

## Reaching Millennials

### *Creative Recruitment, Publishing Team and Podcast Among Moody's Efforts*

Those who are 18 to 30 years of age have captured the attention of many around the world, including Moody Bible Institute. Creative recruitment efforts, an audience-driven publishing team and an innovative podcast are a few ways Moody is reaching out to the generation known as Millennials.

Also known as Generation Y, Echo Boomers or Generation Next, they embrace self expression and are more ethnically and racially diverse and less religious than older adults. They also are the only generation who has had the Internet since birth, therefore, they are typically more technologically savvy than most.

According to a 2010 Pew Research report, they are also on track to become the most educated generation in American history. "The millennial generation is Education's primary target market," said Charles Dresser, dean of Admissions at Moody Bible Institute, "especially for our Undergraduate School." In addition to social media, recruitment efforts targeting Millennials includes Education's redesigned travelling trade show booth.

Maria-Elena Franco, marketing manager at Moody Distance Learning, and Integrated Marketing Communications recently collaborated in creating a new theme for the booth—"What's Next?" "Millennials want to do big things for God, but they



(Left to right) Dr. Andy and Kathy Pflederer, Floyd and Nila Donaldson, Maria-Elena Franco, Josi and Ryan Seibert, and David Humphrey in front of Moody Bible Institute's redesigned trade show booth.

have questions and are looking for direction," said Franco. "We are seeking to answer their questions and show them that Moody can equip them and provide a biblical foundation for their ministry."

Along with enhanced audio and video components, the booth now contains a backdrop of a global map highlighting Moody alumni serving across the globe. Collateral pieces such as imitation passports and boarding passes were created to collect contact information from potential students. It debuted at InterVarsity's Urbana Conference for college students in December 2012. Potential student leads doubled over the previous year.

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## Stories Accounts of God at work through Moody

### Answering the Call to Train

#### *Husband and Wife Will Plant Churches and Mentor Others*

They came to the U.S. in 2011 with two suitcases each to attend Moody Bible Institute in Chicago, Ill. Originally from the Dutch Caribbean island of Curaçao, Ed and Luisette Kraal quit their jobs, gave away their furniture and car and sold their house in response to God's call to serve in missions.

After coming to Christ as adults, they regularly listened to Moody Radio online and studied using Bibles published by Moody Publishers. As time went by, they felt a strong desire to become trained for missionary work. Through a mutual missionary friend they were

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