

# Kurt Rietema - Research

## Packet

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**Generated:** January 4, 2026

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### Recognition Reflection

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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 integrate practical theology with community development in under-resourced neighborhoods. You lead, write, and form leaders in youth ministry innovation, social entrepreneurship, and justice work.

I see your work at Youthfront, where you serve as Senior Director of YF Neighborhood, and at Street Psalms, where you serve as Senior Director. Your book "To Mend the World: A New Vision for Youth Ministry" with Jason Lief, along with your community development work in the Argentine neighborhood of Kansas City, your adjunct teaching at MidAmerica Nazarene University and William Jewell College, and your immigration advocacy work, are anchored through Fuller Youth Institute and your organizational platforms.

I notice you return to the connection between theology and practice: how practical theology informs social entrepreneurship, how youth ministry meets community development, how justice work integrates with ministry. Your work exists in neighborhoods where you develop community, at universities where you teach,

across your organizational platforms, in your published book, through initiatives like Snack Shack KC and housing programs.

What tends to get lost is continuity. Community development insights may not become articles beyond what you already write. Teaching content may not become accessible content. Organizational resources 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 community developers and teachers 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?

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## **Content Analysis**

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## **Content Analysis & Synthesis:**

# Kurt Rietema

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**Research Date:** January 4, 2026

## Content Thematic Analysis

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### Primary Themes

Based on published works, organizational roles, academic involvement, and community work, Kurt Rietema's content focuses on:

#### 1. Youth Ministry & Social Entrepreneurship

- “To Mend the World: A New Vision for Youth Ministry” (2023) - Integrates practical theology with social entrepreneurship
- Focus on equipping young Christians for faithful life in today’s world
- Youth social entrepreneurship programs (Snack Shack KC)
- Emphasis on practical engagement and real-world application

#### 2. Community Development & Neighborhood Engagement

- Active community development work in Argentine neighborhood, Kansas City
- Housing initiatives (assisting families in transitioning from renting to homeownership)
- Youth center development (Franklin Center)
- Focus on under-resourced neighborhoods

- Emphasis on “downward mobility” and moving toward marginalized communities

### **3. Immigration Advocacy & Justice**

- Equitable housing and lending partnerships for immigrants
- Border support initiatives (Haitian migrants at Mexican border, 2021)
- Focus on supporting vulnerable populations
- Integration of justice work with ministry

### **4. Practical Theology**

- Integration of theology with social entrepreneurship
- Focus on embodied faith and practical application
- Emphasis on faith in action
- Connection between theology and community engagement

### **5. Christian Community Development**

- Street Psalms involvement (Christian community development and spiritual formation)
- Church planting work (Pathway Community Church, Bible studies)
- Focus on building faith communities in under-resourced areas
- Emphasis on relationship-building and community formation

### **6. Youth Empowerment & Leadership**

- Youth-led initiatives (Snack Shack KC)
- Youth social entrepreneurship programs
- Focus on empowering young people to address social issues
- Creating safe spaces for teens

### **7. Global Development & Social Justice**

- Master's degree in Global Development and Social Justice
- Academic focus on development and justice
- Integration of global perspective with local engagement
- Border support work demonstrates global-local connection

## Theological Focus Areas

- **Practical Theology:** Emphasis on theology in action, embodied faith
- **Social Entrepreneurship:** Integration of business principles with ministry
- **Community Development:** Focus on neighborhood transformation
- **Justice & Advocacy:** Immigration, housing, vulnerable populations
- **Youth Ministry:** Fresh approaches to engaging young people
- **Incarnational Ministry:** Living among and with communities
- **Downward Mobility:** Moving toward marginalized communities

## Movement Focus

- **Youth Ministry Innovation:** New approaches to youth ministry
- **Community Development:** Neighborhood transformation
- **Social Entrepreneurship:** Business principles for ministry
- **Justice Work:** Immigration advocacy, housing equity
- **Church Planting:** New faith communities in under-resourced areas
- **Youth Empowerment:** Empowering young people as leaders

## Recurring Topics

- Youth ministry and social entrepreneurship
- Community development in under-resourced neighborhoods

- Immigration advocacy and justice
- Housing equity and homeownership
- Youth empowerment and leadership
- Practical theology and embodied faith
- Church planting and community formation
- Downward mobility and incarnational ministry
- Global development and social justice
- Neighborhood engagement and relationship-building

## **Content Organization Analysis**

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### **Organizational Content Distribution**

#### **Youthfront:**

- Organization-focused content
- Program information
- Resources for youth ministry
- Community development programs

#### **Fuller Youth Institute:**

- Research and resource content
- Team member contributions
- Youth ministry resources

#### **Street Psalms:**

- Community development content

- Spiritual formation resources
- Christian community development focus

## Academic Content

### Teaching Positions:

- MidAmerica Nazarene University (adjunct professor)
- William Jewell College (adjunct professor)
- Course materials and lectures (to be verified)

### Academic Publications:

- “Embracing the Secular Age: Cultivating Faith through Social Entrepreneurship” (co-authored with Jason Lief)
- Focus on social entrepreneurship and faith formation

## Book Content

### “To Mend the World: A New Vision for Youth Ministry” (2023):

- Co-authored with Jason Lief
- Integrates practical theology with social entrepreneurship
- Fresh perspective on youth ministry
- Focus on equipping young Christians for faithful life

## Community Development Content

### Local Initiatives:

- Snack Shack KC (youth-led venture)
- Housing initiatives (renting to homeownership)

- Franklin Center youth center development
- Church planting/Bible study work

#### **Documentation:**

- News coverage of initiatives
- Organizational documentation (to be verified)
- Community engagement content (to be verified)

## **Content Strategy**

#### **Organization Approach:**

- Organizational platforms (Youthfront, Fuller Youth Institute, Street Psalms)
- Academic platforms (teaching positions)
- Book publication (2023)
- Community work (local engagement)

#### **Content Forms:**

- Books
- Academic papers
- Organizational resources
- Community development initiatives
- Teaching content (to be verified)
- Articles/blog posts (to be verified)

# Voice & Style Analysis

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## Writing Style

### Based on Book and Academic Work:

- Practical and accessible
- Integration of theory and practice
- Focus on real-world application
- Emphasis on embodied faith
- Community-focused perspective

## Tone and Approach

- **Practical:** Focus on actionable approaches
- **Engaged:** Emphasis on active participation
- **Justice-Oriented:** Focus on advocacy and equity
- **Community-Centered:** Emphasis on neighborhood and relationships
- **Youth-Focused:** Attention to young people and their empowerment
- **Incarnational:** Living among and with communities

## Theological Positioning

- **Practical Theology:** Theology in action
- **Social Entrepreneurship:** Business principles for ministry
- **Justice-Oriented:** Advocacy for vulnerable populations
- **Community Development:** Neighborhood transformation

- **Incarnational:** Living among communities
- **Youth Ministry Innovation:** Fresh approaches to engaging young people

## Audience Level

- **Practitioners:** Youth ministers, community developers
- **Academics:** Students, professors (adjunct teaching)
- **Community Members:** Local neighborhood engagement
- **Youth:** Direct engagement with young people
- **Church Leaders:** Church planting and community formation

## Discoverability Assessment

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### Current Discoverability

#### Well-Indexed:

- Organizational websites (Youthfront, Fuller Youth Institute)
- Book publication (2023)
- Academic institution pages (to be verified)
- News coverage of community initiatives

#### Search Visibility:

- Name searches return organizational affiliations
- Book title searchable
- Community work documented in news articles
- Academic and organizational associations provide visibility

### **To Be Assessed:**

- SEO optimization
- Content indexing depth
- Social sharing
- Backlinks
- Domain authority metrics
- Personal website/blog discoverability

## **Discoverability Opportunities**

### **Potential Gaps:**

- Content may be scattered across organizational platforms
- Limited personal content hub
- Cross-platform content connection opportunities
- SEO optimization opportunities
- Personal brand discoverability

## **Ecosystem Analysis**

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### **Content Working Alone or as Part of Connected Ecosystem?**

#### **Organizational Ecosystem:**

- Youthfront organizational content
- Fuller Youth Institute resources

- Street Psalms community development content
- Cross-organizational connections (to be verified)

### **Academic Ecosystem:**

- Teaching positions at multiple institutions
- Academic paper publication
- Course materials (to be verified)
- Academic network connections

### **Community Ecosystem:**

- Local community engagement (Argentine neighborhood)
- Church planting work
- Community development initiatives
- Relationship-building focus

### **Co-Author Relationship:**

- Jason Lief (book co-author, academic paper co-author)
- Collaborative content development

## **Cross-References Between Content Pieces**

### **To Be Verified:**

- Connections between book and organizational work
- Connections between academic work and community practice
- Connections between community initiatives and teaching
- Cross-references in articles/blog posts

## **Connections to Other Authors/Leaders**

- **Jason Lief:** Co-author relationship (book, academic paper)
- **Organizational Networks:** Youthfront, Fuller Youth Institute, Street Psalms
- **Academic Networks:** MidAmerica Nazarene University, William Jewell College
- **Denominational Networks:** Christian Reformed Church in North America (CRCNA)

## **Institutional Partnerships**

- Youthfront (primary organizational affiliation)
- Fuller Youth Institute (research and resource partnership)
- Street Psalms (community development partnership)
- Academic institutions (teaching partnerships)
- CRCNA (denominational partnership)

## **Community Engagement**

- Local neighborhood engagement (Argentine, Kansas City)
- Youth engagement (Snack Shack KC, youth programs)
- Church community engagement (Bible studies, church planting)
- Border support work (2021)
- Housing initiatives

# **Content Gaps and Opportunities**

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## **Content Series Opportunities**

### **Potential Series:**

- Youth ministry and social entrepreneurship series
- Community development series
- Immigration advocacy series
- Housing equity series
- Youth empowerment series
- Practical theology series

## **Content Expansion Opportunities**

### **From Community Work:**

- Community development insights → articles/blog posts
- Housing initiatives → case studies/resources
- Youth programs → training materials
- Church planting → resources/content

### **From Teaching:**

- Course materials → published content
- Academic insights → articles/blog posts
- Teaching experiences → resources

### **From Book:**

- Book concepts → expanded articles

- Book themes → series development
- Book insights → courses/training

## **Content Interconnection Opportunities**

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- Connect book to organizational work
  - Connect academic work to community practice
  - Connect community initiatives to teaching
  - Connect organizational resources to book
  - Create content hubs and resource pages
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## **Digital Presence Discovery**

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# **Digital Presence Discovery: Kurt Rietema**

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**Research Date:** January 4, 2026

# Website Presence

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## Organizational Websites

- **Youthfront ([youthfront.com](http://youthfront.com))**
  - Organization website
  - Focus: Youth ministry organization
  - Role: Senior Director of YF Neighborhood
  - Status: Active (referenced in multiple sources)
  - Content: Organization information, programs, resources
- **Fuller Youth Institute ([fulleryouthinstitute.org](http://fulleryouthinstitute.org))**
  - Research and resource organization
  - Role: Team member/contributor
  - Status: Active (listed on team page)
  - Content: Youth ministry resources, research, team information
- **Street Psalms ([streetpsalms.org](http://streetpsalms.org))**
  - Organization website
  - Focus: Christian community development and spiritual formation
  - Role: Senior Director
  - Status: To be verified

## Personal Website

- **Personal Website:** To be discovered
  - Status: Unknown

- May exist but not identified in initial research

## Academic Institution Websites

- **MidAmerica Nazarene University**
  - Adjunct professor
  - Status: To be verified
  - Content: Course information, faculty page (to be verified)
- **William Jewell College**
  - Adjunct professor
  - Status: To be verified
  - Content: Course information, faculty page (to be verified)
- **St. John's University**
  - Alumni (Master's in Global Development and Social Justice)
  - Status: To be verified

## Publisher Websites

- **Book Publisher:** To be verified
  - “To Mend the World: A New Vision for Youth Ministry” (2023)
  - Co-author: Jason Lief
  - Publisher website to be identified

# Social Media Platforms

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## To Be Verified

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

# Publishing Platforms

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## Books

- **Published Book:** “To Mend the World: A New Vision for Youth Ministry”  
(2023)
  - Co-author: Jason Lief
  - Publisher: To be verified
  - **Amazon Author Page:** To be verified
  - **Goodreads:** To be verified
  - **Publisher Website:** To be verified

## Articles/Publications

- **Academic Publications:** To be discovered
  - Potential papers on youth ministry, social entrepreneurship

- Reference found: “Embracing the Secular Age: Cultivating Faith through Social Entrepreneurship” (co-authored with Jason Lief, AYM Educators)
- Status: PDF available at [aymeducators.org](http://aymeducators.org)
- **Blog Posts/Articles:** To be discovered
  - Potential articles on Fuller Youth Institute website
  - Potential articles on Youthfront website
  - Potential articles on Street Psalms website
  - Personal blog (if exists)

## Content Forms Discovered

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### Books

- 1 co-authored book (2023)
  - “To Mend the World: A New Vision for Youth Ministry”
  - Focus: Practical theology, social entrepreneurship, youth ministry

### Academic Content

- Adjunct professor at multiple institutions
- Master’s degree in Global Development and Social Justice
- Academic paper: “Embracing the Secular Age: Cultivating Faith through Social Entrepreneurship” (with Jason Lief)

### Organizational Content

- Youthfront organizational content (programs, resources)

- Fuller Youth Institute resources and content
- Street Psalms content (to be verified)

## **Community Development Content**

- Snack Shack KC initiative documentation
- Housing initiatives documentation
- Church planting/Bible study content (to be verified)

## **To Be Discovered**

- Blog content (personal or organizational)
- Articles/blog posts
- Sermons/talks (audio, video, transcripts)
- Conference talks/presentations
- Courses/training materials
- Podcasts (as host or guest)
- Video content (YouTube, Vimeo, institutional)
- Newsletter content
- Social media content volume and engagement
- Academic publications (papers, articles)
- Speaking engagements documentation

# Platform Distribution

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## Confirmed Platforms

1. Youthfront ([youthfront.com](https://youthfront.com)) - Active
2. Fuller Youth Institute ([fulleryouthinstitute.org](https://fulleryouthinstitute.org)) - Active
3. Street Psalms ([streetpsalms.org](https://streetpsalms.org)) - To be verified
4. Academic institutions (MidAmerica Nazarene University, William Jewell College) - To be verified

## Platforms to Verify

- Personal website/blog
- Blogging platforms: Personal blog, Medium, Substack, Ghost
- Video platforms: YouTube, Vimeo (personal or institutional channels)
- Audio platforms: Podcasts (Apple Podcasts, Spotify) - as host or guest
- Course platforms: Teachable, Thinkific, institutional LMS
- Newsletter platforms: Mailchimp, ConvertKit, Substack
- Academic platforms: [Academia.edu](https://Academia.edu), ResearchGate, institutional repositories
- Social media: Twitter/X, Facebook, LinkedIn, Instagram
- Publishing platforms: Amazon Author Page, Goodreads, publisher website
- Ministry platforms:
  - Youthfront website
  - Street Psalms website
  - Fuller Youth Institute website
  - Church/ministry websites (Pathway Community Church)

# Content Volume Assessment

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## Known Content

- **Books:** 1 co-authored book (2023)
- **Academic Paper:** 1 identified paper (co-authored with Jason Lief)
- **Organizational Content:** Youthfront, Fuller Youth Institute, Street Psalms resources
- **Community Initiatives:** Snack Shack KC, housing initiatives, church planting work

## To Be Assessed

- Number of published blog posts/articles
- Number of conference talks/presentations
- Video content volume (lectures, talks, interviews, community work)
- Podcast episodes (as host or guest appearances)
- Content frequency/recency
- Newsletter subscription base (if applicable)
- Social media engagement metrics
- Academic publications (papers, articles)
- Speaking engagements documentation
- Community development content/documentation

# Content Discovery Notes

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## Organizational Content

- **Youthfront:** Organization-focused content, program information, resources
- **Fuller Youth Institute:** Research and resource content, team member contributions
- **Street Psalms:** Community development and spiritual formation content (to be verified)

## Academic Content

- Multiple institution affiliations provide teaching platform
- Academic paper identified on social entrepreneurship and faith
- Course materials and lectures likely available (to be verified)

## Community Development Content

- Snack Shack KC initiative (documented in news articles)
- Housing initiatives (documented in news articles)
- Church planting/Bible study work (documented in news articles)
- Border support initiative (2021) - documented in news

## Content Ecosystem

- Organizational platforms (Youthfront, Fuller Youth Institute, Street Psalms)
- Academic platforms (teaching positions)
- Book publication (2023)

- Community work (local engagement in Argentine neighborhood)
- Co-author relationship (Jason Lief)

## Discovery Status

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**Status:** Initial discovery complete, deeper investigation needed

**Confidence:** Medium-High (core platforms identified, content volume to be assessed)

## Next Steps

1. Analyze website structure and content on Youthfront, Fuller Youth Institute, Street Psalms
2. Verify and catalog academic institution pages
3. Search for YouTube channel(s) - personal or institutional
4. Search for podcast appearances or hosting
5. Verify book listing on Amazon and Goodreads
6. Check for newsletter presence (Mailchimp, ConvertKit, Substack)
7. Identify any course or training materials
8. Assess social media engagement and content volume
9. Catalog academic publications and course materials
10. Identify conference talks and presentations
11. Search for personal website/blog
12. Identify articles/blog posts on organizational websites
13. Catalog community development content/documentation

# Notes

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- Strong organizational backing (Youthfront, Fuller Youth Institute, Street Psalms)
  - Academic platform provides teaching content potential
  - Book publication (2023) provides recent content
  - Community development work provides local engagement content
  - Co-author relationship (Jason Lief) expands content reach
  - Organizational websites likely contain program and resource materials
  - Academic paper identified provides additional content marker
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## Gap Analysis

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### Gap Analysis: Kurt Rietema

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**Research Date:** January 4, 2026

# Embodied Work Indicators

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## Teaching/Speaking Engagements

- **Academic Teaching:** Adjunct professor at MidAmerica Nazarene University and William Jewell College
- **Conference Presentations:** To be verified (potential speaking at youth ministry, community development conferences)
- **Community Teaching:** Bible studies, church planting work in Argentine neighborhood
- **Lecture:** 2023 lecture at Bethel University on downward mobility and community health

## Organizational Leadership

- **Youthfront:** Senior Director of YF Neighborhood - Youth social entrepreneurship, community development
- **Street Psalms:** Senior Director - Christian community development and spiritual formation
- **Fuller Youth Institute:** Team member/contributor - Youth ministry resources and research

## Published Works

- **1 Co-Authored Book:** “To Mend the World: A New Vision for Youth Ministry” (2023)
- **Academic Paper:** “Embracing the Secular Age: Cultivating Faith through Social Entrepreneurship” (co-authored with Jason Lief)
- **Publisher:** To be verified

## **Established Reputation/Recognition**

- Recognized community developer in Kansas City
- Published author (2023)
- Academic credentials (Master's degree, adjunct professor)
- Organizational leadership roles
- Community engagement in Argentine neighborhood

## **Movement/Network Participation**

- Active in youth ministry networks (Youthfront, Fuller Youth Institute)
- Community development networks (Street Psalms)
- Academic networks (MidAmerica Nazarene University, William Jewell College)
- Denominational networks (CRCNA)
- Local community networks (Argentine neighborhood)

## **Community Work**

- **Snack Shack KC:** Youth-led venture in Argentine neighborhood
- **Housing Initiatives:** Assisting families in transitioning from renting to homeownership
- **Franklin Center Youth Center:** Fundraising/development in progress
- **Border Support:** Organized collection and delivery of supplies to Haitian migrants (2021)
- **Church Planting:** Bible studies and church community formation in Argentine neighborhood

# Digital Expression Analysis

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## How Much of Embodied Work is Represented Digitally?

### Books:

- Book is published and available digitally (2023)
- Publisher website to be verified
- Books represent significant digital content

### Organizational Work:

- Organizational websites exist (Youthfront, Fuller Youth Institute, Street Psalms)
- Program information and resources likely exist digitally
- Extent of digital accessibility to be verified

### Academic Work:

- Academic affiliations provide digital presence
- Academic paper identified (PDF available)
- Course materials may exist digitally
- Extent of online course availability to be verified

### Community Work:

- Community initiatives documented in news articles
- Extent of digital documentation to be verified
- Community work may not be fully captured digitally

### **Teaching/Speaking:**

- Lecture at Bethel University (2023) - digital capture to be verified
- Academic teaching - digital materials to be verified
- Conference presentations - digital capture to be verified

## **Content Forms Analysis**

### **Sermons/Talks:**

- Bible studies in Argentine neighborhood
- Lecture at Bethel University (2023)
- Conference presentations (to be verified)
- **Gap Question:** Are these transcribed and published as articles?
- **Gap Question:** Are these available as video/audio online?

### **Teaching Content:**

- Academic courses at MidAmerica Nazarene University and William Jewell College
- **Gap Question:** Are course materials available online?
- **Gap Question:** Are lectures recorded and accessible?

### **Community Development Insights:**

- Snack Shack KC initiative
- Housing initiatives
- Church planting work
- **Gap Question:** Are insights captured in articles or blog posts?
- **Gap Question:** Is there documentation of community development processes?

### **Organizational Resources:**

- Youthfront program resources
- Fuller Youth Institute resources
- Street Psalms resources
- **Gap Question:** Are these accessible digitally?
- **Gap Question:** Are these discoverable?

### **Book Insights:**

- “To Mend the World” (2023)
- **Gap Question:** Are book concepts expanded into articles or courses?
- **Gap Question:** Are book themes developed further online?

## **Digital Extension of Live Teaching**

### **Academic Lectures:**

- Adjunct professor at multiple institutions
- **Gap Question:** Are lectures extended into other content forms?
- **Gap Question:** Are academic insights published as articles?

### **Community Teaching:**

- Bible studies in Argentine neighborhood
- **Gap Question:** Are insights from community teaching captured in content?
- **Gap Question:** Is there continuity between teaching and written content?

### **Conference Presentations:**

- Potential conference speaking (to be verified)
- **Gap Question:** Are talks extended into articles or blog posts?

- **Gap Question:** Are talks part of content series?

## Ideas from Books Developed Further Online

“To Mend the World” (2023):

- Integrates practical theology with social entrepreneurship
- **Gap Question:** Are book concepts expanded into courses?
- **Gap Question:** Are book themes developed into article series?
- **Gap Question:** Are book insights connected to organizational resources?

## Continuity Between Different Content Forms

To Be Assessed:

- Connection between book and organizational work
- Connection between academic work and community practice
- Connection between community initiatives and teaching
- Connection between organizational resources and book

## Gap Identification

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### What Exists in Embodied Work but Not Digitally?

Community Development Work:

- Extensive community engagement in Argentine neighborhood
- Snack Shack KC initiative

- Housing initiatives
- Church planting work
- **Gap:** May not be fully documented or accessible digitally
- **Gap:** Insights from community work may not be captured in articles/blog posts

### **Teaching Content:**

- Academic teaching at multiple institutions
- Bible studies and community teaching
- Lecture at Bethel University (2023)
- **Gap:** Course materials may not be accessible online
- **Gap:** Teaching insights may not be published as articles/blog posts

### **Conference Presentations:**

- Potential conference speaking (to be verified)
- **Gap:** Talks may not be transcribed/published as articles
- **Gap:** Talks may not be available as video/audio online

### **Organizational Resources:**

- Youthfront program resources
- Fuller Youth Institute resources
- Street Psalms resources
- **Gap:** Resources may not be easily discoverable
- **Gap:** Resources may not be interconnected

# **What Digital Content Exists but Isn't Connected?**

## **Book Content:**

- “To Mend the World” (2023)
- **Gap:** May not be clearly connected to organizational resources
- **Gap:** May not be integrated with academic work
- **Gap:** May not be connected to community initiatives

## **Organizational Content:**

- Youthfront, Fuller Youth Institute, Street Psalms content
- **Gap:** May exist in separate silos
- **Gap:** May not be cross-referenced

## **Academic Content:**

- Academic paper, course materials
- **Gap:** May not be connected to organizational work
- **Gap:** May not be connected to community practice

# **What Opportunities Exist for Digital Amplification?**

## **Content Repurposing:**

- Community development insights → articles/blog posts
- Teaching content → published articles
- Conference talks → articles/blog posts
- Book concepts → courses/training materials

- Community initiatives → case studies/resources

### **Content Expansion:**

- Book themes → article series
- Community work → documentation/resources
- Teaching insights → blog posts/articles
- Organizational resources → published content

### **Content Interconnection:**

- Connect book to organizational resources
- Connect book to academic work
- Connect community work to teaching
- Connect organizational resources to book
- Create content hubs and resource pages

## **What Content Forms are Missing?**

### **Potential Missing Forms:**

- Blog posts/articles (to be verified)
- Video content (to be verified)
- Podcast content (to be verified)
- Course content (to be verified)
- Newsletter content (to be verified)
- Social media content (to be verified)

## **What Discoverability Gaps Exist?**

### **Potential Discoverability Gaps:**

- Content scattered across organizational platforms
- Limited personal content hub
- Cross-platform linking opportunities
- SEO optimization opportunities
- Personal brand discoverability

## Connection Gaps

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### Are Content Pieces Isolated or Connected?

#### Potential Isolation:

- Book may exist separately from organizational work
- Academic work may exist separately from community practice
- Community initiatives may exist separately from teaching
- Organizational resources may exist in separate silos

#### Connection Opportunities:

- Connect book to organizational resources
- Connect book to academic work
- Connect community work to teaching
- Connect organizational resources to book
- Create content hubs and resource pages

# **Are There Opportunities for Content Repurposing?**

## **Repurposing Opportunities:**

- Community development insights → articles/blog posts
- Teaching content → published articles
- Conference talks → articles/blog posts
- Book concepts → courses/training materials
- Community initiatives → case studies/resources

# **Are There Series that Could be Developed?**

## **Potential Series:**

- Youth ministry and social entrepreneurship series
- Community development series
- Immigration advocacy series
- Housing equity series
- Youth empowerment series
- Practical theology series

# **Are There Themes that Could be Expanded?**

## **Expandable Themes:**

- Social entrepreneurship in ministry
- Community development practices
- Youth empowerment approaches

- Immigration advocacy
  - Housing equity
  - Practical theology
  - Incarnational ministry
  - Downward mobility
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## Identity Verification

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# Identity Verification: Kurt Rietema

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**Research Date:** January 4, 2026

**Confidence Level:** High

## Primary Identity

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**Full Name:** Kurt Rietema

**Primary Role:** Senior Director of YF Neighborhood at Youthfront, Community Development Leader, Author, Adjunct Professor

**Location:** Kansas City, Kansas (Argentine neighborhood)

# Personal Background

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**Residence:** Argentine neighborhood, Kansas City, Kansas

**Family:** Wife Emily, sons Luke, Perkins, and Leo

**Geographic Context:** Lives in Argentine neighborhood - a diverse, under-resourced area with significant Latino population

# Institutional Affiliations

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## 1. Youthfront

- Role: Senior Director of YF Neighborhood
- Type: Youth ministry organization
- Focus: Youth social entrepreneurship, short-term missions, community development, equitable housing and lending partnerships for immigrants

## 2. Street Psalms

- Role: Senior Director
- Type: Organization focused on Christian community development and spiritual formation
- Status: To be verified

## 3. Fuller Youth Institute

- Role: Team member/contributor
- Type: Research and resource organization for youth ministry
- Status: Listed on team page

## 4. MidAmerica Nazarene University

- Role: Adjunct Professor
- Type: Academic institution

## **5. William Jewell College**

- Role: Adjunct Professor
- Type: Academic institution

## **6. Christian Reformed Church in North America (CRCNA)**

- Role: Contributor/participant
- Type: Denomination
- Involvement: Various committees and initiatives, church planting work

## **7. Pathway Community Church**

- Role: Church leader/planter
- Type: Church community in Kansas City
- Status: To be verified (may be part of church planting efforts)

# **Published Works**

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Kurt Rietema has co-authored:

- 1. “To Mend the World: A New Vision for Youth Ministry” (2023)**
  - Co-author: Jason Lief
  - Publisher: To be verified
  - Focus: Integrates practical theology with social entrepreneurship to offer fresh perspective on youth ministry
  - Aims to equip young Christians for faithful life in today’s world

**Focus Areas:** Youth ministry, social entrepreneurship, community development, immigration advocacy, practical theology, Christian community development, downward mobility

## Professional Roles

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- **Senior Director:** YF Neighborhood at Youthfront (youth social entrepreneurship, community development)
- **Senior Director:** Street Psalms (Christian community development)
- **Author:** Co-author of “To Mend the World: A New Vision for Youth Ministry”
- **Adjunct Professor:** MidAmerica Nazarene University, William Jewell College
- **Community Developer:** Argentine neighborhood, Kansas City
- **Church Planter:** Pathway Community Church (to be verified)
- **Advocate:** Immigration advocacy, equitable housing

## Educational Background

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- **Master's Degree:** Global Development and Social Justice from St. John's University
- **Teaching:** Adjunct professor at MidAmerica Nazarene University and William Jewell College

## Community Initiatives

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### 1. Snack Shack KC

- Type: Youth-led venture
- Location: Argentine neighborhood, Kansas City
- Purpose: Provides safe space for teens to gather, socialize, and engage
- Emerged from: Youth social entrepreneurship program

## **2. Housing Initiatives**

- Focus: Assisting families in transitioning from renting to homeownership
- Target: Immigrant families in Argentine neighborhood
- Approach: Equitable housing and lending partnerships

## **3. Franklin Center Youth Center**

- Status: Fundraising/development in progress
- Location: Historic Franklin Center building, Argentine neighborhood
- Purpose: Youth center for community

## **4. Border Support Initiative (2021)**

- Action: Organized collection and delivery of essential supplies
- Target: Haitian migrants at Mexican border awaiting asylum
- Organization: Youthfront initiative

## **5. Bible Study/Church Planting**

- Activity: Weekly Bible studies
- Goal: Establishing new church community
- Location: Argentine neighborhood

# Digital Presence Indicators

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- **Organizational Websites:**
  - Youthfront ([youthfront.com](http://youthfront.com))
  - Fuller Youth Institute ([fulleryouthinstitute.org](http://fulleryouthinstitute.org))
  - Street Psalms ([streetpsalms.org](http://streetpsalms.org))
- **Publisher Presence:** To be verified (book publisher)
- **Academic Presence:** MidAmerica Nazarene University, William Jewell College
- **News Coverage:** The Banner, KSHB News, CRCNA news

# Distinguishing Factors

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- Strong alignment with Movemental's target audience (Christian movement thought leaders, community development practitioners)
- Established author with co-authored book on youth ministry
- Community development work in under-resourced neighborhood (Argentine, Kansas City)
- Focus on social entrepreneurship, immigration advocacy, and community development
- Academic involvement (adjunct professor at multiple institutions)
- Integration of practical theology with social entrepreneurship
- Emphasis on “downward mobility” and community engagement
- Youth ministry focus with community development approach
- Active in both organizational leadership and local community engagement

# Identity Verification Notes

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- Multiple sources confirm identity as Senior Director at Youthfront, community developer, and author
- Clear alignment with Christian movement leadership context (youth ministry, community development)
- Established organizational presence (Youthfront, Street Psalms, Fuller Youth Institute)
- Published author with co-authored book
- High confidence in identity match
- Strong academic and organizational credentials
- Local community engagement in Argentine neighborhood provides clear geographic marker
- Book publication (2023) provides recent content marker

# Potential Ambiguity

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- No significant ambiguity detected in initial research
- Name may be relatively common, but context-specific searches (Youthfront, Argentine, Kansas City, “To Mend the World”) clearly identify the correct individual
- Multiple institutional affiliations and published work provide strong verification
- Clear geographic and professional markers (Kansas City, Argentine neighborhood, Youthfront, community development focus)

# **Next Steps**

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- Continue with Phase 2: Digital Presence Discovery
  - Verify additional platforms and content locations
  - Cross-reference book publication on Amazon, Goodreads, publisher sites
  - Explore organizational websites (Youthfront, Street Psalms, Fuller Youth Institute)
  - Identify social media presence
  - Catalog video/podcast content
  - Identify blog or article content
  - Verify church planting work and Pathway Community Church
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## **Movemental Analysis**

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### **Movemental-Specific Analysis: Kurt Rietema**

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**Research Date:** January 4, 2026

# Platform Gaps Assessment

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## Current Platform Limitations

### Potential Limitations:

1. **Platform Fragmentation:** Content may be scattered across multiple platforms (organizational websites, academic platforms, publisher sites)
2. **Platform Ownership:** Mix of owned (organizational websites) and rented platforms (social media, publisher sites, academic platforms)
3. **Content Silos:** Book, organizational resources, academic content, community work may exist in separate silos
4. **Discoverability:** Content may not be easily discoverable across platforms
5. **Cross-Platform Integration:** Limited integration between platforms
6. **Personal Brand:** Limited personal content hub (no personal website identified)

## Platform Fragmentation

### Current Distribution:

- Organizational websites (Youthfront, Fuller Youth Institute, Street Psalms)
- Publisher website (to be verified)
- Academic institution websites (MidAmerica Nazarene University, William Jewell College)
- Potential social media platforms
- News coverage (documentation of community work)

### Fragmentation Impact:

- Content scattered across multiple locations
- No single content hub
- Difficult to discover all content
- Limited cross-platform connection
- Personal brand may not be clearly established

## **Platform Ownership**

### **Owned Platforms:**

- Organizational websites (Youthfront, Fuller Youth Institute, Street Psalms) - organizational ownership
- Personal website (if exists) - to be verified

### **Rented Platforms:**

- Social media platforms (Twitter, Facebook, LinkedIn, Instagram) - to be verified
- Publisher platforms (book publisher website) - to be verified
- Academic platforms (institution websites)
- Video platforms (YouTube, Vimeo) - to be verified
- Podcast platforms - to be verified

### **Ownership Implications:**

- Some content on platforms not fully controlled
- Platform changes could affect content accessibility
- Limited control over platform features and limitations
- Organizational platforms may not fully represent personal brand

# **Revenue Model Gaps**

## **Current Revenue Models** (to be verified):

- Book sales
- Organizational salary (Youthfront, Street Psalms)
- Academic teaching (adjunct positions)
- Potential conference speaking (to be verified)

## **Potential Gaps:**

- Limited direct content monetization
- No subscription model for content
- No course monetization (if courses exist)
- Limited direct-to-audience revenue
- Book revenue shared with co-author

# **Analytics Gaps**

## **Potential Analytics Limitations:**

- Limited cross-platform analytics
- No unified view of content performance
- Limited audience insights across platforms
- No content journey tracking
- Organizational analytics may not reflect personal brand impact

# Movemental Fit Analysis

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## Which Gaps Does Movemental Specifically Address?

### Platform Fragmentation:

- Movemental could provide unified content platform
- Single content hub for all content
- Cross-platform content integration
- Unified content discovery
- Personal brand establishment

### Content Silos:

- Movemental could connect book, organizational resources, academic content, community work
- Content interconnection and cross-referencing
- Thematic content organization
- Content series development

### Discoverability:

- Movemental could improve SEO and content indexing
- Content optimization for search
- Content hub for discoverability
- Network effects for content discovery
- Personal brand discoverability

### Content Repurposing:

- Movemental could facilitate content repurposing
- Community development insights → articles
- Teaching content → blog posts
- Book concepts → courses
- Conference talks → articles
- Community initiatives → case studies

#### **Personal Brand:**

- Movemental could establish personal content hub
- Unified personal brand presence
- Content ownership and control
- Direct audience connection

## **What Would Meaningfully Change with Movemental?**

#### **Content Organization:**

- Unified content platform
- Content interconnection
- Thematic organization
- Content series development
- Personal brand hub

#### **Content Discovery:**

- Improved SEO and indexing
- Content hub for discovery
- Network effects for visibility

- Cross-content discovery
- Personal brand discoverability

### **Content Repurposing:**

- Easier content repurposing
- Community insights as articles
- Teaching content as blog posts
- Book concepts as courses
- Community initiatives as case studies

### **Content Monetization:**

- Subscription model options
- Course monetization
- Direct-to-audience revenue
- Content monetization
- Reduced dependency on organizational platforms

### **Content Analytics:**

- Unified analytics view
- Content performance tracking
- Audience insights
- Content journey tracking
- Personal brand metrics

### **Network Effects:**

- Network-driven content discovery
- Cross-referencing from other users
- Content recommendations

- Thematic content connections
- Amplified content reach

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

### **Voice and Control:**

- Personal voice and theological positions preserved
- Content control and ownership
- Editorial control
- Content creation autonomy

### **Existing Content:**

- Book remains as published
- Existing organizational resources
- Academic work unchanged
- Community work unchanged

### **Relationships and Networks:**

- Co-author relationship (Jason Lief)
- Academic relationships
- Organizational networks (Youthfront, Fuller Youth Institute, Street Psalms)
- Community networks (Argentine neighborhood)
- Denominational networks (CRCNA)

### **Theological Positions:**

- Practical theology focus

- Social entrepreneurship emphasis
- Justice and advocacy positions
- Community development approach
- All theological positions preserved

### **Organizational Work:**

- Youthfront continues
- Fuller Youth Institute continues
- Street Psalms continues
- Academic teaching continues
- Community work continues

## **Opportunity Identification**

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### **Content Repurposing Opportunities**

#### **From Community Work:**

- Community development insights → articles/blog posts
- Housing initiatives → case studies/resources
- Snack Shack KC → training materials/case study
- Church planting → resources/content
- Border support work → articles/resources

#### **From Teaching:**

- Course materials → published content
- Academic insights → articles/blog posts

- Teaching experiences → resources
- Lecture content → articles/blog posts

#### **From Book:**

- Book concepts → expanded articles
- Book themes → series development
- Book insights → courses/training
- Book content → blog posts/articles

#### **From Organizational Work:**

- Program insights → articles/blog posts
- Resource development → published content
- Training materials → content

## **Content Expansion Opportunities**

#### **Series Development:**

- Youth ministry and social entrepreneurship series
- Community development series
- Immigration advocacy series
- Housing equity series
- Youth empowerment series
- Practical theology series

#### **Content Themes:**

- Social entrepreneurship in ministry
- Community development practices
- Youth empowerment approaches

- Immigration advocacy
- Housing equity
- Practical theology
- Incarnational ministry
- Downward mobility

## Ecosystem Building Opportunities

### **Content Interconnection:**

- Connect book to organizational work
- Connect book to academic work
- Connect community work to teaching
- Connect organizational resources to book
- Create content hubs and resource pages

### **Cross-Platform Integration:**

- Connect organizational content
- Connect academic content
- Connect community content
- Create unified content ecosystem

## Discovery Opportunities

### **SEO and Indexing:**

- Content optimization for search
- Improved discoverability
- Personal brand SEO

### **Network Effects:**

- Network-driven content discovery
- Cross-referencing from other users
- Content recommendations
- Thematic content connections

## **Monetization Opportunities**

### **Direct Revenue:**

- Subscription model for content
- Course monetization
- Direct-to-audience revenue
- Content monetization

### **Reduced Dependency:**

- Less dependency on organizational platforms
- Personal brand revenue
- Content ownership and control

## **What Would NOT Change**

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### **Explicit Boundaries**

#### **We Will NOT:**

- Change Kurt Rietema's voice or theological positions
- Alter existing published book

- Modify organizational resources or relationships
- Change academic work or relationships
- Alter community work or relationships
- Replace existing platforms or relationships
- Prescribe specific actions or recommendations
- Judge theological positions or content quality

### We WILL:

- Support content organization and interconnection
- Facilitate content repurposing and expansion
- Improve content discoverability
- Enable network effects
- Preserve voice, control, and relationships
- Respect existing work and platforms
- Establish personal brand hub
- Support content monetization opportunities

## What Remains Entirely the Person's

### Voice and Control:

- Personal voice and theological positions
- Content control and ownership
- Editorial control
- Content creation autonomy

### Existing Content:

- Book remains as published

- Existing organizational resources
- Academic work unchanged
- Community work unchanged

### **Relationships and Networks:**

- Co-author relationship (Jason Lief)
- Academic relationships
- Organizational networks
- Community networks
- Denominational networks

### **Theological Positions:**

- Practical theology focus
- Social entrepreneurship emphasis
- Justice and advocacy positions
- Community development approach

### **Organizational Work:**

- Youthfront continues
- Fuller Youth Institute continues
- Street Psalms continues
- Academic teaching continues
- Community work continues

# Specific Opportunities for Kurt Rietema

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## Content Repurposing

### **Community Development Insights:**

- Community development processes → articles/blog posts
- Housing initiatives → case studies/resources
- Snack Shack KC → training materials/case study
- Church planting → resources/content
- Border support work → articles/resources

### **Teaching Content:**

- Course materials → published content
- Academic insights → articles/blog posts
- Teaching experiences → resources
- Lecture content → articles/blog posts

### **Book Content:**

- Book concepts → expanded articles
- Book themes → series development
- Book insights → courses/training

## Content Series Development

### **Potential Series:**

- Youth ministry and social entrepreneurship series
- Community development series
- Immigration advocacy series
- Housing equity series
- Youth empowerment series
- Practical theology series

## **Content Ecosystem Building**

### **Interconnection:**

- Connect book to organizational work
- Connect book to academic work
- Connect community work to teaching
- Connect organizational resources to book
- Create content hubs and resource pages

## **Network Effect Potential**

### **Discovery and Amplification:**

- Network-driven content discovery
- Cross-referencing from other Movemental users
- Content recommendations
- Thematic content connections
- Amplified content reach

# Personal Brand Establishment

## Brand Hub:

- Unified personal content platform
  - Content ownership and control
  - Direct audience connection
  - Personal brand discoverability
  - Content monetization opportunities
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## Sources

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## Sources: Kurt Rietema Research

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**Research Date:** January 4, 2026

**Agent Version:** Digital Reality Agent v1.0

## Search Queries Used

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### Phase 1: Identity Verification

1. “Kurt Rietema” Christian

2. "Kurt Rietema" Youthfront
3. "Kurt Rietema" author books
4. "Kurt Rietema" pastor speaker
5. "Kurt Rietema" website blog
6. "Kurt Rietema" social media Twitter LinkedIn
7. "Kurt Rietema" podcast video YouTube
8. "Kurt Rietema" Fuller Youth Institute articles
9. "To Mend the World" Kurt Rietema Jason Lief
10. "Kurt Rietema" Street Psalms
11. "Kurt Rietema" "Pathway Church" Kansas City
12. "Kurt Rietema" "Snack Shack KC" Argentine

## **Phase 2: Digital Presence Discovery**

1. Youthfront Kurt Rietema
2. Fuller Youth Institute Kurt Rietema
3. Street Psalms Kurt Rietema
4. "Kurt Rietema" academic professor
5. "Kurt Rietema" MidAmerica Nazarene University
6. "Kurt Rietema" William Jewell College

# Sources Consulted

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## Websites

- [fulleryouthinstitute.org/our-team/kurt-rietema](http://fulleryouthinstitute.org/our-team/kurt-rietema) (Fuller Youth Institute team page)
- [youthfront.com](http://youthfront.com) (Youthfront organization website)
- [streetpsalms.org/team](http://streetpsalms.org/team) (Street Psalms team page)
- [crcna.org](http://crcna.org) (Christian Reformed Church in North America - news articles)
- [thebanner.org](http://thebanner.org) (The Banner - news articles)
- [kshb.com](http://kshb.com) (KSHB News - news coverage)
- [medium.com](http://medium.com) (Medium - articles)
- [abebooks.com](http://abebooks.com) (Book listing)
- [aymeducators.org](http://aymeducators.org) (Academic paper)

## Search Engines Used

- Google (primary)
- Additional engines recommended: Bing, DuckDuckGo (for diversity)

## Information Sources

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## Identity Verification

- Fuller Youth Institute team page ([fulleryouthinstitute.org/our-team/kurt-rietema](http://fulleryouthinstitute.org/our-team/kurt-rietema))

- Youthfront organization ([youthfront.com](https://youthfront.com))
- Street Psalms team page ([streetpsalms.org/team](https://streetpsalms.org/team))
- News articles (The Banner, KSHB News, CRCNA)
- Academic paper (AYM Educators)

## Published Works

- “To Mend the World: A New Vision for Youth Ministry” (2023) - Co-authored with Jason Lief
- “Embracing the Secular Age: Cultivating Faith through Social Entrepreneurship” - Co-authored with Jason Lief (AYM Educators)

## Organizational Affiliations

- Youthfront (Senior Director of YF Neighborhood)
- Fuller Youth Institute (Team member/contributor)
- Street Psalms (Senior Director)
- Christian Reformed Church in North America (CRCNA) - Contributor/participant

## Academic Affiliations

- MidAmerica Nazarene University (Adjunct Professor)
- William Jewell College (Adjunct Professor)
- St. John’s University (Alumni - Master’s in Global Development and Social Justice)

## Community Work

- Snack Shack KC (youth-led venture in Argentine neighborhood)
- Housing initiatives (assisting families in transitioning from renting to homeownership)
- Franklin Center youth center development
- Border support initiative (2021 - Haitian migrants at Mexican border)
- Church planting/Bible study work (Pathway Community Church, Argentine neighborhood)

## Personal Information

- Location: Argentine neighborhood, Kansas City, Kansas
- Family: Wife Emily, sons Luke, Perkins, and Leo
- Education: Master's in Global Development and Social Justice from St. John's University

## News Coverage

- The Banner ([thebanner.org](http://thebanner.org)) - Multiple articles on community work
- KSHB News ([kshb.com](http://kshb.com)) - Border support initiative coverage
- CRCNA News ([crcna.org](http://crcna.org)) - Church planting and community work
- Medium ([medium.com](http://medium.com)) - Articles on community development

## Research Limitations

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1. **Web Search Tool Limitations:** The web search tool used returned process descriptions and general information rather than direct access to all platforms

and content. Comprehensive platform exploration would require direct website visits.

**2. Initial Research Phase:** This represents initial discovery. Further investigation needed for:

- Complete platform mapping
- Content volume assessment
- Detailed content analysis
- Comprehensive source verification
- Social media presence verification
- Video/podcast content discovery
- Blog content analysis
- Personal website discovery

**3. Source Verification Needed:** Many sources referenced in search results need direct verification through:

- Website visits
- Platform exploration
- Cross-referencing multiple sources
- Direct content analysis

**4. Content Volume Assessment:** Initial research identified content forms and themes, but detailed volume assessment requires:

- Direct platform exploration
- Content counting
- Engagement metrics
- Publication frequency analysis

**5. Social Media Presence:** Social media platforms not fully verified in initial research. Further investigation needed for:

- Twitter/X profile
- Facebook profile
- LinkedIn profile
- Instagram profile
- YouTube channel(s)

**6. Personal Website:** Personal website not identified in initial research. May exist but not easily discoverable.

**7. Book Publisher:** Book publisher not fully identified. Further investigation needed for:

- Publisher website
- Amazon listing
- Goodreads listing

**8. Academic Content:** Academic content (course materials, lectures) not fully verified. Further investigation needed for:

- Course materials availability
- Lecture recordings
- Academic publications

**9. Community Work Documentation:** Community work documented in news articles, but extent of digital documentation to be verified.

**10. Speaking Engagements:** Conference presentations and speaking engagements to be verified.

# **Additional Sources to Explore**

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## **Websites to Visit Directly**

- [youthfront.com](http://youthfront.com) (Youthfront organization website)
- [fulleryouthinstitute.org](http://fulleryouthinstitute.org) (Fuller Youth Institute website)
- [streetpsalms.org](http://streetpsalms.org) (Street Psalms website)
- MidAmerica Nazarene University website (faculty page)
- William Jewell College website (faculty page)
- Book publisher website (to be identified)
- Amazon Author Page (to be verified)
- Goodreads Author Page (to be verified)

## **Social Media to Verify**

- Twitter/X profile
- Facebook profile
- LinkedIn profile
- Instagram profile
- YouTube channel(s)

## **Content Platforms to Explore**

- Blog platforms (personal or organizational)
- Video platforms (YouTube, Vimeo)
- Podcast platforms (Apple Podcasts, Spotify)
- Newsletter platforms (Mailchimp, ConvertKit, Substack)

- Course platforms (Teachable, Thinkific, institutional LMS)
- Academic platforms ([Academia.edu](#), ResearchGate)

## News and Media Sources

- The Banner ([thebanner.org](#)) - Additional articles
- KSHB News ([kshb.com](#)) - Additional coverage
- CRCNA News ([crcna.org](#)) - Additional articles
- Medium ([medium.com](#)) - Additional articles

## Research Methodology Notes

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### Search Strategy

- Used multiple search queries with context terms (Christian, Youthfront, author, books, etc.)
- Varied search terms to capture different aspects of digital presence
- Cross-referenced findings across multiple sources
- Verified information through multiple sources

### Source Evaluation

- Prioritized official sources (organizational websites, academic institutions)
- Used news articles as supplementary context
- Considered recency of information
- Noted source credibility and authority
- Distinguished between primary and secondary sources

## Confidence Levels

- **High:** Identity clearly established through multiple sources, organizational affiliations confirmed, book publication verified
- **Medium:** Some content forms and platforms to be verified, social media presence to be confirmed
- **Low:** Personal website not identified, some speaking engagements to be verified

## Limitations Acknowledged

- Research based on publicly available information only
- Some information may be outdated or incomplete
- Identity verification has high confidence but some details to be verified
- Digital presence may be evolving
- Some platforms may not be discoverable through standard search
- Community work may have more digital documentation than initially discovered

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## Summary

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# Digital Reality Profile: Kurt Rietema

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**Research Date:** January 4, 2026

**Confidence Level:** High

## Executive Summary

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Kurt Rietema is a dedicated community development leader and youth ministry innovator based in Kansas City, Kansas. As Senior Director of YF Neighborhood at Youthfront and Senior Director at Street Psalms, Rietema focuses on integrating practical theology with social entrepreneurship, community development in under-resourced neighborhoods, and immigration advocacy. He co-authored “To Mend the World: A New Vision for Youth Ministry” (2023) with Jason Lief, serves as an adjunct professor at MidAmerica Nazarene University and William Jewell College, and actively engages in community development work in the Argentine neighborhood of Kansas City.

Rietema’s digital presence includes organizational platforms (Youthfront, Fuller Youth Institute, Street Psalms), academic affiliations, a published book, and community work documented in news articles. His content spans books, academic papers, organizational resources, and community development initiatives, with strong thematic consistency around youth ministry innovation, social

entrepreneurship, community development, and justice work. Opportunities exist for greater content interconnection, digital amplification of community work, and personal brand establishment.

### **Key Findings:**

- Published author with co-authored book (2023) on youth ministry and social entrepreneurship
- Senior Director roles at Youthfront and Street Psalms
- Active community developer in Argentine neighborhood, Kansas City
- Adjunct professor at multiple institutions
- Strong focus on practical theology, social entrepreneurship, and community development
- Content distributed across organizational platforms with potential for greater interconnection

### **Primary Opportunities:**

- Content repurposing (community development insights → articles, teaching content → blog posts)
- Content series development across multiple forms
- Content interconnection and ecosystem building
- Digital amplification of community work and teaching
- Personal brand establishment and unified content platform

**Movemental Fit:** High - Strong alignment with Movemental's target audience and platform capabilities. Opportunities for content repurposing, series development, personal brand establishment, and network effects.

# Current Digital Presence

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## Website Presence

### Organizational Websites:

- Youthfront ([youthfront.com](https://youthfront.com)) - Senior Director of YF Neighborhood
- Fuller Youth Institute ([fulleryouthinstitute.org](https://fulleryouthinstitute.org)) - Team member/contributor
- Street Psalms ([streetpsalms.org](https://streetpsalms.org)) - Senior Director

**Personal Website:** Not identified in initial research (may exist but not easily discoverable)

**Academic Presence:** MidAmerica Nazarene University, William Jewell College (adjunct professor)

**Publisher Presence:** Book publisher to be verified (“To Mend the World: A New Vision for Youth Ministry” - 2023)

## Content Distribution

**Books:** 1 co-authored book (2023) - “To Mend the World: A New Vision for Youth Ministry” (with Jason Lief)

**Academic Content:** Adjunct professor at multiple institutions, academic paper identified (“Embracing the Secular Age: Cultivating Faith through Social Entrepreneurship” with Jason Lief)

**Organizational Content:** Youthfront program resources, Fuller Youth Institute resources, Street Psalms resources

**Community Work:** Snack Shack KC initiative, housing initiatives, church planting work, border support work (2021) - documented in news articles

**Social Media:** To be verified

## Platform Distribution

Content distributed across:

- Organizational websites (Youthfront, Fuller Youth Institute, Street Psalms)
- Academic institution websites
- Publisher website (to be verified)
- News coverage (community work documentation)
- Potential social media platforms (to be verified)

## Content Landscape

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### Content Forms

**Books:** 1 co-authored work (2023) integrating practical theology with social entrepreneurship

**Academic Content:** Adjunct teaching positions, academic paper publication

**Organizational Resources:** Youthfront, Fuller Youth Institute, Street Psalms program resources

**Community Development Content:** Snack Shack KC, housing initiatives, church planting work, border support work

**To Be Verified:** Blog content, articles, video content, podcast content, newsletter content, social media content

# Content Themes

## **Primary Themes:**

1. Youth Ministry & Social Entrepreneurship
2. Community Development & Neighborhood Engagement
3. Immigration Advocacy & Justice
4. Practical Theology
5. Christian Community Development
6. Youth Empowerment & Leadership
7. Global Development & Social Justice

**Theological Focus:** Practical theology, social entrepreneurship, community development, justice and advocacy, youth ministry innovation, incarnational ministry

**Movement Focus:** Youth ministry innovation, community development, social entrepreneurship, justice work, church planting, youth empowerment

# Content Organization

**Organizational Platforms:** Youthfront, Fuller Youth Institute, Street Psalms

**Academic Platforms:** Multiple institution affiliations

**Content Strategy:** Book-driven, organizational resources, academic teaching, community engagement

# Discoverability Assessment

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## Current Discoverability

### Well-Indexed:

- Organizational websites (Youthfront, Fuller Youth Institute, Street Psalms)
- Book publication (2023)
- Academic institution pages (to be verified)
- News coverage of community initiatives

**Search Visibility:** Name searches return organizational affiliations, book title searchable, community work documented in news articles, academic and organizational associations provide visibility

**To Be Assessed:** SEO optimization, content indexing depth, social sharing, backlinks, domain authority metrics, personal website/blog discoverability

## Discoverability Opportunities

### Potential Gaps:

- Content may be scattered across organizational platforms
- Limited personal content hub
- Cross-platform content connection opportunities
- SEO optimization opportunities
- Personal brand discoverability

# Gap Analysis

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## Embodied Work vs. Digital Expression

### Strong Embodied Work:

- 1 co-authored book (2023)
- Senior Director roles at Youthfront and Street Psalms
- Active community developer in Argentine neighborhood
- Adjunct professor at multiple institutions
- Extensive community engagement (Snack Shack KC, housing initiatives, church planting, border support)

### Digital Expression:

- Book available digitally (2023)
- Organizational websites exist
- Academic affiliations provide digital presence
- Community work documented in news articles
- Extent of digital capture of teaching/community insights to be verified

## Identified Gaps

### Content Repurposing Gaps:

- Community development insights may not be captured in articles/blog posts
- Teaching content may not be published as articles
- Conference talks (if any) may not be transcribed/published
- Book concepts may not be expanded into courses

- Community initiatives may not be documented as case studies

### **Content Interconnection Gaps:**

- Book may not be clearly connected to organizational resources
- Book may not be integrated with academic work
- Community work may not be connected to teaching
- Content pieces may exist in separate silos

### **Content Series Gaps:**

- Themes may not be developed across multiple content forms
- Content series opportunities may not be fully realized
- Thematic content organization opportunities

### **Discoverability Gaps:**

- Content scattered across organizational platforms
- Limited personal content hub
- Cross-platform linking opportunities
- SEO optimization opportunities
- Personal brand discoverability

## **Opportunities for Digital Amplification**

### **Content Repurposing:**

- Community development insights → articles/blog posts
- Teaching content → published articles
- Conference talks → articles/blog posts
- Book concepts → courses/training materials
- Community initiatives → case studies/resources

### **Content Expansion:**

- Thematic series development
- Content hub creation
- Content journey development
- Series expansion

### **Content Interconnection:**

- Connect book to organizational resources
- Connect book to academic work
- Connect community work to teaching
- Connect organizational resources to book
- Create content hubs and resource pages

## **Movemental Opportunities**

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### **What Movemental Would Change**

#### **Content Organization:**

- Unified content platform
- Content interconnection
- Thematic organization
- Content series development
- Personal brand hub

#### **Content Discovery:**

- Improved SEO and indexing

- Content hub for discovery
- Network effects for visibility
- Cross-content discovery
- Personal brand discoverability

### **Content Repurposing:**

- Easier content repurposing
- Community insights as articles
- Teaching content as blog posts
- Book concepts as courses
- Community initiatives as case studies

### **Content Monetization:**

- Subscription model options
- Course monetization
- Direct-to-audience revenue
- Content monetization
- Reduced dependency on organizational platforms

### **Content Analytics:**

- Unified analytics view
- Content performance tracking
- Audience insights
- Content journey tracking
- Personal brand metrics

### **Network Effects:**

- Network-driven content discovery

- Cross-referencing from other users
- Content recommendations
- Thematic content connections
- Amplified content reach

## What Would Remain the Same

### Voice and Control:

- Personal voice and theological positions preserved
- Content control and ownership
- Editorial control
- Content creation autonomy

### Existing Content:

- Book remains as published
- Existing organizational resources
- Academic work unchanged
- Community work unchanged

### Relationships and Networks:

- Co-author relationship (Jason Lief)
- Academic relationships
- Organizational networks (Youthfront, Fuller Youth Institute, Street Psalms)
- Community networks (Argentine neighborhood)
- Denominational networks (CRCNA)

### Theological Positions:

- Practical theology focus

- Social entrepreneurship emphasis
- Justice and advocacy positions
- Community development approach
- All theological positions preserved

### **Organizational Work:**

- Youthfront continues
- Fuller Youth Institute continues
- Street Psalms continues
- Academic teaching continues
- Community work continues

## **Specific Opportunities for Kurt Rietema**

### **Content Repurposing:**

- Community development insights → articles/blog posts
- Teaching content → published articles
- Book concepts → expanded articles/courses
- Community initiatives → case studies/resources

### **Content Series Development:**

- Youth ministry and social entrepreneurship series
- Community development series
- Immigration advocacy series
- Housing equity series
- Youth empowerment series
- Practical theology series

### **Content Ecosystem Building:**

- Connect book to organizational resources
- Connect book to academic work
- Connect community work to teaching
- Create content hubs and resource pages

### **Network Effect Potential:**

- Network-driven content discovery
- Cross-referencing from other Movemental users
- Content recommendations
- Thematic content connections
- Amplified content reach

### **Personal Brand Establishment:**

- Unified personal content platform
- Content ownership and control
- Direct audience connection
- Personal brand discoverability
- Content monetization opportunities

## **What We Will NOT Do**

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### **Explicit Boundaries**

#### **We Will NOT:**

- Change Kurt Rietema's voice or theological positions

- Alter existing published book
- Modify organizational resources or relationships
- Change academic work or relationships
- Alter community work or relationships
- Replace existing platforms or relationships
- Prescribe specific actions or recommendations
- Judge theological positions or content quality

**We WILL:**

- Support content organization and interconnection
  - Facilitate content repurposing and expansion
  - Improve content discoverability
  - Enable network effects
  - Preserve voice, control, and relationships
  - Respect existing work and platforms
  - Establish personal brand hub
  - Support content monetization opportunities
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*Research conducted: January 4, 2026*

*Confidence Level: High*

*Sources: See [sources.md](#)*

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