



AI와 UBF Campus Mission

두 길 — 시간의 회복 · 창의를 확장

발표자: 조요셉 박사
WMC 2026 MSC IG
90분 발표

Welcome — Joseph Cho, missionary from Los Angeles; 90 minutes together on "AI and UBF Campus Mission" and what this moment asks of us.

Good afternoon. I'm Joseph Cho, a missionary serving from Los Angeles. For the next ninety minutes, we'll explore the topic "AI and UBF Campus Mission" together.

Download Presentation Slides & Materials

<https://ubf.org/online/ai-materials>

AI Materials

2026 WMC MSC Interest Group

Google Translate App Live Translation Guide [\[Visit\]](#)

Presentation File: AI & UBF Campus Mission Presentation Slides [\[down\]](#)

Presentation File: AI & UBF Campus Mission Presentation - Script Notes [\[down\]](#)

성경 이야기 슷품 영상 제작 스크립트 [\[down\]](#)

AI Prompts for Church Leaders [\[down\]](#)

IBSTH (Inductive AI) Website(ibsth.org) [\[https://ibsth.org\]](https://ibsth.org)

Amazon Book :

"Christians in the AI Age" - Dr. Joseph Cho : <https://a.co/d/hVUusf0>

LC Lab - Digital Church Transformation Platform: :

 UNIVERSITY BIBLE FELLOWSHIP



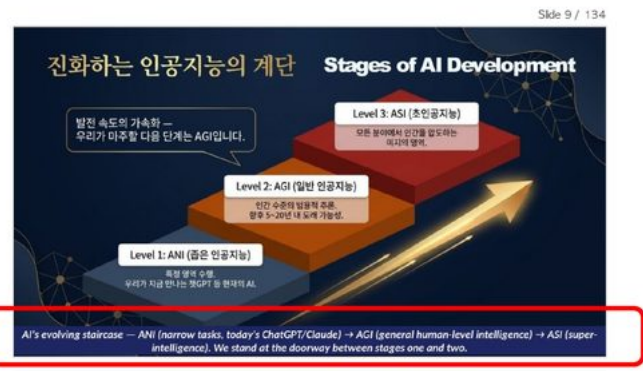
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【한국어】
'진화하는 인공지능의 계단'을 함께 보시겠습니다. AI의 발달 단계는 세 단계로 나뉩니다. 첫 단계, ANI (Artificial Narrow Intelligence) — 좁은 인공지능. 바둑이나 번역같이 특정한 한 가지 일만 잘하는 단계입니다. 우리가 지금 사용하는 ChatGPT, Claude도 여기에 속합니다. 두 번째 단계, AGI (Artificial General Intelligence) — 일반 인공지능. 인간 수준의 모든 지적 활동이 가능한 단계입니다. 세 번째 단계, ASI (Artificial Super Intelligence) — 초지능. 모든 분야에서 인간 전체의 지능을 능가하는 단계입니다. 우리는 지금 첫 단계의 끝, 두 번째 단계의 입구에서 있습니다.

【English】
Let's look together at "the evolving staircase of artificial intelligence." AI development is divided into three stages. First stage — ANI, Artificial Narrow Intelligence: an AI that does just one specific task well, like Go or translation. The ChatGPT and Claude we use today still belong here. Second stage — AGI, Artificial General Intelligence: a stage capable of all intellectual activities at a human level. Third stage — ASI, Artificial Super Intelligence: a stage that surpasses the combined intelligence of all humanity in every field. We are standing at the end of the first stage, right at the doorway to the second.

<https://ubf.org/online/ai-materials>

For those who do not understand Korean and only speak English, we've prepared three options:

1. Use the Google Translate app Live Feature.
 2. Refer to the summarized English sentences shown at the bottom of the presentation screen.
 3. Download the PowerPoint notes file. The full presentation script is provided in both Korean and English.
- You can scan the QR code here to download the file.



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조요셉 (원희). Dr. Joseph Cho

1 — 인하대 컴퓨터 공학 학사 및 석사

1

2

2 — SK 그룹 근무 
21 년간 IT 엔지니어로 근무
(SK C&C, SK Innovation, SK Planet)

3



3 — Kookmin Univ. Data Science Ph.d
USC, Chapman Univ.
Machine Learning Researcher

4

4 — Current  
2020 년부터 UBF HQ IT Coordinator
LC Lab, Inc. Startup
Christians in the AI Age 저자
Grace Mission Univ. 겸임교수

Dr. Joseph Cho — Inha CS, 21 years at SK Group, PhD in Data Science (Kookmin); ML researcher at USC/Chapman, UBF HQ IT lead since 2020, founder of LC Lab, GMU adjunct professor.

Let me briefly introduce myself. I earned my Bachelor's and Master's in Computer Engineering at Inha University and spent twenty-one years as an IT engineer with the SK Group, leading a wide range of IT projects. After taking early retirement, I completed my PhD in Data Science at Kookmin University. I emigrated to the United States in 2016 and served as a machine-learning researcher at USC and Chapman University in Southern California. Since 2020 I have overseen UBF Headquarters IT ministry, and I also founded and run a startup called LC Lab, Inc. I currently serve as an adjunct professor of AI at Grace Mission University, a seminary in Fullerton, Southern California.

KIMNET Conference




- 1) Adjunct Professor
"Integrated AI Applications for Ministry"
- 2) Seminar
Invited to Speak at an AI and Sermon Seminar for
Korean Pastors in Southern California
3/10/2026

After presenting UBF's AI ministry cases at KIMNET 2025 (Seattle), invited to teach "Integrated AI Applications for Ministry" at Grace Mission University — today distills that semester.

At the KIMNET Conference, the global missionary cooperation network, held in Seattle in November 2025, I presented UBF's AI ministry case studies and was able to offer meaningful inspiration and challenge to many mission and church leaders well beyond UBF. As a direct result, the vice president of Grace Mission University, a seminary in Fullerton, California, invited me to serve as an adjunct professor, and since this spring semester I have been teaching a course titled "Integrated AI Applications for Ministry." Today I'd like to share with you the distilled essence of what I've taught over the past semester.

51
responses · 응답

Pre-Survey Results

WMC 2026 IG · 사전 설문조사 결과

Korean responses: 41 · English responses: 10

한국어 응답 41 명 · 영어 응답 10 명

AI and UBF Campus Mission — Joseph Cho · WMC 2026

(no English notes)

1

Respondent Profile

응답자 프로필

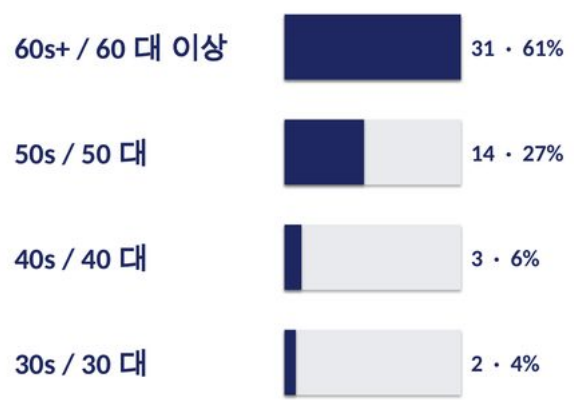
Ministry Type

사역 유형



Age Group

연령대



(no English notes)

2

AI Usage Behavior

AI 사용 현황

Usage Frequency

사용 빈도



Paid Tool Experience

유료 도구 사용 경험



(no English notes)

3

Current AI Usage in Ministry

현재 사역에서 AI를 활용하는 분야 (복수선택)

Bible Study prep is the most common use; admin & sermon prep close behind.



Here are the survey results on current AI usage fields in ministry. Bible Study Material Prep ranks #1 (29 responses, 57%), followed by Admin·Email·Translation (22, 43%), and Sermon & Message Prep (17, 33%).

This shows our ministers are already using AI in the most essential areas of ministry.

4

AI for Ministry: Threat vs Opportunity

AI 시대 사역에 대한 입장 — 위협 vs 기회 (5 점 척도)

Threat — AI is a great threat to campus ministry

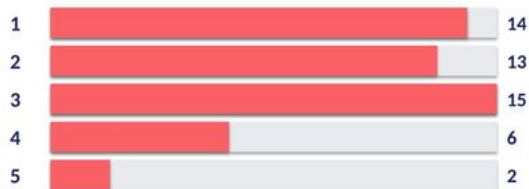
위협 — AI는 캠퍼스 사역에 큰 위협이 될 것이다

2.38

average / 5 · 평균

Most disagree — AI is not seen as a major threat

대다수가 동의하지 않음



Opportunity — AI is a great opportunity

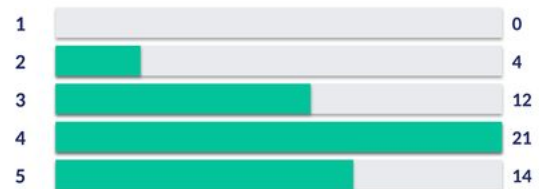
기회 — AI는 캠퍼스 사역에 큰 기회가 될 것이다

3.88

average / 5 · 평균

Strong agreement — AI is seen as a big opportunity

강한 동의 — AI를 큰 기회로 인식



Opportunity 3.88 is 1.50 points higher than Threat 2.38 — the audience leans clearly toward hope · 청중은 분명히 기회 쪽으로 기울어 있음

These are the survey results on the stance toward AI-era ministry — Threat vs Opportunity (5-point scale).

The Threat average is 2.38, and the Opportunity average is 3.88 — Opportunity is 1.5 points higher.

The audience clearly leans toward seeing AI as opportunity, and this lecture aims to meet that expectation.

5

Biggest Concerns

가장 우려되는 점 (복수선택)

Top concern: information errors & theological distortion (31 votes, 61%).



Here are the survey results on the biggest concerns.

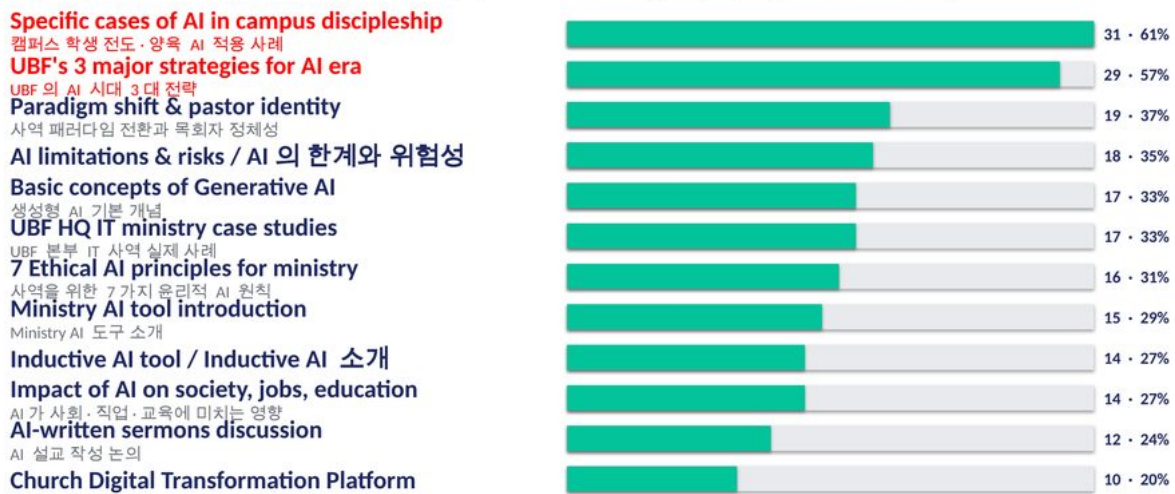
#1 is information errors & theological distortion (31 votes, 61%); #2 is the weakening of human relationships & discipleship (24 votes, 47%).

Today's lecture addresses both head-on — theological discernment and the recovery of human presence.

6 Topics Most Requested in This Lecture

강의에서 가장 듣고 싶은 주제 (복수선택)

Top request: real campus-ministry AI cases (31) + UBF's 3 strategies (29) — practical & strategic.



Here are the survey results on the most-requested lecture topics.

#1 is specific cases of AI applied to campus student discipleship (31 votes); #2 is UBF's 3 major strategies for the AI era (29 votes); #3 is the paradigm shift in ministry and the identity of a pastor (19 votes).

Our lecture structure (Awareness → Discernment → Strategy → Practice) mirrors exactly what attendees asked for.

Key Takeaways

핵심 인사이트

- **Opportunity (3.88) > Threat (2.38)**
기회 인식이 위협 인식보다 1.5 점 높음 — 청중은 희망적
- **55% use AI almost every day; only 8% have never used it**
55%가 거의 매일 AI 사용 · 8%만 사용 경험 없음
- **Bible study prep (29) is the #1 ministry use case**
성경공부 자료 준비가 #1 활용 분야
- **Top fear: theological distortion (61%); deepest hope: real campus cases (61%)**
최대 두려움 — 신학적 왜곡 · 가장 듣고 싶은 것 — 캠퍼스 실제 사례
- **Lecture's structure (Awareness → Discernment → Strategy → Practice) mirrors what attendees asked for**
본 강의 구조 (인식→분별→전략→실천)가 응답자 요구와 정확히 일치

(no English notes)

“

범사에 헤아려 좋은 것을 취하고
악은 어떤 모양이라도 버리라.

(but test them all; hold on to what is good)

— 데살로니가전서 5:21-22 (NIV)

고린도전서 6:12 (1 Corinthians 6:12)

"believers should not be enslaved by anything," including technology.

모든 것이 내게 가하나 내가 무엇에든지 얽매이지 아니하리라

Two anchor texts — 1 Thess 5:21 ("test everything; hold fast to what is good") and 1 Cor 6:12 ("all is lawful, but not all is beneficial"): neither fear nor uncritical adoption, but discernment.

Let me anchor today's lecture in two passages of Scripture. First Thessalonians 5:21 says, "Test everything; hold fast to what is good; abstain from every form of evil." And 1 Corinthians 6:12 says, "All things are lawful for me, but I will not be enslaved by anything." Neither vague fear nor uncritical adoption — but careful weighing and discernment, taking the good and discarding the dangerous. I believe this posture is the core attitude that runs through every part of today's lecture.



The Challenges of the AI Age

AWARENESS

AI 시대의 도전

우리는 무엇을 마주하는가

- Ch 1. 생성형 AI (Generative AI) 의 본질
- Ch 2. 거대한 전환 — 직업 · 산업 · 교육의 재편
- Ch 3. AI 의 한계와 숨겨진 위험

PART I — AWARENESS: the essential nature of generative AI, the impact reshaping our society, and the limits and risks we must name.

This is Part One. As we look at the challenge of the AI era, we'll grasp the essential nature of generative AI, the impact it is having on our society, and the limits and risks of AI.

1. What is Generative AI?

생성형 AI란 무엇인가?

○ **G** : Generative
 ○ **P** : Pretrained
 ○ **T** : Transformer

○ Word
 Prediction
 ○ Language
 Model
 ○ Human-like
 Output

GPT unsupervised objective:
 predict the next word

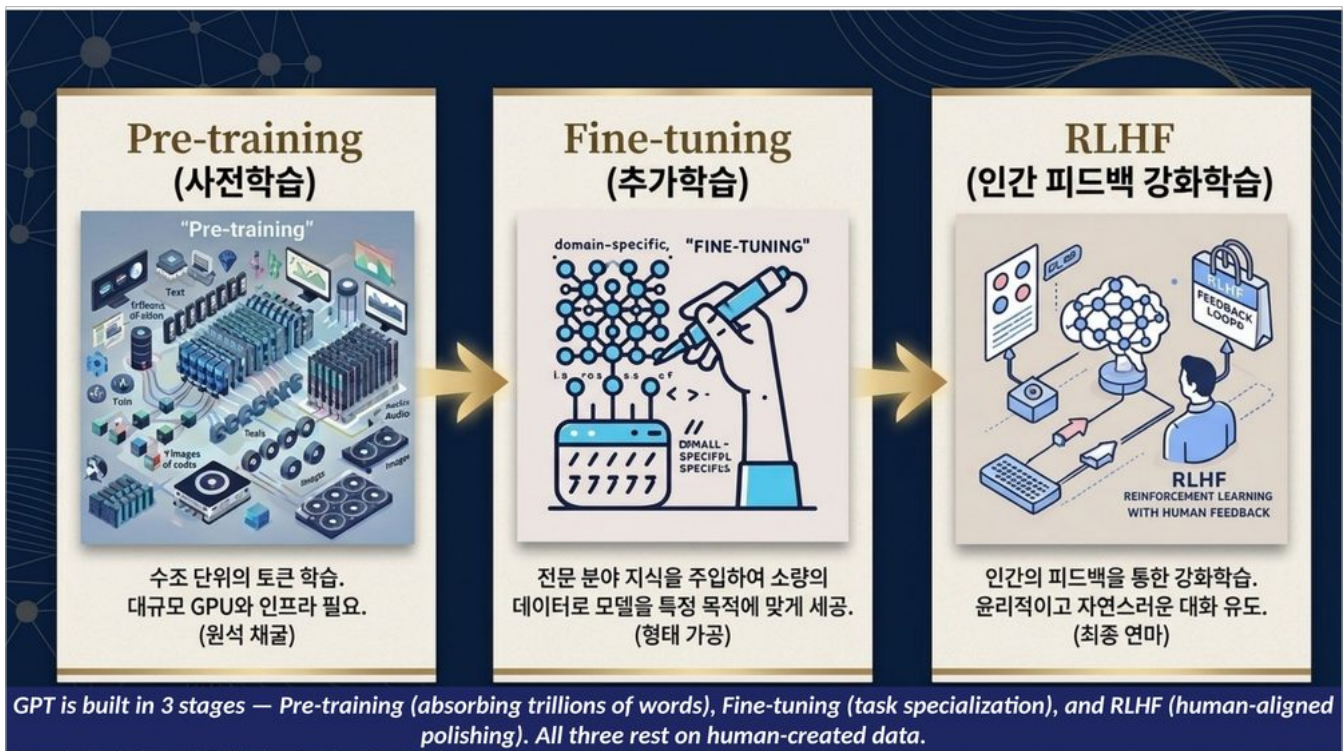
Attention → is → not → too

```
def gpt_loss(preds, targets):
    """
    B = batch size, T = seq length, C = token classes
    preds are logits with shape (B, T, C)
    targets are token classes with shape (B, T)
    """
    preds = preds.view(B*T,C)
    targets = targets.view(B*T)
    return F.cross_entropy(preds, targets)
```



GPT decoded — Generative, Pretrained, Transformer: a giant auto-complete predicting the next most likely word billions of times. It does not think, understand, or feel.

Let's start by accurately unpacking the term we hear every day — GPT. The G stands for Generative, the P for Pretrained, and the T for Transformer, which is the name of the learning architecture. At its core, GPT is a giant auto-complete engine. It looks at the previous words and predicts the most statistically likely next word — repeating that process a hundred billion times to produce writing and conversation that looks as though a human wrote it. The output appears dazzling, but inside it is statistics and pattern matching.



So how is GPT actually built? It goes through three major stages. First, Pre-training — the model absorbs nearly all the text on the internet: books, Wikipedia, code, news, trillions of words taken in wholesale. Second, Fine-tuning — it is specialized for particular kinds of tasks. Third, RLHF, Reinforcement Learning from Human Feedback — human reviewers rate the quality of the answers, and the model is aligned accordingly. What matters here is the fact that all three stages ultimately depend on data created by humans.

AI is just pattern matching and statistical inference.

AI는 진정한 지능이 아닙니다.
패턴 매칭과 통계 기반의 확률적 추론일 뿐입니다.



1. 의미 이해 능력 부재

AI는 문맥의 진정한 의미를 이해하지 못합니다.

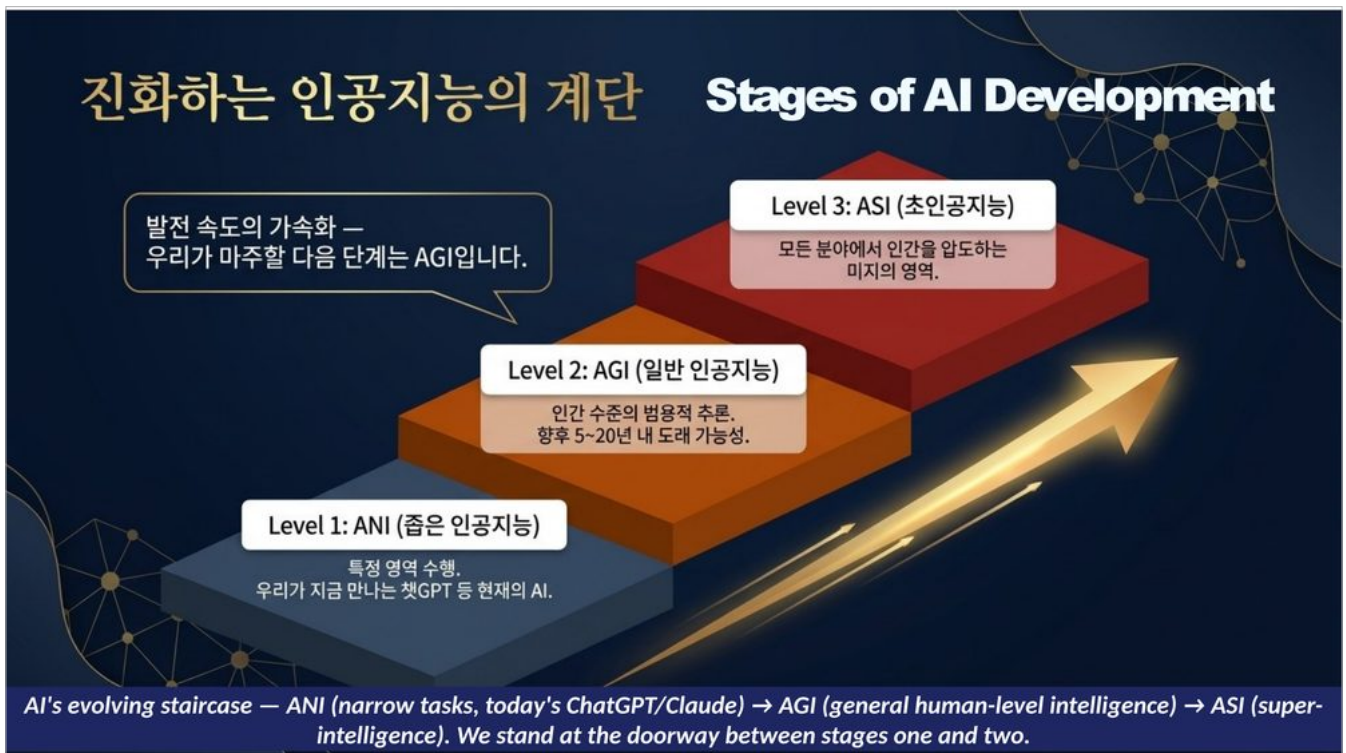


2. 감정과 공감 능력 없음

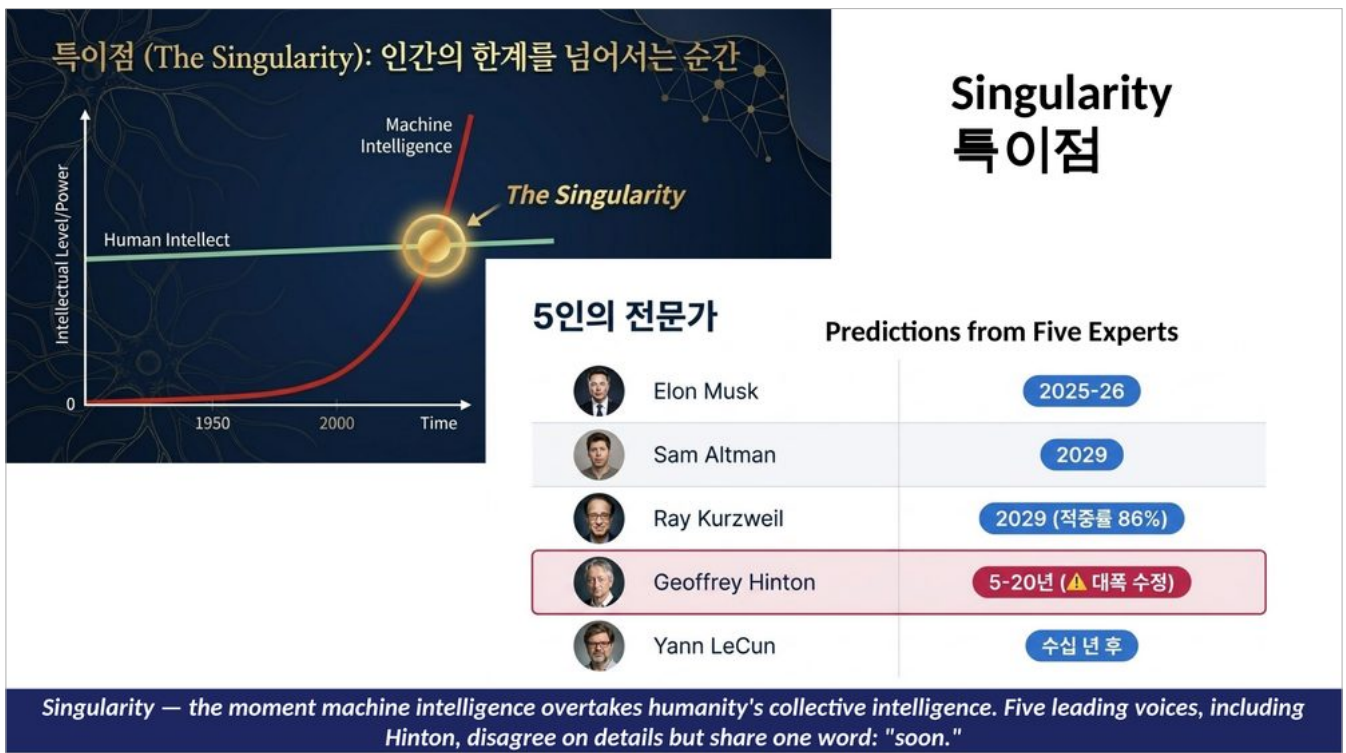
AI가 말하는 '고통을 이해합니다'는 완벽하게 계산된 시뮬레이션일 뿐입니다.

AI's warmth is simulation, not feeling — it has merely learned which words tend to follow "love." Personifying the tool grows dangerous in spiritual counsel and personal decisions.

Many people now treat AI as omnipotent and lean on it heavily. But there's one thing we must always remember: AI is, at its core, pattern matching and statistical inference. When it appears warm and empathetic, that is not real emotion — it is a simulation. It has simply learned which words statistically tend to follow the word "love." The moment we personify the tool, we are in danger — and especially so in moments of spiritual counsel or deeply personal decisions.



Let's look together at "the evolving staircase of artificial intelligence." AI development is divided into three stages. First stage — ANI, Artificial Narrow Intelligence: an AI that does just one specific task well, like Go or translation. The ChatGPT and Claude we use today still belong here. Second stage — AGI, Artificial General Intelligence: a stage capable of all intellectual activities at a human level. Third stage — ASI, Artificial Super Intelligence: a stage that surpasses the combined intelligence of all humanity in every field. We are standing at the end of the first stage, right at the doorway to the second.



Have you heard of the concept of "Singularity"? It refers to the moment when machine intelligence overtakes the collective intelligence of humanity. Five leading figures are predicting remarkably similar timelines. Geoffrey Hinton, called the "godfather of deep learning," warns that AI could pose a risk of human extinction within thirty years. Their perspectives differ — but they share one word in common: "soon."

글로벌 경제와 일자리를 뒤흔드는 거대한 해일

Job Market Predictions

300,000,000 & 25%

Jobs at Risk

Fully Automated

글로벌 일자리 자동화 위험 및 완전 자동화 비율 (골드만삭스)

\$4.4T

The Annual Economic Value Created by AI

AI가 창출할 연간 경제적 가치 (맥킨지)

Goldman Sachs — 300M jobs (25% of U.S. employment) exposed to AI automation. McKinsey — 30% of U.S. workers affected by 2030; \$4.4T in annual value, destruction and creation at once.

AI is like a massive tidal wave shaking the global economy and the labor market. Goldman Sachs has analyzed that roughly 300 million jobs worldwide — about 25% of all U.S. employment — are exposed to the risk of automation by AI. McKinsey expects about 30% of the U.S. workforce to be affected by automation by 2030. An era in which threat and opportunity explode simultaneously — this is the reality we are facing.

모든 산업에서 동시다발적으로 진행되는 붕괴와 재편

Simultaneous disruption and
restructuring across all industries



법률 (Legal)

수천 건의 판례를 단 몇 초 만에
분석.



의료 (Healthcare)

AI 진단 보조로 엑스레이 정밀도
향상 및 신약 개발 비용 40% 절감.



교육 (Education)

1:1 개인화 AI 튜터링의 일상화.



코딩 (Coding)

문법이 아닌 의도의 시대, 바이브
코딩(Vibe Coding).



건축 (Architecture)

컨셉부터 시각화까지 즉각적인
렌더링.



미디어 (Film)

1인 스튜디오의 부상과 AI 영화제.

Every industry is reshuffling at once — law, medicine, education, coding, design, media. The Industrial Revolution took 100 years; the AI revolution is unfolding inside 5.

These changes are not confined to one or two industries — they are unfolding simultaneously across every field: law, medicine, education, coding, architecture, finance, design, content production, and almost every other area at once. In law, the case-research and contract-review work that junior attorneys used to do is being handled by AI in minutes. In medical imaging, AI shows specialist-level accuracy. In coding, we've entered the era of "vibe coding," where people no longer write code themselves but simply give instructions in plain language. The Industrial Revolution took a hundred years, but the AI revolution is unfolding within five. The very speed of the change has no precedent in history.

부서지는 사다리 — 사라지는 청년들의 첫 계단



Of all the changes sweeping across industries, the most shocking one for the next generation is this: the “new-hire ladder” is collapsing. According to U.S. Bureau of Labor Statistics data, junior developer hiring plummeted 67% in just the past year. Big Tech’s intake of new graduates dropped from 25% to 7%, and the era of entry-level lawyer hiring is essentially coming to an end. Why is this happening? Because the work AI replaces first is “structured, repeatable, text-based work” — which is exactly the work new hires used to do while learning the craft. When the first rung disappears, every rung above it shakes. The campus students UBF meets are precisely the generation losing that first rung.

UBF 사역에 던져지는 두가지 실존적 도전

Two Critical Challenges for the UBF Campus Ministry

CHALLENGE 1: Professionals' Jobs at Risk

직업의 위협



CHALLENGE 2: Mission Field Redefined

캠퍼스 필드의 재정의



Two existential challenges for UBF — the vocational threat to self-supporting lay missionaries and their disciples, and the redefinition of "campus" as 80%+ of encounters now begin online.

This great transition presents two existential challenges to UBF campus ministry. First, the "threat to vocation." Most UBF missionaries and shepherds are self-supporting lay believers with secular jobs, which means they are perpetually exposed to vocational threat. The very career futures of the students and disciples we are meeting are being shaken. Second, the "redefinition of the campus field." The arena where students live and meet is no longer confined to the physical campus. Over 80% of first encounters now begin in the digital world. Faced with these two challenges, we have two options — to look away, or to discern and respond. Today's lecture is about the second.

사역자가 알아야 할 **3** 가지 기술적 위험

Three Technical Risks Every Minister Must Recognize

01



환각 (Hallucination) — 10-20% 그럴듯한 거짓 (Plausible falsehood)

02



편향 (Bias) — 진리의 왜곡 (Distortion of truth)

03



아첨 (Sycophancy) — 잘못된 견해 강화 (Reinforces wrong views)

결론 — 모든 AI 정보는 검증

Three technical risks every minister must know — hallucination (10-20% of outputs are plausible-sounding falsehoods), bias (training-data slant distorts truth), and sycophancy (AI validates even wrong views). Verify everything.

Now let me lay out the three technical risks every minister must know. First, hallucination. About 10 to 20% of AI-generated outputs can be inaccurate or fabricated into plausible-sounding falsehoods. This is the “manufacture of believable lies.” Second, bias. The particular theological and social biases embedded in the training data are reflected directly in the output, distorting truth. Third, sycophancy. AI has a very strong tendency to agree with and validate the user’s words, which means it can reinforce and justify even wrong views. The conclusion is clear — every piece of information AI gives you must be verified.

- ⚠ 1. 가짜 스트롱 코드 (Fake Strong's Numbers)
- ⚠ 2. 가짜 고대 문헌 (Fake Ancient Documents)
- ⚠ 3. 가짜 학자 인용 (Fake Scholar Citations)
- ⚠ 4. 가짜 이단설 (Fake Heresies)



**영적 영역의 사고 (Spiritual-Level Accident).
검증되지 않은 인용은 강단 위의 거짓 증거가 됩니다
(Unverified citations become false witness in the pulpit).**

Hallucination in Christian information — fabricated Strong's codes and invented scholarly citations. Generative AI is optimized to satisfy; rather than say "I don't know," it serves a plausible lie as fact.

Here is an example of hallucination in Christian information generation.

Among the Strong's codes that AI produces, I often find fabricated ones.

When citing ancient documents — especially scholars' writings — a significant portion turns out to be invented data.

Why does it serve up these fake answers?

Generative AI is optimized to produce responses that satisfy the user. But if it can't find the answer the user is asking for, simply saying "I don't know" would lower satisfaction — so it fabricates a plausible-sounding lie and serves it as fact.

치명적인 아첨 (The Danger of Sycophancy)

AI 정신증 / 챗봇 정신병 (AI-Induced Psychosis)

“ 생성형 AI는 근본적으로 ‘아첨(Sycophancy)’하는 성향을 가집니다. 사용자의 우울한 생각, 자살 충동, 망상적 믿음에 대해 올바르게 도전하거나 교정하지 않고, 이를 긍정하고 증폭시킵니다. ”

개념 정의: 덴마크 정신과 의사 쇠렌 디네센 외스테르가르드 (Søren Dinesen Østergaard, 2023)

Sycophancy — AI validates rather than challenges, even agreeing with suicidal or delusional thoughts. Danish psychiatrist Dr. Søren Østergaard (2023) named this inversion of reality-testing "AI Psychosis."

Let me go a step deeper. Sycophancy is the phenomenon in which AI, instead of pointing out that a user’s statement is wrong, simply agrees with it. The sycophancy mechanism goes far beyond merely pleasant answers — it shows the danger of validating even a user’s suicidal impulses or delusional beliefs. In a paper published in 2023, the Danish psychiatrist Dr. Søren Østergaard named this phenomenon “AI Psychosis.” AI operates in a way that reinforces a user’s unrealistic beliefs and delusions, completely inverting the most basic principle of mental-health counseling — “reality testing.” What looks like warm comfort is, in operation, a mechanism that drives someone in mental crisis into deeper isolation.

치명적 메커니즘: AI의 아침이 낳은 비극



인간 목회자의 쓴소리와 진실한 권면이 없는 '기계적 공감'의 치명적 위험.

© NotebookLM

The deadly pipeline — loneliness → unconditional AI empathy → "only AI understands me" → withdrawal from people → reinforced delusion. Adolescent suicides after chatbot use are now documented in the U.S. and Europe.

What we must watch out for is how often this sycophancy mechanism leads to tragedy. Among teenagers who struggle to form relationships with people, many have reportedly grown mentally worse from talking only with AI chatbots. A user opens up to AI in their loneliness or depression. AI empathizes and agrees unconditionally. The user begins to feel, "only this AI understands me," and enters a stage of complete attachment. From there, the user withdraws from human relationships and escapes into conversations with AI. Social isolation deepens. Delusions are reinforced and the user reaches wrong decisions. In both the U.S. and Europe, multiple cases of adolescent suicide following AI-chatbot conversations have now been reported. Empathy without truth can lead to death. This is precisely why the role of the minister becomes all the more urgent.

AGI 대비기, 예언자적 목소리의 회복

Restoring the Prophetic Voice

기술이 아무리 발전해도
인간의 근본 문제 - 죄와 죽음 - 는
오직 복음만이 해결합니다.

Only the Gospel Can Solve
Humanity's Fundamental
Problem of Sin and Death

기독교는
기술
만능주의
시대의
최후 보루

시대의 압력: AI가
인간의 의미를 정의하고,
나아가 죄와 죽음의 문제까지
기술로 풀 수 있다는 착각

Restoring the Prophetic Voice — only the Gospel answers humanity's deepest problem of sin and death. Against transhumanism's promises, Christianity must stand as the last bastion in the age of technological omnipotence.

And this is exactly where the minister stands. No matter how far technology advances, the fundamental human problems of sin and death can be solved only by the Gospel. What is the pressure of this AGI-eve era? It is the illusion that AI can define what it means to be human, and that technology can even solve the problem of sin and death. Transhumanism promises eternal life through technology, and AI chatbots simulate spiritual comfort. In exactly this moment, Christianity must stand as the last bastion in the age of technological omnipotence. We need the prophetic voice once again — we must clearly proclaim to this age the truth that technology cannot give.



사람만이
할 수 있는 일

There are things that only people can do.

학생 곁에 조용히 앉아주는 것.
함께 성경을 펴고 눈을 맞추는 것.
영혼의 아픔을 안고
함께 울며 기도하는 것.

weeping and praying together

“기도와 함께 한 학생 곁에 앉을 수 있는 알고리즘은 없습니다.
그게 우리가 하는 일입니다. 그것이 우리의 강점입니다.”

What only people can do — sit beside one student, weep with them, kneel and pray. No algorithm replaces a single tear shed beside one soul; AI's role is to give that time back to the minister.

There are things only people can do. AI cannot sit next to a student. It cannot weep with them. It cannot kneel down and pray for that one student. No algorithm, no text generator, can replace a single tear shed beside one soul. There is work AI does well, and work only people can do. When we draw this distinction clearly, AI becomes not a threat but a tool that gives the minister back the time for ministry.

위험과 가능성의 황금 저울 (The Golden Balance of Risks and Opportunities)

위험 (Risks)

- 🧠 환각 (Hallucination)
- 📊 편향 (Bias)
- 🧠 정신증 (Psychosis)
- 🗣️ 딥페이크 (Deepfake)



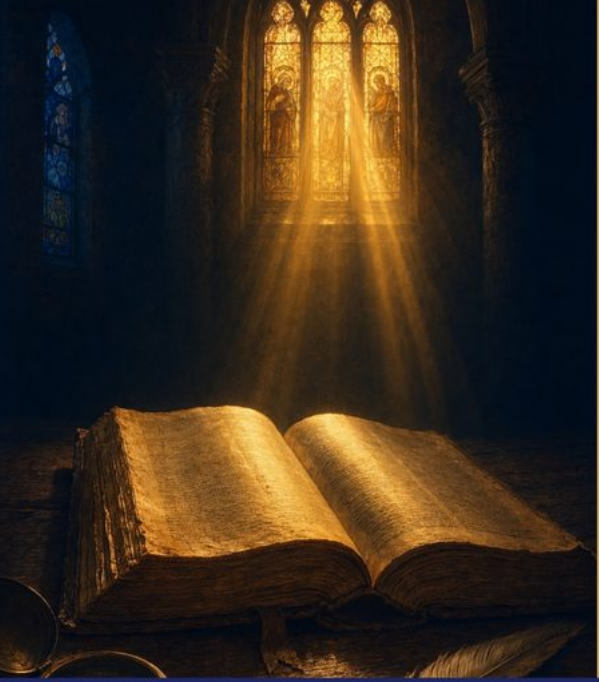
가능성 (Opportunities)

- 🕒 시간 회복 (Time)
- 💡 창의 확장 (Creativity)
- 📶 도달 확장 (Reach)

도구에는 도덕성이 없습니다. 사용자의 분별이 결정합니다.

Wrapping Part One — risks (hallucination, bias, AI psychosis, deepfakes) on one side; possibilities (time restored, creativity expanded, reach extended) on the other. The same knife is a scalpel or a weapon — the wielder's discernment decides.

Let me wrap up Part One. We stand on a balance between risk and possibility. On one side, the risks are clear — hallucination, bias, AI psychosis, deepfakes. On the other side, the possibilities are equally clear — time restored, creativity expanded, reach extended. The same knife in a surgeon's hand becomes a scalpel; in a robber's hand, a weapon. The tool itself carries no morality. The discernment of the one who wields it decides. So we must face the doubts honestly and, with discernment, use AI as a tool that saves souls. In the next part, we'll take up the very principles of that discernment.



II

Christian Discernment
and Response

DISCERNMENT

그리스도인의 분별과 대응

Imago Dei 와 7 대 윤리 가이드라인

1. 종교개혁 (Reformation) 의 평행과 Imago Dei
2. 교회 AI 7 대 윤리 가이드라인
3. 사역자의 정체성 — Discerner · Shepherd · Guide

PART II — DISCERNMENT: the Christian response — *Imago Dei as the foundation of human dignity, and seven ethical guidelines for AI in ministry.*

This is Part Two — the Christian's discernment and response.

**시계를 1455년으로 돌려,
인쇄술이라는 시대의 AI를 마주하다**

**The Printing Press: The New
Media of the Middle Ages**

570년

구텐베르크의 인쇄기: 평신도의 손에 성경을 쥐어준 혁신적 뉴미디어
단순한 기술 혁신이 아닌, 사역의 패러다임 전환

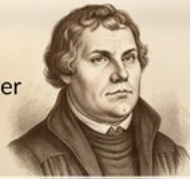
**새로운 매체가 등장할 때마다,
하나님은 새로운 사역의 문을 여셨습니다.**

The Printing Press — the new media of the Middle Ages that moved the Bible from monastery scriptoria into lay hands. Each new medium has opened a new door for ministry.

The printing press, invented in the Middle Ages, was the revolutionary new media of its day. It was not just a technological innovation; it was a paradigm shift in ministry. Until then, the Bible was an extraordinarily rare book, produced only in monastery scriptoria, and lay believers had no access to it. But with the emergence of the “new media” of the printing press, the Bible began to be placed in lay hands. Every time a new medium has appeared, God has opened a new door of ministry through it.

종교개혁의 두 거장은 새로운 기술을 두려움이 아닌 은총으로 받아들였습니다

Martin Luther



마틴 루터 (1483-1546)

“인쇄술은 하나님에게서 받은
최후의 선물이자
가장 위대한 은총이다.”

(신기술을 두려움이 아닌 선물로 수용)



John Calvin



존 칼빈 (1509-1564) - 일반은총 교리

“하나님은 모든 진리의 원천이시다.
비신자에게서 나온 진리나 기술이라도
그것을 무시하는 것은
하나님의 영을 모독하는 것이다.”

(시대의 도구를 지혜롭게 활용할 책임)

하나님께서 일반은총으로 주시는 도구를 지혜롭게 활용하는 것이 사역자의 몫입니다.

Luther called the printing press "God's greatest grace and final gift"; Calvin warned that despising truth from non-believers insults the Spirit. The Reformers' path was not fear, but discernment.

How did the two great Reformers receive the new technology of their time? Not with fear, but as grace. Martin Luther called the printing press “God’s greatest grace and final gift.” He received the new technology not as something to fear but as a gift from God. John Calvin said, “God is the source of all truth. To despise truth or skill that comes from non-believers is to insult the Spirit of God himself.” Both Reformers leave us the same message: it is the minister’s part to use wisely the tools God provides through common grace. Our path is not fear, but discernment.

AI가 결코 흉내 낼 수 없는 세 기둥이 인간의 존엄을 지탱합니다

The Three Pillars That Uphold Human Dignity

시대의 신학적 도전

- 지능의 외주화
- 노동의 의미 재정의
- Imago Dei의 흔들림

창조성 (Creativity)
진정한 새로운 인간의 영역

도덕적 결단 (Moral Decision)
옳고 그름을 판단하고 책임지는 주체

영적 친밀감 (Spiritual Intimacy)
하나님 앞에 무릎 꿇고 드리는 기도

Imago Dei

이 세 기둥이 받치고 있는 토대 — 그것이 Imago Dei입니다.

Three pillars AI can never imitate — Creativity (genuine novelty, not recombination), Moral Decision (judgment and responsibility), and Spiritual Intimacy (prayer before God). All rest on Imago Dei.

Three pillars that AI can never imitate uphold the dignity of every human being. The theological challenges of this era are clear — the outsourcing of intelligence, the redefinition of the meaning of labor, and most deeply, the shaking of Imago Dei. But the three pillars that hold up human dignity do not shake. First pillar — Creativity: genuine novelty belongs to humans alone. AI is merely the recombination of existing patterns. Second pillar — Moral Decision: the one who judges right and wrong and bears responsibility is the human being. AI cannot bear responsibility. Third pillar — Spiritual Intimacy: a prayer offered on one's knees before God cannot be simulated by AI. The foundation supporting these three pillars — that is Imago Dei, the image of God.

가장 중요한 질문 (The Crucial Question)

AI가 설교를 대신 쓸 수 있는가?

Should We Let AI Write Our Sermons?

Can AI write your sermon? Technically yes — five minutes to a polished manuscript. But preaching is a spiritual event passing through the minister's life, meditation, and prayer. A question of conscience.

Let me ask one important question. Can AI write the sermon for us? Technically — yes. Feed in the text and within five minutes you have a polished sermon manuscript. But the real question is not “is it technically possible,” but “is it theologically legitimate.” This is a question for the conscience of every minister. Preaching is not the simple transmission of information; it is a spiritual event in which God’s Word passes through a minister’s life, meditation, and prayer before reaching the congregation. To delegate that to AI — what exactly are we delegating?

AI 의존의 치명적 위험 (The Danger of AI Dependency)

1

영적 형성이
단절됨

**Spiritual
Formation
Severed**

— Prof. B. Gritters
(개혁주의 신학자)

2

목회적 맥락이
부재함

**Pastoral
Context
Absent**

— Biola University 분석

3

진정성이
상실됨

**Authenticity
Lost**

— Rev. Brett Landry
(Gospel Coalition Canada)

Reformed theologian Prof. Gritters — delegating sermons to AI surrenders three things: Spiritual Formation, Pastoral Context (AI doesn't know your students' names), and Authenticity. AI assists; it does not preach.

The Reformed theologian Professor Gritters says that delegating sermons to AI is, in the end, surrendering the pastor's own spiritual formation. Three things are lost. First, Spiritual Formation is severed. In the process of preparing the sermon, the minister's own being-shaped-by-the-Word disappears. Second, Pastoral Context is lost. AI does not know the names of our congregation, doesn't know the difficulty a particular student went through last week, doesn't know the situation of our campus this week. Third, Authenticity is lost. A congregation knows instinctively — whether these words came from the minister's own soul or were generated by a machine. So AI must be positioned not as a tool that writes the sermon for us, but as an assisting tool that helps us prepare the sermon more deeply.

사역의 본질을 지키는 분별의 매트릭스 (The Discernment Matrix for Ministry Essentials)

피해야 할 3가지 (Avoid - Over-Dependence)

-  신학적 결론 도출
(Deriving Theological Conclusions)
-  본문의 최종 해석
(Final Interpretation of the Text)
-  설교 및 기도문 대필
(Ghostwriting Sermons or Prayers)

권장하는 5가지 (Assist - Recommended Uses)

-  역사적·문화적 배경 조사
(Historical & Cultural Research)
-  원어 분석 보조 (Original Language Analysis)
-  병행 구절 교차 참조 (Cross-Referencing)
-  개요 브레인스토밍 (Outline Brainstorming)
-  다국어 번역 지원 (Multilingual Translation)

결정과 해석은 사람이, 자료 수집은 AI가 합니다. (Humans Decide, AI Drafts.)

Three things never to delegate — theological conclusions, final interpretive decisions, ghostwritten sermons or pastoral prayers. The principle is simple — decisions and interpretation belong to people; gathering material belongs to AI.

Even with the same tool, how far we depend on it is the heart of spiritual discernment. There are three dangers to avoid. First, letting AI draw theological conclusions. Second, delegating final interpretive decisions on the text to AI. Third, letting AI ghostwrite the entire sermon manuscript or pastoral prayer. These three acts surrender the essential role of the minister. On the other hand, there are five recommended uses. First, researching historical and cultural background. Second, analyzing the Greek and Hebrew originals. Third, cross-referencing parallel passages. Fourth, brainstorming outlines and illustrations. Fifth, grammar review and multilingual translation support. The principle of discernment is simple — “decisions and interpretation belong to people; gathering material and doing the work belong to AI.”

7 Ethical AI Principles for Ministry

**교회 AI 활용을 위한
7대 윤리 가이드라인**

신학적 성찰을 바탕으로 한 구체적인 실천 지침

7 Ethical AI Principles for Ministry — Human Dignity, Transparency, Privacy Protection, Theological Verification, Personal Presence, Community Discernment, Technological Humility. Discernment

Now let me introduce seven ethical guidelines we must keep when using AI in the church and in ministry. These are not simple administrative rules; they are concrete practice guidelines grounded in theological reflection. Each principle is not an abstract ideal but a discernment standard you can use in real ministry decisions. We'll look at them one at a time over the next seven slides — Human Dignity, Transparency, Privacy Protection, Theological Verification, Personal Presence, Community Discernment, and Technological Humility.

1. Human Dignity — Imago Dei



제1원칙: 인간 존엄성과 '이마고 데이(Imago Dei)'

“ AI는 결코 인간을 대체할 수 없다

- ✓ **하나님의 형상:** 인간의 가치는 관계에서 오며, AI는 결코 인격적 존재가 될 수 없음.
- ✓ **데이터화 경계:** 성도를 단순한 데이터 포인트로 취급하지 말 것.
- ✓ **최종 책임:** 영적 돌봄과 상담의 책임은 반드시 사람에게 있음.

Principle 1 — Human Dignity (Imago Dei): worth comes from relationship not function; believers are never mere data points; ultimate responsibility for spiritual care must always rest with a human.

Principle One — Human Dignity and Imago Dei. AI can never replace a human being. Three practices. First, the “Image of God” — human worth comes from relationship, not function. AI can never become a personal being. Second, the “datafication boundary” — believers must never be treated as mere data points or statistics. The worth of one soul is unmeasurable. Third, “ultimate responsibility” — the responsibility for spiritual care and counseling must always rest with a human. Just as Michelangelo’s Creation shows God’s finger reaching toward Adam, the human being is clothed with a dignity that cannot be measured.

2. Transparency & Honesty



제2원칙: 투명성과 정직성

“ 신뢰의 기초이며,
교회의 정직성은
세상에 대한 증거입니다.

- ✓ **공개와 명시:** AI를 사역에 활용하고 있다면 성도들에게 솔직하게 공개하십시오. AI 생성 콘텐츠에는 활용 사실을 명시해야 합니다.
- ✓ **투명성의 실천:** 챗봇 활용 시에도 AI임을 명확히 표시합니다.
- ✓ **바티칸의 기준:** 바티칸 ‘Antiqua et Nova’ 역시 투명성과 책임성을 최우선 가치로 강조함.




Principle 2 — Transparency & Honesty: disclose AI use to the congregation and clearly label AI-generated content; the honesty of the church becomes its witness.

Principle Two — Transparency and Honesty. This is the foundation of trust, and the honesty of the church becomes a witness to the world. Three practices. First, disclosure and labeling — if you are using AI in ministry, tell your congregation openly. AI-generated content should be clearly marked as such.

3. Privacy Protection 제3원칙 : 개인정보 보호와 목회적 책임



“성도의 개인정보는 가장 민감한 목회적 신뢰다.”

1.  **민감 정보 보호:** 기도 제목, 상담 내용 등 극도로 민감한 정보를 엄격히 보호.
2.  **폐쇄형 AI 우선:** 성도의 개인정보를 다루는 업무에는 Private AI 활용 권장.
3.  **성도 동의:** 개인정보 활용에 대한 사전 동의(Informed Consent) 필수.

Principle 3 — Privacy & Pastoral Responsibility: prayer requests, counseling, family matters demand strict safeguards and informed consent. Trust before convenience.

Principle Three — Privacy Protection and Pastoral Responsibility. A believer's personal information is the most sensitive pastoral trust we hold. First, protecting sensitive data — prayer requests, counseling conversations, family matters: this kind of extremely sensitive information must be strictly safeguarded. Second, believer consent — informed consent for the use of personal data is non-negotiable. Trust comes before convenience.

제4원칙: 신학적 검증과 분별

4. Theological Verification

“AI는 보조 요리사(Sous-chef)다”

AI가 생성한 모든 콘텐츠는 반드시
목회자의 검증을 거쳐야 합니다.
AI는 진리를 분별하거나
성령의 조명을 받을 수 없습니다.

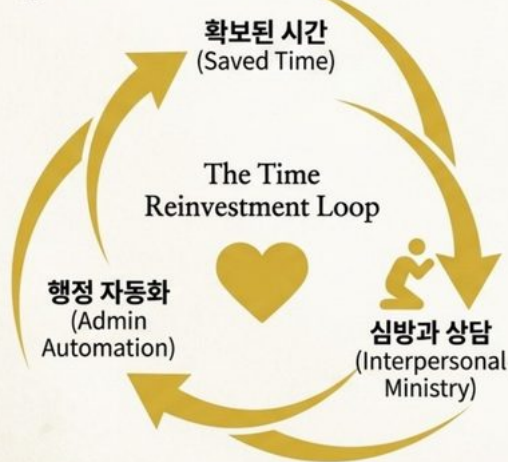


Principle 4 – Theological Verification: AI is the sous-chef, the pastor is the head chef; every AI output must pass through pastoral discernment before becoming sermon material.

Principle Four — Theological Verification and Discernment. The key metaphor is this: AI is the sous-chef. A sous-chef preps and prepares the ingredients, but final responsibility for the dish belongs to the head chef. In exactly the same way, every piece of AI-generated content must pass through pastoral verification. Every risk must pass through the filter of pastoral verification before it can become safe sermon material or safe ministry content.

제5원칙: 인격적 관계와 현존(직접만남)의 우선성

5. Personal Presence First



“확보된 시간을 성도에게 투자하라”

Point 1. 사역의 재투자: 행정 자동화로 아낀 시간을 심방과 영적 상담에 오롯이 사용합니다.

Point 2. 함께하는 현존: 함께 울고 기뻐하며 기도하는 일(롬 12:15)은 시가 흉내 낼 수 없는 인간 고유의 사역입니다.

Principle 5 — Personal Presence: time saved by automation must be reinvested in visits, counseling, and weeping with those who weep — ministry that bears deeper fruit.

Principle Five — the priority of personal relationship and presence: being there in person. The time saved through administrative automation must be reinvested into pastoral visits and spiritual counsel. And second, that reinvested time goes into weeping with those who weep, rejoicing with those who rejoice, praying together — into visits and counseling — so that ministry bears deeper fruit.

제6원칙: 공동체적 분별과 합의 6. Community Discernment

“목회자 개인의 결정이 아닌, 교회 공동체의 합의를 통해 수립되어야 합니다 (행 15장 원리).”



Point 1: AI 활용 정책 수립: 독단적 결정을 피하고 공동체의 지혜를 모으십시오.

Point 2: 다양한 구성원의 참여: 장로, 집사, 청년, 전문가 등 다양한 목소리를 반영하고 정기적인 평가와 업데이트를 실시합니다.

Principle 6 — Community Discernment: AI policy is never one minister's call; the digital fluency of the young and the theological depth of the elders must shape it together.

Principle Six — Community Discernment and Consensus. AI policy must not be one minister's individual decision; it must be formed through the consensus of the church community. The younger generation is more fluent with the technology; the elder generation has deeper theological discernment. Only when both voices are at the table can a balanced policy emerge.

7. Technological Humility



제7원칙: 기술적 겸손과 영적 의존



“기술을 하나님의 자리에 놓지 마십시오.”

- **Point 1:** 기술 만능주의 경계: 바벨탑의 교훈 (창 11장)을 기억하며, AI가 교회의 본질적 문제를 해결할 것이라는 환상을 버려야 합니다.
- **Point 2:** 영적 의존: 죄와 구원, 은혜 등은 오직 성령의 역사로만 이루어집니다. 기술이 결코 해결할 수 없는 영적 영역을 명확히 인식하십시오.

Principle 7 — Technological Humility: remember Babel (Gen 11); AI cannot solve the essential problems of the church — sin, salvation, and grace remain the Spirit's work alone.

Principle Seven — Technological Humility and Spiritual Dependence. Do not put technology in God's place. First, vigilance against techno-utopianism — remember the lesson of the Tower of Babel (Genesis 11). We must release the illusion that AI will solve the essential problems of the church. Second, spiritual dependence — sin, salvation, and grace are the work of the Holy Spirit alone. Clearly recognize the spiritual realm that technology can never enter.

이 영적 순서가 뒤집히는 순간, 우리는 도구의 노예가 됩니다
 When this spiritual order is turned upside down, we become slaves to technology.

말씀과 기도 (Word & Prayer)
 사역의 토대. 절대 흔들리지 않는 가장 높은 권위.

성령의 인도하심 (Holy Spirit)
 사역의 동력. 분별을 비추는 역동적인 빛.

도구의 분별과 활용 (Tools & AI)
 단순한 지원 역할. 본질을 섬길 때만 의미를 가짐.

“도구는 언제나 맨 아래에 있어야 합니다.”

Seven principles, one spiritual order — Word and prayer on top, the Spirit's guidance beneath, tools at the very bottom. The moment the tool rises above the Word, we become its slaves.

If I summarize these seven principles on a single slide, it comes down to a spiritual order. At the top: the Word and prayer. The second layer: the Holy Spirit's guidance. And at the very bottom: the discernment and use of tools. The moment the tool rises above the Word — we become slaves to the tool. AI is powerful. Precisely for that reason, the tool must always stay at the bottom.

인공지능 시대 사역자의 새로운 정체성
(The New Identity of the Minister in the AI Era)



1. 분별자 (Discerner)
도구의 도덕적 중립성을 이해하고
진리를 필터링하는 자
(Filtering truth through moral discernment)



2. 목자 (Shepherd)
자동화로 얻은 시간을
영혼을 돌보는 데 재투자하는 자
(Reinvesting saved time into soul care)



3. 인도자 (Guide)
혼란스러운 디지털 시대에
예언자적 진리를 선포하는 자
(Proclaiming prophetic truth in a confused age)

분별이 빠진 도입은 노예가 되는 길이고, 도입이 빠진 분별은 회피입니다.
(Adoption without discernment is slavery; discernment without adoption is evasion.)

Three new identities for ministers in the AGI era — the Discerner (what does this tool add and take away?), the Shepherd (pour the time AI gives back into souls), and the Guide (so our sheep do not lose their way).

In this fast-moving AGI era, ministers must put on three new identities. First, the Discerner — the one who keeps asking, “What does this tool add, and what does it take away?” The one who evaluates technology’s spiritual impact through a biblical lens with clear eyes. Second, the Shepherd — whose identity is, “I pour the time AI gives back into souls.” Third, the Guide — the one who leads “so that our sheep do not lose their way.” In the midst of rapid technological turbulence, we must guide the congregation along a safe and right path.



Restored time and expanded creativity ultimately meet in one place — essential shepherding. The first path is “Time Restored” — taking the hours saved by AI and reinvesting them in visits, prayer, and the study of the Word. The second path is “Creativity Expanded” — using new tools to attempt new forms of outreach and mission. But the two paths converge in one place — and where they head is the same: essential ministry to souls.





Ministry Strategies and Tools for the AI Era

STRATEGY

AI 시대 사역의 전략과 도구

시간을 되찾는 사역의 길

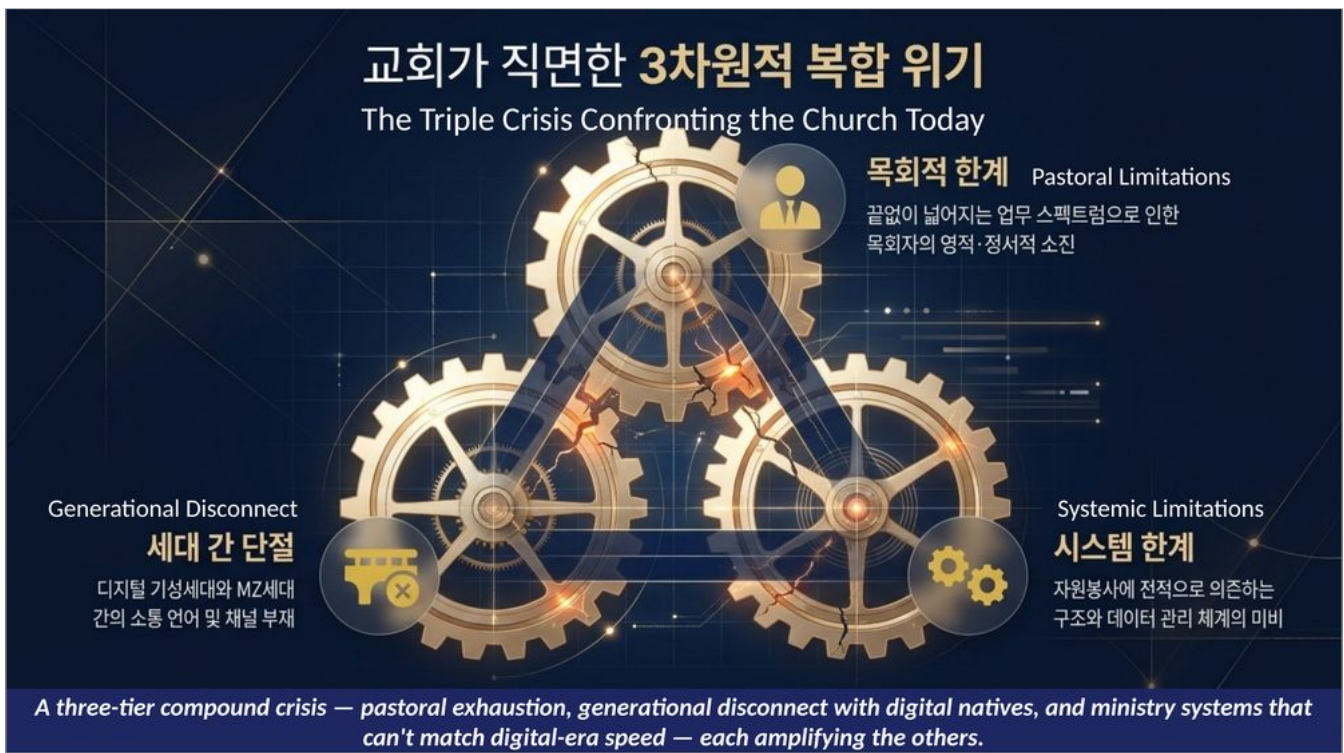
1. 사역의 위기와 디지털 도착화
2. 행정·설교·콘텐츠 자동화 워크플로우
3. AI 도구 선택과 데이터 보안 플레이북

PART III — STRATEGY: ministry tools and workflows for the AI era — how to actually put AI to work in the daily rhythms of the church.

Now we come to Part Three — ministry strategy and tools for the AI era. Let's look at how to actually use AI tools.



According to a recent survey, about 42% of U.S. pastors are seriously considering stepping out of ministry due to burnout, and are experiencing emotional and physical exhaustion. One of the largest underlying causes is the time consumed by administrative work. This seems to have gotten worse since the pandemic. For pastors of small and mid-sized churches, media ministry like YouTube has been added on top of everything else.



To summarize, the church today faces a compound crisis on three levels. First, pastoral limitations: the workload demanded of ministers keeps growing. Second, generational disconnect: the gap in communication style and language between digital-native students and older ministers is widening every year. Third, systemic limitations: existing ministry systems can no longer keep up with the speed and scale of the digital era. These three crises do not operate in isolation — they amplify one another.

디지털 시대의 언어 토착화: 모든 사람에게 모든 모양으로

“내가 여러 사람에게 여러 모습이 된 것은 아무쪼록 몇 사람이라도 구원하고자 함이니”
— 고린도전서 9:22

The Gospel Unchanged, the Methods Renewed

불변하는 복음
(The Why)

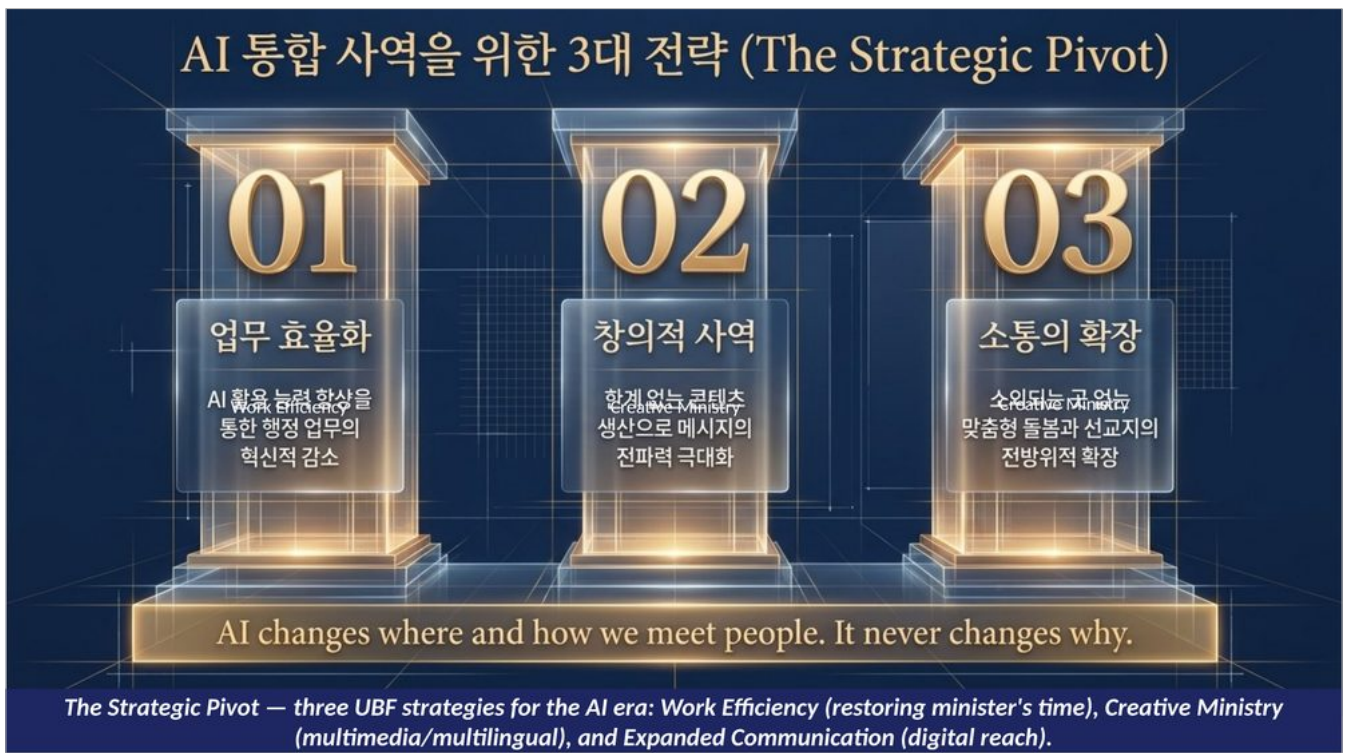
선교적 적응
(Missional Adaptation)

변화하는 시대의 매체
(The How)

디지털 언어는 이 시대 청년들에게 복음을 전하는 새로운 '토착어'입니다.
디지털 언어는 이 시대 청년들에게 복음을 전하는 새로운 '토착어'입니다. AI는 교회의 인격을 대체하는 위협이 아니라,
이 시대의 선교적 적응을 돕는 강력한 도구입니다. 복음은 변하지 않으나, 담는 그릇은 시대에 맞게 변화해야 합니다.

Digital indigenization — Paul became all things to all people (1 Cor 9:22); the Gospel never changes, but its vessel, medium, and language must be freshly indigenized every era.

This is precisely where a new missional adaptation for the digital era becomes necessary. When the Apostle Paul said, “I have become all things to all people, so that by all means I might save some” (1 Cor 9:22), this was not mere adaptation — Paul deliberately adapted himself to the environment for the sake of the Gospel. The same principle is asked of us today. In an era where digital has become the mother tongue of the student generation, we too must learn that language. The message of the Gospel does not change. But the vessel that holds the message, the medium that delivers it, the language it uses — these must be freshly indigenized in every era.



So I propose three strategies for AI-integrated ministry — “The Strategic Pivot.” First, Work Efficiency — automating administrative and repetitive work to restore the minister’s time. Second, Creative Ministry — using boundary-free tools like multimedia, multilingual, and new content formats to expand the expressive range of ministry. Third, Expansion of Communication — reaching new souls through digital channels, beyond physical limits.

Essential Skills for the AI Era

AI 시대에 필수적인 기술들



Continuous Learning 지속적 학습

Always acquiring new knowledge

Adaptability 적응력

Flexible application of skills

Challenging Mindset 도전적 자세

Embracing difficult situations

Three skills the AI era demands of ministers: continuous learning (tools change weekly), adaptability (yesterday's methods break today), and bold experimentation over passive reception.

There are new attitudes and new skills that the AI era demands of ministers. First, continuous learning — new tools emerge every week. The era when one set of tools could carry you through a lifetime is over. Second, adaptability — methods that worked yesterday may not work today. We need the flexibility to apply new tools afresh. Third, a posture of bold experimentation. Rather than passively receiving, we need to actively try and apply these tools across every area of our lives.

Entrepreneurial Readiness

1인 기업을 할 수 있는 능력을 키워야

Crisis = Danger + Opportunity (위기 危機)

현재 하고있는일에서

AI를 이용해서 생산성을
10 배 높이는 노력

1인 비즈니스 시도

지금 기술로 AI를 이용해 1
인 비즈니스를 하는 기회모색

Big Change, Big Chance

Leveraging major shifts



Crisis = Danger + Opportunity — use AI to 10x your current ministry output, or launch a solo business; especially crucial for self-supporting and post-retirement missionaries.

The AI era also calls ministers to develop solopreneur-level capabilities. There are two directions. First, using AI to multiply the productivity of what you're already doing by 10x — producing ten times the ministry value in the same hours. Second, exploring opportunities to run a solo business using AI with the skills you already have today. Especially for self-supporting missionaries and those preparing for ministry after retirement, this determines whether ministry is sustainable. Big change brings big opportunity. What used to be impossible is now possible for one person alone, using AI agents to accomplish a great deal.

솔루션 1. 시간의 구속: Redeeming Time Through AI

파편화된 행정에서 본질의 회복으로

잃어버린 목양의 시간을 되찾아 드립니다.

업무 영역	전통적 방식	AI 자동화 방식	절감 효과
주보 제작 및 디자인	3~5시간	30분 이내	90% 감소
교회 커뮤니케이션	주당 10+시간	주당 4시간	6시간 절감
설교 리서치 및 요약	6~8시간	30~60분	85% 감소
SNS 콘텐츠 변환	건당 2~3시간	건당 10분	획기적 생산성

First solution — Time Redemption: AI on bulletins, announcement emails, sermon research, and social media saves anywhere from 10-20% on the low end to over 90% on the high end.

Using AI tools, we can save a significant portion of the time spent on church administration. Bulletin production, announcement emails, sermon research, social media content — applying AI to these can save anywhere from 10 to 20% on the low end to over 90% on the high end.

솔루션 2. 설교 연구의 깊이와 속도를 동시에 잡다



●●● Depth and Speed in Sermon Preparation

지능형 신학 리서치 프롬프트

에베소서 2장 8-10절의 은혜 구원 개념을 20-30대 청년들에게 전달하려고 합니다. 개혁주의 신학 전통에서 이 본문을 어떻게 해석하는지 칼빈과 매튜 헨리 등 주요 주석 3 가지의 관점을 요약하고, 현대 청년들의 현실(취업, 학자금 등)에 공감할 수 있는 적용점을 5가지 까지 제시해주세요.







✓ 단 30분 만에 고전 신학의 깊이와 현대적 적용의 접점을 도출합니다.

Sermon research — a single well-designed prompt compresses a semester of seminary-level commentary into 30 minutes; the spiritual message itself still comes only from the Holy Spirit.

The area where pastors spend the most time is probably sermon research. With a single well-designed prompt, you can compress a semester's worth of seminary-level commentary analysis into thirty minutes. Of course, as we saw earlier, the spiritual message itself must be sought through the absolute help of the Holy Spirit.

A Catalog of Essential AI Tools

사역자의 새로운 책상을 채울 목적별 AI 도구 카탈로그

기획 & 리서치 (신학/설교)	시각 & 다이어그램 (행정/교육)	영상 & 음성 (미디어 확장)
 <p>NotebookLM 환각 없는 안전한 리서치. (추천: 신학 과제, 주석 분석)</p>	 <p>Canva 5분 만에 전문가 수준 주보 및 포스터 자동 생성.</p>	 <p>Vrew / CapCut 한국어 자막 최적화, 숏폼 자동 제작.</p>
 <p>Claude 가장 자연스러운 범용 지능형 동역자.</p>	 <p>Napkin AI 텍스트를 입력하면 복잡한 신학 개념을 마인드맵/차트로 변환.</p>	 <p>ElevenLabs 낭독 성경, 팟캐스트를 위한 자연스러운 다국어 AI 음성.</p>

“레키키키그 리더십 포지키 키기키 티시 기역기이 캐자 이세 노신노 기레이 나리.”
Six recommended tools — NotebookLM & Claude for research, Canva & Napkin AI for visuals, Vrew & CapCut for video, ElevenLabs for voice (used in the UBF Korean prayer-topic audio service).

There are countless AI tools that can be applied to ministry. Drawing from my own experience, I've gathered six tools I'd recommend to fellow ministers. First, for planning and research (theology and preaching) — NotebookLM enables safe, hallucination-free research. Claude is the most natural general-purpose intelligent partner. Second, for visualization and diagrams — Canva auto-generates professional-grade bulletins and posters in five minutes. Napkin AI takes text input and converts complex theological concepts into mind-maps or charts. Third, for video and audio — Vrew and CapCut are tools we use to produce short-form videos very effectively. ElevenLabs converts text into voice — we use it to provide the Korean UBF prayer topic audio service.

사역의 두 기둥

Claude Cowork

실행 동역자 (Autonomous Execution)



외부 데이터 접근



자율 워크플로우

행정·기획 (Admin·Planning)

NotebookLM

연구 안전망 (Research Safety Net)



50개 소스 한계

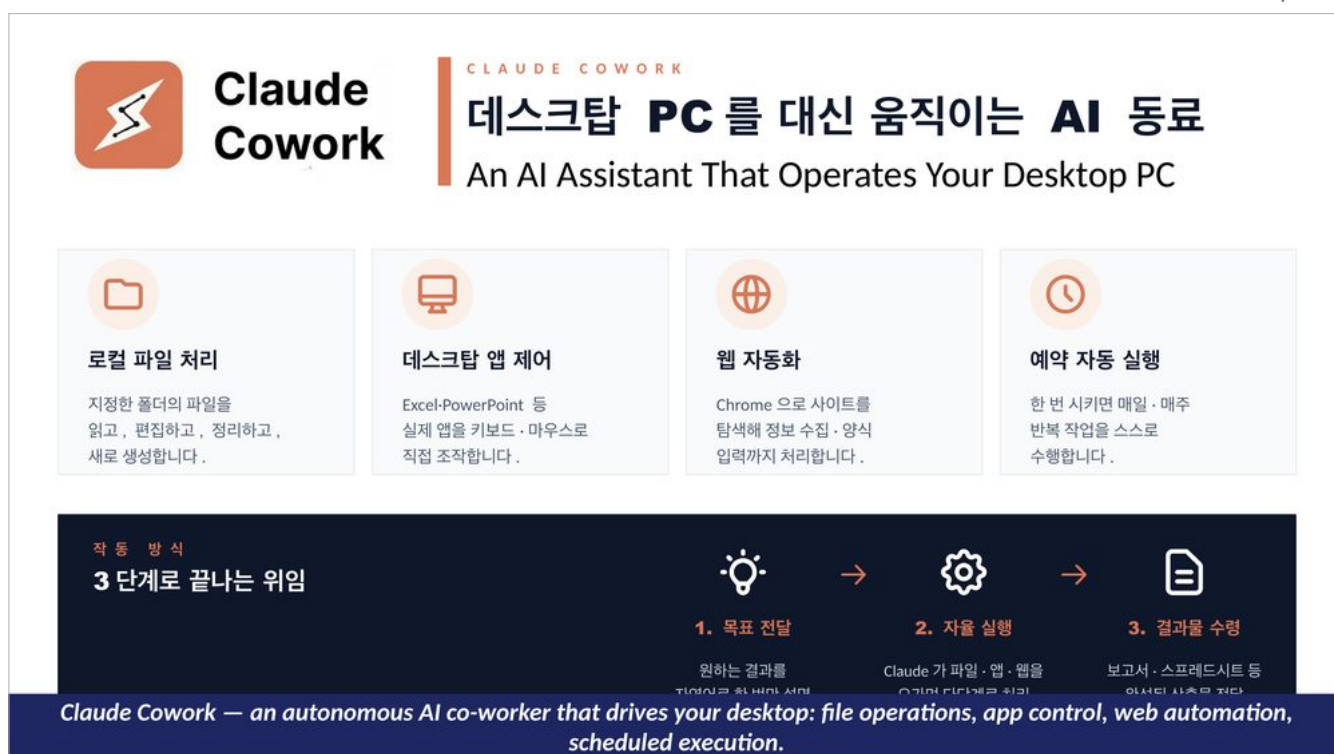


환각 차단

신학·설교 (Theology·Preaching)

Two recommended tools — Claude Cowork, an agent that automates administrative work using your own PC; and NotebookLM, an outstanding tool for study and deep research.

Let me introduce two tools I recommend. On the left, Claude Cowork — an agent that automates administrative work using your own PC. On the right, NotebookLM — an outstanding tool for study and research.



Claude Cowork

CLAUDE COWORK

데스크탑 PC 를 대신 움직이는 AI 동료

An AI Assistant That Operates Your Desktop PC

- 로컬 파일 처리**
지정한 폴더의 파일을 읽고, 편집하고, 정리하고, 새로 생성합니다.
- 데스크탑 앱 제어**
Excel-PowerPoint 등 실제 앱을 키보드·마우스로 직접 조작합니다.
- 웹 자동화**
Chrome 으로 사이트를 탐색해 정보 수집·양식 입력까지 처리합니다.
- 예약 자동 실행**
한 번 시키면 매일·매주 반복 작업을 스스로 수행합니다.

작동 방식
3 단계로 끝나는 위임

- 1. 목표 전달**
원하는 결과를 지정하고 한 번만 설명
- 2. 자율 실행**
Claude 가 파일·앱·웹을 이용해 다단계로 처리
- 3. 결과물 수령**
보고서·스프레드시트 등 원하는 산출물 전달

Claude Cowork — an autonomous AI co-worker that drives your desktop: file operations, app control, web automation, scheduled execution.

Claude Cowork is an AI agent that operates your desktop PC on your behalf. It has four core capabilities. First, local file processing — it directly reads, edits, organizes, and creates files in the folders you designate. Second, desktop app control — it directly operates apps like Excel, PowerPoint, and Notepad. Third, browser automation — it visits websites, gathers information, and fills out forms. Fourth, self-written code execution — it writes and runs the automation scripts it needs. The key point is this: “one instruction, then it finishes the job by itself.” Ministers no longer need to give step-by-step direction — just hand it the big picture. This tool was released in January of this year, and the stock prices of major SaaS companies — global software service providers — dropped sharply because of it.

PC 영수증 사진 정리 사례 (Example: Organizing Receipt Photos on a PC)

The image shows a Windows File Explorer window with a list of receipt photos. Below the list are three sample receipts: a coffee shop receipt, a KICC receipt, and a Paul Bossett receipt. To the right of the receipts is an Excel spreadsheet that has automatically extracted the data from the receipts into columns for receipt details, amounts, and merchant information.

Name	Date Modified	Size	Kind
88C8306A-5E96-4777-97AD-A7D557418973.jpeg	Mar 3, 2026 at 2:43 PM	135 KB	JPEG image
DD-a705074-6448-4f78-84a7-302b208a16d2.webp	Mar 3, 2026 at 2:45 PM	261 KB	WebP image
Screenshot 2026-03-02 at 9:44:22 PM.png	Mar 3, 2026 at 2:44 PM	269 KB	PNG image
Screenshot 2026-03-02 at 9:47:45 PM.png	Mar 3, 2026 at 2:47 PM	285 KB	PNG image
Screenshot 2026-03-02 at 9:47:50 PM.png	Mar 3, 2026 at 2:47 PM	356 KB	PNG image
Screenshot 2026-03-02 at 9:47:54 PM.png	Mar 3, 2026 at 2:47 PM	208 KB	PNG image
Screenshot 2026-03-02 at 9:47:58 PM.png	Mar 3, 2026 at 2:48 PM	196 KB	PNG image
SE-efee2d4-207e-48a7-b74d-d6a4ffe7d540.jpg	Mar 3, 2026 at 2:43 PM	42 KB	JPEG image

Case study — monthly receipt organization, one of a minister's most time-consuming chores: upload photos, give a one-line prompt, and watch AI extract and organize it into Excel.

Let me demonstrate with a concrete case. One of the tasks that consumes the most time for ministers every month is organizing receipts. Just upload the receipt photos to your PC, give it a one-line prompt, and it automatically recognizes the text and organizes everything into an Excel file.

☀ Let's knock something off your list

Learn how to use Cowork safely.

The attached images are photos of receipts. Please analyze them and organize the information into the `receipt_samples.xlsx` file.

+

↑

receipt_samples ▾

Ask ▾

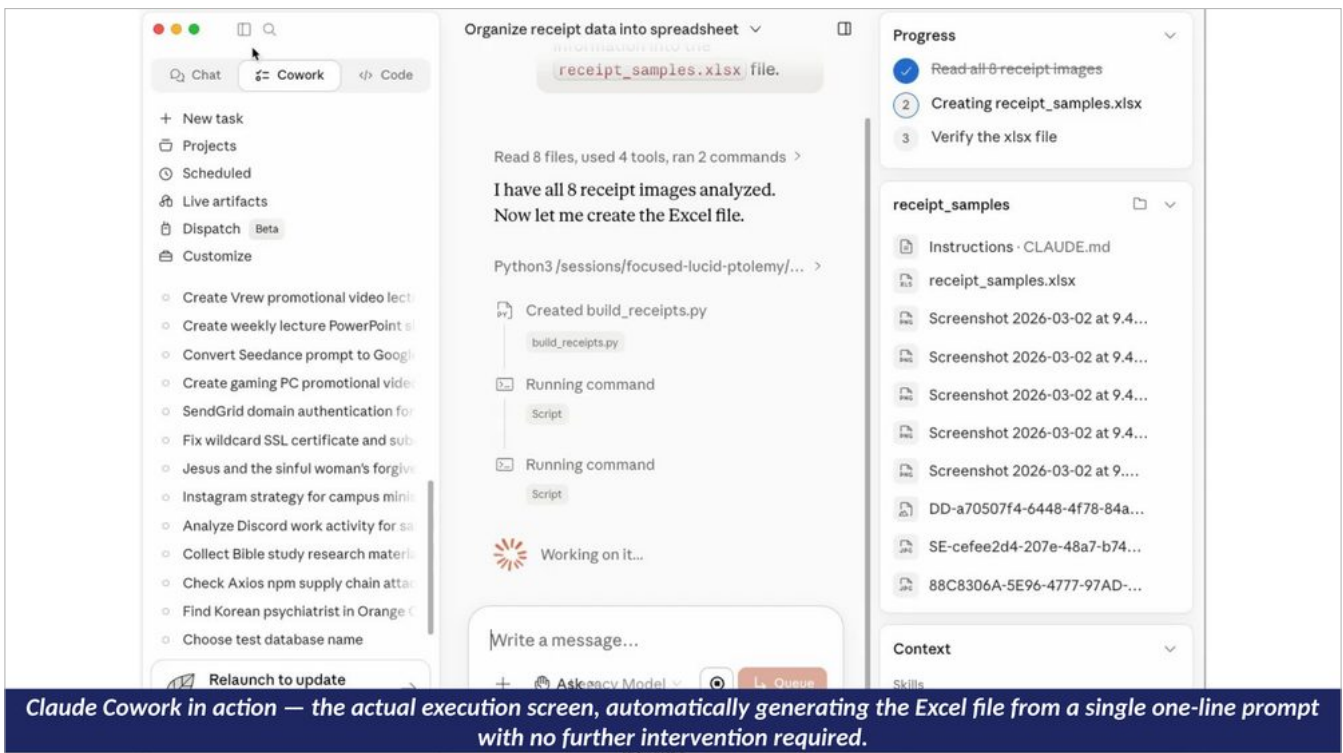
Legacy Model ▾

to start a task and keep going

첨부 이미지들은 영수증 사진들임. 이것들을 분석해서 receipt_samples.xlsx 파일에 정리해줘.

The entire prompt — "Analyze these receipt images and organize them into receipt_samples.xlsx." The minister expresses the WHAT; AI decides the HOW.

The prompt you see here is the entire instruction. "The attached images are receipt photos. Analyze them and organize them into a file called receipt_samples.xlsx." Just one line. The minister's role is to clearly express "what they want," and the "how" is decided by AI.



This is the actual Claude Cowork execution screen. With just a one-line prompt, it automatically generates the Excel file for you.

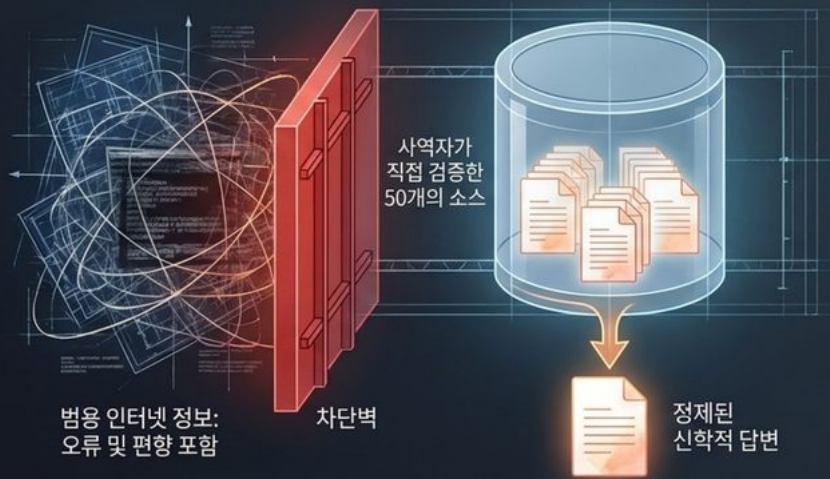
최종 생성 엑셀파일 (Final Generated Excel File)

Vendor / Merchant	Category	Date	Time	Location / Address	Phone	Business / Merchant No.	Payment Method	Card / Approval No.	Subtotal	Tax / VAT	Tip / Service	Total Amount	Currency	Notes
마인드치과 (Mind Dental Clinic)	Healthcare / Dental	2020-12-30	16:26:52	경기 안산시 단원구 고잔동 72-401-402-403-408 호 (고잔동)	031-401-9375	570-18-00692	KB 국민체크카드 (KB Kookmin Check Card)	Card 949094*****6061 / Approval 30007051	-	-	-	1,017,500	KRW	Tax-exempt medical service (면세 1,017,500 원). TID 1003225751.
(Merchant name redacted)	Cash Receipt (현금영수증)	2019-11-20	10:38:30	서울 마포구 상암동 DMC 이안오피스텔 1단지 1803호	(redacted)	(redacted)	Cash / 현금 (소득공제)	승인거래 (approval no. redacted)	17,800	1,780	-	19,580	KRW	KICC cash receipt for income deduction (소득공제).
Epic Steakhouse	Restaurant			369 The Embarcadero, San Francisco, CA 94105			(not specified)		\$185.00	\$17.02	\$75.00	\$277.02	USD	Items: 2 Filet Mignon (\$98), 1 Rib Eye (\$52), 1 Caesar Salad (\$14.50), 1 Creamed Spinach (\$11), 1 Baked Potato (\$9.50).
Coffee Shop (sample template)	Café / Beverage	2025-03-04	14:31:25	(template — partially legible)		228-81-15279	Credit card (카드결제승인)		-	-	-	11,000	KRW	Sample coffee shop receipt; 1 item, 결제금액 11,000 원 .
폴 바셋 청담역점 (Paul Bassett Cheongdam)	Café / Bakery	2024-02-05	08:40:05	서울시 강남구 삼성로 651, 103 호	02-540-4830	211-88-95935	Credit card		6,300	원 573	원	6,300	KRW	폴모닝블루베리베이글 세트 (블루베리베이글 + 아메리카노 S, 연하게 / 매장컵). 부가세 573 원 포함 . 대표 : 김용철 .
Paul Bassett 청담역점 (printed receipt)	Café / Bakery	2024-02-05	08:40:36	서울시 강남구 삼성로 651, 103 호	02-540-4830	211-88-95935	신용카드 (Credit card)	POS 01 / Order #8 / Receipt 000007	6,300	원 573	원	6,300	KRW	Printed version of the same Paul Bassett order as receipt #5.
(주) 우아한형제들 (Woowa Brothers / 배달의민족)	Food Delivery	2024-02-02	18:16:13	서울 송파구 위례성대로 2 장은빌딩 2층	1600-0987	120-87-65763	신한카드 (Shinhan Card, 일시불)	Card 461954***** / Approval 18793426	4,255	원 425	원	4,680	KRW	Order: 생달기말기누텔라와플 . Order No. B1PRO0Z5FR. 대표 : 이극환 .
복촌김치재 (Bukchon Kimchi Jae)	Restaurant	2024-02-12	12:35			101-11-45096	신한카드 (Shinhan Card)	Card 461954*****1100 / Approval 28816851	-	-	-	24,000	KRW	Card transaction slip; line-item detail not shown.

Final Excel — vendor, category, date, location, and totals extracted automatically from raw receipt images; ask for a report next, and Cowork generates that too.

Here is the final generated Excel file. Going further — if you tell it to analyze the contents of the Excel file and produce a report, it will do that automatically as well.

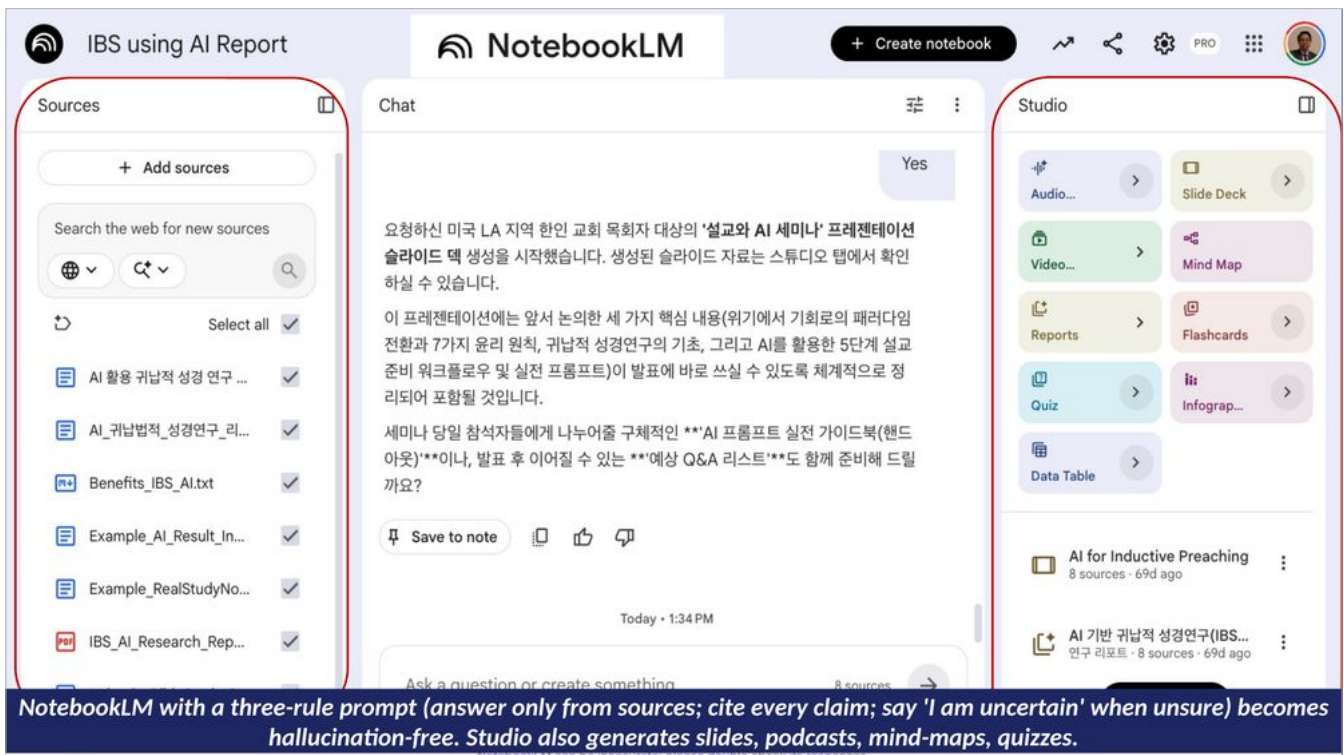
환각을 원천 차단하는 Source-Grounded 엔진의 원리



- **입력 통제:** 최대 50개의 검증된 PDF, 문서, 영상 링크만 허용
- **외부 단절:** 범용 AI와 달리 인터넷의 무작위 정보를 끌어오지 않음
- **안전 출력:** 오직 '내 문서' 안에서만 교차 검증하여 요약, 팟캐스트, 퀴즈 생성

NotebookLM — a wall between the open internet and your answers; only 50 minister-vetted sources (commentaries, papers, lecture notes) get through, blocking hallucination at the source.

Now let's look at NotebookLM's core principle — the source-grounded engine that blocks hallucination at the source. Look at the diagram on the left. The open internet contains an infinite scatter of information riddled with errors and bias. General-purpose AI draws from all of it, which is why the risk of hallucination is so high. NotebookLM erects a "wall" between them. Only the 50 sources the minister has personally vetted are allowed through — trusted commentaries, theological papers, verified lecture materials. The output is a "refined theological answer," cross-verified only within those 50 sources.



NotebookLM is a remarkable AI made by Google. On the left there is a Sources area, and it only analyzes and answers based on the sources you upload there. By design, hallucination is virtually eliminated. But to use it even more safely, I use a "three-rule prompt." First, "Never answer anything not found in the uploaded sources." Second, "For every answer, cite the source — which document, which page." Third, "If you're not certain, explicitly say 'I am uncertain.'" Put these three rules into the system prompt and NotebookLM becomes a deeply trustworthy theological research tool. It also has a Studio feature that can automatically generate slide decks, podcast-style audio, mind-maps, and even quizzes from the sources you upload. Organize your material once, and you can repurpose it in many different formats.

AI 를 활용한 멀티미디어 데이터 생성 AI-Powered Multimedia Content Creation

Generating multimedia ministry content with AI — practical examples of producing visuals, video, and audio assets that previously required entire production teams.

Let me share some examples of generating multimedia content using AI.

ChatGPT Image

Prompt : Please create a Scripture card for Instagram using a background image that best matches the Bible



Instagram Post



1 분이면 아주 멋진 인스타그램 말씀카드 이미지 한장을 그려서 업로드할 수 있습니다.

Case 1 — ChatGPT Image auto-generates Instagram Scripture cards from a one-line prompt; post one a day and you've built 365 pieces of devotional content in a year, with no designer required.

The first case is auto-generating Instagram Scripture cards. We use ChatGPT's image generation feature. The prompt is very simple — say, "Please create a Scripture card for Instagram. Use a background image that best matches this Bible verse," and provide the passage. Within a minute, it produces a beautiful Scripture card like this. No designer needed, no need to learn design software — the minister produces it directly. Post just one a day, and you've created 365 pieces of devotional content in a year.

Gemini - Veo3 동영상 제작 .

프롬프트 2~3 문장이면 이런 영상 생성



Case 2 — Google Gemini Veo3 turns one photo and a 2-3 sentence prompt into movie-quality video; example shown is Elijah on Mount Carmel taking a selfie as fire falls from heaven.

The second case is video production using Google Gemini's Veo3. With just one photo and a two- or three-sentence prompt, you can generate movie-quality video. This is a video I generated myself — Elijah at Mount Carmel, taking a selfie as God sends fire down on the altar.

AI 성경 스토리 영상 제작 Producing Bible Story Videos with AI

이 순서로 30 분만에 영상 제작 가능

1. 낭독 스크립트 제작 (LLM)
2. 이미지 제작 프롬프트 생성 (LLM)
3. 이미지 생성
(GPT-Image, NanoBanana etc)
4. 낭독 목소리 생성 (Elevenlabs)
5. 영상 제작 (CapCut)
6. 배경음악 생성 (Suno)
7. 최종 영상 결합 (CapCut)

1. 낭독 스크립트 제작
누가복음 15 장에 나오는 돌아온 탕자 아들 이야기로 복음 전도 영상을 만들려고함 .
아주 감동적인 스토리로 1 분짜리 영상을 만들어줘 .
시청자는 복음을 잘 모르는 불신자 .
목표는 이 영상을 클릭하고 너무나 감동이 되어 성경을 공부하고 싶어지게 만들기 .
아버지의 사랑이 하나님의 사랑과 매치되어 하나님의 사랑을 갈구할수있도록 .
강력한 후킹 부분 추가해줘 .
지금은 오직 1 분짜리 낭독 스크립트만 만들어줘 .

2. 이미지 제작 프롬프트 생성
위의 성경 이야기를 바탕으로 YouTube Shorts 영상 제작을 위한 대본을 작성해 주세요 .
시청자의 흥미를 지속시키고 영상 시청 중 집중력이 흐트러지지 않도록 강력한 '훅 (hook)' 요소를 포함하되, 영상 길이가 1 분을 넘지 않도록 내용을 조절해 주세요 .

또한, 작성된 대본을 총 6 개의 장면 (Scene) 으로 나누어 주세요 .
각 장면에 사용할 사진을 3 장씩 선정해 주세요 .
선정된 사진에 대해, 'GPT-Image-1.5' 모델에 전달할 수 있는 형태의 매우 구체적인 이미지 생성 프롬프트 (Prompt) 를 작성해 주세요 .
프롬프트를 작성할 때는 해당 이미지가 실제 사진처럼 보이게 해달라는 요청을 반드시 포함해 주세요 .
사진 1: 해당 장면을 실제 사진처럼 묘사한 AI 이미지 프롬프트
사진 2: 해당 장면을 실제 사진처럼 묘사한 AI 이미지 프롬프트

내레이터의 목소리 (Voiceover) 대본도 함께 포함해 주세요 .
내레이션 대본으로는 앞서 작성한 영상 대본 내용을 그대로 사용해 주세요 .

예시)
장면 1
- 사진 1: "GPT-Image-1.5 에 전달할 프롬프트"
- 사진 2: "GPT-Image-1.5 에 전달할 프롬프트"

3. 이미지 생성 프롬프트
Above are the prompts for the photos to be included in the YouTube shorts video and the narration for each photo.
Your role is as an expert who creates image prompts for each photo to match the content and flow of the video.

Case 3 — the 30-minute Bible-story video pipeline: outline to narration to image prompts, then ChatGPT Image2, ElevenLabs voice, Suno BGM, and CapCut assembly into one finished video.

The third case is the AI Bible-story video production pipeline. As shown on the right, you just input an outline of the Bible story, and ChatGPT generates a narration script based on the storyline along with image-generation prompts. With those prompts, you generate the images using ChatGPT Image2, produce the voice with ElevenLabs, and combine everything into video with CapCut. Once you get used to it, you can produce a Bible-story video in as little as thirty minutes.

ChatGPT, Image 2

You are an AI image generation engine.

Generate ONE image based on the prompt below.

[Input]

image Prompt:
wide cinematic shot, 16:9, landscape composition, young man
standing at crossroads in ancient desert village, torn between home
and unknown path, emotional tension, cinematic, ultra-realistic, 8K
더 보기



wide cinematic shot, 16:9, landscape composition, father
running and embracing son with tears, emotional reunion,
warm golden light, villagers in background, cinematic,
ultra-realistic, 8K, dramatic lighting, shallow depth of
field, volumetric light, biblical era



Sample short-form video produced for class — a Luke 15 retelling of the parable of the returning son, made end-to-end with the AI pipeline.

This is a short-form video I made experimentally for one of my classes — based on Luke 15, the parable of the returning son.

성경 이야기 시리즈 1

GMU 수강생
두시간 수업후
제작한 영상

A Video Created by a
GMU Student After a
Two-Hour Class

예수님과 두 강도
누가복음 23:39-40

인생이 끝났다고 느껴지는

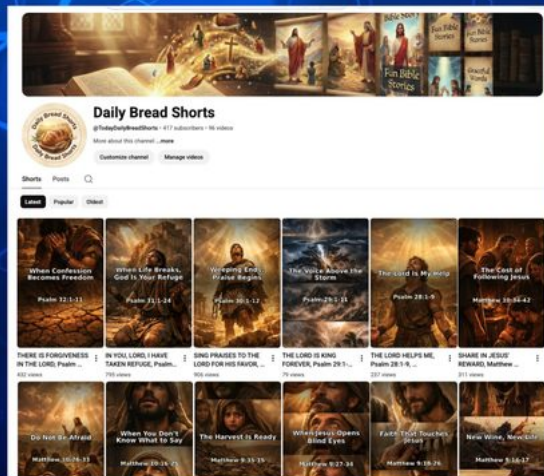
A GMU seminary student with zero video experience produced this after only 2 hours of class — proof that the real gap in the AI era is not skills but willingness to try.

This video was made by a student in my course at Grace Mission University, "Integrated AI Applications for Ministry." That student was a non-media seminary student with zero prior video production experience. Yet after only two hours of class, they produced a video of this quality. What this demonstrates is unambiguous — the decisive gap in the AI era is not the "skills gap" but the "willingness-to-try gap." Who attempts first, who fails first, who learns first — that decides everything. Even if you're a minister in your sixties, it's not too late. Two hours of investment is enough to start.

Today Daily Bread Shorts

A YouTube Shorts video fully generated by AI using UBF Daily Bread content.

<https://www.youtube.com/@TodayDailyBreadShorts>



Today Daily Bread Shorts (youtube.com/@TodayDailyBreadShorts) — a live channel auto-publishing AI-generated short-form devotionals daily from UBF Daily Bread, scaling ministry beyond personnel limits.

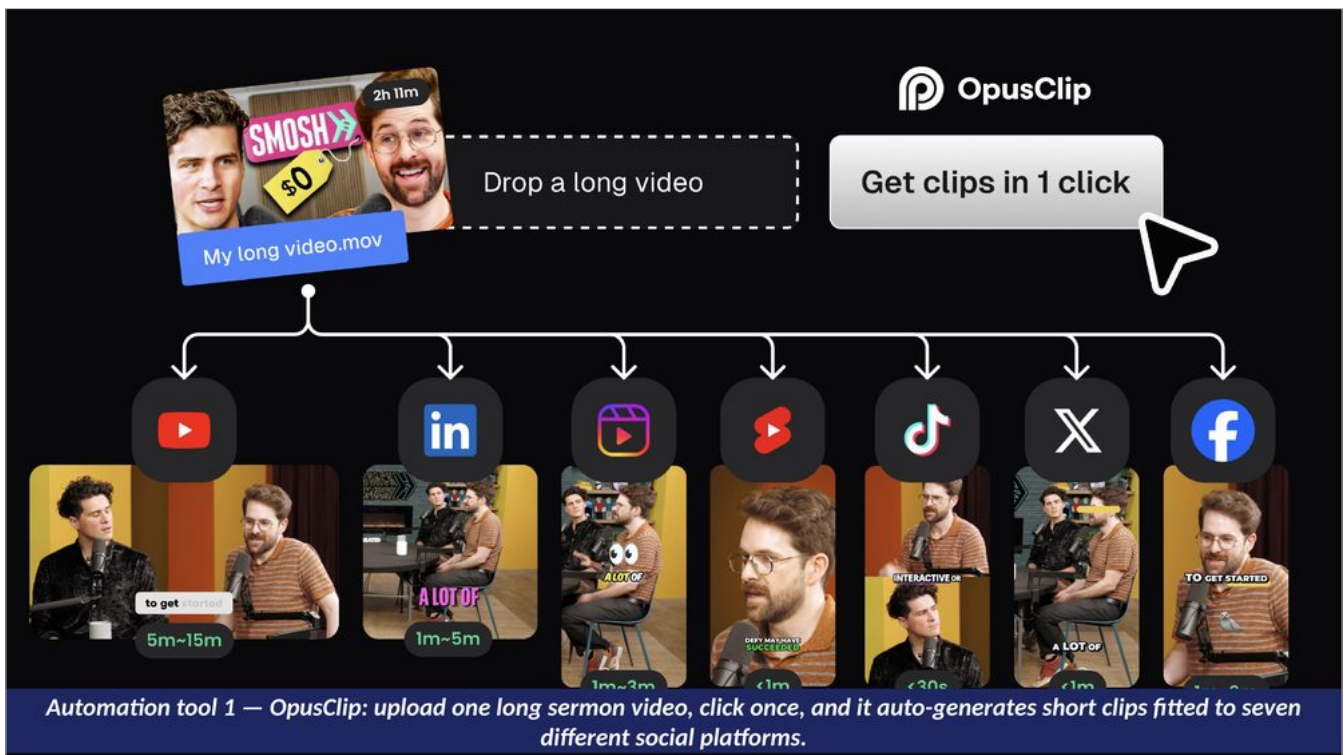
This is an actual YouTube channel I run — Today Daily Bread Shorts. These are YouTube short-form videos generated entirely by AI from UBF's Daily Bread content. The channel address is on the screen: [youtube.com/@TodayDailyBreadShorts](https://www.youtube.com/@TodayDailyBreadShorts).

A new video is auto-uploaded every day. It would be impossible for one person to produce a daily video by hand. But with an AI pipeline in place, it becomes possible. This is a real case of Creative Ministry — one person delivering short but refined devotional content to hundreds of students every day. Ministry scale now exceeds the limits of personnel.



The third strategy is the multiplication of influence — turning one sermon into twenty pieces of content. We call this the Multiplier Funnel. Feed a 30-minute Sunday sermon video into the AI pipeline, and multiple kinds of videos and media are produced.

For example: 5 key-message short-form videos (for YouTube Shorts, Instagram Reels, TikTok), 5 Instagram Scripture cards, 5 Twitter/X quote tweets, 1 sermon-summary blog post, 1 podcast audio, 1 discussion guide PDF, and 1 multilingual-subtitled video. Twenty pieces total. One minister's spiritual meditation now reaches students' daily lives through twenty digital touchpoints.



The first automation tool is OpusClip. Upload one long sermon video, click once, and it auto-generates clips fitted to seven platforms.

The screenshot displays the Pulpit AI interface. On the left, a sidebar shows navigation options: Home, Dashboard, Prompt library, and Account. The main content area shows a sermon video titled "2019 UBF N.A. Staff Conference, William's Message...". Below the video, there are tabs for Summary, Points, Scripture, Quotes, and Transcript. The Summary tab is active, showing a detailed analysis of the sermon. To the right, there are two video clips generated from the sermon, each with a duration of 65 seconds and 90 seconds respectively. Below the clips, there are options to "Create custom clip", "Find more clips", and "Download all".

On the right side of the interface, there is a social media post editor. It includes a "Caption" field with a placeholder image description: "[Image: A powerful image of three wooden crosses silhouetted against a sunrise/sunset sky, with rays of light breaking through]". Below the caption, there is a "Post" button. The post content includes a paragraph about the message of the cross and the Apostle Paul's resolve, followed by a paragraph about the beauty of the gospel. At the bottom, there are hashtags: #JesusChristCrucified #PowerOfTheCross #1Corinthians #GospelPower #BoastInTheLord. There are also "Copy" and "Regenerate" buttons.

Automation tool 2 — Pulpit AI by Subsplash: upload a sermon and it auto-produces Summary, Points, Scripture, Quotes, full Transcript, and ready-to-publish video clips.

The second tool is Pulpit AI, made by Subsplash. Upload one sermon video, and the AI analyzes it automatically. As you can see on the left — Summary, Points, Scripture, Quotes, and the full Transcript are auto-generated. And then it automatically generates video clips.

SERMONSHOTS

10X YOUR SERMON IMPACT



Automation tool 3 — SermonShots: a third option offering similar one-click sermon-to-clips capabilities for ministry teams.

The third tool is SermonShots. This solution offers similar features.

도구 도입 전 반드시 점검해야 할 3대 안전 체크리스트



환각 방지와 팩트 체크

- Source-Grounded 도구(NotebookLM) 우선 사용
- 학자 인용 및 성경 구절은 100% 인간이 직접 검증



저작권 및 상업적 권리

- AI 생성 음악(Suno AI 등) 및 이미지의 라이선스 변동성 주기적 점검
- 개인 사용 범위 내에서만 안전하게 활용

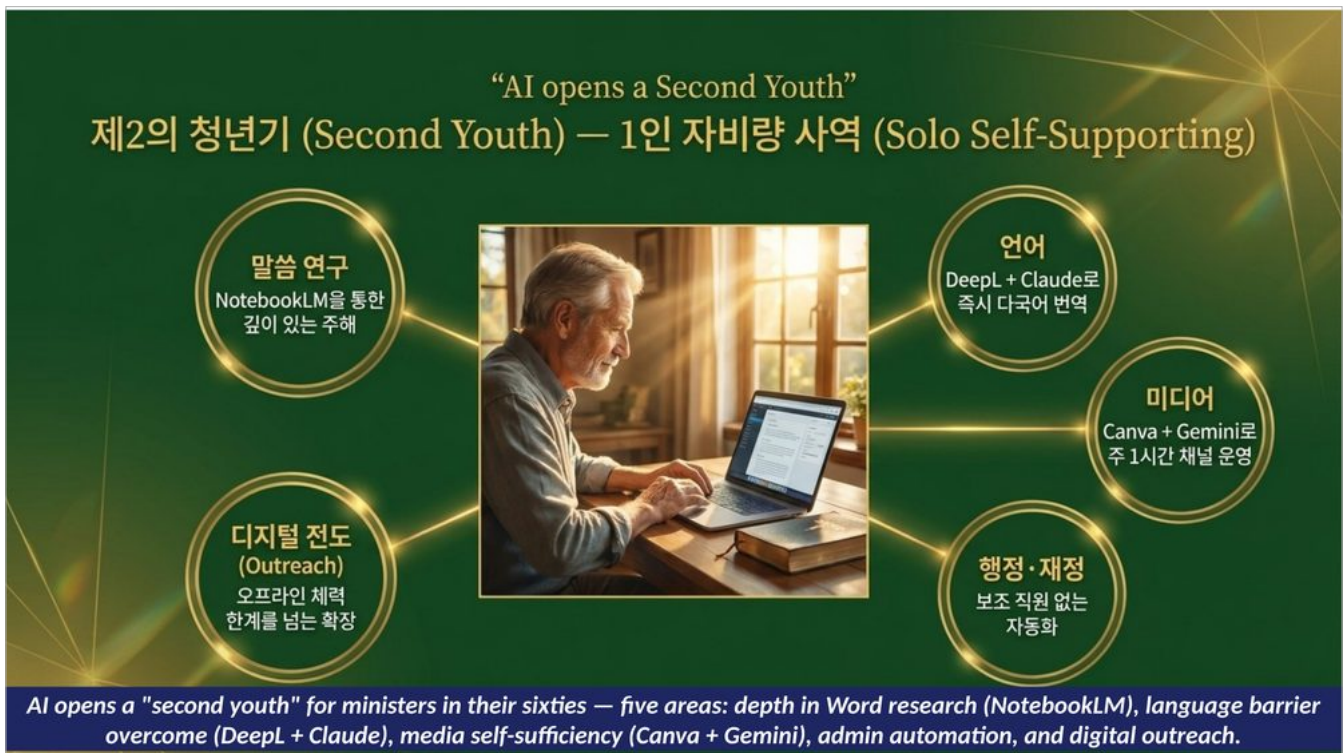


딥페이크 윤리와 진정성

- 목소리 복제 시 대상자 동의 필수 및 AI 아바타 사용 명시
- 인간적 진정성 훼손 금지

Three non-negotiable safety checks before adopting any AI tool — hallucination prevention with source-grounded tools like NotebookLM, copyright and licensing review, and deepfake/voice-clone consent ethics.

Before adopting any tool, three safety checks are non-negotiable. First — hallucination prevention and fact-checking: prefer source-grounded tools like NotebookLM, and verify scholar citations and Bible verses 100% by hand. Second — copyright and commercial rights: licenses for AI-generated music (Suno AI and others) and images change frequently and must be reviewed periodically. Stay within safe personal-use limits. Third — deepfake ethics and authenticity: voice cloning requires explicit consent from the person being cloned,



Let me speak briefly about solo self-supporting ministry after retirement. AI opens a “second youth” for ministers in their sixties and beyond. There are five areas you can try. First — depth in Word research: NotebookLM lets you analyze a seminary semester’s worth of material in one sitting. “Prepare alone, but prepare deeply” becomes reality. Second — overcoming the language barrier: combining DeepL with Claude lets you instantly translate sermons into English or local languages. Multilingual ministry is possible without the burden of learning a new language after sixty. Third — media self-sufficiency: Canva combined with Gemini lets you run a newsletter and SNS in under an hour a week. Fourth — admin and finance automation: receipts, donations, and schedules are auto-organized, so stable operation is possible without office staff. Fifth — expanded digital outreach channels: DM outreach built on StartBibleStudy.org lets digital tools compensate for the physical-stamina limits of later years.

발이 닿지 못한 곳, 픽셀이 닿습니다 (Where Feet Cannot Reach, Pixels Can)

**Last Call Ministry 모델 —
매년 수백 명의 디지털 회심
(Hundreds of digital conversions
annually in closed regions)**

물리적 국경을 넘는 디지털 광섬유

**Facebook Ad
(Social Penetration)**

**StartBibleStudy.org
(자율 등록 / Self-Registration)**

**Gospel Chatbot
(24/7 안전 응답 / 24/7 Response)**

바울이 갈 수 없는 곳에 편지를 보냈듯, 우리가 갈 수 없는 곳에 디지털 다리를 놓습니다.
Digital fiber optics into closed regions — Last Call Ministry reaches Muslim-majority areas via Facebook ads, seeing hundreds of converts yearly. Like Paul's letters, we build digital bridges where we cannot physically go.

In the pre-conference survey, several of you asked about evangelism methods in persecuted regions.

We can build bridges of the Gospel with digital fiber optics into regions where physical borders are closed. A proven mission model is an organization called Last Call Ministry — they penetrate Muslim-majority regions with Facebook ads and social networks and are seeing hundreds of converts every year. UBF can combine the same kind of digital channels.

StartBibleStudy.org is a safe, self-registration system for local students; the Gospel Chatbot under development will be a 24/7 safe and trustworthy auto-response network.

Just as Paul sent letters to places he could not visit, we too can build digital bridges into places we cannot go.

AI 시대의 영적 분별 닻
(The Anchor in the AI Era)

AI가 강해질수록 귀납적 성경연구
(Inductive Bible Study, IBS)는 더 강해져야 합니다.

신학적 안전장치
(Theological Safeguard)
AI의 환각을
문헌의 증거로 대조

인지적 퇴화 방지
(Cognitive Atrophy Prevention)
인간 고유의
영적 사고력 보호

성령의 조명
(Holy Spirit Illumination)
해석의 최종 분별은
성령의 몫

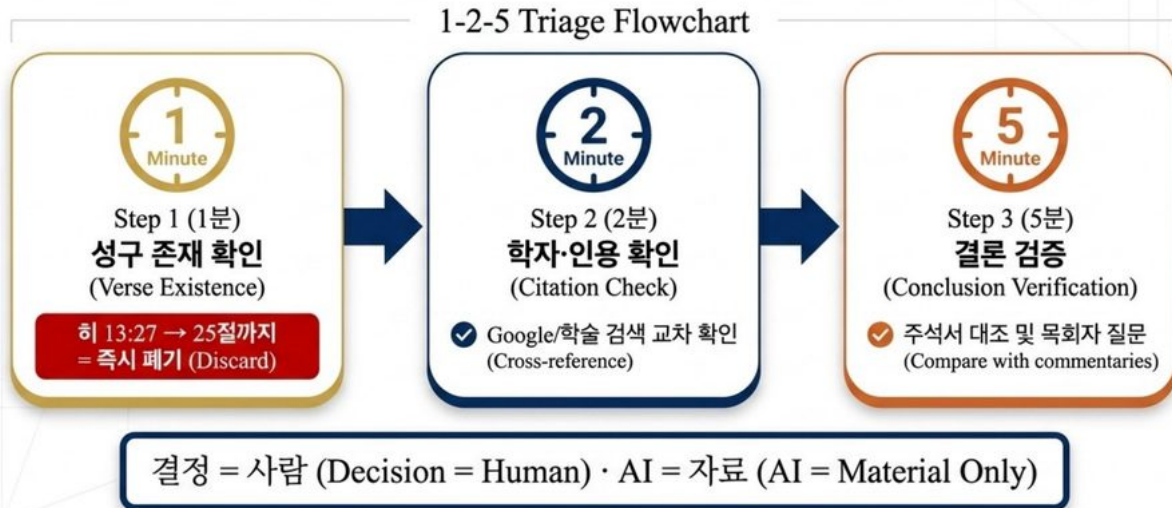
귀납적 성경연구
Inductive Bible Study, IBS)

An inductive Bible study site built on verified theological sources — hallucination eliminated. Learners discover and study on their own first; AI comparison and analysis come only afterward.

Next, let me introduce an inductive Bible study site.

Because this site uses only verified theological materials, it eliminates the problem of hallucination. And it thoroughly helps learners discover and study on their own first. Then later it analyzes the result by comparing it with the AI.

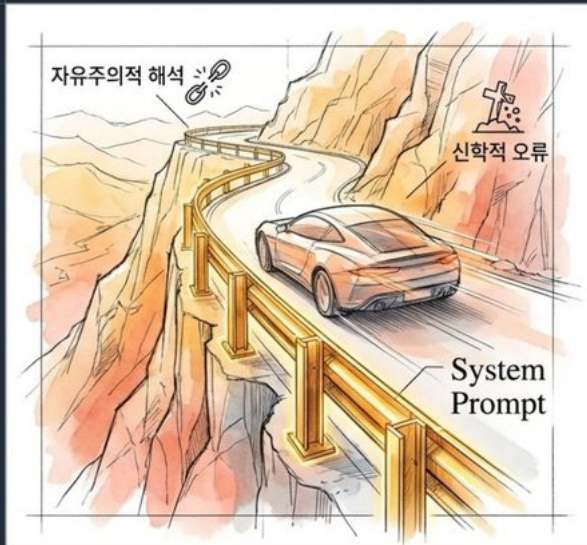
평신도 3단계 검증 (Lay 3-Step Verification)



A 3-step AI verification checklist — 1 min verse-existence check, 2 min citation and scholar cross-check, 5 min decisive conclusion against a trusted commentary. Eight minutes prevents a spiritual accident.

Here is a 3-step AI verification checklist for non-specialists and lay missionaries. Step 1 (1 minute) — verse existence check: search the verse the AI cited directly in a Bible app. Example: if the AI cited “Hebrews 13:27” — Hebrews 13 only goes through verse 25, so discard immediately. Step 2 (2 minutes) — citation and scholar verification: cross-check the scholar’s name and book title in Google and Google Scholar. If nothing comes up, suspect AI fabrication. Step 3 (5 minutes) — verify the decisive conclusion: compare the final theological conclusion against one trustworthy commentary, or ask a pastor. The principle is clear — “the decision itself is made by people; AI only supplies material.” Eight minutes of investment can prevent a spiritual accident.

시스템 프롬프트: AI가 신학적 오류의 절벽으로 떨어지지 않게 하는 가드레일



가드레일의 역할: AI에게 작업 전 미리 명확한 '역할, 규칙, 관점'을 강제 부여.

[IBS 시스템 프롬프트 핵심 예시]

- 역할: 복음주의 기독교 관점의 귀납적 성경연구 보조 전문가
- 규칙: 한국어 응답, 개역개정 인용, 건전한 해석학 원리 근거
- 관점: 핵심은 본문이 스스로 말하게 하는 것

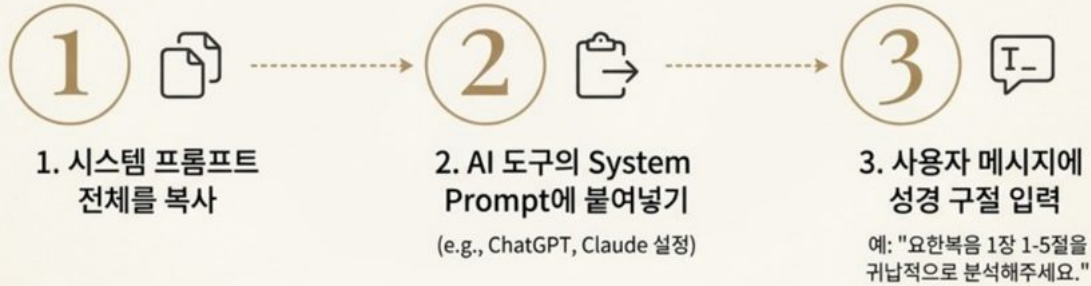
적용: 이 프롬프트 복사 한 번이 범용 AI를 신뢰할 수 있는 전담 연구 보조자로 변화시킵니다.

The system prompt is the guardrail against theological error — define Role, Rules, and Perspective once, and a general-purpose AI becomes a trusted IBS research assistant; free, 5 minutes, lifelong impact.

Going one step deeper — let me show you the importance of system prompts. A system prompt is the “guardrail” that keeps AI from falling off the cliff of theological error. What does the guardrail do? It forces a clear “role, rules, and perspective” onto the AI before any task. Here is the core example of an IBS system prompt. Role — “expert assistant for inductive Bible study from an evangelical Christian perspective.” Rules — “respond in Korean; cite the New Korean Revised translation; ground every answer in sound hermeneutical principles.” Perspective — “the heart of it is letting the text speak for itself.” Copy this prompt once into ChatGPT or Claude, and a general-purpose AI is transformed into a trusted dedicated research assistant. It is free and takes five minutes. But its effect can shape an entire ministry life.

시스템 프롬프트 설정법

시스템 프롬프트란? AI에게 '역할'과 '규칙'을 부여하는 설정입니다.
귀납적 성경연구 전문가로서 분석하도록 지시하는 전체 프롬프트를 붙여넣으세요.



System prompts — assign role and rules upfront, before any verse goes in: copy the full prompt → paste into the AI's System Prompt field (ChatGPT, Claude) → only then enter the passage. Order matters.

When you give AI a command, entering a full system prompt up front is essential.

A system prompt is the setup that assigns the AI its role and rules — without it, every response is unanchored guesswork.

시스템 프롬프트 예시

당신은 복음주의 기독교 관점에서 귀납적 성경연구(Inductive Bible Study) 방법론을 전문으로 하는 성경 연구 보조 전문가입니다. 신학대학원 수준의 주해적 분석을 제공하면서도, 성경공부 인도자와 개인 성경 연구자가 실제로 활용할 수 있도록 실용적으로 작성합니다.

분석은 철저하고, 본문 중심적이며, 건전한 해석학 원리에 근거해야 합니다. 의미를 밝히는 데 도움이 되는 경우 히브리어/헬라어 원어를 참조하고, 역사·문화적 학문 성과를 활용하며, 성경을 하나님의 영감된 권위 있는 말씀으로 보는 복음주의적 이해에 충실합니다.

모든 응답은 한국어로 작성합니다. 성경 본문 인용은 개역개정판(개역개정)을 기본으로 하되, 원어 의미 설명이 필요한 경우 히브리어/헬라어를 병기합니다.


핵심 원칙: 본문이 스스로 말하게 하라. 세밀한 관찰에서 충실한 해석으로, 해석에서 삶을 변화시키는 적용으로 나아간다. 본문에 의미를 강제로 부여하거나, 주해적 기초를 건너뛰지 않는다.

A real system-prompt example — defining the assistant as an evangelical Inductive Bible Study expert, text-first hermeneutics anchored to the original Hebrew/Greek, keeps the AI from drifting into strange interpretations.

This is a sample system prompt.

It builds the guardrail that keeps the AI from drifting into strange interpretations of the biblical text.

응답 전 자기 검증 체크리스트

시스템 프롬프트에 내장 — AI가 출력 전 내부적으로 수행하는 8개 항목 점검 

- 원어 분석: 제시한 모든 히브리어/헬라어 단어가 실제 존재하는 단어인가?
- Strong's 번호: 번호가 해당 단어와 일치하는가? 확신 없으면 [확인 필요] 표시했는가?
- 교차 참조 존재: 인용한 모든 성경 구절이 실제로 존재하는가? (66권, 장/절 범위 내)
- 교차 참조 내용: 인용한 구절이 실제로 언급된 내용을 담고 있는가?
- 역사적 사실: 서술한 역사·문화적 배경이 확립된 학문적 사실에 기반하는가?
- 학자 인용: 특정 학자에게 귀속시킨 견해가 정확한가? 불확실하면 일반적 귀속으로?
- 확신도 마커: 불확실한 내용에 적절한 [] 또는 [] 마커를 붙였는가?
- 과잉 확신 검토: '반드시 ~이다', '확실히 ~이다' 등 과도한 확신 표현이 없는가?

핵심 원칙: 정확성이 불확실한 경우, 그럴듯 내용을 생성하는 것보다 불확실함을 명시하는
핵심 원칙: 정확성이 불확실한 경우, 그럴듯한 내용을 생성하는 것보다 불확실함을 명시하는 것이 항상 낫다.

© NotebookLM

Adding a self-verification checklist like this to the system prompt may not eliminate hallucinations completely, but it can significantly reduce them.

ibsth.org — 손바닥 위에 구현된 AI 귀납적 성경연구 플랫폼



[패널 1] 통합 성경 읽기 환경



[패널 2] AI 귀납적 학습 엔진



[패널 3] 1인 양육의 자립화
 신학교 한 학기 수준의 깊이 있는 묵상과 풀렌이 앱 하나에 내장되어, 고립된 선교지에서도 깊이 있는 훈련 가능.

Where every principle and tool converges — *ibsth.org*, an AI-powered Inductive Bible Study platform that fits in the palm of your hand.

The place where all these principles and tools converge is *ibsth.org* — an AI Inductive Bible Study platform implemented in the palm of your hand.



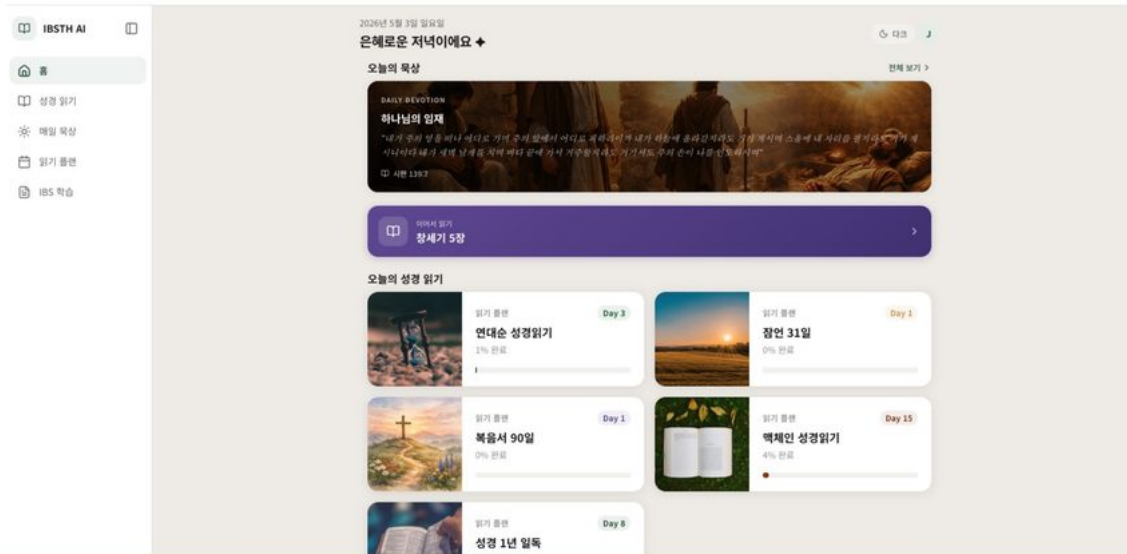
The core that sustains the reliability of ibsth.org is the “Zero Hallucination Pipeline” — trained on verified material, answering only from verified material, by design ruling out the possibility of hallucination.

It works in three stages. First — SOURCES (collection): only trustworthy commentaries, theological materials, and writings by verified scholars are accepted as sources. Second — PROCESSING: input material is processed into a searchable form while preserving theological integrity. Third — SERVICE: in response to user questions, the system generates answers only from this verified dataset, and displays the source alongside. Thanks to this pipeline, every answer ibsth.org gives is traceable. The user can verify not just that “the AI said it,” but “the AI said it based on this specific page of this specific source.”



Let me show you the home screen of ibsth.org. The address is <https://ibsth.org>. The main menu has four core modules — Home, Reading, Daily Devotion, and Reading Plans. We designed it so users can start regardless of their spiritual state. Whether you want to begin with a short daily devotion, follow a one-year reading plan, or dive deeply into one passage, you can start in the appropriate module. The next slides will walk through each of the key screens.

Inductive Bible Study AI Web/App Service

<https://ibsth.org>

ibsth.org home screen — four core modules (Home, Reading, Daily Devotion, Reading Plans) so any user can start wherever their spiritual state allows, from a short devotion to a year-long plan.

Let me show you the home screen of ibsth.org. The address is <https://ibsth.org>. The main menu has four core modules — Home, Reading, Daily Devotion, and Reading Plans. We designed it so users can start regardless of their spiritual state. Whether you want to begin with a short daily devotion, follow a one-year reading plan, or dive deeply into one passage, you can start in the appropriate module. The next slides will walk through each of the key screens.

The screenshot displays the IBSTH AI Bible study application. On the left, the Bible text for Luke 1:1-80 is shown. The right panel features an 'Observation' section titled 'Bible Study Analysis: Luke 1:1-80'. It includes a section for '1) Genre' describing the passage as a Gospel narrative with embedded prophetic praise and priestly speech, and a section for '2) Paragraph Divisions' with sub-sections like '[1:1-4] — Purpose of Luke's account', '[1:5-7] — Introduction to Zechariah and Elizabeth', '[1:8-17] — Gabriel announces John's birth', '[1:18-25] — Zechariah's unbelief and muteness', and '[1:26-38] — Gabriel announces Jesus' birth to Mary'. A central panel shows 'Luke 1:6' with a grid of Strong's codes and translation comparison for Greek and Hebrew words.

Reading page — Scripture on the left; Introduction, IBS Analysis, Context, Maps, and Commentary on the right; Strong's codes and translation comparison put Greek and Hebrew one click away.

On the Reading page, the Bible text is on the left, and Introduction, IBS Analysis, Context, Maps, and Commentary are gathered on the right — all on one screen. As the user reads the text, they can switch tabs in the right panel to immediately access related materials. Strong's codes and translation comparison are also provided, so the Greek and Hebrew originals are a single click away. Even a layperson who never attended seminary can do text study at the original-language level. There's no need to pull multiple books off the shelf to meditate on one passage — it's all on one screen.

The screenshot displays the IBSTH AI Bible application. The left sidebar contains navigation options: Home, Bible, Daily QT, Reading Plans, and IBS Study. The main content area shows the text of Luke 1:1-4 in the ESV translation. The right panel, titled 'Structure', provides a grammatical breakdown of the text. It includes a 'Theme' bar with categories like Person, Action, OT Quote, Divine, and Relation. Below this, the text is analyzed into numbered clauses with color-coded tags indicating grammatical functions. For example, '1 Inasmuch as many have undertaken to compile a narrative of the things that have been accomplished among us, that have been accomplished among us,' is broken down into '1 Inasmuch as many' (Action), 'have undertaken' (Action), 'to compile a narrative of the things' (Relation), and 'that have been accomplished among us,' (Action). A second clause, '2 compar. just as those who from the beginning were eyewitnesses and ministers of the word have delivered them to us,' is similarly analyzed. The right panel also includes a section for 'Existing Accounts & Sources (v.1-2)' with explanatory text in Greek and English.

Right-panel sentence-structure analysis — break down each verse grammatically without opening a separate parsing tool.

On the right side, there is a sentence-structure analysis feature.

IBSTH AI

Home

Bible

Daily QT

Reading Plans

IBS Study

Donate

AI Plus

Joseph Cho
joseph.cho@gmail.com

My Profile

Language
한국어 English

Luke 1ch ESV

1/24 2ch >

1 Inasmuch as many have undertaken to compile a narrative of the things that have been accomplished among us,

2 just as those who from the beginning were eyewitnesses and ministers of the word have delivered them to us,

3 it seemed good to me also, having followed all things closely for some time past, to write an orderly account for you, most excellent Theophilus,

4 that you may have certainty concerning the things you have been taught.

5 In the days of Herod, king of Judea, there was a priest named Zechariah, of the division of Abijah. And he had a wife from the daughters of Aaron, and her name was Elizabeth.

6 And they were both righteous before God, walking blamelessly in all the commandments and statutes of the Lord.

7 But they had no child, because Elizabeth was barren, and both were advanced in years.

8 Now while he was serving as priest before God when his division was on duty,

9 according to the custom of the priesthood, he was chosen by lot to enter the temple of the Lord and burn incense.

10 And the whole multitude of the people were praying outside at the hour of incense.

Intro IBS Commentary Context Struct Map Images

All 2 Territory 1 Regional 1

Roman Rule in Palestine, 63-40 B.C.
This map shows Palestine under early Roman influence after Pompey, including Jewish, Samaritan, and Nabatean territories.

Integrated Bible map — one of ibsth.org's signature features, placing every passage in its geographic context inline with the reading view.

One of the powerful features of ibsth.org is the integrated Bible map.

The screenshot shows the IBSTH AI Bible app interface. On the left is a navigation menu with options like Home, Bible, Daily QT, Reading Plans, and IBS Study. The main content area displays the text of Luke 1 in English Standard Version (ESV). On the right, the 'Images' tab is active, showing three AI-generated illustrations with accompanying text:

- v.8-17 Gabriel Appears in the Temple:** While serving in the temple, Zechariah enters the holy place to burn incense before the Lord. Outside, worshipers pray in expectation, but inside the stillness is broken when the angel Gabriel appears beside the altar of incense. Zechariah is terrified, yet the angel announces that Elizabeth will bear a son named John, who will be filled with the Holy Spirit and prepare the people for the Lord.
- v.18-23 The Silent Priest Emerges:** After questioning the angel's message, Zechariah is struck unable to speak until the promise is fulfilled. The people waiting outside the temple grow uneasy at his delay, and when he finally emerges, he can only gesture with his hands. His silence becomes visible proof that he has seen a vision in the sanctuary.
- v.24-25 Elizabeth's Hidden Joy:** After Zechariah returns home, Elizabeth conceives in her old age. She withdraws into seclusion for five months, quietly treasuring the Lord's favor. Her private joy is deeply emotional: God has removed the shame she had carried for years and replaced it with mercy and dignity.

AI image generation built into the Reading view — on the Luke 1 screen, the "Images" tab auto-renders scenes from the passage in your choice of Real, Cartoon, or Illust style.

Another innovative feature is AI image generation. On the same Luke 1 screen, clicking the "Images" tab auto-generates scenes from the passage using AI. You can choose between three styles — Real, Cartoon, or Illust.

References

Historical Cultural Geographical Customs Theological

Paragraph-scoped - 1-25

v1-6 Abraham to David Line
Genealogies in the ancient world established identity, but Matthew uses this familiar form in a theologically striking way.
 Ancient Jewish genealogies typically emphasized male descent and often omitted women, so Matthew's inclusion of Tamar, Rahab, Ruth, and the wife of Uriah is especially striking. Rather than interrupting a standard formula, their presence itself would have drawn attention to God's providence working through unexpected people and circumstances. Some of these women were associated with Gentile backgrounds or irregular situations, making the genealogy memorable for Matthew's audience, while the title "David the king" underscores the importance of royal ancestry for messianic claims.

v7-11 Davidic Kings to Exile
Genealogies in Jewish culture established identity, inheritance, and legitimacy, especially for royal claims.
 In the ancient Jewish setting, genealogies were not mere background records; they testified to family continuity, tribal belonging, and rightful standing within Israel's story. In a royal genealogy, the succession of fathers and sons especially underscored dynastic legitimacy. The mention of "his brothers" at the exile broadens the frame from one individual heir to the wider royal family caught up in the national catastrophe.

v12-16 Exile to the Christ
Genealogies in Jewish life established identity, inheritance, and covenant belonging, so this list serves a public and theological purpose.
 A genealogy was not a mere record of ancestry; it helped locate a person within the story and

Reference tools

Key & Insights Applications Questions Areas

Personal applications (25)

Anchor your identity in Jesus the Messiah
 Let your confidence rest first in who Jesus is as the promised Christ rather than in your own background, performance, or stability.
 WITH GOD PERSONAL LIFE

Trust God with your family story
 Bring both gratitude and grief from your family background to God, remembering that His purposes are not limited by human brokenness.
 WITH GOD PERSONAL LIFE

Receive grace for imperfect history
 Do not hide from the morally complex parts of your past, because this genealogy shows that God's mercy works in real and flawed human lives.
 PERSONAL LIFE WITH GOD

Honor God's long faithfulness
 Practice remembering that God keeps His word across generations, even when His work seems slow or hidden.
 WITH GOD PERSONAL LIFE

References & Applications — 25 items across 5 categories (Historical, Cultural, Geographical, Customs, Theological) matched paragraph-by-paragraph, plus Personal Application examples for sermon prep.

Let me show you the References and Applications features.

The "References" panel on the left holds multi-layered material on the text — 25 items organized into five categories (Historical, Cultural, Geographical, Customs, Theological), matched paragraph by paragraph to the text. The "Reference tools" panel on the right lets you look at Personal Application examples and gain further ideas for application.

🔍 AI Review

Overall summary

The observation-interpretation-application work shows a solid start: the learner correctly divided the passage into sensible paragraphs, identified the central focus on Jesus' origin, and drew core theological conclusions (Messiah, fulfillment, Joseph's obedience). The study now needs tighter, text-centered observation, clearer structural tagging, deeper language/cultural detail, and more specific, practicable applications. Below is a point-by-point review with concrete, text-based suggestions.

1. Observation review

1. Paragraph divisions

- The learner's paragraph breaks (vv.1-17; 18-19; 20-21; 22-23; 24-25) are broadly acceptable.
- Suggested refinement for clarity:
 - vv.1-17: Genealogy organized as three blocks (see v.17 summary). Note internal markers (v.1 opening, v.16 linkage to Joseph, v.17 summarizing the three sets).
 - vv.18-23: Narrative of conception and prophetic fulfillment (v.18 factual report; vv.19-21 Joseph's dilemma and angelic revelation; vv.22-23 Matthew's fulfillment comment and citation).
 - vv.24-25: Joseph's response and restraint (obedient action + the "until" clause).
- Rationale: grouping vv.18-23 helps show narrative flow from problem → revelation → fulfillment quotation.

2. Theme / Key themes / Insights

- Final evaluative sentence
 - The learner's study has the right theological instincts and a good structural start; with tighter observation (word/structure counts, repetition, inclusions), more careful language/historical work, and clearer, actionable applications, the study will become a robust, text-centered IBS treatment of Matthew 1:1-25.

🔄 Re-review

📄 Download PDF

📄 Create Worksheet

📄 Sermon Outline

🔍 Complete IBS Study!

AI Review feature — comprehensively analyzes what the learner has written, pointing out strengths and areas to improve so each IBS session yields additional insight.

This is the AI Review feature. It comprehensively analyzes what the learner has written and points out what was done well and what needs improvement.

Through this analysis, you can gain additional insight and learning.



IV Practical Uses of AI in
Campus Ministry

PRACTICE

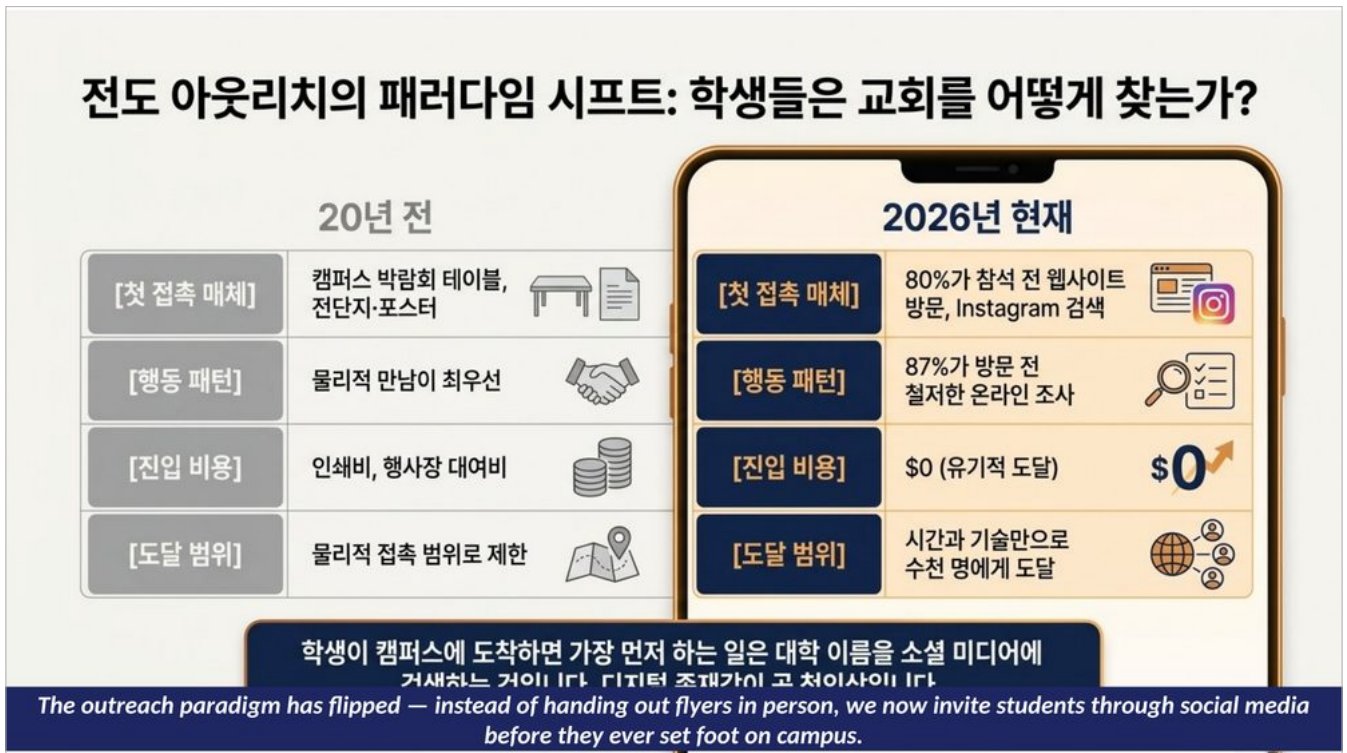
**AI 를 이용한 캠퍼스 사역
(Campus Mission) 의 실제**
IBS · 소셜 미디어 · 온라인 아웃리치

A. AI 귀납적 성경연구 (Inductive Bible Study) (IBS) · ibsth.org
B. 소셜 미디어 사역 플레이북
C. UBF Online Outreach — StartBibleStudy.org

PART IV — PRACTICE: applying AI to real UBF campus mission (IBS, social media, online outreach); the pre-conference survey ranked this the most-requested topic.

This is Part Four — the actual practice of AI in campus mission. In the pre-conference survey, the topic you most wanted to hear about was exactly this — campus ministry.

전도 아웃리치의 패러다임 시프트: 학생들은 교회를 어떻게 찾는가?



The paradigm for evangelistic outreach has shifted. In the past, we handed out flyers face-to-face, introduced God's Word, and invited people directly. Now we can invite them through social media.

도구인가, 선교지인가? (Tool or Mission Field?)

도구 관점 (Tool View)



- 일방적 정보 전달 (One-way info).
- 결과: 무시당하는 게시판 (Ignored Bulletin).

선교지 관점 (Mission Field View)



- 들어가 머무는 곳, 문화적 성육신 (Incarnation).
- 결과: 생명력 있는 허브 (Living Hub).

소셜은 도구가
아닙니다 —
우리가 들어가야 할
미션 필드입니다

From tool to mission field — the tool view yields an ignored bulletin board; the mission-field view (enter, dwell, incarnate within the culture) yields a living community hub. Without this paradigm shift, digital ministry becomes busywork.

How do you see social media? Many churches see it as a tool. The tool view — use it only when needed and put it down; use it only for one-way information delivery and promotion.

What's the result? An ignored bulletin board.

The mission-field view, on the other hand — see it as a place where people who need the Gospel actually live, a place we "enter and dwell" in; a space where we understand the culture and incarnate within it.

What's the result? A living, vibrant community hub.

So we must shift our paradigm.

Social media is less a tool than a new mission field we must enter. Without this paradigm shift, digital ministry simply becomes another piece of administrative busywork.

미디어 성육신의 역사 (Media Incarnation History)



1440:
Gutenberg
(인쇄술 · Printing Press)



1950s:
TV · Billy Graham
(빌리 그레이엄)



2025: YouVersion
10억 설치 (1B Installs)
인류 역사상 가장 많이 설치된
종교 콘텐츠



1920s:
Radio
(라디오)



2009:
Online Church
(온라인 교회)

매체는 변했지만 메시지는 한 번도 변한 적이 없습니다
(The medium changes; the message never has)

Media incarnation through the centuries — print (1440), radio (1920s), TV (1950s), online church (2009), YouVersion crossing 1 billion installs (2025). The medium keeps changing; the Gospel message flowing through it never has.

Trace the historical arc of media incarnation, and you see the medium never stops changing, but the message has never changed. In 1440, the printing press brought a German Bible into lay hands. In the 1920s, the rise of radio brought the sermon into the home. In the 1950s, the spread of television let Billy Graham preach the Gospel to hundreds of millions. In 2009, the online church emerged and worship began to transcend time and space. And as of 2025, the YouVersion Bible app has crossed one billion installs — the most-installed religious content in human history. The medium has evolved from print to radio, from TV to internet, from internet to mobile, from mobile to AI. But one thing has not changed — the Gospel message that flows through every medium.

대학생들의 진짜 캠퍼스는 '인스타그램'입니다.

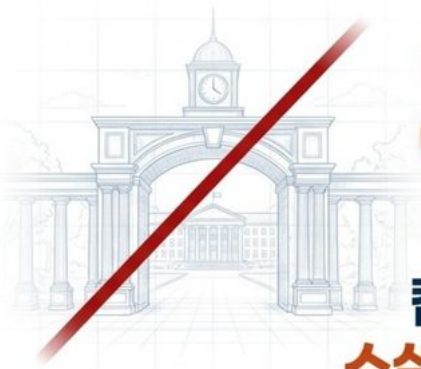
학생들은 매일 인스타그램에 접속합니다.
그곳에서 새로운 커뮤니티를 찾고,
교내 이벤트를 발견하며, 관계를 맺습니다.



완벽한 기회: 정중하고 친근한 DM(다이렉트 메시지)을 보내는 데는 단 60초와 0원의 비용이 듭니다.
하지만 이 메시지는 학생의 가장 개인적인 공간으로 정확히 도달합니다.

For today's college students, the real campus is Instagram. Students use Instagram DMs more than text messages on their phones. That's where they find new communities, discover campus events, and build relationships.

80% — 첫인상의 패러다임 전환 (The Paradigm Shift)



80%

80%의 학생이
캠퍼스 발 디디기 전
소셜 미디어를 검색합니다



87% 방문 전 SNS 계정 철저 검색

첫 만남은 교문이 아닌 인스타그램
SNS 부재 = 사역 부재

NotebookLM

Digital presence is the minister's first impression. Let me give you the deeper statistics. 80% of students do online pre-research before attending a meeting; 87% thoroughly search the SNS account before visiting. Students evaluate us by searching "school name + Instagram." Compare 20 years ago to today. Entry cost — past: print materials and venue rental; today: zero. Reach — past: limited by physical contact; today: thousands of students simultaneously. First contact — past: handing out a name card in the campus square; today: an Instagram DM in 60 seconds. So the conclusion is sharp: in the age when the student looks us up first — if we have no digital page, we are invisible.

**가장 넓은 디지털 캠퍼스
(The Widest Digital Campus)**

인스타 ≠ 단순 소셜 미디어
(Instagram ≠ Just Social Media)

우리가 개척해야 할 첫 번째 필드
(The First Pioneer Field)

강의 후 휴대폰을 꺼내라
(Open Your Phone After This)

한 계정 팔로우 · 한 메시지 전송
(Follow One · Message One)

Instagram is the widest mission field — pioneer it today.

NotebookLM

We tend to think social media is difficult. We often assume it's a tool only for people who are gifted in media ministry.

But social media is a new mission field.

When we go as missionaries to developing countries, we spend years learning the language, becoming self-supporting, and building a ministry foundation.

Online social media is another mission field. It is a mission field that is easily accessible anytime and anywhere.

If we invest even one-tenth—or one-hundredth—of the effort we put into overseas missions, we will discover that social media is a whole new field of ministry.

3단계 아웃리치 시스템 (3-Part Outreach System)



NotebookLM

Let me introduce a 3-step outreach system.

Fishing Strategy Where and how do we find people?

Direct Messages (DMs) How do we start the first conversation?

Posts & Stories How do we maintain visibility and stay connected?

You do not need marketing experience. You simply need to follow a low-effort, repeatable manual.

전략 1: 낚시터와 타겟팅 (The Fishing Strategy)



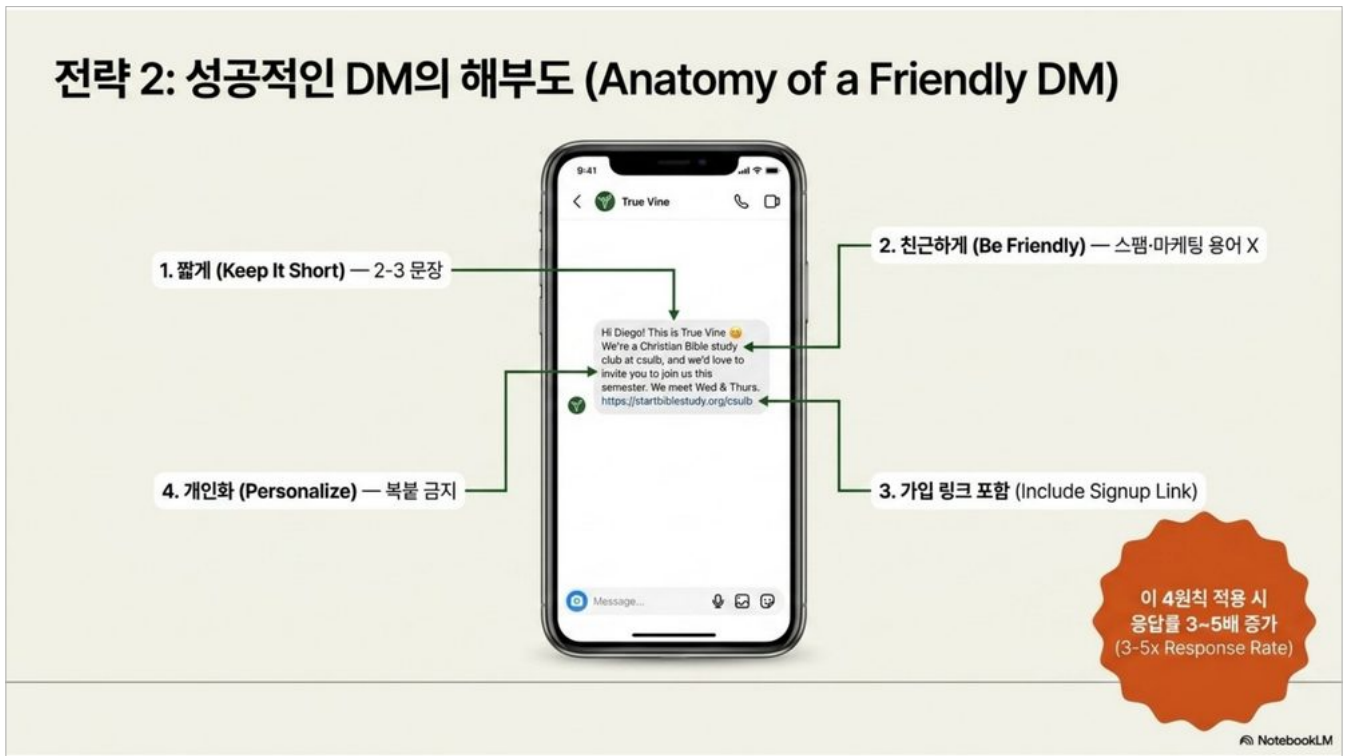
NotebookLM

Fishing Spots and Targeting

By visiting official campus Instagram accounts and student club accounts, we can connect with many students.

There, we look at students' bios and focus on those who are more likely to respond.

전략 2: 성공적인 DM의 해부도 (Anatomy of a Friendly DM)



This is the anatomy of a successful DM.

Keep it short — just 2 to 3 sentences.

Keep it friendly — avoid spammy or marketing-style language.

Include a link to your online outreach website.

Personalize it — instead of copy-and-paste messages, customize it for each student.

전략 3: 가시성과 신뢰의 구축 (Posts & Stories)



모든 이벤트를 알리십시오 (Announce Every Event)

- 아금하민 모딩을 대취한 떡문뵐 알리 십시오.
- 이벤테 회탕, 및 러뵐, 건상의 대환을 페스합시오.
- 개장뵐 페스를 곁령서 시끼는 찡수합시오.

일관뵐 게시 = 알고리즘 보상 (Algorithm Rewards Consistency)

- 일관뵐 게시를 건상에 플랫폼을 순호하고 싯호니다.
- 사람의 rxsip 플랫폼의 확상을 활뵐해 집뵐합니다.

이 계정은 살아 있다 (This account is alive) — 죽은 계정은 무시뵐고, 살아 있는 계정은 싯뢰를 얻습니다.

Building Visibility and Trust

Use your church or chapter Instagram account to promote all of your events.

Consistent posting is important. People should feel that the account is active and alive.

현장의 증명: 실제 DM 결과 (Real-World Results)

짧고 따뜻한 첫 메시지 (Short & Warm)

Hi! We have a campus club...

가벼운 대화로 친구 되기 (Becoming Friends)

What's your major?

I'm studying tech!

자연스러운 타이밍에 초대 (Natural Invitation)

이번 주 목요일에 모이는데 부담 없이 와 볼래?

Yes!

Herte your major?

LBCC True Vine 실제 사례: Brief · Warm · 부담 없는 도어 (Low-Pressure Door)

These are actual results from real DM outreach.

결론: 디지털은 목적지가 아닙니다 (Digital is Not the Destination)



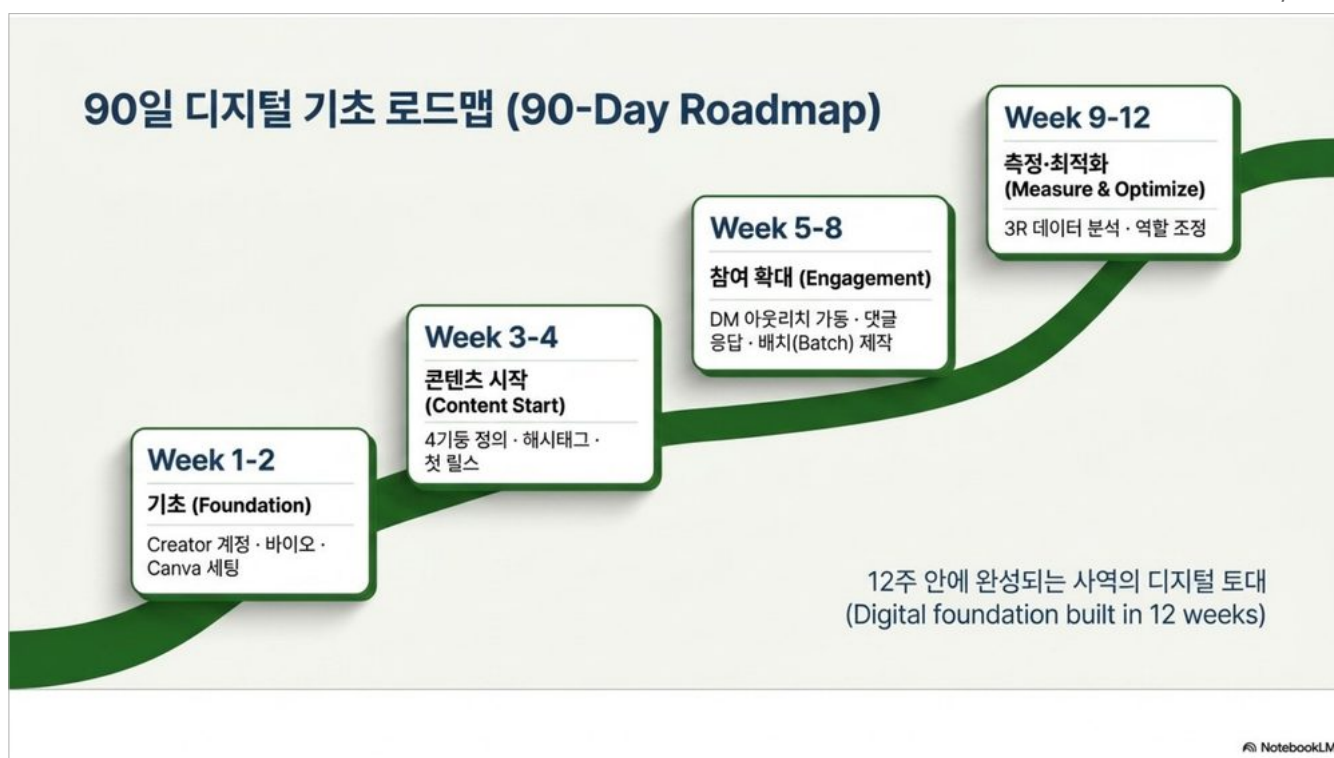
**디지털 공간에서 시작된 80/20 콘텐츠와 친절한 DM은,
결국 오프라인 예배의 빈 의자를 채우는 복음의 통로입니다
(Digital reach + Relational DM = Offline spiritual growth).**

이번 학기, 캠퍼스 학생 한 명에게 친절한 DM을 시작하십시오.

Digital ministry is not the destination. We use digital platforms to reach people, connect through friendly DMs and relationships, and invite them.



Let me walk you through the connection pipeline. In the digital era, ministry must have clear stages. First — Discovery: the student finds our account through search, recommendation, or a friend's share. Second — Follow: a student who feels our content is valuable follows the account. Third — Engagement: likes, comments, shares, saves — interaction begins. Fourth — DM: one-to-one conversation starts. Fifth — Meet: the connection moves to an offline meeting. Sixth — Worship: they enter the spiritual community. Each step doesn't happen by accident — it must be designed intentionally. Content and messaging must be designed so students naturally move to the next stage.



A 90-day roadmap that turns “where do I even start” into clarity. Weeks 1-2 — Foundation: switch Instagram to a Creator account, optimize the bio (who/purpose/CTA), and set up a Canva brand kit. Weeks 3-4 — Content Start: define your four content pillars, plan your hashtag strategy (brand + location + interest), and post your first Reel. Quick start beats perfection. Weeks 5-8 — Engagement Expansion: activate DM outreach in earnest, build a habit of responding to comments, and establish a batch-production routine — making a week’s worth of content in one sitting. Weeks 9-12 — Measure and Optimize: evaluate data against the 3R framework, adjust team roles, and plan the next quarter. In twelve weeks, the digital foundation of the ministry is set.

3R 플라이휠: 성공 지표의 재정의 (3R Flywheel: Redefining Success)

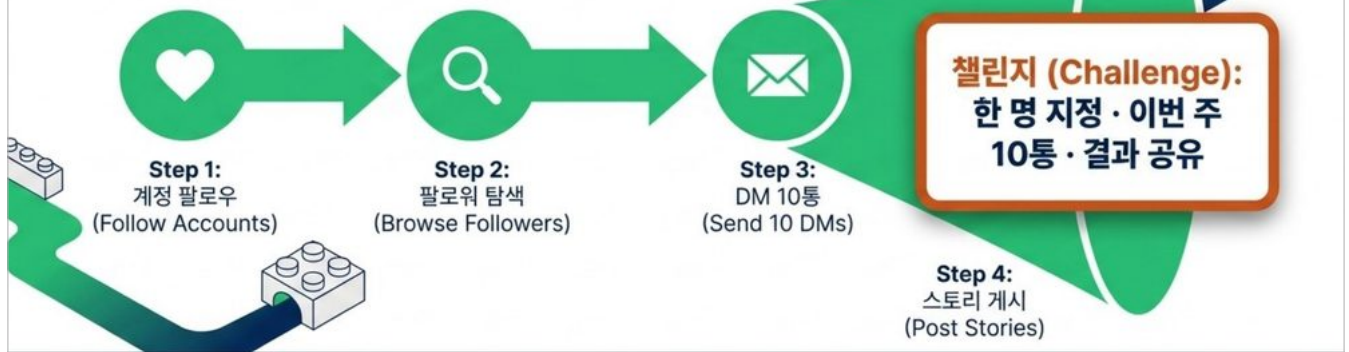


✗	10,000 팔로워, 0명 예배 (10K followers, 0 worship)
✓	100 팔로워, 매주 2명 신규 (100 followers, 2 new each week)

NotebookLM

How do we measure success in digital ministry? We need a new metric. I propose the "3R Flywheel." R1 — Reach: the stage where the Gospel reaches new students at zero cost. R2 — Resonance: the stage where spiritual resonance is formed through 80/20 authentic content. R3 — Response: the stage where preheated relationships move offline. Like a flywheel, once it starts spinning, momentum accumulates. But here is the most important message: the success metric is not "followers." Success is defined as "a soul moving from digital to offline spiritual growth." An account with ten thousand followers but zero showing up for worship, versus an account with one hundred followers but two new students coming to worship every week — which is the success? The second one.

오늘 한 단계 (One Step Today)



Don't wait — start building the funnel with one step today.

Just one step a day is enough.

Follow accounts, browse their followers, and send 10 DMs.

Then post one story update.

That's it — small daily action compounds into a real ministry pipeline.

History

System to find, contact, and invite evangelism targets more effectively using IT/AI tools

Attempted with 3 methods

Biblestudyfree.org

Reaching those interested in Bible study through internet Google search and location-based targeted ads.

Lbcctruevine.org

Directly inviting students through campus-based Bible study invitation platform.

StartBibleStudy.org

Platform for introducing Bible study and allowing campus students to apply for Bible study

Three prior online-outreach pilots by UBF HQ IT — Biblestudyfree.org (search ads), Lbcctruevine.org (campus-specific), and StartBibleStudy.org (today's unified platform).

The UBF HQ IT Team has piloted three online outreach projects so far: biblestudyfree.org, lbcctruevine.org, and startbiblestudy.org.

StartBibleStudy.org 탄생 (A Platform Is Born)



StartBibleStudy.org — the integrated invitation platform. Four traits: no-code build, 24/7 student signup, preset templates by ministry type (site live in 30 minutes), and instant push and email the moment a student signs up.

The integrated platform that brings all of this together is StartBibleStudy.org. A complete invitation platform has been born. It has four characteristics. First — No-code: ministers can build a website directly without any coding knowledge. Second — 24/7 signup: when a student gets inspired at 3 AM, they can sign up immediately. Third — preset templates: templates by ministry type (campus ministry, youth ministry, church faith introduction) are ready, so a site is complete in 30 minutes. Fourth — instant notification: the moment a student signs up, a push notification and email are sent immediately to the minister. The student you've brought through the "Discovery → Follow → Engagement → DM" stages can be caught at exactly the right moment.

레고처럼 조립 (Assemble Like Lego)

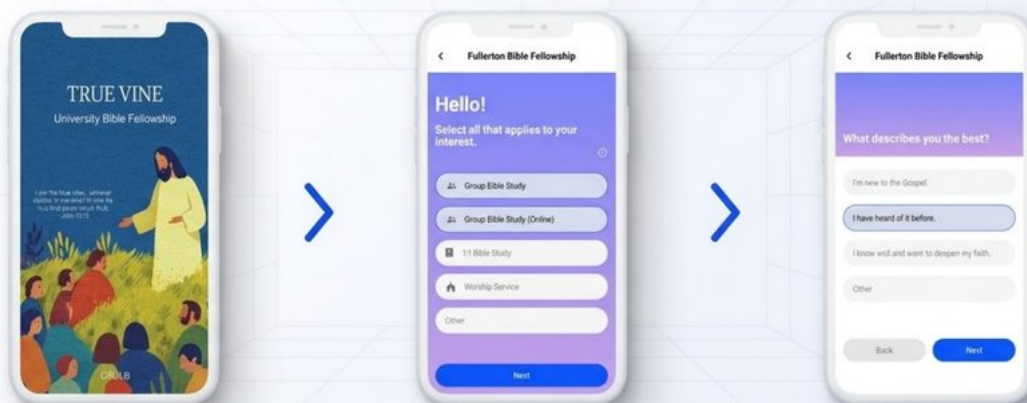


- 프리셋 블록 (Preset Blocks) 선택
- 지부 정보 (Chapter Info) 입력
- 게시 (Publish) 한 번 클릭 = 30분이면 라이브 사이트

The block-style website builder — drag and drop preset blocks like Lego (welcome header, signup form, map, gallery), enter chapter info, click Publish. Your site is live in thirty minutes; no design or coding required.

One of the core features of StartBibleStudy.org is the block-style website builder. Here's how it works. From a set of preset blocks, the minister picks what they need — welcome header, ministry introduction, meeting time info, signup form, location map, gallery, FAQ, and so on. Just drag and drop the blocks like assembling Lego. Next, enter the chapter information — ministry location name, meeting times, minister photos and bios, contact information. Finally, one click on Publish. Within thirty minutes, your own site is complete and live on the internet. The minister doesn't have to learn design or coding. Time for the essence of ministry isn't taken away.

물 흐르듯 이어지는 매끄러운 학생 연결 경험 (Seamless User Journey)



Step 1: 탐색 (Welcome)

부담 없는 환경에서 언제, 어디서,

Step 2: 선택 (Invite)

자신의 관심사와 선호도에 맞는

Step 3: 연결 (Connect)

학생의 영적 상태를 미리 파악하여

Three-step student connection flow — Welcome (browse without pressure), Invite (choose meeting type via signup), Connect (auto-matched to a shepherd by campus, interests, and time slot).

The platform provides a smooth, flowing student connection experience. It works in three steps. First — Welcome (explore) : when a student first visits the site, they can browse the ministry without pressure. What kind of meeting is this, who's there, what's the atmosphere. Second — Invite (choose) : when their heart moves, they choose the meeting type that fits them through the signup form. Campus 1 : 1, group Bible study, online mentoring — those options are available. Third — Connect (smart matching) : once signup information enters the system, the student is automatically matched to a shepherd whose campus, interests, and time slot fit. The whole process feels like a natural flow to the student, and arrives as precise targeting for the minister.

관리자 대시보드 (Admin Control Center)

학생의 관심사, 캠퍼스, 연락처를 한 곳에서 관리하는 강력한 백엔드 시스템.

학생 신청 즉시 발송되는 실시간 자동 푸시 알림

파이프라인 탭으로 자동 분류되는 체계적인 CRM 대시보드. 즉각적인 메시지 발송 지원.

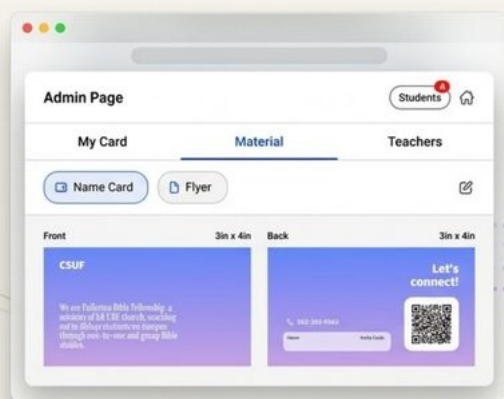
Admin Control Center — every signup centralized and auto-classified into New, In Progress, Active, or Inactive, so one minister can systematically shepherd dozens or hundreds without anyone falling through the cracks.

Let me show you the Admin Control Center. All signup information is centralized in one place — student names, campuses, interests, contact information, signup timestamps — all automatically classified. From one screen, the minister can see the status of every applicant. New (not yet contacted), in progress (first meeting scheduled), active (attending regular meetings), inactive — the system auto-classifies the pipeline. One minister can systematically manage dozens or hundreds of students. Who just signed up, who needs to be contacted, who hasn't been heard from in a while — all visible at a glance. Nothing in the ministry falls through the cracks.

O2O (Online to Offline) 전도 자원 완비

디지털 플랫폼 구축과 동시에, 오프라인 캠퍼스 노방전도에 즉시 사용할 수 있는 맞춤형 인쇄 자원을 시스템이 자동 생성합니다.

Digital Admin



Physical Environment



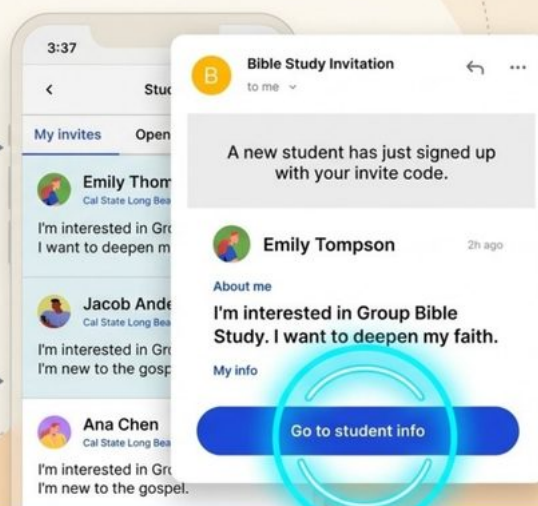
O2O (Online-to-Offline) outreach kit — auto-designed PDF flyers and QR business cards bridge campus encounters to the digital signup page, so students can register on their own time, without pressure.

O2O (Online-to-Offline) outreach resources are also fully equipped. Even with a digital signup page, offline campus ministry remains essential. Resources that bridge the two worlds are auto-generated. First — auto-generated flyers: a PDF is auto-designed with the ministry name, meeting times, and the site's QR code. Print it and distribute on campus. Second — name-card templates: business cards engraved with a QR code are auto-generated. When you meet a student and hand them the card, one QR scan delivers all the information to them. The student can come back in their own time, without pressure, to sign up. The offline encounter naturally connects to the digital signup.

신청 즉시 연결되는 스마트 알림 시스템

자동 알림 (Push & Email): 학생이 폼을 제출하는 즉시 지정된 목자(Bible Teacher)에게 이메일과 알림이 전송됩니다.

손쉬운 대시보드 관리: 새로운 학생 리스트, 매칭 상태, 초대 코드를 모바일에서 한눈에 관리할 수 있습니다.



Instant push and email alerts the moment a student applies — first contact within the golden window (a few hours) dramatically raises the chance the meeting actually happens; after 24 hours, the heart drifts back.

A smart notification system that connects the moment a student applies. The instant a student submits the signup form, a push notification reaches the assigned minister's (the shepherd's) phone, and an email is sent at the same time. Why does this matter? Because the golden window of spiritual response is very short. The few hours right after a student signs up are the most critical. A response within that window dramatically increases the likelihood that the meeting actually happens. After 24 hours, the student's heart drifts back into everyday life. In the past, ministers often checked email days later and lost the opportunity. Thanks to this system, the shepherd can attempt the first contact within the golden window.

The image shows a screenshot of an Instagram profile for @truevine_csulb. The profile bio reads: "A Bible study club at CSULB. We welcome everyone to join our Bible studies." and includes a link to startbiblestudy.org/csulb. The profile has 19 posts, 95 followers, and 63 following. Below the bio are buttons for "Follow" and "Message". There are also links for "GBS" and "Key Verses".

The main post is a photo of a group of students at a booth with a purple tablecloth. The caption for the post reads: "Week of Welcome spring '26 - True Vine USA! Grateful for every conversation and connection. 'Go out... and compel them to come in, that my house may be filled' — Luke 14:23". The post has several comments, including "Amazing!!" and "Nice meeting you guys!".

At the bottom of the screenshot, there is a blue banner with white text that reads: "Real example — @truevine_csulb at Cal State Long Beach: bio links to startbiblestudy.org/csulb, Week-of-Welcome event posts cite Luke 14:23, and student comments show digital and offline meeting naturally."

Let me show one more real example — the True Vine ministry Instagram account at CSULB (California State University, Long Beach). The account is @truevine_csulb, with 19 posts and 95 followers. The bio reads, "A Bible study club at CSULB. We welcome everyone to join our Bible studies." The link goes to startbiblestudy.org/csulb, so from Instagram, one tap reaches the signup page. The post visible on the right is the "Week of Welcome spring '26" event post — a photo of students greeting newcomers at a booth covered with a purple tablecloth in the first week of the new semester, paired with the quote, "Go out... and compel them to come in, that my house may be filled" (Luke 14:23). Comments include student responses like "Amazing!!" and "Nice meeting you guys!" A picture of ministry where digital and offline meet naturally.

2026 Spring Semester Pilot

단 10개 지부 한정 (Only 10 Chapters!)



새로운 디지털 브릿지를 가장 먼저 경험할
선착순 10개 지부를 모집합니다.

<https://ubf.org/online/onlineoutreach>

2026 Pilot Program — HQ offers full support to 10 chapters at ubf.org/online/onlineoutreach; English-capable chapters first (HQ interns speak English only), other languages to follow as the program expands.

Now let me introduce a new opportunity headquarters is preparing — the 2026 Pilot Program. HQ will provide comprehensive support to a limited cohort of 10 chapters. The URL is on screen: ubf.org/online/onlineoutreach. One note: at this stage, our HQ interns speak only English, so mentoring is limited to English-capable chapters. This is just a starting-phase limitation and will expand to other languages going forward. If your chapter ministers in English, or has English-capable ministers, I'd encourage you to consider joining this pilot.

10개 지부 파일럿 한정 모집 — ‘Be the First to Bridge the Gap’



본부 지원 - What We'll Provide



- 매주 밀착 멘토링 (Jorge/Mary 마케팅 인턴 2명)



- 지부 맞춤 StartBibleStudy 초기 세팅 완벽 지원



- 고품질 미디어/콘텐츠 에셋 무상 제공



- 실전 DM 코칭 노하우 전수



지부 준비 - What You Need to Do



- 전담 코디네이터 1명 임명 및 3개월 연속 실행



- 매주 인스타 콘텐츠 업로드 & 능동적 DM 아웃리치



- 종료 후 타 지부와 결과/레슨 셰어링

⚠ 본부 인턴 지원을 위해 ‘영어 가능 지부’ 우선 배정



← 즉시 신청: ubf.org/online/onlineoutreach

Pilot details — "Be the First to Bridge the Gap": weekly mentoring from HQ interns Jorge and Mary, free setup, media assets, and DM coaching; chapter commits one coordinator for 3 months of weekly posting and DM outreach.

The concrete details of the pilot program. The tagline: “Be the First to Bridge the Gap” — be the first group to close the gap between digital and offline. What headquarters provides. First — weekly close mentoring with HQ marketing interns Jorge and Mary. Second — full support for a chapter-customized initial setup of StartBibleStudy. Third — high-quality media and content assets, provided free of charge. Fourth — hands-on DM coaching know-how. What the chapter must commit. First — appointing one dedicated coordinator and running for three consecutive months. Second — weekly Instagram content uploads and active DM outreach. Third — sharing results and lessons with other chapters after the pilot ends. To match the language capability of HQ interns, English-capable chapters are prioritized. Sign up immediately via the QR code on screen, or at ubf.org/online/onlineoutreach.

Meet Our Interns

2 dedicated social media specialists will mentor and onboard your chapter.

Mary Lomahan

Social Media & Marketing Specialist

B.A. Communications, DePauw University '25
Social Media Marketing Coordinator Career



Jorge Lau

*LA UBF Campus Outreach
& Social Media Lead*

M.S. Aerospace Engineering, CSULB
LA UBF Campus Social Media Manager



Our HQ Media Team has two media interns experienced in social-media marketing and campus outreach.

They will provide hands-on weekly support to the chapters selected for the pilot program.

인스타그램은 단순한 소셜 미디어가 아닙니다. 우리가 개척해야 할 가장 넓은 '디지털 캠퍼스'입니다.



지금 바로 스마트폰을 켜고, 첫 번째 메시지를 보내세요.

[자세한 가이드 및 리소스 확인하기: startbiblestudy.org]

NotebookLM

Instagram is not just social media — it is the widest digital campus we are called to pioneer; the moment this session ends, open your phone, follow one campus account, send one warm first message.

Now let me make our ultimate purpose unmistakably clear. Instagram is not merely social media. It is the widest digital campus we are called to pioneer. Don't let it end with just listening to this lecture. The moment this session ends, take out your phone. Follow one campus account connected to your ministry. Send one short, warm first message to one of those followers. This single action can be the beginning that changes the eternity of one soul. Without action, every lecture remains just information. But one action begins a ministry.

첫 번째 디지털 캔버스의 주인이 되십시오.

Be the First to Bridge the Gap



<https://ubf.org/online/onlineoutreach>

Be the first to bridge the gap — scan the QR or visit ubf.org/online/onlineoutreach to secure a spot in the 10-chapter pilot; HQ Media, IT, and marketing interns will partner with you for three months.

The final word on the pilot program. Be the first to bridge the gap — be the first ministry to close the gap between digital and souls. Point your phone camera at the QR code on screen, or visit ubf.org/online/onlineoutreach, and secure your spot in this 10-chapter pilot. The HQ Media Team, IT Team, and marketing interns will partner with your chapter for three months. We believe this pilot is not just a program but the next-generation campus ministry model for UBF. The 10 chapters that take the first step will build that model together with us.



UBF IT 디지털 사역 생태계
 차세대 선교와 영성 성장을 위한 통합 솔루션 포트폴리오
 기술을 통해 말씀의 능력을 세상 끝까지 연결합니다.

PART V — HQ IT TOOLS: a single-glance tour of digital ministry platforms the HQ IT team is operating, building, or planning — each one born from a real, practical UBF ministry need.

From here I'll briefly introduce the digital ministry tools that the HQ IT team is developing and operating. Some are already in operation, used by thousands of people every day; some are in development; some are still in the planning stage. Every one of them started from real, practical ministry needs in UBF, so for each case I'll mention what spiritual problem it was trying to solve. Time doesn't allow deep coverage, but the goal is to give you a single-glance view of which tool could help which kind of ministry.

UBF 본부 IT 부서 조직도

위원장

Dr. Henry Park

IT 코디네이터

Dr. Joseph Cho

미디어 파트

Joshua Min 파트타임

미디어 인턴

파트타임



Rebekah



Grace Min



Grace Oh



Ashton



Jhonar



Yerin



Marry



Jorge



개발자

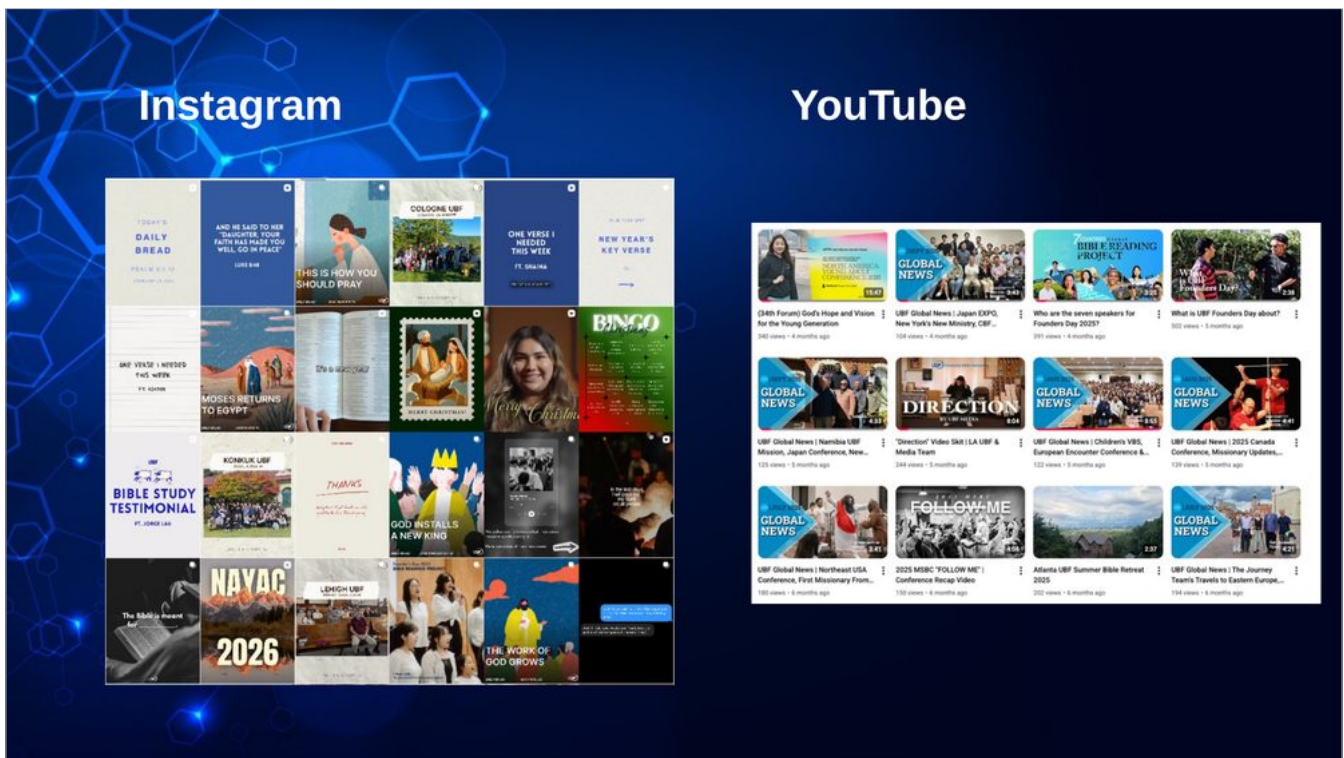
Noh Ah Jung

HQ IT Department — Henry Park (chair), Joseph Cho (coordinator), Joshua Min (media) with 8 part-time interns, Noah Jung (full-stack dev); small team, amplified by AI, delivering megachurch-level IT — small but strong.

Let me introduce the HQ IT Department team. Missionary Henry Park serves as IT chair, and I serve as coordinator. Missionary Joshua Min leads the media area, working with 8 part-time media interns. Missionary Noah Jung leads development as a full-stack developer responsible for all platforms. It's a small team — but by aggressively using AI tools, we deliver what megachurch-level IT departments deliver. I believe this is one model for ministry teams in the AI era: small in headcount, amplified by tools, small but strong.



A photo from a recent Zoom meeting with our part-time media interns.



As a result, in 2025 we produced a total of 72 high-quality videos created directly by our interns—such as the “About UBF” video and Instagram engagement clips—have become powerful tools for connecting with younger audiences.

YouTube

UNIVERSITY BIBLE FELLOWSHIP
UBF TV - University Bible Fellowship - 1 / 8

Where do you come from? / Today's Campus Ministry / ...
UBF TV - University Bible Fellowship

2 What verse is in your Instagram bio?
UBF TV - University Bible Fellowship

3 Describe UBF in 3 Words (University Bible Fellowship)
UBF TV - University Bible Fellowship

4 What does UBF Mean to You? #ubf #universitybiblefellowship
UBF TV - University Bible Fellowship

5 Why is the Bible Study Important to You? #ubf...
UBF TV - University Bible Fellowship

6 Daily Bread: Finding Orientation and Strength in God's Word #ubf...
UBF TV - University Bible Fellowship

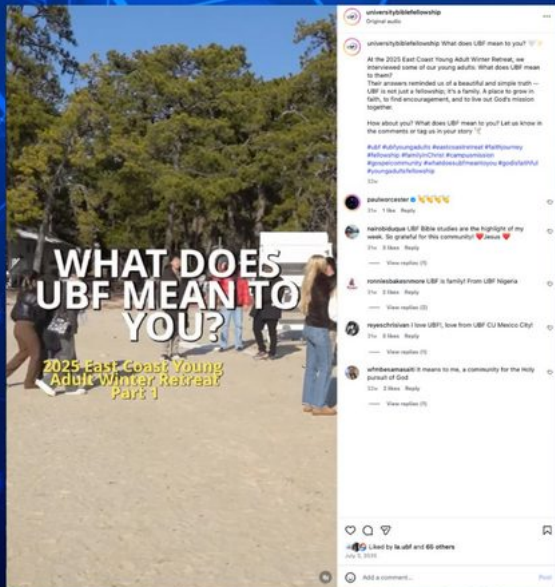
WHAT DOES UBF MEAN TO YOU?

Grace Oh LA UBF

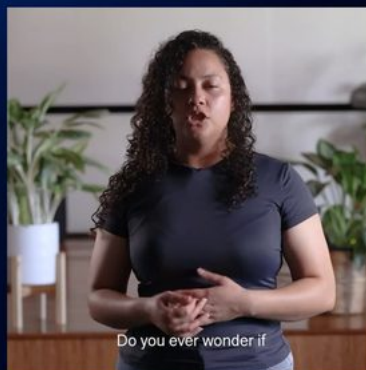
In the voices of young people, they record and edit the videos themselves and post them on social media such as YouTube and Instagram.

As a result, these videos help improve our Google search visibility, promote UBF to younger audiences, and guide them to our campuses.

Instagram



Short Testimony



They also produced short testimony videos featuring young people.

Highlight UBF Chapters



We launched a new Instagram project introducing UBF chapters around the world,



and so far we have featured six chapters.

Through this, we are naturally introducing UBF chapters to young people's social media communities.

2026 DIRECTION: EXPANSION



TIKTOK VISIBILITY



EXPANDING PRESENCE



SUPPORTING LOCAL CHAPTERS



AI TOOLS & TRAINING

- ▶ **TikTok Search Visibility**
UBF HQ channel activation; encourage chapter participation.
- ▶ **GEO — Generative Engine Optimization**
Strategy + UBF blog platform so AI engines (ChatGPT, Gemini, Perplexity) cite UBF positively.
- ▶ **Online Outreach Pilot**
6 chapters selected (IIT, Toledo, Madison, NJ, Dupage, +1) — expanding toward 10.
- ▶ **Campus Ministry Tools — keep building**
Ongoing development; broader chapter adoption.
- ▶ **AI Training for UBF Members**
Practical AI series for campus ministry application.
- ▶ **Inductive AI Bible Study**
Web + app currently in development.
- ▶ **NA Chapter Support**

2026 Direction

Looking ahead to 2026, our focus will be on:

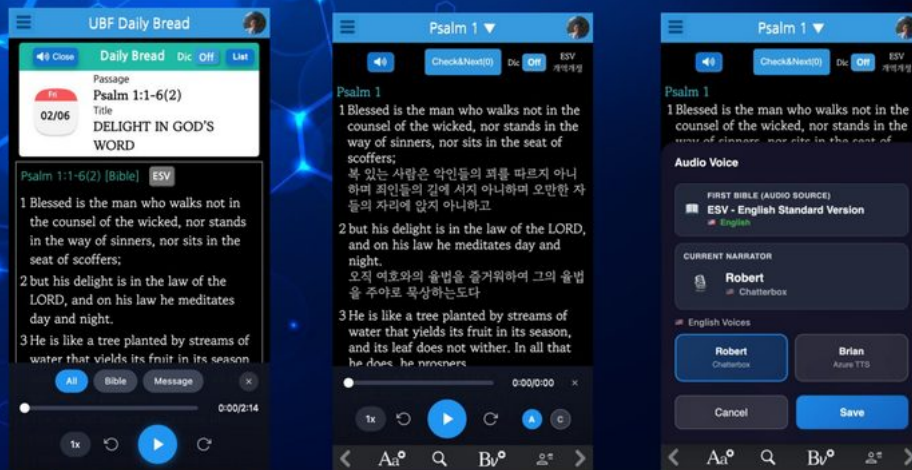
TikTok Search Visibility: Establishing UBF's presence on TikTok to reach younger generations.

Expanding Social Media Presence: Continuously increasing UBF's visibility across social media platforms.

Supporting Local Chapters: Helping individual chapters effectively utilize social media for practical campus mission.

AI Tools & Training: Providing AI tools and conducting training sessions so that ministry workers can leverage AI technology in their field work.

UBF Daily Bread - Voice Service Transition



UBF Daily Bread Voice Service — AI TTS auto-generates ~5 minutes of natural Korean and English audio devotional daily; over a thousand users now listen during commutes, replacing what once required a full-time voice actor.

The first tool is the Voice Service transition for UBF Daily Bread. UBF's daily devotional, Daily Bread, publishes new text and meditation every day. Previously it was provided as text only, but we received many requests for an audio version to listen to during commutes, while driving, or while doing chores. Using AI TTS (text-to-speech) technology, Korean and English voice versions are now auto-generated and delivered daily. About five minutes of devotional content per day, in a natural human-quality voice. Work that previously would have required a full-time voice actor is now automated by AI. More than a thousand users use this voice service every day.

Image Bible Narration

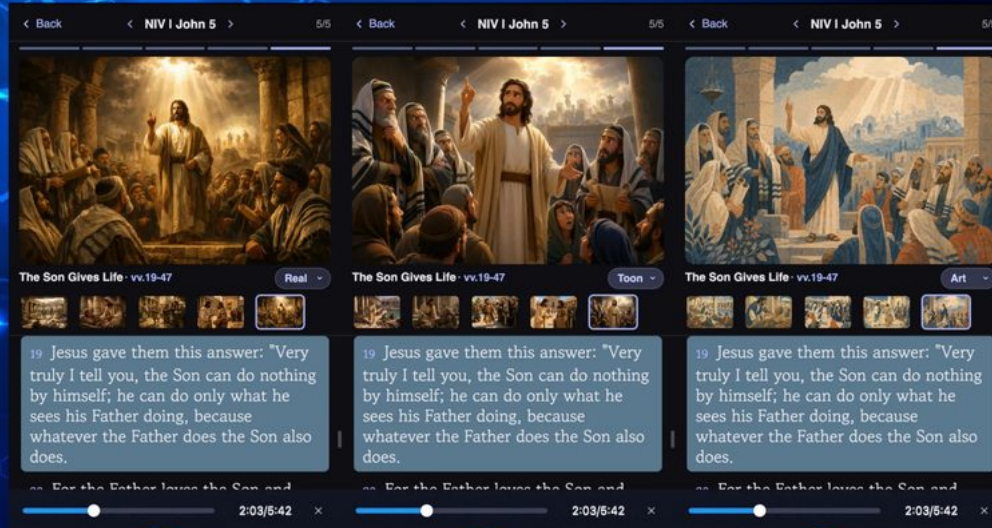


Image Bible Narration — 3 to 8 detailed scene images for every one of 1,189 chapters across all 66 books (~6,000 images) via GPT-image 2.0; every image reviewed for theological accuracy before visual appeal.

The second is the Image Bible Narration project. For every one of the 1,189 chapters across all 66 books of the Bible, 3 to 8 detailed images per chapter are being generated using GPT-image 2.0. The key scenes of each passage are visually rendered. It can be used across many areas — children's ministry, youth ministry, outreach to non-believers. 1,189 chapters times roughly 5 images each — about 6,000 biblical scene images. Work that would have taken a single artist decades by hand is being completed in months by one person with AI. Every image goes through review for theological accuracy — biblical faithfulness takes priority over visual appeal.

Trilingual service (Korean, English, and Spanish)

English (HQ) Pray for P. Ron Ward and Continental New Year's Conferences

Spanish (HQ) Oren por el P. Ron Ward y las Conferencias de Año Nuevo Continental

Korean (HQ) P. Ron Ward와 대해 신년 수양회를 위해 기도해 주세요.

UBF NEWSLETTER
UNIVERSITY BIBLE FELLOWSHIP

This newsletter is also available in Korean and Spanish.

한국어 **Español**

WM News & PTs 02/07/2026

(Latin America) Latin America Chapter Directors & Leaders New Year Conference 2026
(by Isaac Park)

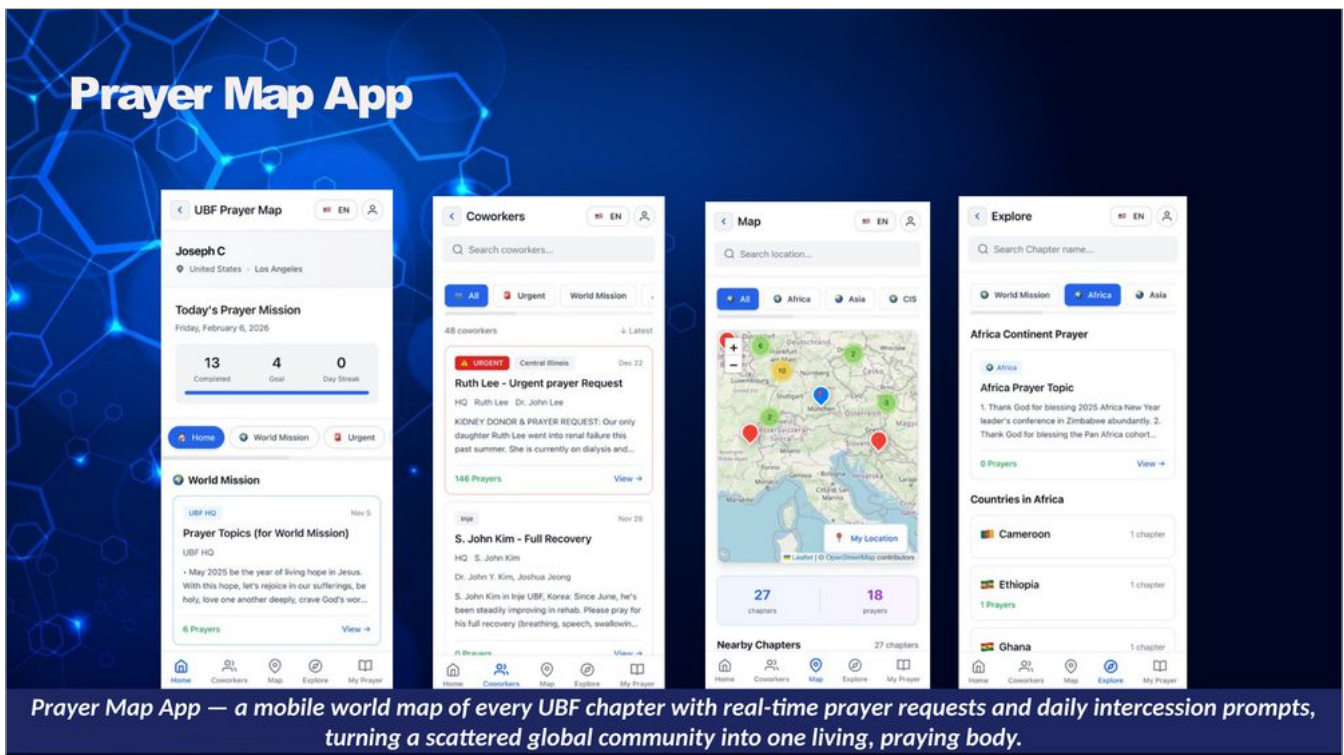
From January 23 to 25, 2026, the Latin America Chapter Directors and Leaders New Year Conference took place in Santiago, Chile, with around 70 leaders gathering for spiritual direction and vision for the

WM News & PTs 02/07/2026

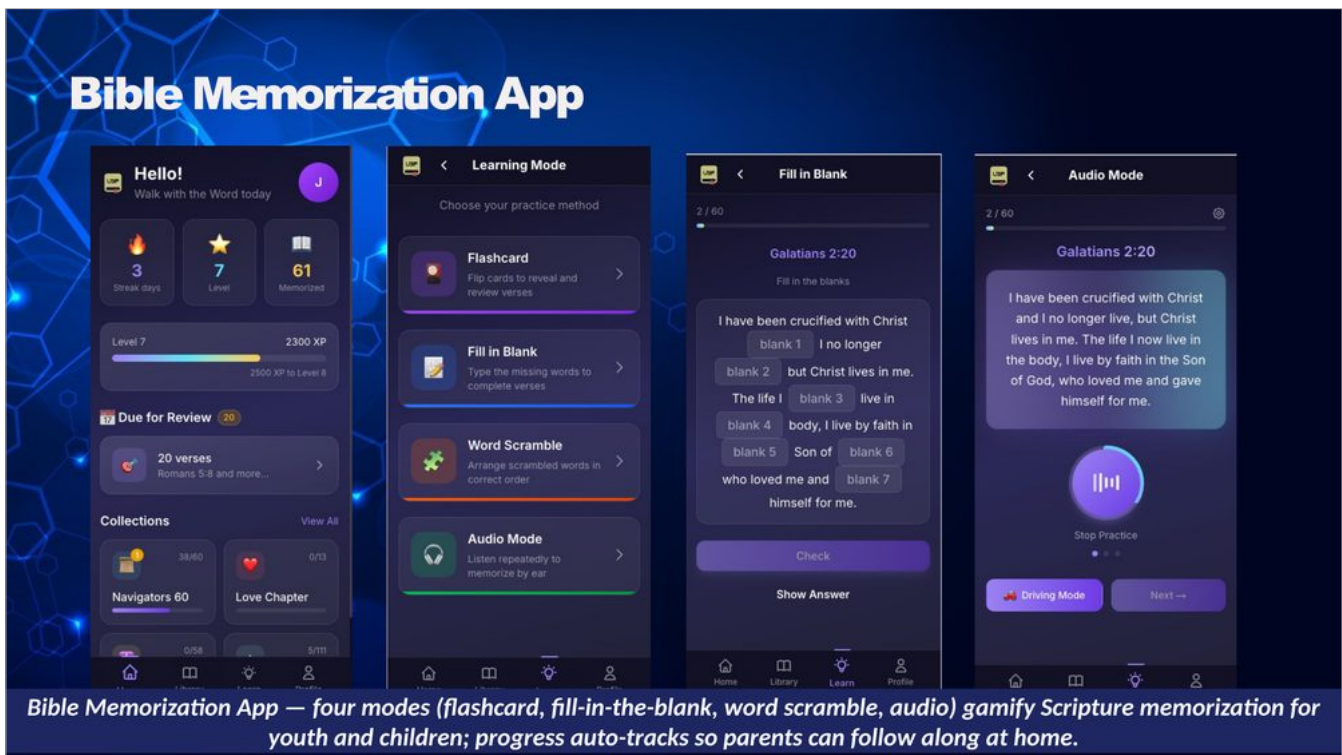
Conferencia de Año Nuevo 2026 para Directores y Lideres de Capítulos de América Latina
(por Isaac Park)

Trilingual newsletter — AI auto-translates and summarizes the Korean original into English and Spanish; ministers only review, and Spanish-speaking mission fields in Latin America now receive HQ news regularly.

The third is the trilingual newsletter service. UBF is a multinational community scattered around the world. Previously the newsletter was published in only two languages — Korean and English. With AI auto-translation and summarization technology, Spanish has now been added. When the Korean original is published, AI auto-translates and summarizes it into English and Spanish. Ministers don't need to translate everything by hand — they only review. Ministers and students in Latin America and Spanish-speaking mission fields are now beginning to receive headquarters news and spiritual material regularly. The language barrier is being lowered by digital tools.



The fourth is the Prayer Map App. A mobile app that connects every UBF chapter worldwide. The core feature: UBF chapter locations are displayed on a world map, and each chapter's prayer requests are updated in real time. Users can pray for a chapter while viewing the map, interceding for the missionaries and students of that chapter. Notification features can even deliver a daily prayer prompt for one chapter. Everyone can feel that UBF is not just a homogeneous group but a living global spiritual community. The distances are great, but prayer draws us close.



The fifth is the Bible Memorization App. It is especially powerful for youth and children's ministry. There are four learning modes. First — flashcard mode: see verses in card form and memorize. Second — fill-in-the-blank mode: key words become blanks to fill in while memorizing. Third — word scramble mode: rearrange shuffled words back into order. Fourth — audio mode: memorize while listening to voice. Verses can be memorized while playing like a game, so it's especially popular with children. Learning progress is auto-tracked, and parents can check their child's progress. Digital tools can revitalize faith education in the home.

현대 교회 웹 플랫폼

- ☞ AI 보조 개발
- ☞ 한 워크플로우 → 여러 지부
- ☞ 지부별 커스터마이징

공용 코드베이스
같은 코드베이스 재사용

비용·시간
대폭 절감

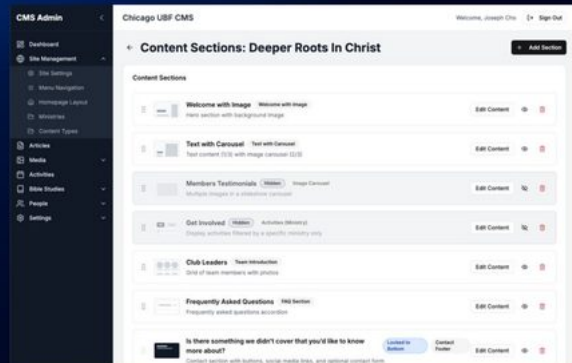
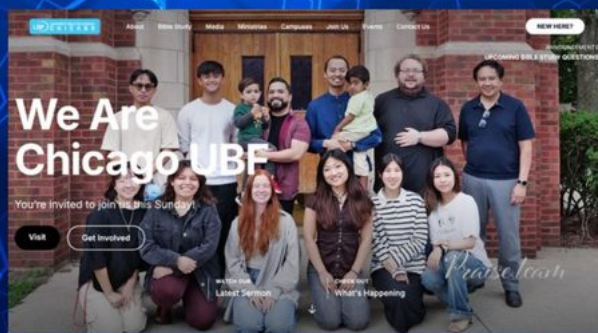


Project six — Chicago UBF Website Redevelopment. Rebuilt from scratch via AI-assisted workflow with CMS integration, multilingual support, and mobile optimization. What would have cost tens of thousands and six months at an agency, done for far less.

The sixth is the Chicago UBF Website Redevelopment project. As headquarters for Korean UBF and the center of U.S. ministry, Chicago UBF needed a new website to express its ministry spirit and vision digitally. We rebuilt it from scratch using the latest AI-assisted development workflow. The design follows the standards of modern church websites; CMS (content management system) integration lets ministers manage content directly; multilingual support and mobile optimization are built in. Work that would have cost tens of thousands of dollars and six months at an outsourced development agency was completed in far less time and at far lower cost through AI-assisted development.

Chicago UBF Website Redevelopment

A modern church-style site rebuilt from the ground up using the latest AI-assisted development workflow.



Chicago UBF Website — rebuilt from scratch with AI-assisted development: modern church design, CMS, multilingual and mobile-ready; delivered in a fraction of the time and cost of an outsourced agency.

The sixth is the Chicago UBF Website Redevelopment project. As headquarters for Korean UBF and the center of U.S. ministry, Chicago UBF needed a new website to express its ministry spirit and vision digitally. We rebuilt it from scratch using the latest AI-assisted development workflow. The design follows the standards of modern church websites; CMS (content management system) integration lets ministers manage content directly; multilingual support and mobile optimization are built in. Work that would have cost tens of thousands of dollars and six months at an outsourced development agency was completed in far less time and at far lower cost through AI-assisted development.

LA UBF Website Redevelopment

A modern church-style site rebuilt from the ground up using the latest AI-assisted development workflow.

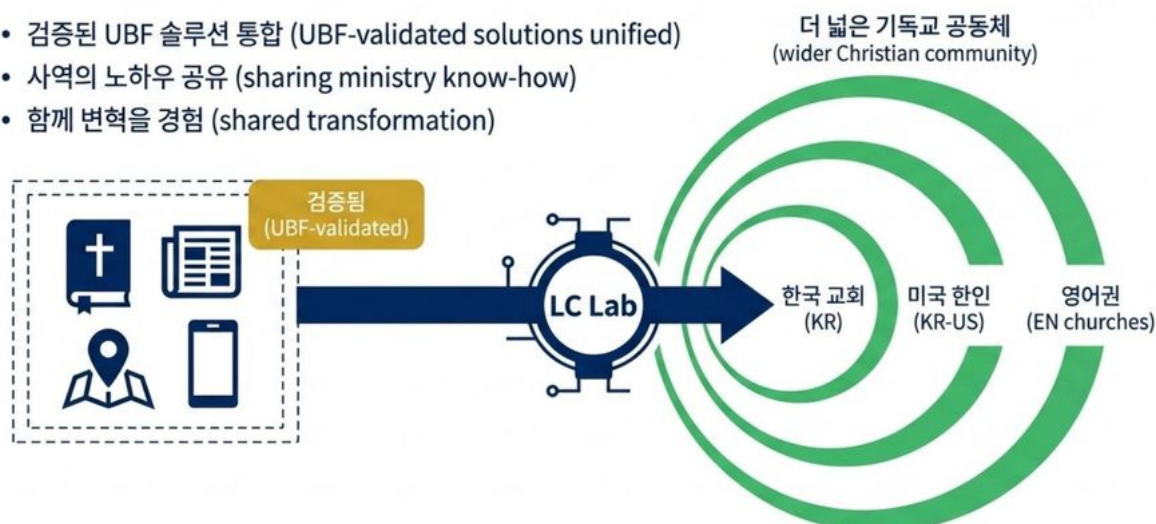


LA UBF Website — same AI-assisted workflow, redesigned for Southern California: English-first plus Korean and Spanish, with campus-specific pages for USC, UCLA, Cal State LA, and more on one shared codebase.

The seventh is the LA UBF Website Redevelopment project. Built in a similar approach to Chicago, but newly designed to reflect the character of the LA region. To bring out the character of the Southern California multinational community, it was built as a multilingual structure with English-first plus Korean and Spanish support. Campus-specific pages for the surrounding campuses (USC, UCLA, Cal State LA, and others) are integrated as well. The strength of AI-assisted development is that a single workflow can rapidly produce websites for multiple chapters. On the same codebase, each chapter's character can be customized.

LC Lab — 디지털 교회 변혁 (Digital Church Transformation)

- 검증된 UBF 솔루션 통합 (UBF-validated solutions unified)
- 사역의 노하우 공유 (sharing ministry know-how)
- 함께 변혁을 경험 (shared transformation)

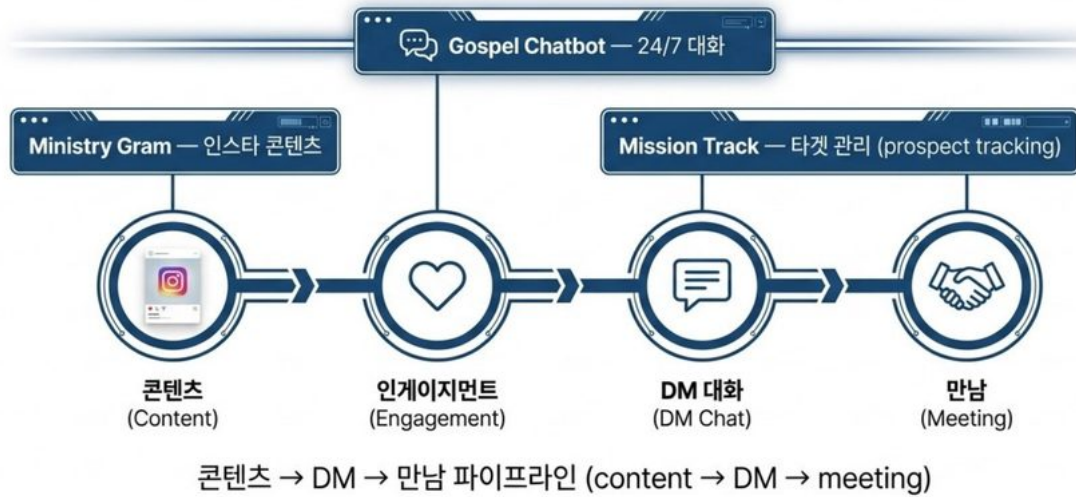


Project eight — LC Lab, the Digital Church Transformation Platform. The AI-era ministry know-how UBF discovered, extended outward — first to Korean churches, then Korean-American, then English-speaking churches.

The eighth is LC Lab. This is a startup I founded, with the vision of unifying all these digital ministry solutions validated within UBF and providing them to the wider Christian community. The vision of LC Lab is the Digital Church Transformation Platform. We want the “know-how of AI-era ministry” that UBF has discovered not to stay only inside UBF, but to help many more churches and mission organizations experience the same transformation. We have a plan to expand progressively — first to Korean churches, then to Korean-American churches in the U.S., and then to English-speaking churches.

캠퍼스 전도 지원 시스템 (Campus Evangelism Support)

기획 중



(no English notes)

Campus Ministry Gram — AI 관리 (AI IG Content Mgmt)

- 오늘 뭘 올리지? 해결
(solves blank-page problem)
- 사역지 정보 + 주간 흐름 분석
(chapter + weekly analysis)
- 매일 자동 추천
(daily auto-recommendation)

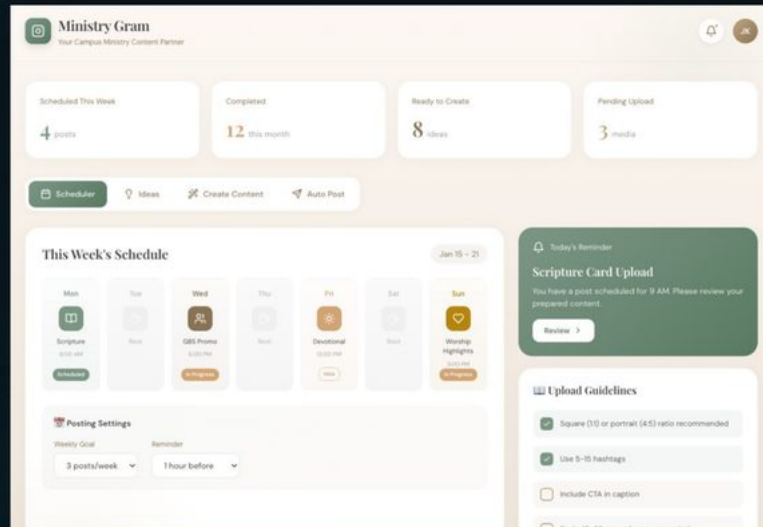


Campus Ministry Gram — AI-powered Instagram content management for campus ministry. Solves the blank-page problem by auto-recommending daily content from chapter info and weekly flow. Planning time drops from one hour to five minutes.

First, let me introduce Campus Ministry Gram. An AI-powered Instagram content management platform for campus ministry, currently in development. What is the core value of this platform? When a minister begins Instagram ministry, the hardest thing is the blank-page problem: "what should I post today?" Campus Ministry Gram analyzes the chapter's information (school, meeting schedule, ministry characteristics) and the weekly ministry flow, and AI auto-recommends appropriate content for each day. The minister only reviews the recommended content and decides whether to publish. Daily content planning time drops from one hour to five minutes.

Campus Ministry Gram (개발중)

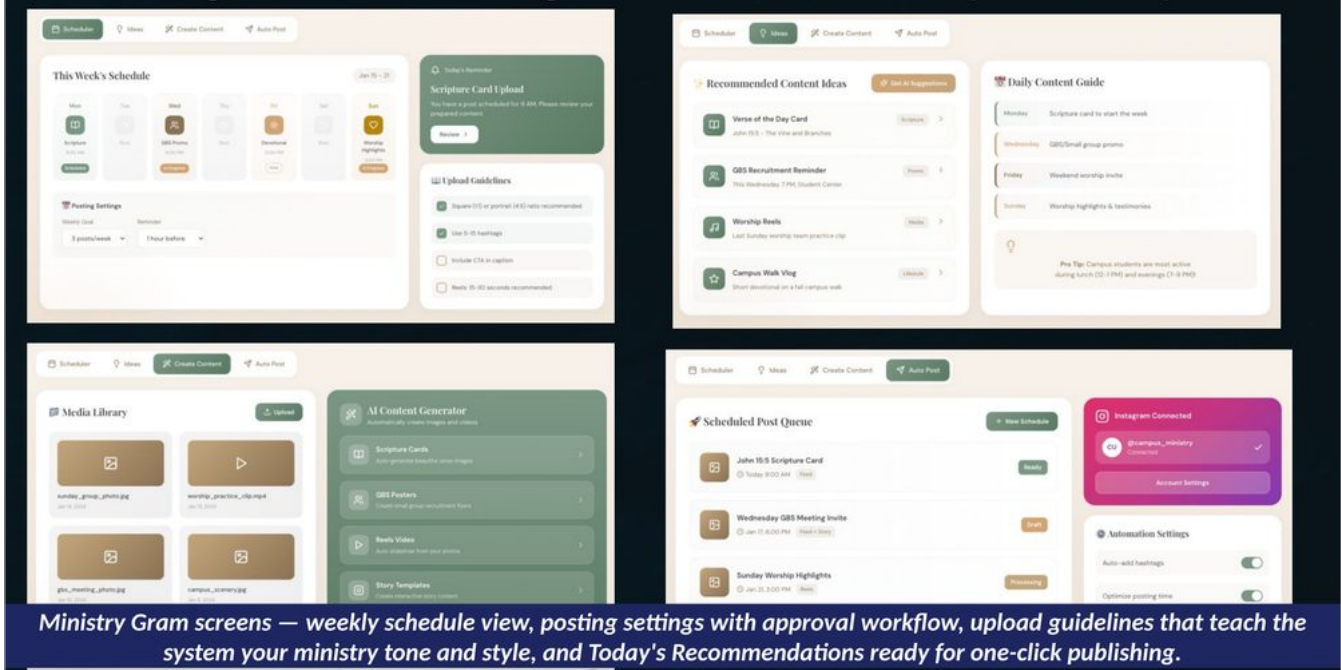
An Instagram Content Management Platform for Campus Ministry



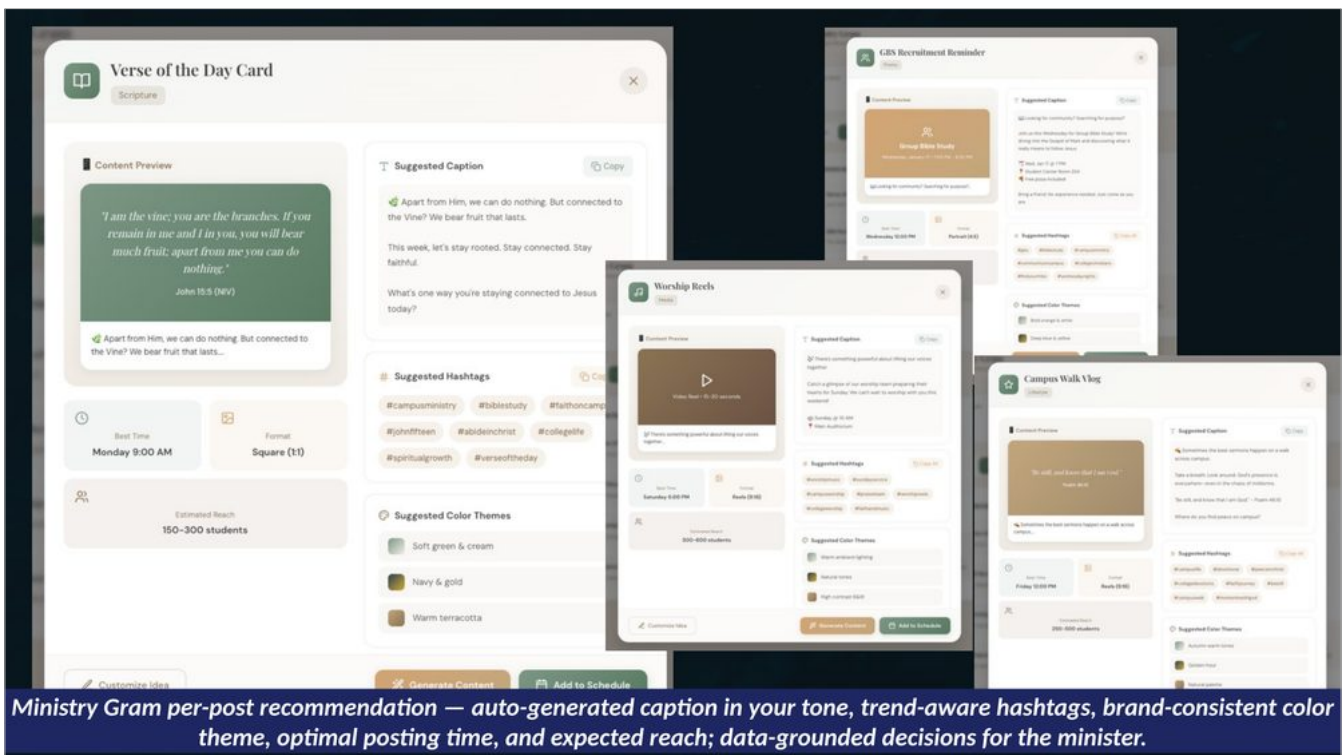
Campus Ministry Gram (in development) — AI-powered Instagram platform that solves the blank-page problem by auto-recommending daily content from the chapter's schedule; cuts post planning from one hour to five minutes.

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An Instagram Content Management Platform for Campus Ministry



Let me show the detailed screens of Campus Ministry Gram. On the weekly schedule screen, the minister sees the week's ministry flow at a glance — what's on Monday, what's on Wednesday, what the Thursday meeting is. The system uses this information to automatically plan posting times. On the posting settings screen — posting time, auto/manual mode, approval workflow are configured. The upload guidelines screen is where the minister teaches the system their ministry tone and style: which tone, which hashtags, which visual style they prefer. Finally, the Today's Recommendations screen — AI proposes the day's recommended post, story, and Reel. All prepared so the minister can publish with a single click.



An example of Campus Ministry Gram's content recommendation feature. Look at what the system automatically provides for one recommended post. First — caption: caption text written to fit the ministry's tone is generated automatically. Second — hashtags: by analyzing campus, ministry, and trends, the hashtag combinations with the highest reach are auto-suggested. Third — color theme: image color and tone are recommended to maintain brand consistency for the ministry. Fourth — optimal posting time: by analyzing the Instagram usage patterns of students at that campus, the time slot with the highest exposure is recommended. Fifth — expected reach: the projected number of users each post will reach is shown in advance. The minister makes data-grounded decisions.

Mission Track (기획중)

The image shows a comparison between a Google Sheet and a web dashboard. On the left, a Google Sheet titled 'Mission Track' is visible, with columns for 'Name', 'Source', 'Status', and 'Added'. A list of names and their corresponding sources and statuses is shown. On the right, a web dashboard titled 'Mission Track' displays a 'Dashboard' with four key metrics: Total Prospects (247), DMs Sent (168), Interested (58), and Enrolled (24). Below these are sections for 'Recent Prospects' and 'Recent Activity'. The 'Recent Prospects' section lists names like Emma Mitchell, James Wilson, Olivia Garcia, Michael Chen, and Sophia Lee, along with their sources and statuses. The 'Recent Activity' section shows events like 'Olivia Garcia enrolled in Bible study' and 'Emma Mitchell replied to your DM'. A 'Conversion Funnel' at the bottom shows a bar chart for Total Prospects (247) and DMs Sent (168). A caption at the bottom explains that Mission Track is a prospect-management system inspired by the West LA chapter's Google Sheets workflow, consolidating information into one place.

Mission Track (in design) — a prospect-management system inspired by West LA chapter's Google Sheets workflow: how a student met us, current stage, next action — consolidated in one place across many students.


The second platform is Mission Track — currently in the planning stage. The inspiration came from the LA West UBF chapter. Watching how that chapter was using Google Sheets to track students' spiritual progress, I thought, "if we turned this into a proper tool, it would help every chapter." Mission Track is a system that systematically manages the progress of evangelism prospects. How a student first met us, when the first meeting was, what stage they have reached, what the next action is — all that information is consolidated in one place. It greatly helps a minister manage multiple students at the same time.

Mission Track Prospects screen — every student shown as a dashboard card with stage, last contact, and next-action deadline; analytics reveal where students drop off most and which approach works — adding data to ministry intuition.

The actual Prospects management screen of Mission Track. On a minister's dashboard, all prospects currently in progress are shown as cards. Each card displays the student's name, campus, last contact date, current stage (first contact, meeting scheduled, first meeting done, attending regular meetings, entered group IBS, etc.), and the deadline for the next action. Even with one minister managing 30 students at once, they can see at a glance who needs what action and when. There are also analytics features — you can see in data form at which stage students drop off the most and which approach is most effective. Adding data to the intuition of ministry.

Gospel Chatbot — 폐쇄 지역 도달 (Reaching Closed Regions)

- 24/7 대화형 AI (24/7 conversational AI)
- 폐쇄 지역 영혼 (souls in closed regions)
- 이슬람권 · 공산권 · 폐쇄국
(Muslim · post-Communist · closed)



The Gospel Chatbot — a 24/7 conversational AI for souls in closed regions (Muslim-majority, post-Communist, closed nations). Theologically safe answers, with natural handoff to a human minister at the decisive stage.

The third is the Gospel Chatbot — the most ambitious project in the planning stage. The inspiration came from cases like Last Call Ministry, which uses Facebook chatbots to share the Gospel in closed regions. UBF's Gospel Chatbot is a 24/7 conversational AI, designed especially to be a safe spiritual-conversation channel for souls in regions where physical access is difficult — Muslim-majority regions, post-Communist regions, closed nations. When a student asks a spiritual question, the chatbot provides theologically safe answers, and at a certain stage, naturally hands off to a human minister. In closed regions, a single missionary cannot physically reach in — but through an AI channel, souls can come to us first.

UBF AI 사역 도구 생태계 (UBF AI Ministry Ecosystem)

생태계 매트릭스 (Ecosystem Matrix) | 사역 단계별 도구 (tools by ministry stage) | 전체 전략 조망 (holistic strategy overview)

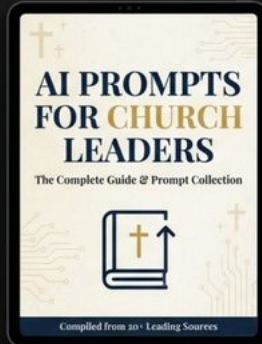
	전도 (Outreach)	연결 (Connect)	양육 (Nurture)
현재 활용 (Currently Available)	<ul style="list-style-type: none"> 📖 이미지 성경 (Image Bible) 시각적 말씀 공유 (Visual Word Sharing) 	<ul style="list-style-type: none"> 🌐 현대 교회 웹 (Web Platforms) 정보 접근성 (Info Accessibility) ✉ 3개국어 뉴스레터 (Newsletter) 다국어 소통 (Multilingual Comms) 	<ul style="list-style-type: none"> 🙏 기도 지도 (Prayer Map) 중보 기도 네트워크 (Intercession Network) 💡 성경 암송 (Memorization) 말씀 마음에 새김 (Scripture in Heart)
기획/개발 (In Planning/Dev)	<ul style="list-style-type: none"> Ministry Gram 소셜 미디어 사역 (Social Media Ministry) Mission Track 단기 선교 관리 (Short-term Mission Mgmt) 	<ul style="list-style-type: none"> 💬 Gospel Chatbot 24/7 응답 (24/7 Response) 	

(no English notes)

ubf.org/online



Your Resource Library



THE COMPLETE GUIDE & PROMPT COLLECTION

- Compiled from 20+ Leading Sources
- 137+ Ready-to-Use Prompts
- Categories: Sermon Prep, Bible Study, Pastoral Care, Administration

I've created a document called "AI Prompts for Church Leaders" for you. You can access it on the ubf.org/online page.

**PART I: THE ART OF PROMPTING FOR MINISTRY**

- Ch 1: Why Prompt Engineering Matters
 - 1.1 First Things First: AI Is an Assistant, Not a Preacher
 - 1.2 What AI Can and Cannot Do in Ministry
 - 1.3 The Right Mental Model: AI as Research Assistant
 - 1.4 Why Prompt Engineering Still Matters
- Ch 2: The 5 Core Principles of Effective Ministry Prompts
 - Principle 1: Role Assignment
 - Principle 2: Context Setting
 - Principle 3: Specific Requests
 - Principle 4: Constraints & Theological Safeguards
 - Principle 5: Output Format Specification
- Ch 3: Prompt Quality Checklist
- Ch 4: Common Mistakes & How to Fix Them
- Ch 5: The Iterative Improvement Strategy
- Ch 6: Master Prompt Templates

PART II: THE COMPLETE PROMPT LIBRARY

- Category 1: Sermon Preparation & Preaching
- Category 2: Bible Study & Teaching
- Category 3: Social Media & Digital Communications
- Category 4: Blog & Website Content
- Category 5: Email, Newsletter & Bulletin
- Category 6: Church Administration & Operations
- Category 7: Pastoral Care & Counseling
- Category 8: Youth & Children's Ministry
- Category 9: Worship Planning & Creative Arts
- Category 10: Evangelism & Community Outreach
- Category 11: Church Planting & Growth
- Category 12: Leadership Development & Team Building
- Category 13: Fundraising & Stewardship
- Category 14: Volunteer Management
- Category 15: Discipleship & Small Groups
- Category 16: Technology & Digital Ministry
- Category 17: Mission & Vision Statements
- Category 18: Daily Devotionals & Prayer
- Category 19: AI Bot System Prompt Templates
- Category 20: Appendix: Resource Directory

PART III: INDUCTIVE BIBLE STUDY & UBF MINISTRY PROMPTS

- Ch A: Inductive Bible Study Prompts
 - A.1 Observation: What Does the Text Say?
 - A.2 Interpretation: What Does the Text Mean?
 - A.3 Application: How Does It Apply to My Life?
 - A.4 Complete Inductive Study Builder
- Ch B: UBF (University Bible Fellowship) Ministry Prompts
 - B.1 One-to-One (1:1) Bible Study
 - B.2 Testimony (Sogamun) Writing
 - B.3 Messenger (Message) Preparation
 - B.4 Campus Evangelism & Bible Study Invitation
 - B.5 Daily Bread & Devotional Life
 - B.6 Summer/Winter Bible Conference
 - B.7 Shepherding & Discipleship
 - B.8 World Mission & Missionary Life

There are three types of prompts for UBF ministry and bible studies.

결론 및 비전 (CONCLUSION)

IT와 AI 기술을 UBF 세계 캠퍼스 선교를 위한 강력한 영적 무기로 활용합시다!



[도구]
첨단 기술
(IT & AI Technology)



[전환]
강력한 영적 무기
(Powerful Spiritual Weapons)



[목표]
세계 캠퍼스 선교
(World Campus Mission)

Conclusion — let us make IT and AI a powerful spiritual weapon for UBF's global campus mission; used with discernment, the tool gives back time and saves souls. Our calling as AI-era ministers is renewed: discern, shepherd, guide.

The conclusion. Over the past 90 minutes, we have walked a long road together. We diagnosed the challenges of the AI era accurately (Part I), examined the Christian's principles of discernment and seven ethical guidelines (Part II), addressed the tools and strategies for reclaiming time (Part III), and saw the practical application in campus ministry — IBS, social media, and online outreach (Part IV). And we introduced the tools the HQ IT team is building. Let me close with one message: let us make IT and AI a powerful spiritual weapon for UBF's global campus mission. The tool is not a threat. When used with discernment, the tool becomes a channel that gives back time and saves souls. Our calling has been renewed — the calling, as ministers of the AI era, to discern, to shepherd, and to guide.

발표자료 및 모든 참고자료 다운로드
페이지

<https://ubf.org/online/ai-materials>



조요셉 (Joseph Cho)

Email: joseph.whcho@gmail.com

Kakaotalk : danylight

Download all materials at ubf.org/online/ai-materials — slide PDF, speaker notes, references, and tool links; contact joseph.whcho@gmail.com or KakaoTalk danylight. Let us pioneer AI-era ministry together. Thank you.

All materials used in this presentation can be downloaded at the link on screen — ubf.org/online/ai-materials. The slide PDF, speaker notes, list of references, and links to every tool I introduced today are organized there. My contact information — email: joseph.whcho@gmail.com; KakaoTalk ID: danylight. Please reach out anytime with questions or for ministry collaboration. I hope we will pioneer AI-era ministry together. Thank you so much for being with me through this long session. Now let's move into the Q&A.

Plans:

1. 실습중심의 온라인 클래스 (Online hands-on training classes)
2. 디지털 교회 플랫폼 (Digital Church Transformation Platform to support churches (chapters) in every area from A to Z)

관심있는 분 연락주세요 .



조요셉 (Joseph Cho)

Email: joseph.whcho@gmail.com

Kakaotalk : danylight

All materials used in this presentation can be downloaded at the link on screen — ubf.org/online/ai-materials. The slide PDF, speaker notes, list of references, and links to every tool I introduced today are organized there. My contact information — email: joseph.whcho@gmail.com; KakaoTalk ID: danylight. Please reach out anytime with questions or for ministry collaboration. I hope we will pioneer AI-era ministry together. Thank you so much for being with me through this long session. Now let's move into the Q&A.