

Segment **053: Colleges and Cafes**

Young singles and recent college graduates living in college communities

Resource: Mosaic by Experian.

Religious Experience in a Nutshell

Religious perspective: *Looking for Heroes of Faith*

Common Spiritual Issues: *Feelings of guilt, anxieties about abuse and shame*

Potential Influence

Lifestyle Compatibility	Family Group 0 Singles and Starters	Frequent Neighbors
G24 Status Seeking Singles	O50 Full Steam Ahead	E19 Full Pockets Empty Nests
G25 Urban Edge	O51 Digital Dependents	F22 Fast Track Couples
K37 Wired for Success	O52 Urban Ambition	H26 Progressive Potpourri
P57 Modest Metro Means	O53 Colleges and Cafes	K40 Bohemian Groove
	O54 Striving Single Scene	
	O55 Family Troopers	

General Comments

Colleges and Cafes defy generalizations and contradict the stereotypes of church leaders who are more familiar with college town life in the '60's or 70's. This segment includes students, most of whom are taking non-liberal arts courses related to business, pure and applied science, etc. Some are in arts courses, but fewer are learning much history, philosophy, or theology. These are also recent graduates who are taking time off from studies before further degree programs, graduates who are unclear about their future and “finding themselves”, and many younger adults employed as support staff or services related to the university.

They have mixed reactions to the church. They may be liberal and gravitate to more mainstream denominations; or conservative and gravitate to evangelical or independent churches; or campus Christian fellowships where they are most comfortable with their peers. Many others have given up on the church altogether except as a force for social justice. They may prefer mega-churches or micro-communities, but avoid medium sized, traditional family churches of 100-300 people.

Church “Young Adult Ministries” often struggle because they are too generic. *Colleges and Cafes* move fluidly in and out of “tribes” defined by affinities of taste or interest, and friendships are often diverse, intense, and fleeting. Some are interested in spiritual things, but most are very skeptical of organized religion (which is often considered judgmental and shallow). A minority in this group remains loyal to church roots and attends churches of the same tradition, but commitment is often low. When they are committed to church life, it is usually a mission activity or public cause that motivates them.

General Comments

Note: See the list of definitions at the end of this report to explain key terminology.

Discussion Questions:

How do I, as a leader, perceive the spiritual expectations of people in our community?

How can we, as a board, research and understand our community better?

How can we, as a church, build closer relationships with this lifestyle segment?

Color Key

High Priority	Medium Priority	Low Priority
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Leadership Preferences

Resource: *Spiritual Leadership* by Thomas Bandy (Abingdon Press)

THE CONSTANT LEADERS		THE ORGANIC LEADERS		THE EXTREME LEADERS	
	Caregiver		Discipler	x	Visionary
	Enabler	x	Guru	x	Mentor
	CEO			x	Pilgrim

Colleges and Cafes tend to have low opinions of clergy. Clergy are often caught between impossible expectations for relevance and authenticity. What is authentic and faithful for church members may be perceived as inauthentic and hypocritical to them. They frequently perceive clergy as “phony” or “stuffy”. People in this segment are more likely to connect with chaplains or lay leaders who share their appearance, passion, or interest ... and who model values and convictions spontaneously. However, leaders will have to “put themselves out” to go to the environments of these people to make the connection, and not expect it to happen inside church buildings.

The clergy who often connect best with this lifestyle segment are very good at 1:1 conversations, and are often approached for informal advice, personal perspective, and respected opinions. They often have a wide variety of multi-cultural or cross-sector experiences, and seem to combine realistic cynicism with high ideals. They respect and speak knowledgeably of different religions and spiritual practices, and can interpret religious behavior in both socio-economic and mystical ways. They may have an advanced academic degree, but it is more likely in the social or behavioral sciences rather than theology.

Note: See the list of definitions at the end of this report to explain key terminology.

Discussion Questions:

How would you describe your pastor now?

How might your pastor adapt to be more empathic in the future?

How can you equip, train, and/or support your pastor in any transition?

Hospitality Preferences

Resource: *Worship Ways* by Thomas Bandy and Lucinda Holmes (Abingdon Press)

TRADITIONAL		MODERN		POSTMODERN	
	The Basics	x	Multiple Choices	x	Take-Out
			Healthy Choices		

Colleges and Cafes tend to be self-reliant and self-absorbed. They are usually motivated to come to church for a specific, urgent reason. Greeters should be prepared to welcome them warmly, accept them as they are, and ask open-ended questions that might allow them to define their current need. Then make a referral to the pastor, staff, small group, or outreach of the church. Deploy teams to deliberately mingle during coffee hour to welcome and engage visitors to the church. Equip them to give away simple flyers that state the mission of the church, underline one or two key socializing opportunities and mission projects, and provide website and contact information.

They are attracted to opulent choices in refreshments. Provide bags or baskets so that they can carry your food home. They prefer larger, open environments with small conversation areas ... and feel most at home in multiple media surround them, and music is a background constant. Provide a wide variety of free information regarding church and community events, entertainment, small group affinities, outreach ministries, social agencies, career counseling, and other counseling services.

Note: See the list of definitions at the end of this report to explain key terminology.

Discussion Questions:

How would you describe your hospitality ministries now?

How should hospitality ministries change to be more relevant to this lifestyle segment?

What additional training do greeters, ushers, and servers need to be more empathic?

Worship Preferences

Resource: *Worship Ways* by Thomas Bandy and Lucinda Holmes (Abingdon Press)

TRADITIONAL		MODERN		POSTMODERN	
	Care-giving Worship		Inspirational Worship	x	Mission-Connectional Worship
	Educational Worship		Transformational Worship	x	Coaching Worship
	Healing Worship				

Colleges and Cafes are more likely to connect with a church via a small group or a mission project than a worship service. If they do worship, they usually prefer options that coach practical living or celebrate and support practical missions. Worship attendance may be inconsistent, and it often helps to preach several sermons on a relevant theme related to Christian living, personal problem solving, or current affairs. Their personal needs change quickly, and they will connect irregularly with whatever worship service speaks to their immediate need for healing, learning, inspiration, coaching, self-esteem, etc.

Worship is either very “high tech” or very “low tech” ... but nothing in-between. They will rarely feel satisfied with “blended” worship that tries to merge traditional and contemporary styles. They generally prefer worship to be interactive, but that can be very spontaneous or facilitated by responsive liturgies. Those with Catholic, Episcopal, or Lutheran backgrounds will continue to find Eucharist meaningful, and greeters may find out in advance what kind of peculiar “blessing” they are seeking that day. Informational or “lecture style” or “preachy” preaching is probably the least appreciated. They tend to value either motivational preaching that leaves them breathless and excited; or dialogue preaching that invites opportunities for Q/A.

Note: See the list of definitions at the end of this report to explain key terminology.

Discussion Questions:

How would you describe your worship service(s) now?

How should you customize one or more worship services to be relevant to this segment?

What additional training do preachers, musicians, readers need to meet expectations?

Education Preferences

Resource: See, Know, and Serve by Thomas Bandy (Abingdon Press)

FORM		CONTENT		GROUPING	
	Curricular		Biblical		Generational
x	Experiential	x	Topical	x	Peer Group

Fewer and fewer *Colleges and Cafes* people are nurtured in the liberal arts. Since they tend to specialize in business, applied or theoretical science, medicine, law, and so on, they often have no background at all in ancient history, poetry, classical music, or literature ... and therefore find it hard to connect with much church preaching and educational curricula. Some will connect with strict Bible study, but most will want to dialogue about religion and other sectors of learning. Comparative religion is usually intriguing ... but unlike older church members their motivation is not just curiosity. They often value serious commitments and may be looking for a sense of vocation.

Educational methodology leans heavily on images, video, and visual arts, rather than printed curriculum. Education is often tied to a mission project or raising consciousness about important ethical issues. Dialogue can be energetic, and the leader may need to monitor dialogue and help everyone participate equally. Education is primarily supported by a sophisticated and interactive website that provides downloadable resources, links, blogs, and forums ... and which is usually linked to other social media.

Note: See the list of definitions at the end of this report to explain key terminology.

Discussion Questions:

How would you describe children, youth, and adult education in your church now?

How would education strategies need to change to be relevant to this lifestyle segment?

What changes in leadership selection and training would make education more effective?

Small Group Preferences

Resource: See, Know, and Serve by Thomas Bandy (Abingdon Press)

LEADERSHIP		CONTENT	
x	Trained Leaders		Curriculum Study
	Rotated Leaders	x	Shared Affinity

Midweek small groups are a much more likely opportunity to continue education and spiritual formation with *Colleges and Cafes*. Groups need to be *very* flexible about time, place, and longevity of the group. Participation may vary. A specific time and location may be named as a rendezvous (usually early evening or late night, cafe or pub). There may be a method to keep track of participation, and reminders may be sent out by text or tweet. Leadership is usually rotated, although the disciples of the spiritual leader may be present to welcome and guide the group.

The group meeting may begin with prayer, and may quote scripture or other spiritual writing. Intentional intimate sharing may be less important than group discussion about the urgent topic or action plan currently focused by the leader. The resource for conversation will be a conversation, video, blog, or document accessed by internet ... either using a shared connection or through individual mobile devices. People may come and go from the gathering, and there may not be any particular timetable.

Small groups can also form based on affinities for life-skills training (e.g. cooking, nutrition) and around hobbies or sports (e.g. rock climbing, jogging, cycling, etc.) More structured small groups may gather around affinities for local or global outreach, advocacy of public policies and human rights, or other missions. Such groups may also explore spiritual gifts and guide people to discern personal mission or vocation. These groups are usually led by the pastor, staff leader, or designated and trained lay leader. Prayer and Bible study is more intentional, and may make connections between ancient and contemporary ideas and spiritual practices.

Note: See the list of definitions at the end of this report to explain key terminology.

Discussion Questions:

How would you describe the Small Group strategy in your church now?

How would Small Group strategies need to change to be relevant to this lifestyle segment?

What changes in leadership and content would make Small Groups more effective?

Outreach Preferences

Resource: Strategic Thinking by Thomas Bandy (Abingdon Press)

	PERSONAL NEED	READINESS TO VOLUNTEER
Basic Survival		X
Health and Wellness		
Quality of Life		X
Addiction Intervention		
Interpersonal Relationships	X	X
Human Potential	X	X
Salvation and Human Destiny		

Churches connect best with *Colleges and Cafes* by offering them opportunities to volunteer. Churches with strong and multiple missions are more likely to attract them. However, mission must be very obviously tied to the purpose of the church, regularly supported in every worship service, and involve church members personally through the week ... or this lifestyle segment may think the church hypocritical. Missions that engage their interest are not often about health care, quality family life, and nurturing generations (these are mission for older people). They are more likely to identify with missions related to survival, racial equality, human rights, environment, peace, etc.

Personally, many in this lifestyle segment will appreciate ministries that help them uncover their hidden potential. Given the lack of self-discipline regarding diet and addiction common to this segment, outreach ministries related to recovery and addiction intervention may be relevant. They are interested in career counseling, job hunting, and vocational discernment. They will also appreciate ministries that help them develop and deepen interpersonal relationships. Any kind of concert or entertainment venue provides low budget opportunities to wear funky clothing, enjoy music, and meet new people. Every mission project should become an opportunity for personal mentoring, and contribute to a volunteer's quest for self-discovery and vocational discernment.

Note: See the list of definitions at the end of this report to explain key terminology.

Discussion Questions:

What outreach categories does your church emphasize now?

What outreach categories would be more relevant to this lifestyle segment?

What outreach priorities and tactics should change for the church to bless this segment?

Facility Preferences

Resource: See, Know, and Serve by Thomas Bandy (Abingdon Press)

PROPERTY		TECHNOLOGY		SYMBOLISM	
	Ecclesiastical		Modern		Classic Christendom
	Utilitarian	x	Postmodern	x	Contemporary Post–Christendom

Colleges and Cafes are as eclectic in their attitudes toward property and symbolism as they are toward the church and spirituality in general. Perhaps it is safest to say that they will most likely have extreme preferences. Either they will appreciate historic ecclesiastical architecture and decoration, and gravitate to clearly “sacred spaces”; or they will appreciate modern, secular, and utilitarian structures with multi-purpose space. Anything in between will not satisfy them. Similarly, Christian symbolism may cross the spectrum of ancient and classically Christian, to world or aboriginal religions, to contemporary New Age.

Technology tends to be either very “high tech” or very “low tech”. Many in this segment cannot afford cutting edge computers and high speed internet access, but they do appreciate it. *Colleges and Cafes* tend to be “omni-literate” in the sense that they learn both through words and images. This extends to preferences in music and musical instruments, which can be in any genre and from any time period or culture. They may or may not value sacred *space*, but they often are very sensitive to sacred *ambiance*. They prefer to worship in environments that impact all five senses with heightened mystical awareness.

Note: See the list of definitions at the end of this report to explain key terminology.

Discussion Questions:

What renovations and/or upgrades need to be made in our church facility?

What symbols of faith would be most relevant to this lifestyle segment?

If we started another site of ministry for this segment, how should we design it?

Financial Preferences

Resource: See, Know, and Serve by Thomas Bandy (Abingdon Press)

GIVING TARGET		GIVING METHOD	
	Unified Budgets and General Funds		Informed Philanthropy & Pledging
x	Designated Programs & Mission Projects	x	Lifestyle Coaching & Family Financial Planning

Colleges and Cafes are not disciplined about giving to the church, and probably don't know (or care) what it really costs to run a church. Therefore, they tend not to participate in stewardship or fund raising campaigns, and only put a dollar or so in the offering plate. They will give generously to a particular mission project or urgent need that captures their attention. Churches need to understand that people in this segment will never "pay their own way" when it comes to supporting the church. The church blesses them with no or low expectations for financial return.

Colleges and Cafes have little savings and few investments, no equity, no insurance, and probably can't afford a car. They frequently have no credit or bad credit, and primarily rely on debit transactions and cash. They do not evaluate success materialistically, and yearn for greater self-fulfillment. They don't splurge on clothes, food, housing, transportation, or event entertainment and technology. They are probably paying off high education debts, and may be anticipating more education expenses. Their one financial extravagance is often music and musical instruments.

They will appreciate any programs that help them learn how to set priorities, manage money, build investments, and save for the future. This can also help them avoid debt (especially future high interest debt related to credit cards and loans) and learn to tithe. They are eager to learn how money works and how they can develop both a self-sufficient and generous lifestyle.

Colleges and Cafes can be very generous. Charity needs to be motivated by a big, bold vision ... and sustained by visible, measurable results. They are not likely to participate in stewardship campaigns that invite them to pledge; and more likely to give a large sum on impulse. If they trust the spiritual leader, they are not very interested in budgets and financial reports. They may support a capital campaign with one-time gifts, but only if all the money goes to the mission target and there is no professional fee or bureaucratic cost for management.

Note: See the list of definitions at the end of this report to explain key terminology.

Discussion Questions:

What options in giving methods and giving targets do we offer now?

How do we design our annual stewardship campaign(s) now?

How should we revise our financial strategy to be more relevant to this segment?

Communication

Resource: Mosaic E–Handbook by Experian

CONTEMPORARY PUBLIC COMMUNICATION					TRADITIONAL CHURCH COMMUNICATION			
	Direct Mail Receptive	x	Mobile Telephone	x	Online Computer	Newspaper	Corded Telephone	Verbal Announcements
x	Email Receptive		Broadcast Cable TV	x	Internet Radio	Print	AM/FM Radio	Personal Visits

Experian suggests that *Colleges and Cafes* are extremely diverse. Most rely on internet communication and postmodern technology, and often multi-task between hardware and programs at the same time. They respond to interactive websites, clergy blogging, and church social media. They text constantly and are rarely without some kind of technology in use.

Some are less connected to the internet than one might think. They can't afford to upgrade technology or obtain high speed internet. They get by on older cell phones, lap tops, and desk top computers, but haven't been able to afford tablets and many hand held devices. They use the internet for research, downloading music, and *especially* social media. They may also follow an internet forum or participate in a blog by the pastor. They rarely make a phone call, and text constantly.

When they stay home, television is their chief means of home entertainment. They may read books and occasional magazines and listen to popular radio stations or news-talk radio. They will read printed brochures and newsletters if the content is relevant ... but they are uninterested in institutional updates about membership, stewardship, prayer lists, etc.

Note: See the list of definitions at the end of this report to explain key terminology.

Discussion Questions:

How do we communicate among church participants now?

How do we communicate beyond our church to the community now?

How should we adapt communication strategies to be more effective for this segment?

IMPORTANT DEFINITIONS

POTENTIAL INFLUENCE

Lifestyle Compatibility	Daily behavioral habits overlap with common activities and similar priorities
Family Group	Grouping by key demographic factors like age, income, culture, family status, etc.
Frequent Neighbors	Often live near each other with shared recreational, health, or emergency services

LEADERSHIP

Constant Leaders	Traditional clergy focused on sustaining ministries & increasing members
Organic Leaders	Innovative leaders focused on church growth, new starts & multiplying followers
Extreme Leaders	Non-Institutional leaders focused on spiritual disciplines, high accountability, and pursuing perfection
Caregiver	Focus on visitation, counseling, pastoral prayer
Enabler	Focus on facilitating meetings, lay empowerment, mediation, liturgy
CEO	Focus on staff development, administration, fund raising, expository preaching
Discipler	Focus on seeker sensitivity, adult faith formation, guidance for Christian living
Guru	Focus on religious insight, holistic personal growth, spirituality, enlightenment
Visionary	Focus on big picture, major social change, motivational speaking
Mentor	Focus on self-awareness, individual meaning and purpose, vocational clarity
Pilgrim	Focus on cross-cultural sensitivity, inter-religious dialogue, strict spiritual discipline

HOSPITALITY

The Basics	Friendly untrained greeters, basic coffee and creamer, packaged food or sugary snacks
Multiple Choices	Trained greeters, multiple serving stations, great coffee, varieties of food
Healthy Choices	Trained greeters mirroring lifestyle diversity, healthy food options, allergen alerts
Take-Out	Coffee-to-go, bagged food, exit door hospitality, text message and social media

EDUCATION

Curricular	Printed books or study guides. Passive, intellectual, classroom. Maturity measured by acquired knowledge
Experiential	Activities. More music, images, movement, interaction. Maturity measured by behavior patterns, attitudes.
Biblical	Focuses on the Old and New Testaments. Maturity means Biblical literacy
Topical	Focuses on contemporary issues. Maturity means ethical integrity and enlightened behavior
Generational	Gathers people by age or grade in separate classrooms with age-appropriate resources.
Peer Group	Gathers people sharing affinities or common interests regardless of age.

SMALL GROUPS

Rotated Leaders	Participants take turns hosting and leading the group. Requires limited expertise and training.
Designated Leaders	Single leader guides the group from start to finish. Requires significant maturity and training.
Curriculum	Focus on a book, workbook, or structured program to guide structured discussion
Affinity	Focus on shared interest, enthusiasm, or activity to inspire informal discussion.

IMPORTANT DEFINITIONS (cont.)

WORSHIP

Educational	Consistent liturgy, expository preaching, focus on doctrine, ethics, and history
Inspirational	Uplifting music, motivational speaking, focus on joy, optimism, and encouragement
Transformational	Spontaneous, expectant, personal transformations, Higher Power interventions
Coaching	Informal, dialogical, topical, practical coaching on how to live better & faithfully
Caregiving	Slow, meditative, family–feel with pastoral prayer, children’s time, senior celebrations
Healing	Quiet, prayerful, expectant of physical, mental, relational healing and hope
Mission–Connectional	Unity of action/reflection, all about outreach, volunteer empowerment

OUTREACH

Survival	Basic needs for food, shelter, clothing, jobs, basic health care
Recovery	Addiction intervention, 12 step support, and counseling services
Health	Mental and physical fitness, disease prevention, rehabilitation, therapy
Quality of Life	Social wellbeing, neighborhood safety, environment, immigration, peacemaking
Human Potential	Personal/vocational fulfillment, education, career help, human rights advocacy
Interpersonal	Intimacy, sexuality, family & marriage counseling, healthy friendships
Human Destiny	Repentance, conversion, witnessing, alignment with God’s purposes

FACILITIES

Ecclesiastical	Facility must “look like a church” with traditional architecture and furnishings
Utilitarian	Facility must be “user–friendly” and multi–purpose for public use
Christendom	Indoor/outdoor symbols associated with church history or denominational identity
Contemporary	Indoor/outdoor symbols from nature, indigenous cultures, alternative spiritualities
Modern	Technology primarily enhances print and oral communication
Postmodern	Technology primarily enhances multi–sensory interaction, internet, social media

FINANCES

Unified Budgets	Stability first. Give to a single general fund to pay staff and manage overhead costs
Designated Giving	Effectiveness first. Give to specific funds or causes by personal preference
Informed Philanthropy	Informed, independent, confidential financial commitments for a tax benefit
Lifestyle Coaching	Individual & household coaching for Christian family financial management

COMMUNICATION

Direct Mail Receptive	Pay attention to mass mailings to postal addresses.
Email Receptive	Pay attention to information delivered digitally to personal email addresses.
Mobile Telephone	Regularly rely on cell phones and smart phones for calling, texting, surfing, banking etc.
Broadcast Cable TV	Regularly rely on cable television for news, advertising, and entertainment.
Online Computer	Regularly go online by personal computer to surf websites, shop, bank, and use other services.
Internet Radio	Regularly subscribe to internet services for music, sports, and topical discussions.
Newspaper	Pay attention to printed newspapers for updates about church news or local, national, global events.
Print	Pay attention to printed church newsletters, bulletin inserts, brochures, and other handouts.
Corded Telephone	Regularly use ordinary telephones to communicate from home.
AM/FM Radio	Regularly use traditional radio to listen to music, commercials, and talk.
Verbal Announcements	Always rely on verbal announcements from the pulpit about church events or items of interest.
Personal Visits	Always expect personal visits at home by a representative of the church to share information.