



URBANA 101 for CCCU and CMs

At a Glance

When: December 27-31, 2018

Where: The America's Center, St. Louis, MO

Scripture: Book of Revelation

Registration opens: March 1, 2018

Follow us on [Facebook](#), [Twitter](#), [Instagram](#) @UrbanaMissions

Hosts:

InterVarsity Christian Fellowship/USA, Inter-Varsity Christian Fellowship Canada, and Les Groupes Bibliques Universitaires et Collégiaux du Canada (GBU) — all three ministries are members of the International Fellowship of Evangelical Students (IFES)

WHAT IS URBANA?

Reaching thousands since 1946, Urbana is the largest North American student missions conference. Occurring every three years, Urbana 18 will take place in St. Louis, Missouri over the course of five days. It features powerful multicultural worship, manuscript Bible studies, well-known speakers, testimonies from the global Church, and over 200 missions organizations and seminaries. This is all designed to help students gain a grander, more global view of God and challenge them to seek his direction in how to use their gifts and passions to influence the world. The Lord has used Urbana to inspire over a quarter million students to intentionally serve him and share the gospel with their campuses, communities, and in the workplace.

URBANA's DNA — Urbana is. . .

- *global* in focus and expression
- *missional* in design and purpose
- *innovative* in invitation and application
- *contextual* in messaging and methodology
- *world-class* in quality and impact

INTERSECTION OF "STUDENTS" AND "MISSIONS"

Numerous conferences in North America focus on the spiritual or personal development interests of students each year. There are many that emphasize justice, reconciliation, church planting, evangelism, or global missions. However, Urbana continues to focus intentionally and unapologetically on the intersection of students and God's global mission out of a longing to see each generation mobilized into a lifetime of engagement with God on his mission.

THE URBANA LEGACY

Since 1946, God has used 24 Urbana Student Missions Conferences to compel generations of students to give their whole lives to his global mission and to serve him long-term around the world. Each Urbana seeks to meet

students where they are, considering their current context, needs, and struggles. It also creates space for young adults to see God in his glory, to have their eyes opened to global needs and opportunities, to identify where their passions and gifts intersect with what he is doing in the world, and to discern how he might be calling them. Furthermore, Urbana proclaims that God's invitation to participate in his mission begins now—on campus, in the workplace, around the neighborhood—and continues, by his grace, for a lifetime.

WHY IS IT CALLED URBANA?

From 1948 to 2003, the conference was held at the University of Illinois at Champaign-Urbana, and people just started calling it Urbana. In 2006, the conference moved to St. Louis, but the name of Urbana stuck.

WHY SHOULD A STUDENT GO TO URBANA IF THEY DON'T PLAN ON BEING A MISSIONARY?

Many Urbana alumni have had that question, and countless stories abound, testifying to how God has used Urbana from giving people a glimpse of what worship might look like in heaven in all its diversity to students joining InterVarsity's ministry after college. Some have had their views of God and his mission in the world dramatically expanded and enriched while others have been challenged to use their talents right where they are to promote the global Church. And still others have gone to Urbana not feeling called into missions at all only to have God give them a new passion and direction for global service. Urbana has powerful potential to grow and challenge anyone.

HOW BIG IS URBANA?

The number of participants will vary from year to year, but Urbana 15 had around 16,000, and Urbana 18 is expected to have the same number. Even so, there's a lot of ways students can connect with people in a smaller group through lounges, seminars, tracks, prayer rooms, and roommate huddles.

WHO WILL BE AT URBANA?

- The majority are college and graduate students
 - 1/3 InterVarsity students
 - 2/3 students from Christian colleges and other schools
- Faculty
- Church leaders and pastors
- Missionaries, missions organizations, and seminaries
- Anyone interested in global missions
- More than 200 speakers

HOW WOULD YOU DESCRIBE THE AVERAGE URBANA PARTICIPANT?

- 17-29 years old
- Optimistic and curious
- Tech-savvy, connected, multi-tasking
- Committed to addressing serious global problems like slavery, poverty, violence, education, and economic welfare
- An openness to being transformed
- Seeking:
 - deep meaning and connection between faith and everyday life
 - collaboration and authenticity in relationships
 - role models and mentors
 - a space to hear God's voice about their next step in life

WHAT SPECIFIC KINDS OF EVENTS HAPPEN AT URBANA?

- Morning manuscript Bible study
- General sessions with multicultural worship, Bible exposition, testimonies, and stories
- Specific Program Tracks like:
 - Business Track
 - Global Students Track
 - Justice Track
 - Ministry and Mission Leadership Track
- More than 200 seminars on topics including:
 - Missions 101
 - Business and Technology
 - Justice
 - World Religions
 - Missions in Every Sector
- Prayer ministry rooms
- Exhibit hall with over 200 missions organizations and schools
- Small group meetings for debriefing and prayer every night
- A unique Urbana bookstore, curated by InterVarsity Press, featuring books on missions, discipleship, Bible study, spiritual formation, and vocation

HOW MUCH IS THE REGISTRATION FEE?

Students

<p>Early Bird March 1 – June 30 \$435</p>	<p>Regular July 1 – November 15 \$515</p>	<p>Late November 16 – December 31 \$615</p>
---	---	---

Other Participants

<p>Early Bird March 1 – June 30 \$535</p>	<p>Regular July 1 – November 15 \$615</p>	<p>Late November 16 – December 31 \$715</p>
---	---	---

WHAT DOES REGISTRATION COVER?

The bulk of the registration fee is allocated for Urbana’s five days of extensive programming, which includes plenary sessions with world-class speakers, morning manuscript Bible studies, over 200 seminars, and an exhibit hall with more than 250 missions organizations and seminaries. Everything is carefully crafted to grow and expand participants’ concepts of God’s global purposes and invite them into his mission. Four catered dinners and conference materials like the app and manuscripts are provided as well. Beyond what is covered in the registration fee, many generous donors make Urbana possible.

WHAT IS THE TOTAL COST FOR A STUDENT TO GO?

Each student's total cost to go to Urbana varies, depending on scholarships received, housing and transportation arrangements, meal choices, and other extra expenses. Here is an estimated average cost per student:

Registration Fee (at early bird rate with no scholarship)	\$435.00
Lunch (\$12/meal for 5 days)	\$60.00
Housing (\$110/room split between 4 people for 5 nights)	\$ 137.50
Total:	\$ 632.50*

*These calculations are based on averages, so the cost may vary. Due to how much distance and mode of transportation can vary, travel costs haven't been included.

WHAT DO PEOPLE SAY ABOUT URBANA?

Here are some examples of common experiences at Urbana:

- "No event has changed me more about how I see the world, and God's mission in the world than Urbana." — Andy Crouch, Author, Journalist, and Senior Strategist, Communication at John Templeton Foundation
- "Urbana really expanded my view of God in the world to get a much bigger view of God himself and how he works cross-culturally. It heightened my sense of responsibility. It helped me see the world as my neighbor and to welcome the stranger." —Ellen Montei, InterVarsity Ministry Partner and Urbana Volunteer
- "If you're serious about missions and seeing the kingdom of God coming to earth, then you should go to Urbana. At Urbana, you will hear a holistic gospel, one that affects every facet of our lives. For me, it was truly a transformational experience, and it not only affected the way I staff, but also how I live my everyday life." —Harold Chong, InterVarsity Campus Staff Minister at the University of Texas at Arlington
- "Urbana is one of those rare opportunities to participate in a more global, multi-national, multi-ethnic, multi-lingual event in a unique 'heaven on earth' experience. What you encounter at Urbana – in the teaching, the worship, and the fellowship – gives you a model for what can be replicated in your local context and around the world. That's transformation." —Brenda Salter McNeil, Associate Professor of Reconciliation Studies at Seattle Pacific University
- "I know it's expensive and time-consuming and right after Christmas. There's a lot of excuses that we can make to not go and to not invest our time and our resources in this way, but God meets people at Urbana. He does it in big ways every year that we have it." —Alyssa Wiggins, InterVarsity Campus Staff Minister at Davidson College
- "The most powerful time to me spiritually was the prayer night. As a Syrian who lives in the U.S., I felt unified with the body of Christ here to pray for my mother church and to pray for those who persecute us. It was a unique experience to cry out to God for my people from the USA. I felt that the church in North America cares about us as minority Middle Eastern Christians regardless of the political situation. There was true love and caring flowing in that room that night." —Michal Chabo, U15 alumni

IDEAS TO RECRUIT STUDENTS TO URBANA

- If you've been to Urbana, there's nothing more powerful than **sharing your personal Urbana story** and inviting other Urbana alumni to tell their stories to your students.
- **Invite the Urbana Team** to speak on your campus.
- **Include Urbana** in your school's missions week or conference between January-October 2018.
- **Make announcements about Urbana and show the [Urbana promo video](#)** at chapel or other events.
- **Order Urbana print material** for each student's campus mailbox.
- **Talk to your key student leaders** so that they can help invite others. Hold a contest to see who can get the most friends to register. Talk to the Urbana Communications team for reward ideas.

- Encourage your students to **start saving now**. Challenge them to come up with creative fundraising ideas.
- **Join our Thunderclap campaigns** as they become available.
- **Regularly share** about Urbana using your school's official social media account and/or your own in the coming months.
- Tell students that **scholarships will be available** in spring 2018.
- Talk to your **colleagues about attending Urbana** as CCCU/campus ministry partners.
- **Put Urbana in your budget**. Provide matching scholarships for your students and take advantage of our group payment program.