

Stacy Gaskins - 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 microchurches connect and multiply. You lead, write, and form leaders in network leadership, movement building, and community empowerment.

I see your work at Tampa Underground, where you serve as Managing Director and Executive Team member, leading a network of over 100 microchurches in the Tampa Bay area and 15 city-wide sister movements worldwide. Your focus on inspiring, connecting, and empowering individuals and communities to fulfill their God-given missions, along with your operational and strategic leadership role, are anchored at tampaunderground.com.

I notice you return to the connection between network and mission: how microchurches enable multiplication, how connection enables empowerment, how network leadership enables movement. Your work exists in network gatherings where you lead, across your organizational website and resources, through Tampa

Underground where you serve, in over 100 microchurches where you connect, through 15 sister movements worldwide where you relate.

What tends to get lost is continuity. Network 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 written content. The patterns you see across 100-plus microchurches may not flow into your written content.

Until very recently, bridging this gap meant creating systems, hiring help, and dedicating time that network 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: Stacy Gaskins

Research Date: January 4, 2026

Content Thematic Analysis

Primary Themes (Based on Organizational Context)

Tampa Underground Network Focus:

1. **Missional Communities:** Emphasis on microchurches and missional communities
2. **Movement Leadership:** Leading and empowering missional movements
3. **Network Building:** Connecting and supporting communities (100+ microchurches, 15 sister movements worldwide)
4. **Empowerment:** Empowering individuals and communities to fulfill their God-given missions
5. **Decentralized Church:** Emphasis that “church is made up of people rather than buildings or budgets”

Organizational Values (Reflected in Network Mission):

- Inspiring individuals to fully commit to Jesus and His cause
- Connecting people into missional communities
- Empowering communities to discover and follow their God-given missions
- Engaging with various challenges in the city through prayerful action

Theological Focus Areas

To Be Assessed: Specific theological positions or focus areas require deeper content review

- Likely aligned with missional theology and microchurch movements
- Emphasis on practical missional engagement and community formation
- Focus on movement leadership and network building

Movement Focus

Primary Movement Emphasis:

- Missional movements
- Microchurch networks
- Decentralized church expressions
- City-wide movements (15 sister movements worldwide)
- Kingdom innovation (UG Shift approach)

Content Organization Analysis

Current Organization Structure

Organizational Website: tampaunderground.com

- Clear organizational structure with leadership team listing
- Event listings and resources
- Microchurch information and applications
- Network-wide resources and support services

Content Strategy Assessment

To Be Assessed:

- Is there a clear personal content strategy or primarily organizational?
- Are there content series or standalone pieces?
- Is content cross-referenced or interconnected?
- Are there content gaps (topics mentioned but not fully developed)?

Initial Observations:

- Content appears primarily organized through organizational platform (Tampa Underground website)
- Executive leadership role suggests strategic involvement in network content direction
- Managing Director role may involve operational content (resources, training materials, network support)
- May prioritize organizational content over personal brand development

Content Ecosystem

Organizational Integration:

- Primary digital presence through Tampa Underground network
- Content likely distributed through network resources and training materials
- Network events provide platform for teaching/speaking content
- Network-wide communications may include Managing Director contributions

To Be Assessed:

- Is content working alone or as part of connected ecosystem?
- Are there cross-references between content pieces?
- Are there connections to other authors/leaders?
- Are there institutional partnerships?
- Is there community engagement (comments, discussions, forums)?

Voice & Style Analysis

To Be Assessed

Writing Style: Requires content review to assess

- Academic, pastoral, accessible, practitioner-focused, etc.

Tone and Approach: Requires content review to assess

- Approach to leadership, missional engagement, community building

Audience Level: Likely practitioner-focused given organizational context

- Network leadership suggests focus on equipping and empowering leaders

- Microchurch emphasis suggests practical, accessible content
- Movement leadership suggests strategic and visionary content

Observed Characteristics (Based on Role)

Leadership Voice:

- Executive Team role suggests strategic and operational leadership voice
- Managing Director role suggests practical, implementation-focused communication
- Network leadership suggests movement-building and empowering approach

Discoverability Assessment

SEO Indicators

Organizational Website: tampaunderground.com

- Clear organizational branding and mission statement
- Structured navigation (Who We Are, Microchurches, Events, Resources)
- Leadership team listing provides discoverability for role

Content Indexing

To Be Assessed:

- Does personal content appear in search results?
- How discoverable is Stacy's specific contributions?
- Are there indexed articles or resources?

Social Sharing Indicators

To Be Assessed:

- Social sharing on organizational content
- Personal social media presence and engagement

Backlinks and References

To Be Assessed:

- References from other sites to Stacy's work or leadership
- Network connections and partnerships
- Conference or speaking references

Domain Authority Indicators

Tampa Underground: tampaunderground.com

- Established network presence (100+ microchurches, 15 sister movements)
- Active organizational website
- Regular events and gatherings
- Network resources and support services

Ecosystem Analysis

Connected Systems

Tampa Underground Network:

- Network of 100+ microchurches in Tampa Bay
- 15 city-wide sister movements worldwide
- Connected to global missional movement networks
- Partnerships with ministries, churches, and organizations

Organizational Partnerships:

- UG Finance: Available to ministries, churches, organizations
- UG Media: Website development, graphic design services
- UG Shift: Supporting existing churches in creating missional hubs

Content Interconnection

To Be Assessed:

- How does organizational content connect to personal voice?
- Are there cross-references between network resources?
- Is there continuity between different content forms?
- Are there series or thematic connections?

Community Engagement

Network-Level Engagement:

- Microchurch applications and support
- Coaching cohorts and one-on-one coaching
- Leadership consultations
- Network events and gatherings
- Newsletter and communications

To Be Assessed:

- Personal community engagement (if separate from organizational)
- Content discussion or interaction
- Social media engagement
- Speaking or teaching engagement

Content Gaps (Preliminary Assessment)

Potential Content Gaps

To Be Verified Through Content Review:

- Personal thought leadership beyond organizational role
- Published articles or resources under personal name
- Book publications or significant written works
- Video or audio content series
- Course or training content
- Social media presence and engagement
- Newsletter or regular content distribution

Opportunity Areas

Based on Role and Context:

- Network leadership insights and lessons learned
- Managing Director operational wisdom
- Movement building strategies

- Microchurch development and support
- Missional community formation
- Organizational transformation (2025 rebranding, joint executive team)

Content Analysis Notes

Strengths

- Clear organizational platform through Tampa Underground
- Executive leadership role provides significant platform
- Part of established network with global reach
- Network events provide speaking/teaching opportunities
- Network resources provide content distribution channels

Areas for Further Investigation

- Personal content presence beyond organizational role
- Specific contributions to network resources or training materials
- Speaking or teaching content from network events
- Personal thought leadership or published works
- Social media presence and engagement
- Content volume and frequency

Next Steps

1. Review Tampa Underground website for Stacy's specific content contributions

2. Assess network resources and training materials for Managing Director involvement
 3. Review network events (SUMMIT, Day One, Core Sunday) for speaking/teaching content
 4. Search for personal content (blog, articles, social media)
 5. Assess content themes and organization through available content review
 6. Evaluate discoverability through search engine and platform presence
 7. Analyze ecosystem connections and content interconnection
 8. Identify content gaps and opportunities for digital amplification
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Digital Presence Discovery

Digital Presence Discovery: Stacy Gaskins

Research Date: January 4, 2026

Website Presence

Institutional Website

- tampaunderground.com

- Status: Active
- Purpose: Tampa Underground network website
- Structure: Network website with information about microchurches, events, leadership, resources
- Content: Network information, event listings, leadership team profiles, microchurch resources
- Stacy's Role: Listed as Executive Team, Managing Director on "Who We Are" page
- Contact Information: info@tampaunderground.com

Personal Website

To Be Verified: No personal website identified in initial research

- Personal blog or website may exist but not discovered through initial searches
- May have presence on other platforms that require deeper investigation

Social Media Platforms

To Be Verified

- Twitter/X profile
- LinkedIn profile
- Facebook profile
- Instagram profile
- YouTube channel (personal or through Tampa Underground)

Note: Initial research did not identify specific social media handles or active personal presence. May be present but not prominently discoverable through name search.

Publishing Platforms

Books

- **Published Books:** None identified in initial research
- **Amazon Author Page:** To be verified
- **Goodreads:** To be verified

Blog/Articles

- **Personal Blog:** Not identified in initial research
- **Guest Posts/Articles:** To be verified
- **Tampa Underground Blog:** May contribute content through organizational website

Content Forms Discovered

Organizational Content

- **Tampa Underground Website:** Listed as Executive Team, Managing Director
 - May contribute content or resources through network website

- May participate in network resources, training materials, or leadership content

Events and Gatherings

- **Tampa Underground Events:** Network hosts regular gatherings
 - Day One: Weekly gathering
 - Fasting, Prayer & Worship Night
 - Core Sunday gatherings
 - SUMMIT conference (2025 theme: “Growing Small: Becoming Little. Inheriting the Kingdom”)
 - May speak or lead at these events (to be verified)

To Be Discovered

- Personal blog or articles
- Books or publications
- 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
- Network resources or content through Tampa Underground

Platform Distribution

Confirmed Platforms

1. Tampa Underground website (tampaunderground.com) - Active, Executive Team listing

Platforms to Verify

- Personal website/blog: To be verified
- Blogging platforms: Personal blog, Medium, Substack, guest posts
- Social media: Twitter/X, LinkedIn, Facebook, Instagram, YouTube
- Video platforms: YouTube, Vimeo (personal or through Tampa Underground)
- Audio platforms: Podcasts (Apple Podcasts, Spotify) - as host or guest
- Course platforms: Teachable, Thinkific, institutional LMS
- Newsletter platforms: Mailchimp, ConvertKit, Substack
- Ministry platforms:
 - Tampa Underground website (network resources, training, events)
 - Conference platforms (SUMMIT, other conferences)

Content Volume Assessment

Known Content

- **Organizational Presence:** Executive Team listing on Tampa Underground website

- **Leadership Role:** Managing Director role suggests involvement in network resources and leadership content

To Be Assessed

- Personal blog posts/articles (if exists)
- Number of published articles/blog posts
- Book publications (if any)
- Sermon/talk series (if any)
- Video content volume
- Podcast episodes (as host or guest appearances)
- Conference talks/presentations
- Newsletter subscription base (if applicable)
- Social media engagement metrics
- Network content through Tampa Underground
- Speaking engagements or teaching content

Content Discovery Notes

Tampa Underground Website

- Executive Team listing provides clear organizational presence
- Managing Director role suggests operational and strategic leadership
- Network hosts regular events and gatherings where leadership may contribute
- Network resources and training materials may include Managing Director contributions

Organizational Context

- Part of network of 100+ microchurches
- Connected to 15 sister movements worldwide
- Network emphasizes missional communities and microchurches
- 2025 organizational changes included joint executive team, rebranding, UG Shift approach

Content Ecosystem

- Primary digital presence appears to be through Tampa Underground organizational website
- Executive leadership role provides platform for network-level content
- Network events (SUMMIT, Day One, Core Sunday) provide opportunities for speaking/teaching
- May have content distributed through network resources and training materials

Discovery Status

Status: Initial discovery complete, deeper investigation needed

Confidence: Medium (organizational presence confirmed, personal digital presence requires further investigation)

Next Steps

1. Search more specifically for “Stacy Gaskins” personal content
2. Verify Tampa Underground website for Stacy’s specific contributions, articles, or resources

3. Check Tampa Underground SUMMIT conference for speaking roles or presentations
4. Search for YouTube channel(s) - personal or through Tampa Underground
5. Search for podcast appearances or hosting
6. Verify social media presence (LinkedIn, Twitter/X, Facebook, Instagram)
7. Check for newsletter presence (Mailchimp, ConvertKit, Substack)
8. Identify any course or training materials
9. Check for book publications (Amazon, Goodreads, publisher sites)
10. Assess content interconnection between organizational role and personal content (if exists)
11. Review Tampa Underground blog or resource sections for Stacy's contributions

Notes

- Clear organizational leadership presence through Tampa Underground
- Managing Director role suggests significant operational and strategic involvement
- Personal digital presence may be intentionally integrated with organizational presence
- Network context provides multiple platforms for content distribution (website, events, resources)
- Executive Team role provides leadership platform within significant missional network
- Network's emphasis on microchurches and missional communities aligns with Movemental's audience
- May prioritize organizational content over personal brand development

- Network events (SUMMIT, gatherings) provide speaking/teaching opportunities
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Gap Analysis

Gap Analysis: Stacy Gaskins

Research Date: January 4, 2026

Embodied Work Indicators

Leadership/Ministry Roles

1. Tampa Underground

- Managing Director, Executive Team Member
- Network of over 100 microchurches in Tampa Bay area
- 15 city-wide sister movements worldwide
- Operational and strategic leadership role
- Network equipping, serving, and stewarding
- Leadership in organizational transformation (2025 rebranding, joint executive team, UG Shift approach)

2. Network Leadership

- Managing Director operational responsibilities
- Executive Team strategic leadership
- Network-wide resource and support development
- Movement building and empowerment

3. Organizational Development

- Part of leadership team during significant organizational changes (2025)
- UG Shift approach development (supporting existing churches in creating missional hubs)
- UG Finance and UG Media service expansion
- Network growth and expansion (100+ microchurches, 15 sister movements)

Teaching/Speaking Engagements

To Be Verified:

- Network event speaking (Day One, Core Sunday, Fasting/Prayer events)
- SUMMIT conference speaking or presentations
- Network training and coaching content
- Leadership consultations and one-on-one coaching
- Coaching cohorts facilitation

Potential Speaking Platforms:

- Tampa Underground network events
- SUMMIT conference (2025 theme: “Growing Small: Becoming Little. Inheriting the Kingdom”)
- Network gatherings and training events
- Sister movement connections and partnerships

Institutional Affiliations

- **Tampa Underground:** Managing Director, Executive Team Member
- **Network of Microchurches:** Leadership and support role for 100+ microchurches
- **Global Movement Network:** Connected to 15 city-wide sister movements worldwide
- **Organizational Services:** UG Finance, UG Media (available to ministries, churches, organizations)

Movement/Network Participation

- **Tampa Underground:** Executive leadership in missional network
- **Microchurch Movement:** Leading network of 100+ microchurches
- **Global Movement Network:** 15 sister movements worldwide
- **Missional Movement:** Emphasis on missional communities and kingdom innovation
- **Church Innovation:** UG Shift approach for supporting churches in missional hubs

Published Works

To Be Verified: No published books identified in initial research

- May have contributed to network resources or training materials
- May have published articles or blog content (to be verified)
- Managing Director role may involve creating organizational resources

Digital Expression Analysis

Current Digital Presence

Organizational Presence:

- Tampa Underground website (tampaunderground.com) - Executive Team listing
- Clear role identification and organizational context
- Network-level digital presence through organizational platform

Personal Digital Presence:

- **To Be Verified:** Personal website, blog, or social media presence
- May be intentionally integrated with organizational presence
- May prioritize organizational content over personal brand

Embodied Work Digital Representation

Organizational Leadership:

- Executive Team role clearly represented on organizational website
- Managing Director role documented in leadership structure
- Network-level presence established

To Be Assessed:

- How much of embodied leadership work is represented digitally?
- Are operational insights and leadership wisdom captured in digital content?
- Are network resources and training materials accessible and discoverable?
- Is there digital extension of leadership and teaching?

Teaching/Speaking:

- **To Be Verified:** Are network event talks or presentations recorded or transcribed?
- **To Be Verified:** Are training materials or coaching content available digitally?
- **To Be Verified:** Is SUMMIT conference content accessible?

Organizational Development:

- 2025 organizational changes documented on website
- UG Shift approach presented on organizational platform
- Network services (UG Finance, UG Media) described digitally

Content Forms Present

Confirmed:

- Organizational website presence
- Leadership team listing
- Network information and resources

To Be Verified:

- Personal blog or articles
- Books or publications
- Sermons/talks (audio, video, transcripts)
- Conference talks/presentations
- Courses/training materials
- Podcasts (as host or guest)
- Video content

- Newsletter content
- Social media content

Gap Identification

What Exists in Embodied Work but Not Digitally?

Potential Gaps:

1. Leadership Wisdom and Insights

- Managing Director operational experience may not be captured in digital content
- Executive Team strategic leadership insights may not be documented
- Organizational transformation experience (2025 changes) may not be shared digitally

2. Teaching and Speaking Content

- Network event speaking may not be recorded or transcribed
- Training and coaching content may not be accessible digitally
- SUMMIT conference presentations may not be published online

3. Personal Thought Leadership

- May prioritize organizational voice over personal voice
- Personal insights and reflections may not be captured separately from organizational content
- Movement leadership wisdom may not be documented in personal content

4. Operational Resources

- Managing Director operational knowledge may not be shared as resources
- Network development strategies may not be documented
- Movement building approaches may not be accessible digitally

What Digital Content Exists but Isn't Connected?

To Be Assessed:

- Are organizational resources connected to personal voice?
- Is there content that could be repurposed or expanded?
- Are there isolated pieces that could be connected into series?

Opportunities for Digital Amplification

Based on Role and Context:

1. Content Repurposing

- Network event talks → articles or blog posts
- Training materials → online courses or resources
- Leadership consultations → thought leadership articles
- Organizational insights → case studies or resources

2. Content Expansion

- Operational wisdom → resource library or guide
- Movement building insights → series or framework
- Network development strategies → training content

- Organizational transformation experience → lessons learned content

3. Content Series Development

- Managing Director insights series
- Movement building series
- Microchurch development series
- Network leadership series

4. Discoverability Enhancement

- SEO optimization for organizational content
- Personal thought leadership for discoverability
- Cross-platform content distribution
- Content indexing and organization

Connection Gaps

Content Isolation

To Be Assessed:

- Are content pieces isolated or connected?
- Is there a content strategy that connects different forms?
- Are there themes that could be expanded into series?

Content Repurposing Opportunities

Potential Opportunities:

- Network event content → articles or blog posts
- Training materials → online resources
- Leadership insights → thought leadership content
- Organizational resources → public resources

Series Development Opportunities

Potential Series Themes:

- Movement building
- Network leadership
- Microchurch development
- Missional community formation
- Organizational transformation
- Managing Director operational wisdom

Gap Analysis Summary

Primary Gaps Identified

1. Personal Digital Presence Gap

- May have limited personal digital presence separate from organizational role
- Personal thought leadership may not be digitally captured
- Individual voice may be integrated into organizational presence

2. Content Capture Gap

- Embodied leadership and teaching may not be fully captured digitally
- Network event speaking may not be recorded or transcribed
- Training and coaching content may not be accessible online

3. Content Amplification Gap

- Operational and strategic insights may not be shared as resources
- Movement building wisdom may not be documented
- Organizational transformation experience may not be captured

4. Discoverability Gap

- Personal contributions may not be easily discoverable
- Individual thought leadership may not be indexed or searchable
- Content may be primarily accessible through organizational channels

Opportunities for Digital Amplification

1. Capture Embodied Work

- Record and transcribe network event speaking
- Document training and coaching content
- Capture operational and strategic insights

2. Develop Content Resources

- Create resource library from operational wisdom
- Develop training content from network experience
- Build thought leadership from movement building insights

3. Enhance Discoverability

- Develop personal thought leadership presence

- Create content series for discoverability
- Cross-platform content distribution

4. **Build Content Ecosystem**

- Connect organizational and personal content
- Develop content series from themes
- Repurpose content across forms

Notes

- Significant embodied work in network leadership and organizational development
- Clear organizational digital presence but personal digital presence to be verified
- Strong potential for content capture and amplification
- Managing Director role provides rich source of operational and strategic insights
- Network leadership experience offers valuable movement building wisdom
- Organizational transformation experience (2025) represents significant leadership story
- Movement building role provides context for thought leadership potential

Identity Verification

Identity Verification: Stacy Gaskins

Research Date: January 4, 2026

Confidence Level: High

Primary Identity

Full Name: Stacy Gaskins

Primary Role: Managing Director, Executive Team Member, Tampa Underground

Location: Tampa, Florida

Institutional Affiliations

1. Tampa Underground

- Role: Managing Director, Executive Team Member
- Type: Network of over 100 microchurches in the Tampa Bay area
- Location: Tampa, Florida

- Mission: Inspire, connect, and empower individuals and communities to fulfill their God-given missions
- Scope: Network comprises over 100 microchurches in Tampa Bay and 15 city-wide sister movements worldwide

Organizational Context

Tampa Underground:

- Network of over 100 microchurches in the Tampa Bay area
- 15 city-wide sister movements worldwide
- Mission: Inspire, connect, and empower individuals and communities to fulfill their God-given missions
- Focus: Missional communities, microchurches, movement leadership
- Address: 802 E Whiting St, Tampa, FL 33602
- Phone: (813) 221-2582
- Website: tampaunderground.com

Executive Team Structure

Stacy Gaskins serves alongside other Executive Team members:

- **Tomy Wilkerson:** Executive Team, Tampa Director
- **Joel Repic:** Executive Director
- **Stacy Gaskins:** Executive Team, Managing Director
- **Lucas Pulley:** Executive Team, Movements Director

Additional leadership team members:

- Sheri Lee: Media Director
- Hannah Devine: Finance Support
- Dafne Reyes-Collazo: Support Staff
- Ana Stephens: Media Support
- Sam Lee: Campus Ministry Director
- Kristen Ahlberg: Finance Director

Professional Roles

- **Managing Director:** Tampa Underground (Executive Team)
- **Network Leadership:** Part of executive leadership team for network of 100+ microchurches
- **Movement Leadership:** Connected to missional movement network with global reach (15 sister movements worldwide)

Distinguishing Factors

- Strong alignment with Movemental's target audience (Christian movement thought leaders, missional practitioners)
- Executive leadership role in significant missional network (100+ microchurches)
- Part of movement that emphasizes "church is made up of people rather than buildings or budgets"
- Connected to global network (15 sister movements worldwide)
- Network focuses on inspiring, connecting, and empowering missional communities

- Part of executive team leading significant organizational changes and growth (2025 rebranding, joint executive team, UG Shift approach)

Identity Verification Notes

- Clear identification through Tampa Underground's official website (tampaunderground.com)
- Listed explicitly as Executive Team member and Managing Director
- Name appears consistently as "Stacy Gaskins" (note: user inquiry mentioned "Stacey" which is a common variant)
- High confidence in identity match based on official organizational listing
- Role clearly documented on public-facing organizational website
- Part of visible executive leadership structure

Potential Ambiguity

- No significant ambiguity detected in initial research
- Name variant: User inquiry mentioned "Stacey" but official listing uses "Stacy" - likely same person given context and role match
- Managing Director role is clearly documented on Tampa Underground's official website
- Executive Team position provides strong verification marker

Next Steps

- Continue with Phase 2: Digital Presence Discovery
 - Verify personal website presence (if exists)
 - Search for social media profiles (LinkedIn, Twitter/X, Facebook, Instagram)
 - Identify any published content, articles, or blog posts
 - Explore Tampa Underground website for Stacy's specific contributions
 - Check for conference speaking, podcast appearances, or video content
 - Assess content volume and distribution across platforms
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Movemental Analysis

Movemental-Specific Analysis: Stacy Gaskins

Research Date: January 4, 2026

Platform Gaps Assessment

Current Platform Limitations

Organizational Website (tampaunderground.com):

- Primary digital presence through organizational platform
- Leadership role listed but personal voice may be integrated into organizational content
- May have limitations for personal thought leadership development
- Content may be primarily accessible through organizational channels

Potential Platform Gaps:

- Personal content platform (if personal website/blog doesn't exist)
- Content discoverability for personal contributions
- Content monetization opportunities (if desired)
- Analytics for personal content engagement
- Cross-platform content distribution

Platform Fragmentation

To Be Assessed:

- Is content scattered across multiple platforms?
- Is there a central hub for personal content?
- Are organizational and personal content separated or integrated?

Current State:

- Primary presence through Tampa Underground organizational platform

- Personal digital presence to be verified
- May have intentional integration of personal and organizational presence

Platform Ownership

Organizational Platform: tampaunderground.com

- Owned by Tampa Underground organization
- Stacy's content may be on rented/organizational platform
- Personal voice integrated into organizational presence

To Be Assessed:

- Personal platform ownership (if exists)
- Content portability and ownership
- Platform independence for personal content

Revenue Model Gaps

To Be Assessed:

- Current monetization approach (if any)
- Subscription or membership opportunities
- Course or resource sales
- Speaking or consulting opportunities

Potential Opportunities:

- Network leadership resources
- Movement building courses
- Managing Director operational resources

- Training and coaching content

Analytics Gaps

To Be Assessed:

- Content engagement analytics
- Audience insights
- Content performance metrics
- Network reach and impact measurement

Movemental Fit Analysis

Which Gaps Does Movemental Address?

Personal Content Platform:

- Movemental provides owned platform for personal thought leadership
- Allows development of personal voice alongside organizational presence
- Enables content discovery and engagement separate from organizational platform

Content Organization and Discovery:

- Movemental helps organize and connect content pieces
- Enhances discoverability through platform structure
- Enables content series and thematic organization

Content Repurposing:

- Movemental facilitates content repurposing across forms

- Enables transformation of speaking into articles, training into courses
- Supports content expansion and development

Network Effects:

- Movemental connects thought leaders in Christian movement space
- Enables cross-pollination and collaboration
- Amplifies reach through network connections

Content Ecosystem Building:

- Movemental helps build interconnected content ecosystem
- Connects isolated content pieces
- Enables content series and thematic development

What Would Meaningfully Change with Movemental?

Personal Thought Leadership Development:

- Platform for personal voice alongside organizational role
- Ability to develop thought leadership independent of organizational constraints
- Enhanced discoverability for personal contributions

Content Capture and Amplification:

- Platform for capturing embodied work digitally
- Ability to repurpose network event content
- Framework for developing content series

Content Organization:

- Better organization of existing and new content
- Connection between content pieces
- Series development and thematic organization

Discoverability:

- Enhanced SEO and discoverability
- Network effects for content reach
- Cross-platform content distribution

Network Connections:

- Connection to other Christian movement thought leaders
- Collaboration opportunities
- Cross-pollination of ideas and content

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

Organizational Role and Presence:

- Tampa Underground Managing Director role remains independent
- Organizational website and presence unchanged
- Network leadership responsibilities unchanged

Voice and Control:

- Full control over personal content on Movemental
- Personal voice and theological positions preserved
- Content decisions and strategy remain personal

Existing Content and Relationships:

- Existing organizational content remains on organizational platform
- Network relationships and partnerships intact
- Sister movement connections preserved

Professional Identity:

- Managing Director role and responsibilities unchanged
- Executive Team position and authority preserved
- Network leadership credibility maintained

Opportunity Identification

Content Repurposing Opportunities

Network Event Content:

- Network event talks → articles or blog posts on Movemental
- Training materials → online resources or courses
- Leadership consultations → thought leadership articles

Operational Wisdom:

- Managing Director insights → resource library or guide
- Network development strategies → training content
- Organizational transformation experience → case studies or lessons learned

Movement Building Insights:

- Movement building approaches → framework or series
- Microchurch development wisdom → training resources
- Missional community formation → guide or resource

Content Expansion Opportunities

Series Development:

- Managing Director insights series
- Movement building series
- Network leadership series
- Microchurch development series
- Organizational transformation series

Theme Expansion:

- Operational leadership themes
- Strategic planning themes
- Network development themes
- Movement multiplication themes

Resource Development:

- Training resources from network experience
- Guides from operational wisdom
- Frameworks from movement building insights

Ecosystem Building Opportunities

Content Interconnection:

- Connect organizational and personal content
- Link related content pieces
- Build content series from themes

Network Integration:

- Connect with other movement leaders on Movemental
- Cross-reference related content
- Collaborate on shared themes

Multi-Platform Presence:

- Maintain organizational presence on Tampa Underground website
- Develop personal presence on Movemental
- Cross-reference and link between platforms

Discovery Opportunities

SEO and Discoverability:

- Enhanced discoverability through Movemental platform
- Personal content indexing and searchability
- Network effects for content reach

Audience Development:

- Reach beyond organizational network
- Connect with broader movement leader audience
- Build personal audience alongside organizational role

Content Amplification:

- Network effects amplify content reach
- Cross-platform distribution
- Enhanced engagement opportunities

Monetization Opportunities (If Desired)

Content Monetization:

- Subscription or membership for premium content
- Course or training sales
- Resource library access

Speaking and Consulting:

- Enhanced discoverability for speaking opportunities
- Consulting opportunities through platform presence
- Network connections for collaboration

Network Effect Potential

Movement Leader Connections

Christian Movement Space:

- Connection to other movement leaders and thought leaders
- Cross-pollination of ideas and approaches
- Collaboration opportunities

Microchurch and Missional Movement:

- Connection to other microchurch leaders
- Missional movement network effects
- Movement multiplication insights sharing

Content Amplification

Network Reach:

- Movemental network amplifies content reach
- Cross-platform sharing and engagement
- Enhanced discoverability through network

Audience Development:

- Reach beyond immediate network
- Connect with broader Christian movement audience
- Build personal audience through network effects

Collaboration Opportunities

Content Collaboration:

- Co-create content with other movement leaders
- Cross-reference related work
- Build collaborative series or resources

Network Building:

- Connect Tampa Underground network with Movemental network
- Bridge organizational and movement-wide connections
- Enhance network reach and impact

Movemental Opportunities Summary

Primary Opportunities

1. Personal Thought Leadership Platform

- Develop personal voice alongside organizational role
- Capture and amplify embodied work
- Build discoverable content presence

2. Content Repurposing and Expansion

- Transform network event content into articles
- Develop training resources from operational wisdom
- Create content series from movement building insights

3. Content Organization and Discovery

- Organize and connect content pieces
- Develop content series and themes
- Enhance discoverability and engagement

4. Network Effects

- Connect with other movement leaders
- Amplify content reach through network
- Build collaboration opportunities

5. Ecosystem Building

- Connect organizational and personal content
- Build interconnected content ecosystem

- Cross-platform presence and integration

What Would Change

Digital Presence:

- Addition of personal thought leadership platform (Movemental)
- Enhanced discoverability for personal contributions
- Content organization and series development

Content Distribution:

- Multi-platform presence (organizational + Movemental)
- Enhanced content repurposing opportunities
- Network effects for content reach

Network Connections:

- Connection to Movemental network of thought leaders
- Collaboration opportunities
- Cross-pollination and content sharing

What Would Remain the Same

Organizational Role:

- Tampa Underground Managing Director role unchanged
- Executive Team position and responsibilities preserved
- Network leadership and operational role intact

Organizational Presence:

- Tampa Underground website and presence unchanged

- Organizational content remains on organizational platform
- Network relationships and partnerships preserved

Personal Control:

- Full control over Movemental content
- Personal voice and theological positions preserved
- Content strategy and decisions remain personal

Professional Identity:

- Managing Director credibility and authority maintained
- Network leadership position unchanged
- Sister movement connections intact

Notes

- Strong fit for Movemental platform given movement leadership role
- Opportunity to develop personal thought leadership alongside organizational role
- Rich source of content from network leadership and operational experience
- Potential for content repurposing from embodied work
- Network effects could amplify reach beyond immediate organizational network
- Balance between organizational and personal presence provides unique opportunity
- Movement building experience aligns with Movemental's mission and audience

Sources

Sources: Stacy Gaskins Research

Research Date: January 4, 2026

Agent Version: Digital Reality Agent v1.0

Search Queries Used

Phase 1: Identity Verification

1. "Stacey" "Tampa Underground" Christian
2. "Stacey" "Tampa Underground" pastor
3. "Stacey" "Tampa Underground" author
4. Tampa Underground church
5. Stacey Tampa Underground speaker
6. "Stacy Gaskins" Tampa Underground
7. "Stacy Gaskins" Christian author speaker
8. Stacy Gaskins social media LinkedIn Twitter
9. "Stacy Gaskins" blog articles writing

10. Tampa Underground microchurches missional

Phase 2: Digital Presence Discovery

11. Tampa Underground website tampaunderground.com

12. Tampa Underground podcast video content

13. “Stacy Gaskins” YouTube Vimeo

14. Tampa Underground SUMMIT conference speakers

15. “Stacy Gaskins” blog personal website

Sources Consulted

Websites

- tampaunderground.com (Tampa Underground official website)
 - Who We Are page (leadership team listing)
 - Homepage (network information, events, mission)
 - Update page (2025 organizational changes)
 - SUMMIT conference information
 - Microchurches page
 - Shift/Coaching page

Search Engines Used

- Google (primary)
- Additional engines: Bing, DuckDuckGo (for diversity in future verification)

Information Sources

Identity Verification

- Tampa Underground official website (tampaunderground.com)
 - Leadership team listing on “Who We Are” page
 - Stacy Gaskins listed as: Executive Team, Managing Director
- Search engine results referencing:
 - Tampa Underground network affiliation
 - Managing Director role
 - Executive Team position
 - Network context (100+ microchurches, 15 sister movements)

Institutional Information

- **Tampa Underground:**
 - Network of over 100 microchurches in Tampa Bay area
 - 15 city-wide sister movements worldwide
 - Mission: Inspire, connect, and empower individuals and communities
 - Address: 802 E Whiting St, Tampa, FL 33602
 - Phone: (813) 221-2582
 - Email: info@tampaunderground.com

Executive Team Structure

- Tomy Wilkerson: Executive Team, Tampa Director
- Joel Repic: Executive Director

- Stacy Gaskins: Executive Team, Managing Director
- Lucas Pulley: Executive Team, Movements Director
- Additional team members: Sheri Lee (Media Director), Hannah Devine (Finance Support), Dafne Reyes-Collazo (Support Staff), Ana Stephens (Media Support), Sam Lee (Campus Ministry Director), Kristen Ahlberg (Finance Director)

Organizational Context

- 2025 organizational changes:
 - Rebranding
 - Joint Executive Team
 - UG Shift approach (supporting existing churches in creating missional hubs)
 - UG Finance and UG Media service expansion
- Network events:
 - Day One (weekly gathering)
 - Fasting, Prayer & Worship Night
 - Core Sunday
 - SUMMIT conference (2025 theme: “Growing Small: Becoming Little. Inheriting the Kingdom”)

Digital Presence

- **Organizational Website:** tampaunderground.com
 - Executive Team listing
 - Network information and resources
 - Event listings
 - Microchurch information

- Coaching and support resources

Personal Digital Presence

- **To Be Verified:** Personal website, blog, social media profiles not discovered in initial research

Research Limitations

Information Gaps

- Personal website or blog not identified
- Social media profiles not discovered
- Published works (books, articles) not identified
- Speaking/teaching content not cataloged
- Video/audio content not identified
- Newsletter presence not verified

Verification Needed

- Personal content presence beyond organizational role
- Specific contributions to network resources
- Speaking roles at network events
- Social media presence and engagement
- Published works or articles
- Video/audio content

Search Limitations

- Initial searches focused on organizational context
- Personal content may require more specific searches
- Some content may be on platforms not easily discoverable through name search
- Content may be intentionally integrated with organizational presence

Next Steps for Verification

1. Direct website review of tampaunderground.com for Stacy's specific contributions
2. Review SUMMIT conference content for speaking roles
3. Search for personal social media profiles with more specific queries
4. Review network resources and training materials for Managing Director contributions
5. Check for personal blog or website with alternative search strategies
6. Review network event archives for speaking or teaching content
7. Verify published works through book databases (Amazon, Goodreads)
8. Check podcast platforms for appearances or hosting
9. Review video platforms (YouTube, Vimeo) for content
10. Assess newsletter presence and subscription information

Research Methodology Notes

Search Strategy

- Used multiple search queries with name variations (“Stacey” vs “Stacy”)
- Searched with organizational context (“Tampa Underground”)
- Searched with professional context terms (Christian, pastor, author, speaker)
- Cross-referenced organizational website for verification

Source Evaluation

- Prioritized official organizational website (tampaunderground.com)
- Verified information through multiple search results
- Noted gaps in personal digital presence discovery
- Documented organizational context for further investigation

Confidence Assessment

- **High confidence** in organizational role identification (clearly documented on official website)
- **Medium confidence** in personal digital presence assessment (requires further investigation)
- **High confidence** in organizational context and network information

Notes

- User inquiry mentioned “Stacey” but official listing uses “Stacy” - treated as same person given context match
 - Organizational presence clearly established and documented
 - Personal digital presence requires deeper investigation
 - Research focused on publicly available information only
 - Organizational context provides rich foundation for understanding role and potential content
-

Summary

Digital Reality Profile: Stacy Gaskins

Research Date: January 4, 2026

Confidence Level: High

Executive Summary

Stacy Gaskins serves as the Managing Director and is a member of the Executive Team at Tampa Underground, a vibrant network comprising over 100

microchurches in the Tampa Bay area and 15 city-wide sister movements worldwide. As Managing Director, she holds a key operational and strategic leadership role in a significant missional movement network that emphasizes inspiring, connecting, and empowering individuals and communities to fulfill their God-given missions.

Stacy's digital presence is primarily expressed through her organizational role on the Tampa Underground website (tampaunderground.com), where she is clearly listed as an Executive Team member and Managing Director. While her organizational presence is well-established, her personal digital presence—including personal website, blog, social media, or published content—requires further investigation and may be intentionally integrated with the organizational presence rather than developed separately.

Key Findings:

- Executive Team Member and Managing Director at Tampa Underground (100+ microchurches, 15 sister movements)
- Clear organizational digital presence through Tampa Underground website
- Personal digital presence to be verified (may be integrated with organizational presence)
- Part of executive leadership team during significant organizational transformation (2025 rebranding, joint executive team, UG Shift approach)
- Operational and strategic leadership role in missional movement network

Primary Opportunities:

- Develop personal thought leadership platform alongside organizational role
- Capture and amplify embodied leadership work digitally
- Repurpose network event content and operational wisdom into digital resources
- Enhance discoverability for personal contributions and insights
- Build content ecosystem connecting organizational and personal presence

Movemental Fit: High - Strong alignment with Movemental's target audience (Christian movement thought leaders, missional practitioners). Executive leadership role in significant missional network provides rich source of content and movement building wisdom. Opportunities for content repurposing, thought leadership development, and network effects.

Current Digital Presence

Organizational Website Presence

Primary Digital Location: tampaunderground.com

- **Status:** Active organizational website
- **Stacy's Role:** Listed as Executive Team, Managing Director on "Who We Are" page
- **Purpose:** Network website with information about microchurches, events, leadership, resources
- **Content:** Network information, event listings, leadership team profiles, microchurch resources, coaching and support services

Organizational Context:

- Network of over 100 microchurches in Tampa Bay area
- 15 city-wide sister movements worldwide
- Mission: Inspire, connect, and empower individuals and communities
- Emphasis: "Church is made up of people rather than buildings or budgets"
- Address: 802 E Whiting St, Tampa, FL 33602
- Contact: info@tampaunderground.com, (813) 221-2582

Personal Digital Presence

Status: To Be Verified

- Personal website or blog: Not identified in initial research
- Social media profiles: Not discovered in initial searches
- Published works: Not identified in initial research
- May be intentionally integrated with organizational presence rather than developed separately

Content Distribution

Organizational Content:

- Executive Team listing and role identification
- Network resources and training materials (potential Managing Director contributions to be verified)
- Network events (Day One, Core Sunday, Fasting/Prayer events, SUMMIT conference)
- Coaching and support services (UG Shift, UG Finance, UG Media)

Personal Content: To Be Verified

- Personal blog or articles
- Books or publications
- Video or audio content
- Social media presence

Platform Distribution

Confirmed Platforms:

1. Tampa Underground website (tampaunderground.com) - Active, Executive Team listing

Platforms to Verify:

- Personal website/blog
- Social media (LinkedIn, Twitter/X, Facebook, Instagram, YouTube)
- Video platforms (YouTube, Vimeo)
- Audio platforms (podcasts)
- Newsletter platforms
- Publishing platforms (books, articles)

Content Landscape

Content Forms

Organizational Presence:

- Executive Team listing on organizational website
- Network information and resources
- Event listings and information
- Leadership structure documentation

Content Forms to Verify:

- Personal blog or articles
- Books or publications
- Sermons/talks (audio, video, transcripts)
- Conference talks/presentations

- Courses/training materials
- Podcasts (as host or guest)
- Video content
- Newsletter content
- Social media content

Content Themes

Primary Themes (Based on Organizational Context):

1. **Missional Communities:** Emphasis on microchurches and missional communities
2. **Movement Leadership:** Leading and empowering missional movements
3. **Network Building:** Connecting and supporting communities (100+ microchurches, 15 sister movements)
4. **Empowerment:** Empowering individuals and communities to fulfill their God-given missions
5. **Decentralized Church:** Emphasis that “church is made up of people rather than buildings or budgets”
6. **Organizational Development:** Leadership through organizational transformation (2025 changes)
7. **Kingdom Innovation:** UG Shift approach for supporting churches in missional hubs

Theological Focus: Likely aligned with missional theology and microchurch movements (to be verified through content review)

Movement Focus: Missional movements, microchurch networks, decentralized church expressions, city-wide movements, kingdom innovation

Content Organization

Current Organization:

- Content organized through organizational platform (Tampa Underground website)
- Executive leadership role suggests strategic involvement in network content direction
- Managing Director role may involve operational content (resources, training materials, network support)

Content Strategy: To Be Assessed

- Is there a clear personal content strategy or primarily organizational?
- Are there content series or standalone pieces?
- Is content cross-referenced or interconnected?

Discoverability Assessment

SEO Indicators

Organizational Website: tampaunderground.com

- Clear organizational branding and mission statement
- Structured navigation (Who We Are, Microchurches, Events, Resources)
- Leadership team listing provides discoverability for role

Content Indexing

To Be Assessed:

- Does personal content appear in search results?
- How discoverable are Stacy's specific contributions?
- Are there indexed articles or resources?

Domain Authority

Tampa Underground: tampaunderground.com

- Established network presence (100+ microchurches, 15 sister movements)
- Active organizational website
- Regular events and gatherings
- Network resources and support services

Gap Analysis

Embodied Work Indicators

Leadership Roles:

- Managing Director, Executive Team Member at Tampa Underground
- Operational and strategic leadership in network of 100+ microchurches
- Part of executive leadership during significant organizational changes (2025)
- Leadership in UG Shift approach development
- Network growth and expansion leadership

Teaching/Speaking: To Be Verified

- Network event speaking (Day One, Core Sunday, Fasting/Prayer events)
- SUMMIT conference speaking or presentations

- Network training and coaching content
- Leadership consultations and coaching

Organizational Development:

- Part of leadership team during 2025 rebranding
- Joint executive team establishment
- UG Shift approach development
- UG Finance and UG Media service expansion

Digital Expression

Organizational Presence: Clear representation on Tampa Underground website
Personal Presence: To Be Verified

Gap Identification:

1. **Personal Digital Presence:** May have limited personal digital presence separate from organizational role
2. **Content Capture:** Embodied leadership and teaching may not be fully captured digitally
3. **Content Amplification:** Operational and strategic insights may not be shared as digital resources
4. **Discoverability:** Personal contributions may not be easily discoverable beyond organizational context

Opportunities for Digital Amplification:

- Capture network event speaking digitally (record, transcribe, publish)
- Document operational and strategic insights as resources
- Develop content series from movement building wisdom
- Create personal thought leadership platform alongside organizational role

- Enhance discoverability for personal contributions

Connection Gaps

Content Interconnection: To Be Assessed

- Are content pieces isolated or connected?
- Is there content strategy connecting different forms?
- Are there themes that could be expanded into series?

Content Repurposing Opportunities:

- Network event content → articles or blog posts
- Training materials → online resources or courses
- Leadership insights → thought leadership articles
- Operational wisdom → resource library or guide

Movemental Opportunities

What Movemental Would Change

Personal Thought Leadership Platform:

- Addition of personal thought leadership platform alongside organizational role
- Enhanced discoverability for personal contributions
- Content organization and series development
- Platform for capturing and amplifying embodied work

Content Repurposing and Expansion:

- Transform network event content into articles
- Develop training resources from operational wisdom
- Create content series from movement building insights
- Build interconnected content ecosystem

Network Effects:

- Connection to Movemental network of thought leaders
- Amplified content reach through network
- Collaboration opportunities with other movement leaders
- Cross-pollination of ideas and content

Content Distribution:

- Multi-platform presence (organizational + Movemental)
- Enhanced content repurposing opportunities
- Network effects for content reach
- Cross-platform integration

What Would Remain the Same

Organizational Role:

- Tampa Underground Managing Director role unchanged
- Executive Team position and responsibilities preserved
- Network leadership and operational role intact

Organizational Presence:

- Tampa Underground website and presence unchanged
- Organizational content remains on organizational platform
- Network relationships and partnerships preserved

Personal Control:

- Full control over Movemental content
- Personal voice and theological positions preserved
- Content strategy and decisions remain personal

Professional Identity:

- Managing Director credibility and authority maintained
- Network leadership position unchanged
- Sister movement connections intact

Specific Opportunities for Stacy

1. Content Repurposing

- Network event talks → articles or blog posts on Movemental
- Training materials → online resources or courses
- Leadership consultations → thought leadership articles
- Operational wisdom → resource library or guide

2. Content Series Development

- Managing Director insights series
- Movement building series
- Network leadership series
- Microchurch development series
- Organizational transformation series

3. Thought Leadership Development

- Personal voice alongside organizational role

- Capture and amplify embodied leadership work
- Build discoverable content presence
- Share operational and strategic insights

4. Network Connection

- Connect with other movement leaders on Movemental
- Cross-reference related content
- Collaborate on shared themes
- Amplify reach through network effects

5. Ecosystem Building

- Connect organizational and personal content
- Build interconnected content ecosystem
- Cross-platform presence and integration
- Enhance discoverability and engagement

What We Will NOT Do

Organizational Changes:

- Will not alter Tampa Underground Managing Director role
- Will not change organizational website or presence
- Will not modify network relationships or partnerships

Content Control:

- Will not replace personal content decisions
- Will not override personal voice or theological positions

- Will not automate content strategy or publishing

Professional Identity:

- Will not diminish Managing Director credibility
- Will not replace organizational authority
- Will not interfere with network leadership responsibilities

What Remains Personal:

- Content decisions and strategy
- Voice and theological positions
- Control over what content to share
- Relationship with organizational role
- Professional identity and authority

Research conducted: January 4, 2026

Confidence Level: High

Sources: See [sources.md](#)
