

Expanding to New Campuses

Advanced Level – Area/County/City Director

International Students, Inc.

Module Description and Purpose

As Area Director, you must first have an accurate assessment of all the campuses in your area as well as numbers and countries of origin of international students at each. You will want to constantly assess how to open new campuses for the purpose of reaching every international student in your city.

Delivery Method

This module is best done in coordination with the City Mobilizer.

If you have questions regarding this module, please email your questions to the ISI [Training Department](#).

Assumptions

It is assumed that individuals beginning this module have already:

1. Completed the support development process and been assigned a ministry position.
2. Been assigned to work with a team and are coordinating with other ISI staff regarding the expansion of your city ministry.

Topics and Objectives

Module Overview – this module is divided into three (3) segments, or “units,” which include the following learning objectives and tasks:

- Researching every campus and the numbers/origin of international students on each
- Strategizing as to best approach to each campus
- Recruiting, training, and evaluating progress

Materials Needed:

- This module
- Access to *Open Doors* research (contact ISI's [Volunteer Services Department](#))
- Information on location and background of local churches

Unit One – Research

1. Study/Record *Open Doors* statistics on international student populations for each campus in your area.
2. Thoroughly research what ministries to international students are already provided on each campus.

3. Understand the level of cooperation to be expected from the current ISA on a particular campus.
4. Determine what evangelical churches are near the campus.

Unit Two – Strategizing

1. Given numbers and origins of students, cooperation of ISA, and proximity of evangelical churches, prioritize the campuses where you would like to start new ISI ministry.
2. Evaluate three potential models of expansion:
 - Staff model – Send staff to open a new campus
 - Church model – Train and equip a church to take a campus as a project
 - Training model – Find a Christian organization on a campus and train them to reach international students as part of their outreach.
3. Determine best timing/model for each campus and develop a plan for growth.

Unit Three – Recruiting, Training, Evaluating

1. Determine with which groups you'd like to network and meet with them to create common vision and plan for a campus.
2. Offer leadership development and training for those they recruit to be involved.
3. Regularly evaluate progress to goal.