

the faith of children. The coordinator should have leadership ability as well as experience and passion for working with children.

The children's ministries coordinator works with the pastor and board to establish a children's ministries committee to provide ministries for children. The committee should consist of individuals with interest and experience in working with children. Ordinarily the members include Sabbath School division leaders, Vacation Bible School leader, Adventist Junior Youth leaders, and two to three others who have a passion for ministry to children.

If the church has a children's ministries department, Vacation Bible Schools, children's branch Sabbath Schools, Neighborhood Bible Clubs, and Story Hours, they will come under the direction of children's ministries. (See p. 87.)

Everyone involved in work with children must meet Church and legal standards and requirements, such as background checks or certification. Local church leaders should consult with the conference, which will ascertain and advise as to what background checks and certifications are available and/or required. (See Notes, #8, pp. 174, 175.)

Resources—For children's ministries resources, see Notes, #9, p. 175.

Communication

Communication ministry calls for the support of every layperson, Church employee, and Church institution. The communication department promotes the use of a sound program of public relations and all contemporary communication techniques, sustainable technologies, and media in the promulgation of the gospel. The church should elect a communication secretary and, where needed, a communication committee.

"We must take every justifiable means of bringing the light before the people. Let the press be utilized, and let every advertising agency be employed that will call attention to the work."—6T 36.

"Means will be devised to reach hearts. Some of the methods used in this work will be different from the methods used in the work in the past."—Ev 105.

Communication Secretary—The communication secretary should have the ability to meet people and rightly represent the Church, sound judgment, good organization, effective writing skills, and a willingness to carry out assignments.

The secretary gathers and disseminates news to local media, cooperates with the conference communication director, and presents periodic reports to the business meeting. The conference communication department provides appropriate instruction and help to communication secretaries.

The pastor, who is primarily responsible for the communication program of the church, will work closely in an advisory capacity with the communication secretary or committee.

Any department or organization may appoint an individual to provide the communication secretary or committee with information about newsworthy events.

Communication Committee—In a large church a communication committee may more adequately handle the many facets of the public relations and communication program. The church elects the committee, and the communication secretary serves as chairperson. Members of the committee may be assigned specific communication responsibilities, such as working with the press, media producers and online personnel, and internal church media. If there is a nearby Church institution, a member of its public relations or communication staff should be invited to sit with the committee.

Central Communication Committee—If several churches in an area arrange for a central communication committee, the communication secretary of each church should be a member and should work in harmony with any general plan that will better coordinate the handling of news and other media activities for the cooperating churches. The establishment of this committee would be initiated by the conference communication director. Meetings of the central committee would be called and presided over by a chairperson selected by the group.

Education

Church entities operate schools from kindergarten through university levels for the purpose of transmitting to students the Church's ideals, beliefs, attitudes, values, habits, and customs. The source, the means, and the aim of Adventist education are a true knowledge of God, fellowship and companionship with Him in study and service, and likeness to Him in character development.