



KHACHKAR STUDIOS
EMPOWERING GOOD NEWS

I-SROI MEMO: BOSTON AREA CAMPUS OUTREACH ROADMAP 2026

August 2026

A 5-action item roadmap with 10 best practices and 3 caveat emptors for Boston area campus outreach for Academic Year 2026-2027. Starting the last week of August with weekly updates. As always, our work is based on extensive analysis of Biblically inspired world-class benchmarks, best practices, and management excellence, the “Framework”. We start every project by asking: what are the world-class benchmarks, best practices, and worst practices? Universal principles are transparency, accountability, and performance/effectiveness. See Attachment A for Assessment Q’s list.

3 Caveat Emptors: Before we start, understand 3 caveat emptors. Prior Armenian Christian outreach on campus in the U.S. has failed in the past for many reasons, three of the most significant are: (1) **Self-defeating contacts** with Armenian student associations, Armenian political organizations, and other religious groups view you as competitors for time and money and actively seek to stop your progress often creating fake obstacles. (2) **Prior efforts** are an example of almost countless worst practices, such as no world-class benchmarking, no best practices, no role-play training, no weekly or monthly numeric goals, and complexity plans rather than simple weekly timelines and action items. (3) **Focused on “fun”** events that compete with other Armenian organizations and do not focus on Jesus and the Bible.

5 Action items: The research identified Catholic and Protestant groups at all 15 institutions, but no Armenian Christian campus organization. Successful performance with this roadmap could qualify among Biblically inspired world-class benchmarks with management excellence.

1. **Lists:** Build and update weekly your list of names and contact information for Armenian students and others active on the 14 campuses. Estimated 460 Boston area campus students.
2. **Pastoral weekly visits:** Starting the last week of August, each week visit two campuses even if you have no scheduled visits. If possible, invite 3 to 5 students for coffee or tea on campus or nearby, with specific dates and times. Avoid long meals. Bring a gift to each meeting. Of note, distribute as many as practical BFBF T-shirts or 8 Biblical Wisdoms and Extraordinary Benefits posters – a very powerful tool for increasing church attendance.
3. **Posters and ads:** Starting last week of August, post posters and start placing ads on college online news sites.
4. **12 apostles:** Find 12 apostles to build your Boston college young apostle group. Keep count.
5. **Bi-weekly group meetings on Sunday:** Once you get a group of 2 or more apostles, have bi-weekly meetings on Sunday to build group power. Remember 80%+ of new church attendees come with a friend or family member, and they keep coming with a friend or family member.

10 Best practices:

1. **Two visits per week:** Throughout the year, visit at least two campuses each week, even if only to check posters and feel the vibe of the campus. This will generate ideas. Start last week of August.
2. **Contact info:** Collect contacts and share with apostles information on ALL potential campus parishioners. Use internet searches, LinkedIn, ASA public scholarship lists, etc.
3. **Video invites:** Share Saturday video invites across all six social media with full contact list.
4. **Leaders:** Focus on high-probability students who are leaders, not almost zero probability students.
5. **Apostles:** Hire 2 apostles, pay \$300 per month for 10 months a year (\$3,000 per year) with bi-weekly meetings on Sunday at church, and mass attendance required.
6. **I-SROI memos:** Pastor and young apostles should study and discuss helpful I-SROI memos, especially the Step #4 I-SROI memo on outreach. See Khachkar Studios – Written Content.
7. **Wisdom:** Education on 8 Biblical Wisdoms and Extraordinary Benefits. Nice college room poster gifts.
8. **Education:** Bring a laptop and suggest that students take Khachkar Studios Masterclass #3 (22-minute video). Remember 200+ goal. Leave the short and long books or send link to PDFs.
9. **Nos and nevers:** No discussion of politics, gossip, or other students or teachers. Never ask for money, play on guilt, or try for membership. And as taught by Sts. Augustine, Aquinas, and Newman, underperformance should not be accepted as God’s will. Never blame others to avoid accountability for underperformance.
10. **Sunday evening or late afternoon Mass:** An amazing common-sense best practice, the best-performing churches in the Boston area have found record attendance by 18 to 29 years of age at evening or late afternoon Mass.

ATTACHMENT A**12 Church College Campus Outreach Performance Assessment Questions***Church Name:* _____

Question #1: On a median non-holiday Sunday, how many young women ages 18 to 29 attend your church? As background, the U.S. Armenian average church has 2 attending, which is 7 per 1,000 (0.7%) attending and 993 per 1,000 (99.3%) not attending.

Answer #1: _____

Question #2: How many on or near campus meetings did you have with any of the estimated [*Fill-In*] students in the [*Fill-In*] campuses within a 30-minute drive last academic year 2025-2026?

Answer #2: _____

Question #3: In the past five years, how many times have you visited any of the campuses in your area?

Answer #3: _____

Question #4: Of the estimated [*Fill-In*] students for academic year 2026-2027 from the college campuses in your area, how many do you know and have contact information for?

Answer #4: _____

Question #5: How many hours have you or your team spent building lists of potential campuses contact names?

Answer #5: _____

Question #6: How many area college campus events have you identified in the past year and current year where Armenian students are likely to attend?

Answer #6: _____

Question #7: How many posters have you printed and placed at or near your campuses?

Answer #7: _____

Question #8: How many "Bring a Friend, Bring a Family Member" T-shirts have you distributed on area college campuses?

Answer #8: _____

Question #9: How many ads have you placed in your area college campus news outlets?

Answer #9: _____

Question #10: How many college campus outreach world-class benchmarks have you studied?

Answer #10: _____

Question #11: How many hours of college campus outreach training have you or your team done this year?

Answer #11: _____

Question #12: Do you have a Sunday late afternoon or early evening Mass (service), which evidence shows is the most popular time for college students?

Answer #12: _____