

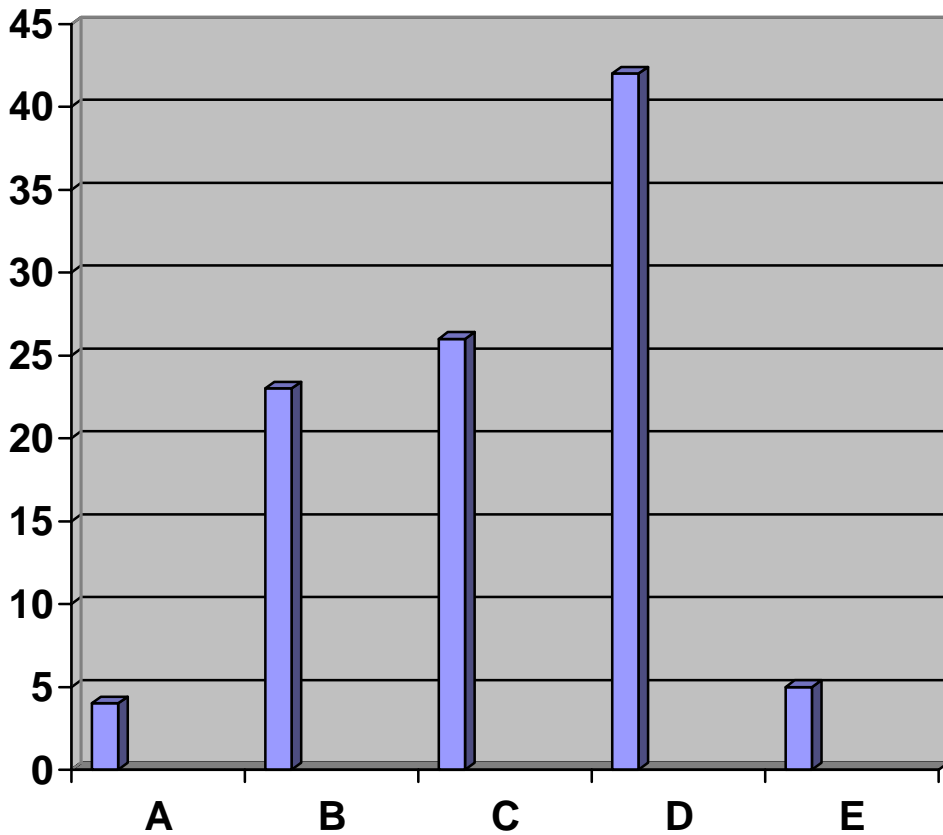
REACHING HISPANIC- AMERICANS

“I will build my church.”

**2003 MNA Hispanic Ministries Convocation
September 25 – 27, 2003
David Moran**

LANGUAGE ABILITY OF U.S. HISPANICS

(by percentage)



Only Spanish (4%)
 Better in Spanish (23%)
 No difference (26%)
 Better in English (42%)
 Only English (5%)

1995 U.S. HISPANIC POPULATION – 27,000,000

47% report being better in English than Spanish – Approx. 12.7 million

27% report being better in Spanish than English – Approx. 7.3 million

26% report no difference between their Spanish and English –

Approx. 7 million

SOURCE: LATINO VOICE: THE NATIONAL LATINO POLITICAL SURVEY (1992)
 Chart©HABBM News Service

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COMPREHENSIVE RESULTS REGARDING IMPORTANCE OF ENGLISH

STATEMENT RESPONSES:

In our church we:	Always or Frequently
think that it is important for young people to be proficient in English.	84%
think that it is very important to provide services in English to 2nd generation Hispanics and beyond.	82%

IMPORTANCE OF ENGLISH FOR SPANISH DOMINANT CHURCHES

(N = 4)

STATEMENT RESPONSES

In Our Church We:	Always	Frequently	Sometimes	Seldom	Never
3 think that it is important for young people to be proficient in English.	1 25%	2 50%	1 25%		
4 think it is very important to provide services in English to 2 nd generation Hispanics and beyond.	2 50%	1 25%		1 25%	
14 conduct bilingual services in which both languages are used, and all speakers are interpreted from Spanish to English &/or from English to Spanish.	1 25%	1 25%		2 50%	
19 believe it is important to allow people to pray and praise God in their heart language although they may speak more than one language.	2 50%	2 50%			

Comment: This table shows that even the Spanish dominant churches provided English for the second generation and thought it was important for them to be proficient in English. Even the church that responded “seldom” to statement four cooperated with a sister church to provide an English youth group.

OVERVIEW OF CULTURAL CONTINUUM

FIRST GENERATION SECOND GENERATION THIRD GENERATION

**Intra-aculturated
Spanish Dominant
Non-evolving**

PRIMARIES

Spanish Proficient
Latin Culture

**Inter-aculturated,
Bilingual, Bicultural,
Better educated and
employed**

**Assimilator Hispanics
Bilingual, probably
preferring English,
Bicultural but
more American,
tend to live in
non-Hispanic
neighborhood,
fastest growing
Hispanic group**

SUMMARY OF RESPONSES TO QUESTIONS ON CULTURE

- 1. A very high affinity for and desire to preserve Hispanic culture was exhibited by all the churches, irrespective of generation or participation in an English dominant ministry model.**
- 2. Instead of rejecting Latin culture in the second and subsequent generations, commitment to accommodating both cultures (Hispanic and American) was exhibited by Hispanics.**
- 3. The overwhelming majority of the pastors surveyed indicated that culturally Hispanic churches were necessary, regardless of language preference or selection of ministry model.**
- 4. Movement culturally toward mainstream America or fellowship with other cultures appeared to heighten rather than to diminish the desire for preserving Hispanic cultural identity.**

COMPREHENSIVE RESULTS REGARDING IMPORTANCE OF HISPANIC CULTURE

STATEMENT RESPONSES:

In our church:	Seldom or Never
8 We feel that commitment to the traditions of our countries of origin is more important than assimilation into mainstream America.	59%
16 Most of our people feel that we are American and need to forget Latin traditions.	76%

STRATEGY GREEN

PLANTING CHURCHES AMONG

SPANISH-PROFICIENT

HISPANIC AMERICANS

TARGET – SPANISH-PROFICIENT HISPANICS CULTURAL PROFILE

- **Predominantly Spanish-speaking with differing levels of English proficiency**
- **First generation**
- **Culturally Latin**
- **Some evolving culturally, some static**
- **Predominant neighborhood – Hispanic**
- **Lower educational levels***
- **Occupation – blue collar, hard-working***
- **A significant group, making up approximately 20% to 30% of Hispanic Americans**
- **Will remain a large group, as long as immigration remains high from Latin America**

*Obviously this profile does not attempt a characterization of middle class and upper class Latinos who are immigrating to U.S. urban areas.

**TARGET GROUP
SPANISH-PROFICIENT HISPANICS**

RATIONALE FOR STRATEGY GREEN:

- 1. Immigration remains high, resulting in a steady influx of Spanish speakers.**
- 2. Relative openness to the gospel. Uprooted experimenting freedom from traditional loyalties.**
- 3. Openness of some Latin American leaders to consider this challenge.**
- 4. Source for second generation church planters.**

CHURCH PLANTER'S PROFILE FOR SPANISH-PROFICIENT

- ◆ **CULTURAL IDENTITY** – Strong affinity to Latin culture.
- ◆ **DISCERNMENT** – Ability to recognize and appreciate the dynamics of evolving Hispanic cultures. This ability is even more important for this planter than for the English-dominant planter.
- ◆ **BILINGUAL WITH EXCELLENT FACILITY IN SPANISH** – Ability to communicate to the second generation in English is also important. If he cannot communicate proficiently in English, the church planter must collaborate with someone who can.
- ◆ **BICULTURAL** – Actually, he must understand the dynamics of three cultures: Latino, Hispanic-American and Anglo, since he will be moving in all three.
- ◆ **CULTURALLY ATTRACTIVE** – He should be viewed as progressive-minded, especially to the second generation, embodying some of their cultural aspirations.
- ◆ **CULTURALLY SENSITIVE** – Non-Hispanics with trans-cultural gifts can qualify.

CHURCH MODEL SPANISH PROFICIENT

Spanish Worship	Earphones for youth who need translation into English
Spanish Sunday School	or
Youth Bilingual and English-Speaking	Bilingual service
	or
	Youth separate for preaching

- ◆ **Aggressively Evangelizes First Generation.**
- ◆ **Accommodates Second Generation in English.**
- ◆ **May plant a Second-Generation Church.**
- ◆ **May evolve into fully
Bilingual/Bicongregational Model.**
- ◆ **May evolve into a tri-congregational Model**
(see page 15)

**MINISTRY MODEL
(BB)**

**BICONGREGATIONAL
BILINGUAL**

WORSHIP

Two Services

English

Spanish

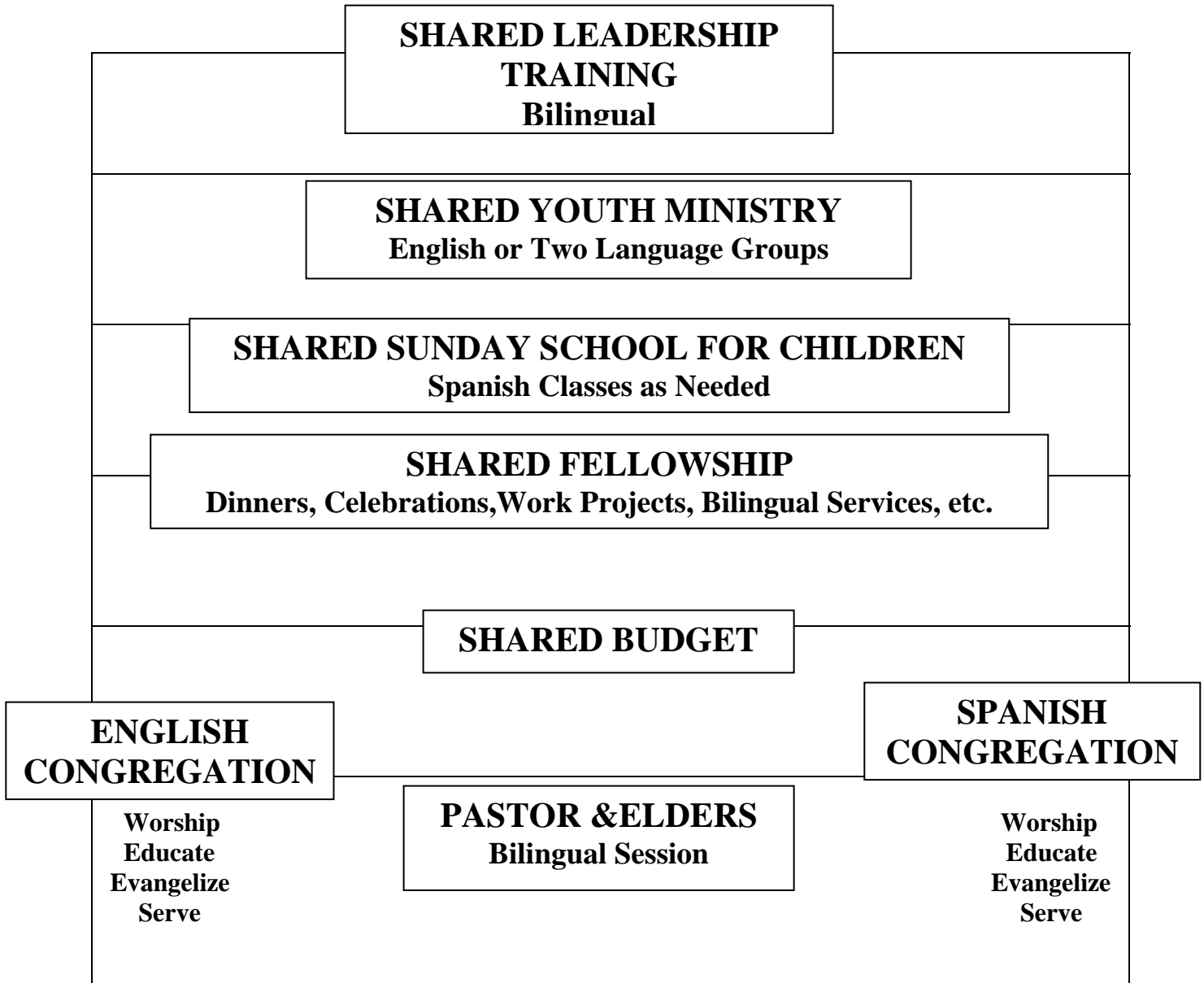
SUNDAY SCHOOL

Choice of English or Spanish

- **Full program in both Languages**
- **One Church, Two Congregations,
One Board**
- **Periodic Bilingual Services Express Unity**

SUGGESTED BILINGUAL, BICULTURAL MINISTRY MODEL

Diagram of Structure



Strategy Green

CHURCH MODEL SPANISH PROFICIENT

The Rock
Miami, Florida

Multilingual Multicultural
One Church, Three Congregations

Spanish Service

1.5 Generation
Contemporary

- * Youth who migrated later
- * Contemporary Style
- * Worship in Spanish language
- * Preaching in Spanish

Spanish Service

First Generation
Traditional

- * Traditional Style & Attitudes
- * Preaching in Spanish
- * Worship in Spanish
- * Culturally Latin resisting mainstream
- * Growing through targeting first generation

English Service

Second Generation
Contemporary

- * Contemporary Style
- Rock Music
- Salsa
- * Everything in English
- * Bursting in Growth

Observations

- Follows natural cultural evolution from first generation to succeeding generations
- Pastoral leadership-Visionary; Effective
- Leadership Team Competent and in tune with needs of each congregation
- Avant-garde creativity and very impressive
- Spanish 1.5 generation worship started at request of the 1.5's who wanted contemporary style but in Spanish.

TRINITY BAPTIST HOUSTON

- **Combines the Bicongregational Model with the Bilingual in One Service Model**
- **Creative Scheduling**

SUNDAY WORSHIP - 9 a.m.
Hispanic English

SUNDAY WORSHIP - 11 a.m.
Spanish Dominant, Bilingual

SUNDAY EVENING WORSHIP
Fully Bilingual Traditional
Youth Also Participating

SUNDAY SCHOOL
By Language Preference

STRATEGY RED

**REACHING HISPANIC AMERICANS
THROUGH**

**CULTURALLY-RELEVANT
ESTABLISHED CHURCHES**

ESTABLISHED CHURCHES REACHING CROSS-CULTURALLY

Individual PCA churches responding to the challenge of cross-cultural ministry to Hispanics. Reaching Target Blue and/or Target Green cross-culturally from existing PCA churches.

RATIONALE:

- **Hispanic Americans are multiplying rapidly and immigrating to areas where there is a high concentration of PCA churches. If even a few are reached, God may be pleased to raise up mighty Hispanic leaders from the effort of conscientious Anglo disciple makers.**
- **The whole church is a “sent church.” One of the peoples to whom Christ sent the church is our near ethnic neighbor, (e.g., Samaritans, Acts 1:8). Evangelization of near ethnic neighbors is, in some sense, the responsibility of the whole church.**
- **Pragmatism – It works. Many congregations (including PCA) have already enfolded dozens of English-speaking Hispanic Americans and added Spanish-speaking congregations.**

PASTORAL PROFILE

- **CULTURALLY SENSITIVE.** Should seek to understand Hispanic culture as much as possible.
- **LOVE.** Love covers a multitude of sins. If the Hispanics, that the established church is seeking to reach, know the pastor loves them, they will regard him with grace and respect.
- **LANGUAGE.** Working knowledge of Spanish is helpful and shows interest in the Hispanic-American, but is not absolutely imperative to the pastor's effectiveness, especially if he is concentrating on the majority target who are English proficient.
- **CONCILIATORY.** No group (Hispanic or Anglo) can have everything their way in the multicultural church.
- **REALISTIC.** Some Anglo members will remain unconvinced and unhappy about the new direction of the church. Not everybody will make the trip.
- **DISCIPLE-MAKING.** Pastors of established churches discipling / mentoring potential Hispanic leadership could raise up much needed leadership for the Hispanic-American context.

Strategy Red

CHURCH MODEL

**ESTABLISHED CHURCHES REACHING
ENGLISH-SPEAKING HISPANICS**

**ANGLO
CONGREGATION
OR
MULTI-ETHNIC**

**ENFOLD
ENGLISH-
SPEAKING
HISPANICS**

- **Be a good neighbor.**
- **Use common sense. A gracious spirit and good manners go a long way.**
- **This could be the most fruitful and cost-effective model.**
- **Disciple and move Hispanics into leadership in all areas and levels, including Senior Pastor.**

Strategy Red

**CHURCH MODEL
REACHING HISPANICS FROM ESTABLISHED
CHURCHES**

**Established Churches Reaching Spanish-Speaking
Hispanics**

<p>English-Speaking Established Congregation</p>	<p>Add Spanish-Speaking Hispanic Congregation – one church model or Add Spanish-Speaking Church on Campus or Plant Spanish-Speaking Church off Campus</p>
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- **Established church provides some salary.**
- **Established church may or may not charge rent (in the case of the second option above).**
- **Established church may provide ongoing sponsorship.**
- **Established church may provide ministries to English-speaking youth if desired.**
- **Some provision for English-speaking youth in the new congregation or church is essential.**

GRANADA PRESBYTERIAN CHURCH CORAL GABLES, FLORIDA

As reported by Worth Carson

MULTI-LINGUAL MULTI-CULTURAL ONE CHURCH, MULTIPLE CONGREGATIONS

Granada's Model for Multi-Cultural Ministry

This model envisions / requires / involves:

- **A unified multi-cultural leadership team, including pastors, elders, deacons and other leaders that share in leadership at Granada. This means that there will be one pastoral staff, one session, and that it will be multi-cultural and lingual.**
- **A unified vision for ministry in the community.**
- **A shared understanding of the gospel and the place of culture.**
- **The continual pursuit of unity of the Body of Christ.**

**MINISTRY MODEL
(MB)**

**Multicultural
Bilingual**

**WORSHIP
Bilingual – Spanish and English**

**SUNDAY SCHOOL
Spanish
Choice of English or Spanish**

- **Worship – One Bilingual Service**
- **Includes First, Second Generations**
- **Unity of Latin Culture –
High Priority**

**MINISTRY MODEL
(MM)**

**MULTICULTURAL
MULTILINGUAL
Anglo, Hispanic, Asian, etc.**

**WORSHIP
3-5 Services
According to Language Preference**

**SUNDAY SCHOOL
By Language Preference**

- **Shared Facilities, Board, and Budget**
- **Occasional Multiethnic, Multilingual Celebrations**
- **Sunday School for Children Primarily in English**

STRATEGY BLUE

PLANTING CHURCHES AMONG ENGLISH-PROFICIENT HISPANIC AMERICANS

**TARGET GROUP
ENGLISH-PROFICIENT HISPANICS**

RATIONALE FOR STRATEGY BLUE:

- 1. English-speaking Hispanics are the largest and fastest-growing group. The second generation typically identifies English as their language of choice. Approximately 65% of Hispanics nationally prefer to use the English language.**
- 2. This large target historically has not been a priority for denominations planting churches among Hispanics, resulting in attrition of the second generation from Spanish-language churches.**
- 3. Proficiency in English and appreciation for some aspects of American culture make this group more accessible to current PCA church planting strategies, and to established churches seeking to be relevant in their communities.**

CHURCH PLANTER'S PROFILE* **ENGLISH-PROFICIENT HISPANIC PLANT**

- ◆ **CULTURAL IDENTITY** – At least second generation Hispanic, or if first generation, possesses high ability to contextualize (i.e., adapt quickly and efficiently to the Hispanic-American context).
- ◆ **DISCERNING** – Ability to recognize and appreciate dynamic, evolving Hispanic cultures.
- ◆ **BILINGUAL WITH EXCELLENT FACILITY IN ENGLISH** – Ability to communicate in Spanish would be an asset. English proficiency is essential.
- ◆ **BICULTURAL** – Ability to weigh mainstream and Hispanic cultural factors in communication and decision-making.
- ◆ **CULTURALLY ATTRACTIVE** – Should embody cultural aspirations and goals of his target. Non-Hispanic culturally sensitive leadership may qualify.
- ◆ **PASSION** – For Hispanic Americans to know Christ. This passion and cultural sensitivity are imperative.

*This profile primarily addresses sociological factors and is not descriptive of comprehensive competencies for the church planter.

**MINISTRY MODEL
(HME)**

**HOMOGENEOUS
MONOLINGUAL ENGLISH**

WORSHIP

**Hispanic Culture
English Dominant**

**SUNDAY SCHOOL
English**

- **Culturally Hispanic**
- **All Ministries in English**
- **“Trend”**

Strategy Blue

**CHURCH MODEL
ENGLISH PROFICIENT**

**Jubilee
Miami, Florida**

**Hispanic-American Church
Multinational Spanish-English Proficient**

**One Congregation
Hispanic-American Pastor
Bilingual
Perfect English**

**Worship in English
Contemporary Music
Some Choruses in Spanish**

**Preaching in English
Spanish Words Thrown in for Congruence**

**Fellowship Formally in English
Much Spanish Used
Conversationally 2nd – 5th Generation Hispanic
Fast-Growing Church**

Comments:

This type of church should be very effective in large cities where Hispanics have been for at least two generations, especially in growing suburbs like N.W. Houston, S.W. Broward County, and Orlando.

**CHURCH MODEL
ENGLISH PROFICIENT**

75% Hispanic-American	25% Anglo-American or Multi-Ethnic
One Budget One Session One Congregation	

- ◆ **English outreach and worship.**
- ◆ **Some Spanish used in Fellowship and Pastoral care.**
- ◆ **Culturally Hispanic/Anglo.**
- ◆ **Some Latin style, rhythm, cultural features, etc.**
- ◆ **Anglos understand and support purpose of the church.**
- ◆ **Most features of Anglo church planting apply.**
- ◆ **Highly relational.**
- ◆ **May require 3-5 years to establish.**

**MINISTRY MODEL
(MME)**

**MULTICULTURAL
MONOLINGUAL ENGLISH**

WORSHIP

English Dominant

**(some have simultaneous translation
via earphones)**

Balance of Cultures and Ethnic Groups

SUNDAY SCHOOL

English

(some have simultaneous translation to Spanish)

- **Several Ethnic Groups – One Church**
- **Use English Predominantly**
- **Tend to be Progressive Minded and Pro-mainstream while Enjoying Diversity**