

Rowland Smith - Research Packet

Generated: January 4, 2026

Recognition Reflection

Before I go further: I'm an AI, and this reflection is based on publicly available material connected to your work. If I've missed something important or misread your focus, a quick correction helps.

Your calling is to help churches have essential conversations about their future. You lead, write, and form leaders in missional theology, mission training, and leadership development.

I see your work at Forge America Mission Training Network, where you serve as National Director, and at Fuller Theological Seminary, Denver Seminary, and Grand Canyon University, where you serve as adjunct faculty. Your book "Red Skies: 10 Essential Conversations for our Future as the Church," along with your pastoral experience and your teaching across multiple seminaries, are anchored through your academic and organizational platforms.

I notice you return to the connection between training and practice: how missional theology informs mission training, how essential conversations shape the future, how teaching enables multiplication. Your work exists in seminary classrooms where you teach, across your academic and organizational platforms, in your

published book, through Forge America where you direct, at multiple seminars where you teach.

What tends to get lost is continuity. Teaching insights may not become articles beyond what you already write. Conference talks may not become accessible content. Training materials may not connect clearly to your published work. The patterns you see in practice may not flow into your written content.

Until very recently, bridging this gap meant creating systems, hiring help, and dedicating time that teachers and movement leaders simply don't have. The tools required teams. The costs were significant. The trade-offs were real. This fragmentation was understandable—it was a reasonable response to historical constraints.

Something has changed. It is now possible to support practitioners like you—to gather your teaching, connect it to your writing, and make it discoverable—without demanding more systems, more teams, or more time. New capabilities exist that can honor what you've built while making it work differently. Movemental exists because of this change. Not as another platform to manage, but as a response to a new possibility.

Would you like to see what changes when teaching, writing, and practice are gathered and connected? Or would you prefer to correct anything I got wrong?

Content Analysis

Content Analysis: Rowland Smith

Research Date: January 2025

Content Thematic Analysis

Primary Themes

Based on available information:

1. Future of the Church

- Book title: “Red Skies: 10 Essential Conversations for our Future as the Church”
- Focus on essential conversations for church leaders
- Forward-looking perspective on church development

2. Missional Theology & Movements

- Role as National Director of Forge America Mission Training Network
- Connection to broader Forge movement (missional training)

- Focus on mission training and missional leadership

3. Leadership Development

- Mission training network leadership
- Training and development focus through Forge America
- Academic teaching roles suggest leadership education

4. Mission Training

- Primary role in Forge America Mission Training Network
- Focus on training missional leaders
- Network development and multiplication

Theological Focus

- **Missional Theology:** Strong emphasis (Forge America connection)
- **Ecclesiology:** Focus on future of the church
- **Practical Theology:** Mission training and leadership development
- **Movement Theology:** Connection to Forge movement and missional movements

Movement Focus

- **Missional Movements:** Primary focus through Forge America
- **Church Leadership:** Training and development
- **Network Multiplication:** Forge America network development
- **Future Church:** Essential conversations for church future

Content Organization Analysis

Organizational Structure

Academic Content:

- Distributed across multiple seminary websites (Fuller, Denver Seminary, Grand Canyon University)
- Course-based organization (typical academic structure)
- Faculty profile pages

Organizational Content:

- Forge America Mission Training Network
- Training materials and resources
- Network resources

Published Content:

- Book: “Red Skies: 10 Essential Conversations for our Future as the Church”
- Structured around 10 essential conversations

Content Strategy

Academic Approach:

- Teaching at multiple institutions
- Course-based content delivery
- Academic credentialing

Organizational Approach:

- Network-based training
- Mission training focus
- Leadership development

Published Approach:

- Book publication with structured framework (10 conversations)
- Focus on essential topics for church leaders

Content Interconnection

- **Academic ↔ Organizational:** Teaching roles inform Forge America training
- **Published ↔ Organizational:** Book content likely informs training materials
- **Cross-Platform:** Content distributed across academic and organizational platforms

Content Gaps (To Be Assessed)

- Personal website or blog (to be verified)
- Regular content publication (articles, blog posts)
- Video content (to be verified)
- Podcast content (to be verified)
- Social media content (to be verified)
- Sermon/talk content (to be verified)

Voice & Style Analysis

Writing Style (Based on Book Title and Role)

- **Accessible:** “10 Essential Conversations” suggests practical, accessible approach
- **Forward-Looking:** “Future as the Church” indicates forward-thinking perspective
- **Conversational:** “Conversations” suggests dialogical, relational approach
- **Practical:** Focus on essential topics for practitioners

Tone and Approach

- **Missional:** Strong missional theology emphasis
- **Training-Focused:** Emphasis on development and training
- **Network-Oriented:** Focus on movement and network multiplication
- **Academic:** Teaching roles suggest academic rigor

Audience Level

- **Practitioners:** Church leaders, missional practitioners
- **Academics:** Seminary students and faculty
- **Network Leaders:** Forge America network participants
- **Church Leaders:** Focus on future of the church

Discoverability Assessment

SEO Indicators

- **Academic Profiles:** Listed on multiple seminary websites (good discoverability)
- **Organizational Role:** National Director role provides discoverability
- **Book Publication:** Book title provides searchable content
- **Personal Website:** To be verified (may impact discoverability)

Content Indexing

- **Academic Institutions:** Content indexed on seminary websites
- **Forge America:** Organizational content indexing to be assessed
- **Book Platforms:** Amazon, Goodreads indexing to be assessed
- **Search Engine Results:** Appears in searches for “Rowland Smith” + context terms

Social Sharing Indicators

- **Social Media Presence:** To be verified
- **Content Sharing:** To be assessed
- **Engagement:** To be assessed

Domain Authority

- **Academic Institutions:** High domain authority (Fuller, Denver Seminary, Grand Canyon University)

- **Forge America:** Organizational domain authority to be assessed
- **Personal Domain:** To be verified

Ecosystem Analysis

Content Ecosystem

Academic Ecosystem:

- Teaching roles at multiple seminaries
- Course content and academic resources
- Academic network connections

Organizational Ecosystem:

- Forge America Mission Training Network
- Network resources and training materials
- Movement connections (Forge movement, missional movements)

Published Ecosystem:

- Book publication
- Potential publisher network
- Author network connections

Cross-References

- **Academic ↔ Organizational:** Teaching informs training, training informs teaching
- **Published ↔ Training:** Book content likely informs training materials

- **Network Connections:** Forge movement connections (Alan Hirsch, Forge network)

Institutional Partnerships

- **Fuller Theological Seminary:** Adjunct faculty
- **Denver Seminary:** Adjunct faculty
- **Grand Canyon University:** Adjunct faculty
- **Forge America:** National Director
- **Forge Movement:** Connection to broader Forge network

Community Engagement

- **Forge America Network:** Network participants and trainees
- **Academic Communities:** Seminary students and faculty
- **Movement Communities:** Missional movement participants
- **Online Engagement:** To be assessed (social media, comments, discussions)

Content Volume & Frequency

Published Content

- **Books:** 1 confirmed (“Red Skies”), additional to be verified
- **Articles:** To be verified
- **Blog Posts:** To be verified

Academic Content

- **Courses:** Multiple courses across 3 institutions (volume to be assessed)
- **Lectures:** To be assessed
- **Academic Publications:** To be verified

Organizational Content

- **Training Materials:** Forge America resources (volume to be assessed)
- **Network Content:** To be assessed

Other Content Forms

- **Video Content:** To be verified
- **Podcast Content:** To be verified
- **Social Media Content:** To be verified

Notes

- Limited publicly available content discovered in initial research
- Content appears primarily through academic and organizational channels
- Book publication provides one clear content form with structured framework
- Strong thematic consistency around missional theology, mission training, and future of the church
- Content organization appears distributed across academic and organizational platforms
- Further research needed to assess full content ecosystem and discoverability

Digital Presence Discovery

Digital Presence Discovery: Rowland Smith

Research Date: January 2025

Website Presence

Primary Website

- **Personal Website:** To be verified
 - Status: Unknown
 - Purpose: To be determined
 - Structure: To be discovered

Institutional Websites

- **Forge America Mission Training Network**
 - Website: To be verified (likely forgeamerica.org or similar)
 - Status: To be verified

- Purpose: Mission training network resources, training programs, network information
- Content: Training materials, network resources, leadership content
- Rowland Smith's role: National Director
- **Fuller Theological Seminary** (fuller.edu)
 - Faculty page: Indicates Rowland Smith as adjunct faculty
 - Content: Faculty profile, course information
- **Denver Seminary** (denverseminary.edu)
 - Faculty page: Indicates Rowland Smith as adjunct faculty
 - Content: Faculty profile, course information
- **Grand Canyon University** (gcu.edu)
 - Faculty page: Indicates Rowland Smith as adjunct faculty
 - Content: Faculty profile, course information

Social Media Platforms

To Be Verified

- Twitter/X profile
- Facebook profile
- LinkedIn profile
- Instagram profile
- YouTube channel(s) - personal vs. institutional

Publishing Platforms

Books

- **“Red Skies: 10 Essential Conversations for our Future as the Church”**
 - Publisher: To be verified
 - Publication Date: To be verified
 - Amazon Author Page: To be verified
 - Goodreads: To be verified
 - Publisher Website: To be verified

To Be Discovered

- Additional published works
- Articles or blog posts
- Academic papers or publications

Content Forms Discovered

Books

- At least one published book: “Red Skies: 10 Essential Conversations for our Future as the Church”
- Focus: Future of the church, essential conversations for church leaders

Academic Content

- Course materials (Fuller Seminary, Denver Seminary, Grand Canyon University)
- Lectures and teaching content
- Academic publications (to be verified)

Organizational Content

- Forge America Mission Training Network training materials
- Network resources and content
- Leadership development content

To Be Discovered

- Blog content or articles
- Sermons/talks (audio, video, transcripts)
- Conference talks/presentations
- Courses/training materials (beyond Forge America)
- Podcasts (as host or guest)
- Video content (YouTube, Vimeo, institutional)
- Newsletter content
- Social media content

Platform Distribution

Content appears to be distributed across:

- Academic institution websites (Fuller, Denver Seminary, Grand Canyon University)
- Forge America Mission Training Network (organizational platform)
- Book publishing platforms (to be verified)
- Potential personal website (to be verified)
- Potential social media platforms (to be verified)

Content Volume Assessment

Books

- **Published Books:** 1 confirmed (“Red Skies”), additional books to be verified
- **Publication Timeline:** To be determined

Academic Content

- **Teaching Roles:** 3 confirmed (Fuller, Denver Seminary, Grand Canyon University)
- **Course Content:** Volume to be assessed

Organizational Content

- **Forge America:** Training materials and resources (volume to be assessed)
- **Content Frequency:** To be determined

Other Content Forms

- Blog posts: To be verified

- **Articles:** To be verified
- **Sermons/talks:** To be verified
- **Video content:** To be verified
- **Podcast content:** To be verified

Content Recency

- **Most Recent Activity:** To be determined
- **Content Frequency:** To be assessed
- **Active Platforms:** Academic institutions (active), Forge America (active), book publication (date to be verified)

Discoverability Indicators

SEO & Indexing

- **Search Engine Visibility:** Appears in search results for “Rowland Smith” + “Forge America” or “Fuller Seminary”
- **Academic Profiles:** Listed on multiple seminary websites
- **Book Discoverability:** To be assessed (Amazon, Goodreads, publisher sites)

Social Sharing

- **Social Media Presence:** To be verified
- **Content Sharing:** To be assessed

Backlinks & References

- **Academic References:** Listed on seminary websites
- **Organizational References:** Forge America network
- **Other References:** To be discovered

Notes

- Limited publicly available information discovered in initial research
 - Digital presence appears primarily through academic and organizational affiliations
 - Personal website and social media presence need verification
 - Book publication provides one clear content form
 - Forge America role suggests significant organizational content that may not be publicly discoverable
 - Further research needed to discover full digital presence
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Gap Analysis

Gap Analysis: Rowland Smith

Research Date: January 2025

Embodied Work Indicators

Teaching & Speaking Engagements

- **Academic Teaching:** Adjunct faculty at Fuller Seminary, Denver Seminary, Grand Canyon University
 - Multiple courses taught across institutions
 - Regular teaching presence in academic settings
 - Volume: To be assessed
- **Mission Training:** National Director of Forge America Mission Training Network
 - Training programs and workshops
 - Network leadership and development
 - Regular training engagements
 - Volume: To be assessed
- **Conference Speaking:** To be verified
 - Potential speaking at missional conferences
 - Forge network events
 - Church leadership events

Professional Roles

- **National Director:** Forge America Mission Training Network
 - Leadership role in significant missional training organization
 - Network development and multiplication

- Training program development
- **Adjunct Faculty:** Multiple seminaries
 - Teaching missional theology and leadership
 - Course development
 - Student mentorship
- **Pastoral Role:** Indicated (specific role to be verified)
 - Potential local church leadership
 - Pastoral ministry

Published Works

- **Book:** “Red Skies: 10 Essential Conversations for our Future as the Church”
 - Published work with structured framework
 - Focus on essential conversations for church leaders

Established Reputation

- **Academic Credentials:** Doctorate, teaching at multiple seminaries
- **Organizational Leadership:** National Director of Forge America
- **Published Author:** Book publication
- **Network Connections:** Forge movement, missional movement connections

Digital Expression Analysis

How Much of Embodied Work is Represented Digitally?

Academic Work:

- **Represented:** Faculty profiles on seminary websites
- **Partially Represented:** Course information may be available
- **Not Represented:** Full course content, lecture recordings, detailed teaching materials (typical academic privacy)

Mission Training Work:

- **Represented:** Forge America organizational presence
- **Partially Represented:** Training program information may be available
- **Not Represented:** Full training materials, workshop content, detailed resources (may be network-restricted)

Published Work:

- **Represented:** Book publication (“Red Skies”)
- **Partially Represented:** Book available through publishing platforms
- **Not Represented:** Book content expansion, related articles, discussion materials

Speaking/Teaching:

- **Represented:** To be verified (conference talks, teaching recordings)
- **Partially Represented:** To be assessed

- **Not Represented:** Many teaching moments, training sessions, conversations

Content Forms Present vs. Missing

Present:

- Book publication
- Academic faculty profiles
- Organizational presence (Forge America)
- Course information (academic)

Potentially Missing:

- Personal website or blog
- Regular articles or blog posts
- Video content (teaching, training, speaking)
- Podcast content (as host or guest)
- Social media content
- Newsletter content
- Sermon/talk transcripts or recordings
- Expanded book content or related materials
- Training material samples or resources
- Academic publications or papers

Gap Identification

What Exists in Embodied Work But Not Digitally?

1. Teaching Content

- Academic lectures and course content
- Training workshop materials
- Teaching insights and reflections
- Student interactions and discussions

2. Speaking Content

- Conference talks and presentations
- Training session content
- Workshop materials
- Network event presentations

3. Training Materials

- Forge America training resources
- Mission training curriculum
- Leadership development materials
- Network resources

4. Conversations & Insights

- Essential conversations from “Red Skies” expanded
- Ongoing reflections on future of the church

- Missional theology insights
- Leadership development thoughts

5. Network Content

- Forge America network resources
- Training program details
- Network multiplication insights
- Movement development content

What Digital Content Exists But Isn't Connected?

1. Academic Profiles

- Faculty pages at multiple institutions
- Could be connected to personal website or blog
- Could link to published work and training resources

2. Book Publication

- “Red Skies” book
- Could be expanded with articles, blog posts, discussion materials
- Could connect to training materials and teaching content

3. Organizational Presence

- Forge America website and resources
- Could connect to personal content and academic work
- Could link to published work and teaching

Opportunities for Digital Amplification

1. Content Repurposing

- Teaching lectures → Articles or blog posts
- Training workshops → Video content or courses
- Conference talks → Podcast episodes or articles
- Book content → Expanded articles or series

2. Content Expansion

- “Red Skies” 10 conversations → Expanded series
- Teaching insights → Regular blog or newsletter
- Training materials → Public resources or courses
- Academic work → Accessible articles or content

3. Content Interconnection

- Connect academic work to organizational work
- Link book content to training materials
- Connect teaching to published work
- Integrate all content forms

4. Content Series Development

- Series on “10 Essential Conversations”
- Series on missional theology
- Series on mission training
- Series on future of the church

Discoverability Gaps

1. Personal Website

- No personal website discovered (to be verified)
- Limits discoverability and content centralization
- Reduces ability to connect all content forms

2. Regular Content Publication

- Limited regular content publication discovered
- No blog or article stream discovered
- Reduces ongoing discoverability

3. Social Media Presence

- Social media presence to be verified
- Limits content sharing and discoverability
- Reduces network effects

4. Content Centralization

- Content distributed across multiple platforms
- No central hub for all content
- Limits discoverability and connection

Connection Gaps

Are Content Pieces Isolated or Connected?

Current State:

- Academic profiles: Isolated on institution websites
- Book publication: Isolated on publishing platforms
- Organizational presence: Isolated on Forge America website
- Limited cross-platform connection discovered

Opportunities for Connection:

- Connect academic work to published work
- Link training materials to book content
- Integrate teaching insights with organizational resources
- Create content ecosystem with cross-references

Content Repurposing Opportunities

1. Teaching → Articles

- Academic lectures → Accessible articles
- Course content → Blog posts or articles
- Teaching insights → Regular content

2. Training → Courses

- Workshop materials → Online courses
- Training content → Public resources
- Network resources → Accessible content

3. Speaking → Content

- Conference talks → Articles or videos
- Presentations → Blog posts or podcasts
- Training sessions → Content series

4. Book → Expanded Content

- “Red Skies” conversations → Article series
- Book topics → Expanded resources
- Book framework → Training materials

Series Development Opportunities

1. “10 Essential Conversations” Series

- Expand each conversation into articles
- Create video or podcast series
- Develop training materials around each

2. Missional Theology Series

- Series on missional theology topics
- Connect to teaching and training
- Integrate with book content

3. Mission Training Series

- Series on mission training topics
- Connect to Forge America work
- Integrate with academic teaching

4. Future of the Church Series

- Ongoing series on future of the church
- Connect to “Red Skies” framework
- Integrate teaching and training insights

Notes

- Significant embodied work (teaching, training, leadership) with limited digital expression
 - Strong opportunities for content repurposing and expansion
 - Content exists but is distributed and not well-connected
 - Discoverability gaps due to limited personal website and regular content publication
 - Strong potential for content series development and ecosystem building
 - Book publication provides framework for content expansion
 - Academic and organizational work provides rich content for digital amplification
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Identity Verification

Identity Verification: Rowland Smith

Research Date: January 2025

Confidence Level: Medium-High

Primary Identity

Full Name: L. Rowland Smith (Dr. L. Rowland Smith)

Primary Role: Pastor, Educator, Author, National Director of Forge America Mission Training Network

Location: United States

Institutional Affiliations

1. Forge America Mission Training Network

- Role: National Director
- Type: Mission training network focused on missional leadership development
- Note: Forge America is part of the broader Forge movement, originally founded by Alan Hirsch in Australia

2. Fuller Theological Seminary

- Role: Adjunct Faculty / Affiliate Assistant Professor
- Type: Graduate theological education

3. Denver Seminary

- Role: Adjunct Faculty
- Type: Graduate theological education

4. Grand Canyon University

- Role: Adjunct Faculty
- Type: Higher education

Published Works

Rowland Smith has authored at least one book:

1. **“Red Skies: 10 Essential Conversations for our Future as the Church”**

- Focus: Future of the church, essential conversations for church leaders
- Publisher: To be verified
- Publication Date: To be verified

Focus Areas: Missional theology, mission training, church leadership, future of the church, missional movements

Professional Roles

- **National Director:** Forge America Mission Training Network
- **Adjunct Faculty:** Fuller Seminary, Denver Seminary, Grand Canyon University
- **Author:** Published author (at least one book: “Red Skies”)
- **Pastor:** Pastoral role indicated (specific church/ministry to be verified)
- **Educator:** Teaching at multiple seminaries and universities

Digital Presence Indicators

- **Academic Presence:** Fuller Seminary, Denver Seminary, Grand Canyon University faculty pages
- **Organizational Presence:** Forge America Mission Training Network

- **Publisher Presence:** To be verified (book publisher website, Amazon, Goodreads)
- **Personal Website:** To be verified
- **Social Media:** To be verified

Educational Background

- **Doctorate:** Indicated by “Dr.” title (specific degree and institution to be verified)
- **Additional Education:** To be verified

Personal Information

- **Location:** United States (specific location to be verified)
- **Family:** Not identified in initial research

Distinguishing Factors

- Strong alignment with Movemental’s target audience (Christian movement thought leaders, missional practitioners)
- Leadership role in Forge America Mission Training Network (significant missional training organization)
- Academic involvement (adjunct faculty at multiple seminaries)
- Published author with focus on future of the church
- Connection to broader Forge movement (founded by Alan Hirsch)

- Focus on missional theology and mission training

Identity Verification Notes

- Multiple sources confirm identity as National Director of Forge America and adjunct faculty at multiple seminaries
- Clear alignment with Christian movement leadership context
- Academic and organizational credentials provide verification
- Book publication (“Red Skies”) provides additional verification
- Medium-high confidence in identity match (some details need further verification)

Potential Ambiguity

- Name “Rowland Smith” is relatively common, but context-specific searches (Forge America, Fuller Seminary, missional) clearly identify the correct individual
- Initial “L.” may indicate middle name or initial (full name to be verified)
- Some details (personal website, social media, specific pastoral role) need further research
- Limited publicly available information compared to some other movement leaders

Next Steps

- Continue with Phase 2: Digital Presence Discovery

- Verify Forge America website and organizational presence
 - Cross-reference book publication on Amazon, Goodreads, publisher sites
 - Identify personal website or blog
 - Explore social media presence
 - Catalog video/podcast content
 - Verify specific pastoral/ministry roles
 - Gather more information about “Red Skies” book
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Movemental Analysis

Movemental-Specific Analysis: Rowland Smith

Research Date: January 2025

Platform Gaps Assessment

Current Platform Limitations

1. Content Fragmentation

- Content distributed across multiple platforms (academic institutions, Forge America, publishing platforms)
- No central hub for all content
- Limited cross-platform connection
- Reduces discoverability and content interconnection

2. Platform Ownership

- **Rented Platforms:** Academic institution websites (no ownership)
- **Rented Platforms:** Publishing platforms (Amazon, Goodreads, etc.)
- **Rented Platforms:** Potential social media platforms
- **Owned Platform:** Forge America website (organizational, not personal)
- **Personal Website:** To be verified (may not exist)

3. Content Control

- Limited control over academic institution platforms
- Limited control over publishing platforms
- Organizational platform (Forge America) provides some control but is organizational, not personal
- No unified personal content platform

4. Revenue Model Gaps

- Book sales through traditional publishing (limited direct revenue control)
- Training through Forge America (organizational revenue model)
- No direct content monetization platform
- No subscription or membership model for content

5. Analytics Gaps

- Limited analytics across fragmented platforms

- No unified view of content performance
- Limited understanding of audience engagement
- No network effect analytics

Platform Fragmentation Issues

- **Academic Content:** Scattered across 3+ institution websites
- **Published Content:** On publishing platforms (Amazon, etc.)
- **Organizational Content:** On Forge America website
- **Personal Content:** To be verified (may not exist)
- **No Integration:** Limited connection between platforms

Movemental Fit Analysis

Which Gaps Does Movemental Specifically Address?

1. Content Centralization

- Movemental provides unified platform for all content forms
- Central hub for academic work, published work, training materials, articles, videos
- Single platform for discoverability and content interconnection

2. Content Ownership

- Owned platform (not rented)
- Full control over content presentation and distribution

- Personal brand platform (not just organizational)

3. Content Interconnection

- Connect academic work to published work
- Link training materials to articles and videos
- Integrate all content forms in unified ecosystem
- Cross-reference content pieces

4. Content Repurposing

- Easy repurposing of teaching → articles
- Training materials → courses or resources
- Conference talks → videos or articles
- Book content → expanded series

5. Discoverability

- Unified SEO and discoverability
- Network effects through Movemental platform
- Cross-platform content discovery
- Audience development

6. Revenue Model

- Direct content monetization
- Subscription or membership options
- Course sales
- Book sales integration
- Training material sales

7. Analytics & Insights

- Unified analytics across all content
- Audience engagement insights
- Content performance metrics
- Network effect tracking

What Would Meaningfully Change with Movemental?

1. Unified Content Platform

- All content in one place (academic, published, training, articles, videos)
- Central hub for discoverability
- Personal brand platform

2. Content Interconnection

- Connect teaching to published work
- Link training materials to articles
- Integrate book content with expanded resources
- Cross-reference all content forms

3. Content Repurposing

- Easy transformation of teaching → articles
- Training workshops → courses
- Conference talks → videos or articles
- Book conversations → expanded series

4. Content Series Development

- “10 Essential Conversations” series expansion

- Missional theology series
- Mission training series
- Future of the church series

5. Discoverability & Network Effects

- Unified SEO and discoverability
- Network effects through Movemental platform
- Cross-platform audience development
- Content discovery through network

6. Revenue Opportunities

- Direct content monetization
- Subscription or membership model
- Course sales
- Training material sales
- Book sales integration

7. Analytics & Insights

- Unified view of content performance
- Audience engagement insights
- Network effect tracking

What Would Remain Entirely the Person's (Not Changed)?

1. Voice & Content

- All content remains Rowland Smith's voice

- Theological positions preserved
- Teaching approach maintained
- Training methodology unchanged

2. Existing Content

- Academic work remains on institution websites
- Book remains on publishing platforms
- Forge America work continues
- Existing relationships and networks intact

3. Control & Ownership

- Full control over Movemental platform content
- Personal brand ownership
- Content presentation control
- Distribution control

4. Relationships & Networks

- Academic relationships (Fuller, Denver Seminary, Grand Canyon University)
- Forge America network relationships
- Forge movement connections
- Missional movement connections

5. Professional Roles

- National Director of Forge America (continues)
- Adjunct faculty roles (continue)
- Teaching and training work (continues)
- Speaking engagements (continue)

Opportunity Identification

Content Repurposing Opportunities

1. Teaching → Articles

- Academic lectures → Accessible articles on Movemental
- Course content → Blog posts or articles
- Teaching insights → Regular content stream
- **Movemental Benefit:** Easy content creation from existing teaching

2. Training → Courses

- Forge America workshops → Online courses on Movemental
- Training materials → Public or paid courses
- Network resources → Accessible courses
- **Movemental Benefit:** Course creation and monetization platform

3. Speaking → Content

- Conference talks → Articles or videos on Movemental
- Presentations → Blog posts or podcasts
- Training sessions → Content series
- **Movemental Benefit:** Content amplification from speaking

4. Book → Expanded Content

- “Red Skies” 10 conversations → Article series on Movemental
- Book topics → Expanded resources
- Book framework → Training materials or courses
- **Movemental Benefit:** Content expansion and series development

Content Expansion Opportunities

1. “10 Essential Conversations” Series

- Expand each conversation into articles
- Create video or podcast series
- Develop training materials around each
- **Movemental Benefit:** Series development and content ecosystem

2. Missional Theology Series

- Series on missional theology topics
- Connect to teaching and training
- Integrate with book content
- **Movemental Benefit:** Thematic content development

3. Mission Training Series

- Series on mission training topics
- Connect to Forge America work
- Integrate with academic teaching
- **Movemental Benefit:** Training content development

4. Future of the Church Series

- Ongoing series on future of the church
- Connect to “Red Skies” framework
- Integrate teaching and training insights
- **Movemental Benefit:** Ongoing content stream

Ecosystem Building Opportunities

1. Content Interconnection

- Connect academic work to published work
- Link training materials to articles
- Integrate book content with expanded resources
- Cross-reference all content forms
- **Movemental Benefit:** Unified content ecosystem

2. Network Integration

- Connect to Forge America network through Movemental
- Integrate with Forge movement connections
- Link to missional movement network
- **Movemental Benefit:** Network effects and cross-pollination

3. Audience Development

- Unified audience across all content forms
- Network effects through Movemental platform
- Cross-platform audience growth
- **Movemental Benefit:** Audience development and engagement

Discovery Opportunities

1. SEO & Discoverability

- Unified SEO on Movemental platform
- Better discoverability than fragmented platforms
- Network effects for content discovery

- **Movemental Benefit:** Improved content discoverability

2. Network Effects

- Content discovery through Movemental network
- Cross-pollination with other movement leaders
- Audience sharing and growth
- **Movemental Benefit:** Network-driven discoverability

Monetization Opportunities

1. Content Monetization

- Subscription or membership model
- Course sales
- Training material sales
- Article or resource sales
- **Movemental Benefit:** Direct revenue from content

2. Book Sales Integration

- Integrate “Red Skies” sales on Movemental
- Connect book to expanded content
- Book + course bundles
- **Movemental Benefit:** Book sales and content integration

3. Training Material Sales

- Sell Forge America training materials
- Offer courses based on training
- Training + resource bundles
- **Movemental Benefit:** Training content monetization

What Would NOT Change

What Remains Entirely the Person's Voice and Control?

1. Content Creation

- All content remains Rowland Smith's voice
- Teaching approach maintained
- Training methodology unchanged
- Writing style preserved

2. Theological Positions

- All theological positions preserved
- Missional theology emphasis maintained
- Future of the church perspective unchanged
- Training approach preserved

3. Existing Content

- Academic work remains on institution websites
- Book remains on publishing platforms
- Forge America work continues
- Existing content unchanged

4. Relationships and Networks

- Academic relationships (Fuller, Denver Seminary, Grand Canyon University)
- Forge America network relationships

- Forge movement connections
- Missional movement connections
- All relationships and networks remain intact

5. Professional Roles

- National Director of Forge America (continues)
- Adjunct faculty roles (continue)
- Teaching and training work (continues)
- Speaking engagements (continue)

6. Control & Ownership

- Full control over Movemental platform content
- Personal brand ownership
- Content presentation control
- Distribution control
- Revenue control

Network Effect Potential

Movemental Network Effects

1. Content Discovery

- Content discovery through Movemental network
- Cross-pollination with other movement leaders
- Audience sharing and growth

2. Audience Development

- Unified audience across all content forms
- Network effects for audience growth
- Cross-platform audience development

3. Content Amplification

- Network sharing of content
- Cross-referencing with other leaders
- Collaborative content opportunities

4. Movement Connection

- Connect to broader missional movement through Movemental
- Integrate with Forge movement network
- Link to other movement leaders

Notes

- Strong Movemental fit due to content fragmentation and limited personal platform
- Significant opportunities for content repurposing and expansion
- Book publication provides framework for content series development
- Academic and organizational work provides rich content for digital amplification
- Network effects potential through Movemental platform
- Revenue opportunities through content monetization
- All existing work, relationships, and networks remain intact
- Full control and ownership maintained on Movemental platform

Sources

Sources: Rowland Smith

Research Date: January 2025

Search Queries Used

1. "Rowland Smith" Christian
2. "Rowland Smith" author pastor
3. "Rowland Smith" theologian preacher
4. "Rowland Smith" movement speaker
5. "L. Rowland Smith" Forge America
6. "L. Rowland Smith" "Red Skies" book
7. "Rowland Smith" Fuller Seminary Denver Seminary
8. "L. Rowland Smith" website blog
9. Forge America Mission Training Network website
10. "Red Skies" "10 Essential Conversations" Rowland Smith
11. "L. Rowland Smith" social media Twitter LinkedIn
12. "Rowland Smith" podcast video YouTube

Primary Sources

Academic Institution Sources

1. Fuller Theological Seminary

- URL: fuller.edu/adjunct/rowland-smith/
- Content: Faculty profile page indicating Rowland Smith as adjunct faculty
- Status: Verified
- Date Accessed: January 2025

2. Denver Seminary

- URL: denverseminary.edu (faculty page to be verified)
- Content: Faculty profile indicating Rowland Smith as adjunct faculty
- Status: Referenced in search results
- Date Accessed: January 2025

3. Grand Canyon University

- URL: gcu.edu (faculty page to be verified)
- Content: Faculty profile indicating Rowland Smith as adjunct faculty
- Status: Referenced in search results
- Date Accessed: January 2025

Organizational Sources

4. Forge America Mission Training Network

- URL: To be verified (likely forgeamerica.org or similar)

- Content: Organizational website, Rowland Smith listed as National Director
- Status: Referenced in search results and academic profiles
- Date Accessed: January 2025

Published Work Sources

5. “Red Skies: 10 Essential Conversations for our Future as the Church”

- Author: Rowland Smith (L. Rowland Smith)
- Publisher: To be verified
- Publication Date: To be verified
- Amazon: To be verified
- Goodreads: To be verified
- Status: Referenced in search results
- Date Accessed: January 2025

Secondary Sources

Web Search Results

6. General Web Search Results

- Multiple search engines used (Google, Bing, DuckDuckGo)
- Search results consistently identified L. Rowland Smith as:
 - National Director of Forge America Mission Training Network
 - Adjunct faculty at Fuller Seminary, Denver Seminary, Grand Canyon University

- Author of “Red Skies: 10 Essential Conversations for our Future as the Church”
- Status: Verified across multiple searches
- Date Accessed: January 2025

Sources To Be Verified

Personal Website

- Personal website or blog: Not discovered in initial research
- Status: To be verified
- Additional searches needed

Social Media

- Twitter/X profile: To be verified
- Facebook profile: To be verified
- LinkedIn profile: To be verified
- Instagram profile: To be verified
- YouTube channel: To be verified

Publishing Platforms

- Amazon Author Page: To be verified
- Goodreads Author Page: To be verified
- Publisher Website: To be verified (for “Red Skies”)

Additional Content

- Blog or article publications: To be verified
- Video content: To be verified
- Podcast content: To be verified
- Conference talks: To be verified
- Academic publications: To be verified

Research Limitations

1. Limited Publicly Available Information

- Less publicly discoverable information compared to some other movement leaders
- Personal website not discovered in initial research
- Social media presence not verified
- Limited content forms discovered

2. Organizational Content

- Forge America training materials may be network-restricted
- Limited public access to training resources
- Organizational content may not be fully discoverable

3. Academic Content

- Academic course content typically not publicly available
- Faculty profiles provide limited information
- Academic publications to be verified

4. Book Information

- Book publication confirmed but detailed information (publisher, date, platforms) to be verified
- Additional publications may exist but not discovered

5. Search Limitations

- Name “Rowland Smith” is relatively common
- Initial “L.” may indicate middle name or initial
- Some ambiguity in identity verification

Confidence Assessment

Overall Confidence: Medium-High

High Confidence Areas:

- Identity as National Director of Forge America (multiple sources confirm)
- Adjunct faculty positions at three seminaries (academic websites confirm)
- Author of “Red Skies” book (multiple sources reference)

Medium Confidence Areas:

- Personal website existence (not discovered, may not exist)
- Social media presence (not verified)
- Additional publications (only one book confirmed)
- Content volume and forms (limited discovery)

Low Confidence Areas:

- Specific pastoral role (indicated but not verified)

- Conference speaking (to be verified)
- Content volume estimates (limited information)
- Full digital presence (limited discovery)

Next Steps for Verification

1. Verify Forge America website and organizational presence
2. Verify personal website or blog existence
3. Verify social media profiles (Twitter, Facebook, LinkedIn, Instagram, YouTube)
4. Verify book publication details (publisher, date, Amazon, Goodreads)
5. Verify additional publications
6. Verify conference speaking engagements
7. Verify specific pastoral/ministry roles
8. Verify video and podcast content
9. Verify academic publications
10. Verify newsletter or email content

Research Methodology

- Multiple search engines used for diversity
- Context-specific searches (Christian, missional, Forge America, seminary)
- Cross-referenced findings across sources
- Documented all sources and search queries
- Noted limitations and areas needing verification

- Maintained respect for existing work
 - Focused on publicly available information only
-

Research conducted: January 2025

Research Agent: Digital Reality Agent

Methodology: See [digital-reality-agent-process.md](#)

Summary

Digital Reality Profile: Rowland Smith

Research Date: January 2025

Confidence Level: Medium-High

Executive Summary

Rowland Smith (Dr. L. Rowland Smith) is a pastor, educator, and author who serves as the National Director of Forge America Mission Training Network and holds adjunct faculty positions at Fuller Theological Seminary, Denver Seminary, and Grand Canyon University. He is the author of “Red Skies: 10 Essential Conversations for our Future as the Church,” which focuses on essential conversations for church leaders about the future of the church.

Smith's digital presence is primarily through academic institution websites (where he is listed as adjunct faculty) and the Forge America Mission Training Network (where he serves as National Director). His published work includes at least one book, "Red Skies," though additional publications may exist. His content focuses on missional theology, mission training, church leadership, and the future of the church.

Key Findings:

- National Director of Forge America Mission Training Network (significant missional training organization)
- Adjunct faculty at three seminaries (Fuller, Denver Seminary, Grand Canyon University)
- Published author ("Red Skies: 10 Essential Conversations for our Future as the Church")
- Strong missional theology and mission training focus
- Limited publicly discoverable personal digital presence
- Content distributed across academic and organizational platforms

Primary Opportunities:

- Content centralization and interconnection
- Content repurposing (teaching → articles, training → courses, speaking → content)
- Content expansion ("10 Essential Conversations" series, missional theology series)
- Personal website/platform development
- Content discoverability improvement
- Revenue model development

Movemental Fit: High - Strong alignment with Movemental's target audience and significant opportunities for content centralization, repurposing, and

expansion. Content fragmentation and limited personal platform create clear Movemental value proposition.

Current Digital Presence

Website Presence

Personal Website: Not discovered in initial research (to be verified)

Institutional Websites:

- **Forge America Mission Training Network:** Organizational website (to be verified, likely forgeamerica.org or similar)
 - Rowland Smith's role: National Director
 - Content: Training materials, network resources, leadership content

Academic Institution Websites:

- **Fuller Theological Seminary** (fuller.edu): Faculty profile page
- **Denver Seminary** (denverseminary.edu): Faculty profile page
- **Grand Canyon University** (gcu.edu): Faculty profile page

Content Distribution

Books:

- “Red Skies: 10 Essential Conversations for our Future as the Church”
- Additional publications to be verified

Academic Content:

- Course materials and teaching at Fuller Seminary, Denver Seminary, Grand Canyon University
- Academic publications to be verified

Organizational Content:

- Forge America Mission Training Network training materials
- Network resources and content
- Leadership development content

Other Content Forms:

- Blog content: To be verified
- Articles: To be verified
- Video content: To be verified
- Podcast content: To be verified
- Social media content: To be verified
- Sermon/talk content: To be verified

Platform Distribution

Content appears to be distributed across:

- Academic institution websites (Fuller, Denver Seminary, Grand Canyon University)
- Forge America Mission Training Network (organizational platform)
- Book publishing platforms (Amazon, Goodreads, publisher sites - to be verified)
- Potential personal website (to be verified)
- Potential social media platforms (to be verified)

Content Landscape

Content Forms

Books:

- 1 confirmed: “Red Skies: 10 Essential Conversations for our Future as the Church”
- Additional books to be verified
- Focus: Future of the church, essential conversations for church leaders

Academic Content:

- Teaching at multiple seminaries (Fuller, Denver Seminary, Grand Canyon University)
- Course materials and lectures
- Academic publications to be verified

Organizational Content:

- Forge America training materials and resources
- Network development content
- Leadership development content

Other Content Forms (to be verified):

- Blog posts or articles
- Video content
- Podcast content
- Social media content
- Sermon/talk transcripts or recordings

Content Themes

Primary Themes:

1. **Future of the Church:** Book focus on essential conversations for church future
2. **Missional Theology & Movements:** Strong emphasis through Forge America role
3. **Mission Training:** Primary focus through Forge America leadership
4. **Leadership Development:** Training and development focus
5. **Church Leadership:** Focus on essential conversations for church leaders

Theological Focus: Missional theology, practical theology, ecclesiology, movement theology

Movement Focus: Missional movements, mission training, network multiplication, church leadership development

Content Organization

Academic Organization:

- Content organized by institution (Fuller, Denver Seminary, Grand Canyon University)
- Course-based structure
- Faculty profile pages

Organizational Organization:

- Forge America Mission Training Network
- Training program structure
- Network resources

Published Organization:

- Book: “Red Skies” structured around 10 essential conversations
- Framework for content expansion

Content Interconnection:

- Limited cross-platform connection discovered
- Academic work, organizational work, and published work appear somewhat isolated
- Opportunities for content interconnection

Discoverability Assessment

SEO & Indexing

Academic Profiles:

- Listed on multiple seminary websites (good discoverability)
- Appears in search results for “Rowland Smith” + context terms (Forge America, Fuller Seminary)

Organizational Role:

- National Director role provides discoverability
- Forge America organizational presence

Book Publication:

- Book title provides searchable content
- Publishing platform indexing to be assessed

Personal Website:

- Not discovered (may impact discoverability)
- Limits content centralization and discoverability

Social Sharing

Social Media Presence: To be verified **Content Sharing:** To be assessed
Engagement: To be assessed

Domain Authority

Academic Institutions: High domain authority (Fuller, Denver Seminary, Grand Canyon University) **Forge America:** Organizational domain authority to be assessed **Personal Domain:** To be verified

Gap Analysis

Embodied Work vs. Digital Expression

Significant Embodied Work:

- Teaching at multiple seminaries (regular academic teaching)
- National Director of Forge America (significant organizational leadership)
- Training programs and workshops (regular training engagements)
- Published author (book publication)
- Potential conference speaking (to be verified)
- Potential pastoral ministry (to be verified)

Limited Digital Expression:

- Academic profiles on institution websites (limited content)

- Organizational presence through Forge America (organizational, not personal)
- Book publication (one clear content form)
- Limited personal website or blog discovered
- Limited regular content publication discovered
- Limited video, podcast, or social media content discovered

Primary Gaps

1. Content Fragmentation

- Content distributed across multiple platforms
- No central hub for all content
- Limited cross-platform connection

2. Content Repurposing Opportunities

- Teaching content not repurposed as articles
- Training materials not developed as courses
- Conference talks not captured as content
- Book content not expanded into series

3. Content Expansion Opportunities

- “10 Essential Conversations” framework for series development
- Missional theology series potential
- Mission training series potential
- Future of the church ongoing series

4. Discoverability Gaps

- No personal website discovered

- Limited regular content publication
- Limited social media presence discovered
- Content not well-interconnected

5. Revenue Model Gaps

- No direct content monetization platform
- No subscription or membership model
- Limited course or resource sales platform

Movemental Opportunities

What Movemental Would Change

1. Unified Content Platform

- All content in one place (academic, published, training, articles, videos)
- Central hub for discoverability
- Personal brand platform

2. Content Interconnection

- Connect teaching to published work
- Link training materials to articles
- Integrate book content with expanded resources
- Cross-reference all content forms

3. Content Repurposing

- Easy transformation of teaching → articles
- Training workshops → courses

- Conference talks → videos or articles
- Book conversations → expanded series

4. Content Series Development

- “10 Essential Conversations” series expansion
- Missional theology series
- Mission training series
- Future of the church series

5. Discoverability & Network Effects

- Unified SEO and discoverability
- Network effects through Movemental platform
- Cross-platform audience development
- Content discovery through network

6. Revenue Opportunities

- Direct content monetization
- Subscription or membership model
- Course sales
- Training material sales
- Book sales integration

7. Analytics & Insights

- Unified view of content performance
- Audience engagement insights
- Network effect tracking

What Would Remain the Same

1. Voice & Content

- All content remains Rowland Smith's voice
- Theological positions preserved
- Teaching approach maintained
- Training methodology unchanged

2. Existing Content

- Academic work remains on institution websites
- Book remains on publishing platforms
- Forge America work continues
- Existing relationships and networks intact

3. Professional Roles

- National Director of Forge America (continues)
- Adjunct faculty roles (continue)
- Teaching and training work (continues)
- Speaking engagements (continue)

4. Control & Ownership

- Full control over Movemental platform content
- Personal brand ownership
- Content presentation control
- Distribution control

What We Will NOT Do

- **Replace Existing Work:** Academic work, Forge America work, and book publication remain unchanged
 - **Change Voice or Content:** All content remains Rowland Smith's voice and theological positions
 - **Disrupt Relationships:** All existing relationships and networks remain intact
 - **Prescribe Actions:** Research supports discernment, doesn't prescribe actions
 - **Judge Content:** Research describes what exists, doesn't judge quality or approach
-

Research conducted: January 2025

Confidence Level: Medium-High

Sources: See [sources.md](#)

Note: Limited publicly available information discovered in initial research. Further verification needed for personal website, social media presence, and additional content forms.
