

From Individual Strength to Unified Hearts - The Busan-Ulsan Transformation

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Regional Director Gyeong-woo Kang shared that after taking office last year, he felt the atmosphere of the Busan-Ulsan Diocese was individually strong but lacked unity. To encourage active participation among the church members (Shikgu), he invested boldly in improving the environment. He established a billiard room, table tennis room, and karaoke room, and also created spaces where members could converse, striving to make the church atmosphere bright and intimate. When I toured the Busan-Ulsan Diocese together with the International President, I was able to witness the bright and vibrant state of the church, reflecting these dedicated efforts.



Based on the presentation data, Regional Director Gyeong-woo Kang's environmental updates and community initiatives have transformed the Busan-Ulsan District (Busan Church HQ) into a cohesive,

highly engaged community.

Here is a structured overview of the renovations, strategic activities, and measurable outcomes driving this growth.

1. Environmental Transformation and Sacred Ground Renovation

Rather than operating in isolation, the district boldly invested in facilities to naturally bring members together.

Phase-by-Phase Sacred Site Renewal

The Beomiltjeon Memorial Hall (Beomnaegol Memorial Hall) went through three consecutive phases of environmental cleanup and renovations:

Early Stages (Phase 1 and 2): Structural restoration, scaffolding installation, and exterior refinement.

Current State (Phase 3): Fully modernized exterior featuring updated informational signage and an advanced interior gallery layout. Inside, custom exhibition narratives, accent track lighting, display cases, and traditional calligraphic works provide an intimate setting for education and contemplation.



In-Church Leisure and Community Spaces

To break down individual isolation and build a "bright and intimate" collective atmosphere, dedicated hobby and sports zones were integrated directly into church facilities:

Billiards and Table Tennis Rooms: Used to host district-wide tournaments (e.g., the Busan-Ulsan District Youth and Senior 4-Ball Billiards Tournament).

Entertainment and Well-being Spaces: Setup of internal karaoke rooms, golf simulators, and gym/fitness stations.

Off-Site Sports Facilities: Renting local neighborhood grounds for badminton, foot volleyball (jokgu), and volleyball matches during the Biannual Church Harmony Sports Festival.

2. The 5-Step "1 Person Per Month" Witnessing Process

The district utilizes a structured outreach model designed to move spiritual seekers seamlessly from casual introduction to deep doctrinal study:

[Step 1: Invite] → [Step 2: Exchange/Interact] → [Step 3: Build Relationship] → [Step 4: Divine Principle] → [Step 5: Chung Pyung Workshop]

Step 1: Invitation (Online and Offline): Utilizing language-exchange apps like HelloTalk for

continuous online outreach, alongside regular street leafleting near Busan Station every Thursday and Friday.

Step 2: Happy Day Seminars and Youth Exchanges: Bi-monthly casual cultural events hosted at rented local centers, focusing on happiness-themed facilitation, Japanese culture workshops, and food preparation. They also run bi-weekly Korea-Japan youth gatherings on the Busan Student Dormitory rooftop featuring barbecues and campfire chats.

Step 3: Interest and Value Alignment: Building deeper bonds through 6-week Japanese language study groups and Holy Blessing Marriage Seminars featuring rapport-building icebreakers, lectures on family values, and mood-lamp making crafts.

Step 4: Doctrinal Study (Principle Study): Transitioning interested seekers into regular faith formation using 10-minute Divine Principle video summaries or one-on-one personal tutoring at the Busan Family Church.

Step 5: Deepening Faith: Final integration into formal Chung Pyung training workshops.

3. Future Generation and Dormant Youth Management

To ensure long-term retention of youth and successfully reactivate dormant members, the district executes a precise 4-step framework:

Care and Caregiver Methodology

- Home Visits and Heart-to-Heart Counseling: Utilizing systematic visitation checklists and individualized tracking sheets to record spiritual progress and lower emotional distance.
- Education by Spiritual Level: Curating specific Divine Principle content based on the individual's spiritual maturity.
- Small Groups and Community Events: Hosting high-energy youth services, intimate small-group reflection sessions, and band practice through the POPS Praise Team.
- Assigning Roles: Providing a sense of ownership by training youth to become Sunday School teachers or small group leaders.

Dormant Youth Recovery Funnel

For youth who have drifted away, the church applies a structured recovery pipeline:

4. Measurable Outcomes and Key Metrics

Following the appointment of the 10th UPA Special Envoys in 2023, these combined operational changes led to clear growth indicators at the Busan Church:

Metric	Achievement Results
New Official Registrations	1 Member fully registered
Dormant Youth Re-activated	13 Members successfully restored
Inter-Regional Transfers	7 Youth ministers relocated from other regions
Organized Youth Ministers	22 Active youth staff structured into ministerial roles