team - ACSWP	<i>Gloria Albrecht &amp; Jean Demmler</i>
5:30 p.m. – 5:45 p.m.	Closing Prayer and Adjournment	
6:30 p.m. – 8:00 p.m.	Group Dinner – <i>Bluegrass Room</i>	
8:00 p.m. – 9:00 p.m.	“Cashews and Conversations” - <i>Broadway B</i> <ul style="list-style-type: none"><li>• “The Future of the Church”</li></ul>	<i>Michael Kruse</i>

COMMITTEE REPORTS AVAILABLE OUTSIDE OF PLENARY ROOM

Friday, April 1

7:30 a.m. – 8:30 a.m.	Group Breakfast – <i>Bluegrass Room</i>	
8:30 a.m. – 8:40 a.m.	GAMC Reconvenes with Prayer and Devotion – <i>Crystal Ballroom</i>	<i>Reginald Parsons</i>
8:40 a.m. – 8:45 a.m.	Greetings from the Stated Clerk	<i>Gradye Parsons</i>
8:45 a.m. – 10:15 a.m.	Committee Reports <ul style="list-style-type: none"><li>• PC(USA), A Corporation - G</li><li>• Executive Committee - H</li><li>• Audit Committee – F</li></ul>	<i>Michael Kruse</i> <i>Michael Kruse</i> <i>Reginald Parsons</i>



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- Nominating Committee Report - J
- Evangelism Committee - A
- Justice Committee - B
- Discipleship Committee - C
- Vocation Committee- D
- Stewardship Committee - E

*Sue Ezell*

*Matt Schramm*

*Roger Gench*

*Tom Gillespie*

*Clark Cowden*

*Alan Ford*

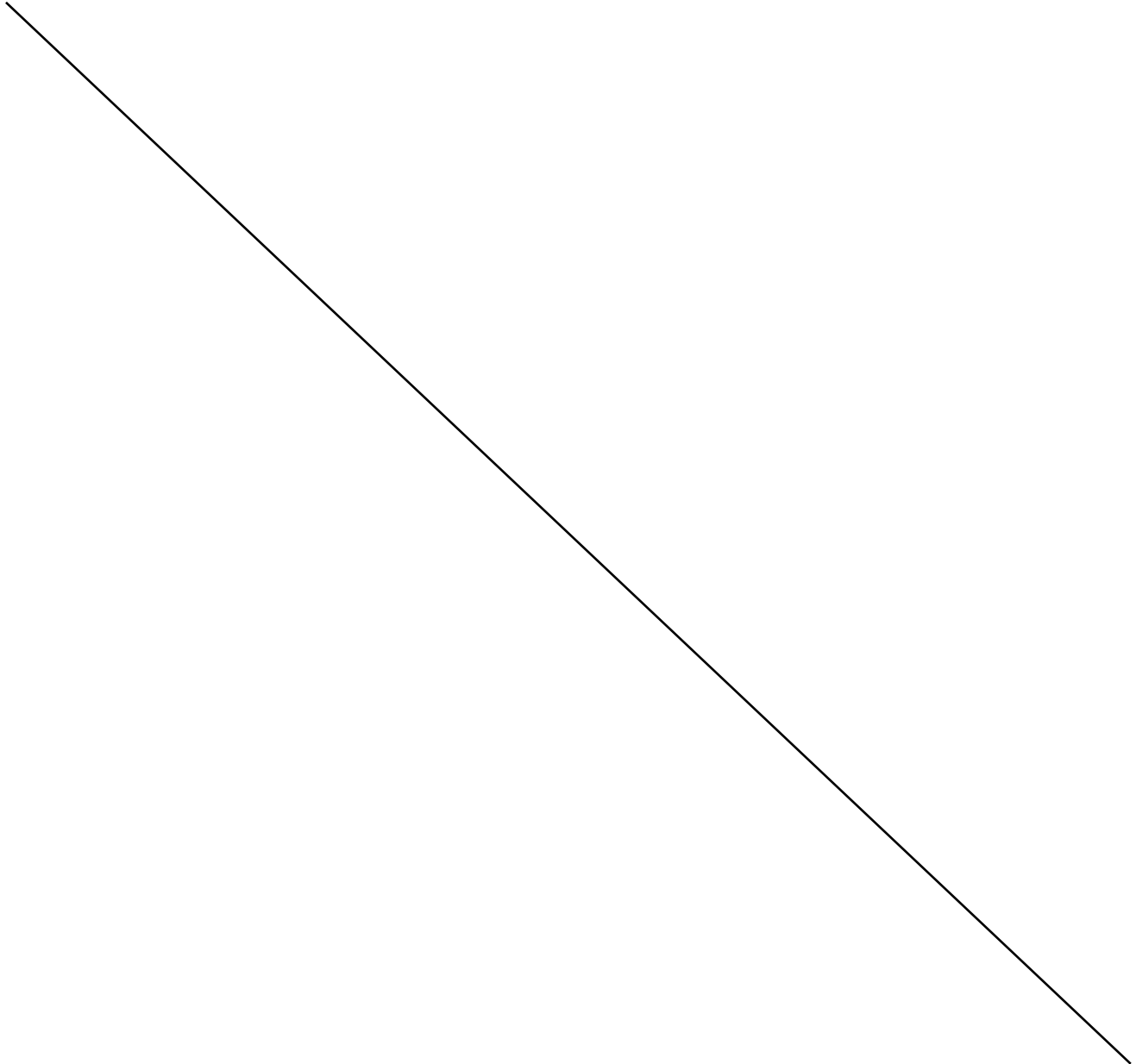
10:15 a.m. – 10:30 a.m. Break

10:30 a.m. – 12:00 p.m. Special Offerings Advisory Task Force

*Karl Travis*

12:00 p.m. Closing Reflection and Prayer. Adjournment.

**BOX LUNCHEAS AVAILABLE IN SOUTH ALCOVE**



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**Assignments for General Assembly Mission Council Meeting – March 30 – April 1, 2011**

<b>ITEM #</b>	<b>BUSINESS ITEM</b>	<b>COMMITTEE</b>	<b>FROM MINISTRY</b>
C.101	Discipleship Committee Minutes – October 2010	Discipleship	Theology, Worship & Education
A.101	Evangelism Mission Committee Minutes – October 2010	Evangelism	World Mission
A.102	Shantung College Fund Re-designation	Evangelism	World Mission
A.103	Allocation of Sam & Helen R. Walton Awards	Evangelism	Evangelism & Church Growth
B.101	Justice Mission Committee Minutes – October 2010	Justice	Compassion, Peace & Justice
B.102	Appointment to PW Creative Ministries Offering Committee	Justice	Racial Ethnic & Women's Ministries/PW
B.103	2011 Proxy Voting Recommendations from MRTI	Justice	Compassion, Peace & Justice
B.104	MRTI	Justice	Compassion Peace & Justice
E.101	Stewardship Committee Minutes – October 2010	Stewardship	Shared Services
E.102	Independent Abuse Review Panel (IARP) PMPF Reallocation	Stewardship	Legal Services
E.103	2012 National Mission Partnership Funds (NMPF) Allocation	Stewardship	Shared Services
E.104	2011-2012 Mission Budget Revisions	Stewardship	Shared Services
E.105	Capital Budget Request/5-Year Plans	Stewardship	Shared Services
E.106	Presbyterian Mortgage Corporation Nominations	Stewardship	PILP/GA Nominating Comm.
G.101	Corporate Minutes – October 2010	Stewardship	Legal Services
G.102	The Hubbard Press	Stewardship	Legal Services
G.103	Authorized Contract Signors	Stewardship	Legal Services

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ITEM #	BUSINESS ITEM	COMMITTEE	FROM MINISTRY
G.104	Designated Representation for Cuba Travel	Stewardship	Legal Services
G.105	2011 Manse Allowance Report	Stewardship	Legal Services
G.106	Ghost Ranch – Piedra Lumbre	Stewardship	
G.107	Banking Resolution – Department of History	Stewardship	
D.101	Vocation Committee Minutes – October 2010	Vocation	Vocation
D.102	Educators Certified in 2010	Vocation	Vocation
H.101	Approval of Conference Call Minutes	Executive Comm.	Executive Director’s Office
H.102	Celebration of Holy Communion	Executive Comm.	Executive Director’s Office
H.103	Heiserman Fund (Extension of Deadline)	Executive Comm.	Middle Governing Bodies
H.104	PC(USA) Foundation Bylaws	Executive Comm.	Foundation
H.105	Task Team to Revise the San Gabriel Process for the 21 <sup>st</sup> Century	Executive Comm.	World Mission
H.106	2012 September GAMC Meeting	Executive Comm.	Executive Director’s Office
H.107	Procedures Subcommittee Report	Executive Comm.	Executive Director’s Office
H.108	2013-2014 Mission Work Plan – Appointment of Advisory Group	Executive Comm.	Executive Director’s Office

**ACTION ITEM**

For GAMC Executive Director's Office Use Only			
A. Evangelism		D. Vocation	G. PC(USA), A Corporation
B. Justice		E. Stewardship	H. Executive Committee
C. Discipleship		F. Audit	I. Personnel Committee
P. Plenary			

**Subject: GACEIR Representative to the GAMC**

**Recommendation:**

**That the General Assembly Mission Council Executive Committee:**

- 1) Direct the Procedures Sub-committee to propose for GAMC consideration at its September 2011 meeting (and if approved to be forwarded to the 220<sup>th</sup> General Assembly (2012)), an amendment to the GAMC Manual of Operations, Section II "Composition of the Council," which would create a corresponding member position for a liaison from the General Assembly Committee on Ecumenical and Interreligious Relations (GACEIR).**
- 2) Invite the GACEIR to facilitate a study and conversation at a GAMC meeting of "The Ecumenical Stance of the Presbyterian Church (U.S.A.)" (attachment 1), and**
- 3) Plan an overlapping meeting between GACEIR and GAMC with the possibility of including the Middle Governing Bodies.**

**Background:**

GACEIR is the General Assembly committee that has been assigned the functions of planning and coordinating with the agencies and governing bodies of the church, the involvement of the PC(USA) in ecumenical and interreligious relations and work, as well as connecting the ecumenical and interreligious efforts of all governing body levels of the church. Twenty members serve on GACEIR, including an elected member from the GAMC, and the GAMC executive director.

GACEIR represents the Presbyterian Church (U.S.A.) in negotiation and coordination of the search for Christian unity with other communions as authorized by the General Assembly, and empower all agencies of the General Assembly to carry out their mission program with an ecumenical consciousness and in close coordination with one another and to model this consciousness in their own work.

In October 2009, a group of eight elected representatives from the General Assembly Committee on Ecumenical and Interreligious Relations (GACEIR) and the General Assembly Mission Council (GAMC) met at the Presbyterian Mission Center in Irving, Texas for the purposes of building relationships between GACEIR and the General Assembly Mission Council to foster the fulfillment of our Presbyterian ecumenical calling in our mission program and financial commitments.

The committee identified many dynamics at work in the church that provide an important context for engaging in this conversation at this point in time. Some of these dynamics include:

- Decreased funding for basic mission support, resulting in staff cuts and reduced financial support for ecumenical agencies
- Tendency to shift focus from commitments to conciliar agencies (international, national, state and regional councils of churches) to local, bi-lateral or multi-lateral church-to-church engagement.
- Decreased understanding of the importance of ecumenical ministry at all levels of the church – coupled with limited efforts at ecumenical formation by pastors and middle governing body leaders.
- Bifurcation of responsibilities between the Office of the General Assembly and the General Assembly Mission Council in attending to ecumenical ministries.
- False split between matters of inter-church relations (Faith and Order) and cooperative ministries (Life and Work).

In spite of these dynamics, the members of this group felt that there is much at stake in keeping ecumenical ministry at the center of the church's life. To be ecumenical is to be Presbyterian, both from a biblical and confessional stance.

Working in partnership with one another, beginning with GAMC and GACEIR elected members and staff, is one important first step in strengthening the Presbyterian Church (USA) as it lives out the ecumenical vision that all might be one. (John 10:10). As a visible sign of this commitment to greater awareness of the ecumenical ministry at the center of the church's life, the task force has recommended, and GACEIR has approved:

**VOTED** that as the GACER and GAMC continues responding to the changing context and landscape of ecumenism we are encouraged by the possibilities of further dialogue and intentional steps for understanding. We also affirm our denomination's commitment to exploring ecumenical activity in its many forms throughout the church at the national, regional, and local levels. As the Presbyterian Church (USA) is called to listen in new ways to what the Spirit is saying to the whole church, we offer the following recommendations to GACER and GAMC:

- 1) GAMC approve the addition of an advisory member from GACER. GACER will nominate this individual.
- 2) Facilitate study and conversation at a GAMC meeting of "The Ecumenical Stance of the Presbyterian Church (USA)" (document approved by the 218th General Assembly 2008), and plan an overlapping meeting between GACER and GAMC (with the possibility of also including the Middle Governing Bodies).

Financial Implication: None – According to the GAMC Manual of Operations, "Corresponding members of the General Assembly Mission Council attend the GAMC meetings at the expense of the agency they represent."

## Changes to the Employee Handbook

This chart lists the changes to the Employee Handbook approved by the Executive Leadership Team in the fall of 2010 and January 2011.

POLICY	CHANGE
<b>Introduction</b>	Added Standards of Ethical Conduct at end of Introduction; inserted Standards for employees as Appendix 2.
<b>107. Confidential Information</b>	Added new category “proprietary information of the Employer”; added reminder on Ethics Policy & Confidentiality; refer to Sections 605-607 for additional policies related to confidential information.
<b>302. Parental Leave</b>	Reorganized and clarified eligibility and expanded coverage up to 12 weeks, consistent with Family and Medical Leave Act policy.
<b>304. Vacation</b>	Changed language from January 1 to “reset on the period end date of the first payroll of each calendar year” since ADP does not use the calendar year for our payroll system; inserted chart of period end dates through 2020; reversed chart on first year accrual. Amount of vacation is unchanged, just the date when it resets each year.
<b>306. Sick Leave</b>	Changed accrual to remove January 1 since the date of accrual changes annually in ADP system, which does not use the calendar year for our payroll system; removed the 120 day maximum limit so it is unlimited. Amount of sick leave is unchanged.
<b>307. Short-Term Disability Leave and Long-Term Disability Leave</b>	Reorganized STD section and made clear that there is a 7-day waiting period for STD and benefits begin on the 8 <sup>th</sup> day.
<b>504. Use of Telephones, Hand-held Devices and GAMC Mail Delivery System</b>	Added a prohibition on texting while driving in Employer’s vehicle or in a personal vehicle while engaged in Employer’s business; added clear prohibition on making calls, sending e-mails, texts and other messages while driving in the course of performing business for GAMC.
<b>507. Emergency Closings</b>	Language revision to clarify that employees will be paid for an emergency closing of 3 days or less and must use paid time off for closings of more than 3 days.
<b>601. Employee Conduct, Work Rules and Performance</b>	Added to paragraph 14 fraud and dishonesty against outside vendors of the Employer.
<b>616. Procedures for Reporting Any Form of</b>	The Response Coordination Team is replaced by

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<b>Discrimination or Harassment</b>	one Human Resources investigator and one Legal Services investigator who do not have a decision-making role; the Review Team is replaced by the Administrative Committee; two appeals are allowed, one to the DED for Mission, one to the Executive Director.
<b>617. Sexual Misconduct</b>	Revised to incorporate policy adopted by GA in July 2010, attached as Appendix 1; expanded explanation as to which policies apply to members of PCUSA and to non-members.
<b>618. Grievance and Appeal Procedure (formerly Appeal Procedure)</b>	Reorganized to add sections for grievances to distinguish grievance from appeals; expanded prohibition on retaliation to all grievances and appeal actions.

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We will need to change the name of the General Assembly Mission Council if and when nFOG is adopted by a majority of the presbyteries. Regardless, we are suggesting **Presbyterian Mission** as the organizational name and **Presbyterian Mission Board** as the elected body name to create a positive and strong identity for the mission agency.

**Name Change – WHY?**

1. **One Impetus is nFOG** – Only governing bodies can be called “council.” GAMC is not a governing body, and therefore cannot be called “council.”
2. **Polity calling for unique identity for mission agency**
  - a. 2005-2006 Mission Work Plan called GAC to develop and initiate a communication strategy for the positive presentation of the mission and ministries of the PC(USA).
  - b. 2007 – GAC Assignment: Create Communication Strategy due to low awareness by Pastors and Presbyterians in the Pews for GAC – its mission and ministry
  - c. 2008 - GAC Review Committee Report – strongly encouraged GA to rename GAC to identify its primary purpose in coordinating the church’s mission programs, and encouraged the expeditious development implementation of a churchwide plan of communication.
  - d. 218<sup>th</sup> GA (2008) - Approved Funding Christ Mission called for creating, promoting, and protecting a consistent brand identity for the mission agency
  - e. 2009 - 6 Agency Review called for GAMC to enthusiastically claim its identity and clearly define its mission
3. **Background Research for creating “Brand Identity”**
  - a. 4/2007 GAC approved changing the agency name to more closely associate name with who we are and what we do
  - b. 6-9/2007 Review Name Options with Staff leaders – 9 meetings
  - c. 9/2007 MGB/GAC Meeting
  - d. 9/2007 GAC meeting vote on Name Options: 44 votes

<b>Name</b>	<b>GAC Votes</b>	<b>Focus Group Church Session Votes</b>
	<b>Total = 44</b>	<b>Total =33 ( A sample church session and 1 of many with similar vote counts)</b>
(Presbyterian) Mission Board	<b>15</b>	<b>17</b>
(Presbyterian) Mission Council	<b>9</b>	<b>19</b>
<b>General Assembly Mission Council</b>	<b>18</b>	<b>3</b>
Other	<b>2</b>	<b>0</b>

- e. **4/2008 Research Services Report – Mixed Reviews on GAMC Name – respondents were apathetic to negative about GAMC as name.**
- f. 6/2008 GAC recommended GAMC name change to GA – Passed
- g. 6/2009 GAMC name change approved by Presbyteries.



**4. Name Change Recommendations:**

- a. Presbyterian Mission (Organizational Identity)
- b. Presbyterian Mission Board (elected body Identity)
- c. Why?
  - i. “Presbyterian” and “Mission” are powerful and positive. Conversely, “GA” as a name for the mission agency is perceived as bureaucratic and negative.
  - ii. Aligns with sister agencies – Presbyterian Foundation, Presbyterian Investment Loan Program, and Presbyterian Publishing.

**5. Proposed Timeline and Process (See Table)**

<b>Name Change Timeline and Process</b>	
<b>Steps</b>	<b>Timeline</b>
Engage GAMCX	March 10, 2011
Engage GAMC	March Meeting, 2011
Deadline for possible nFOG adoption by presbyteries	July 11, 2011
GAMC to Vote on Changed Name and Architecture	September Meeting, 2011
Refer to GAMC Procedures Sub Committee to revise organizational documents	September Meeting, 2011
GAMC vote on specific changes in Organization for Mission and refers to 220 <sup>th</sup> GA	February Meeting, 2012
220 <sup>th</sup> GA Final Approval to Organization for Mission	July 2012

**6. What have we done to date?**

- a. Brand Identity Standards
  - i. Vision, Mission, Values DONE (2009, 2010)
  - ii. Message Platform DONE (2010)
  - iii. Editorial Calendar DONE (2010)
- b. Visual Identity
  - i. Tone and Personality DONE (2009)
  - ii. Color Palate DONE (2009)
  - iii. Fonts DONE (2009)
- c. Name Change - TBD (Have recommendation)
- d. Brand Architecture -TBD (Have recommendation)
- e. Use PC(USA) Seal and Symbol and create LOGO for Presbyterian Mission-TBD
- f. Stationery, Business Cards, email signature – TBD