

# The Lowedown

A monthly newsletter from the life and ministry of Dave & Jennifer Lowe

February 2009

## Viva Destino

In 1991, Danny Devito and Gregory Peck starred in a movie entitled "**Other People's Money**." In the movie, Devito plays a corporate raider who initiates a hostile takeover of the company that Peck oversees.

Near the end of the movie, there is a scene in which Devito addresses the shareholders of the company and makes his case for why it would be a good thing if he were to take over the company.

His main argument is that this company is outdated and is not strategically positioned to survive in the new, advancing technological world. The line that I always remember in that movie is when Devito says, "gaining an increasingly larger share of the buggy whip market will not ensure success." Devito's point, of course, is that companies who invested all of their energy into being the leading producers and sellers of buggy whips were doomed to fail as that market got increasingly smaller and eventually died out.

Believe it or not, I can relate to that quote quite a bit with my new role. A statistic I heard last month might shed some light on what how this all relates. Current trends show that by the year 2023, there will no longer be a majority culture among college students in the United States. What that means is that white students will no longer represent a majority of students.

In our region, which includes California, Arizona and Hawaii, we are already at that state where white students represent less than 50% of our student

population. Yet, Campus Crusade has traditionally been a ministry that has attracted students who are culturally white.

One of the biggest cultural groups of students on our campuses are Latino students. In our region alone, there are over 700,000 Latino college students. Yet on most campuses, there are no ministries that are intentionally seeking to reach this cultural group.

Destino is Campus Crusade's ministry to reach the Latino community on campus. Right now, in our region we have only 4 staff who are working to reach this group of students. Part of what I've been working on is getting more of our staff to spend part of their time to reach the Latino students on their campus.

I've also been working with our Destino staff and with student leaders on different campuses to help get more student Destino ministries started.

Over Valentine's weekend, we held our first ever Destino Leaders retreat. We had 15 students attend, representing campuses such as UC

Davis, Cal Poly Pomona, USC, UCLA, Long Beach State and Fresno State.

Some of these campuses have established ministries while others are just getting started.

It was an encouraging weekend as we talked about the future of Destino and encouraged students to lead in their movements back on campus. Yet there is still much more work that needs to be done in order for Destino to become really established as a ministry within Campus Crusade.

A few of the things we are praying for:

- An L.A. area Destino team that works exclusively with Latino students and helping to start Destino ministries on campuses throughout the L.A. area. We have members to be a part of a team but we need a team leader. Please pray for a leader for our L.A. Destino team.
- New Destino ministries at Long Beach State, Cal State Fullerton, Arizona State, Fresno State, San Jose State, Cal State Northridge and Cal Poly, San Luis Obispo. We have identified students who are interested in starting these groups. Pray that the groups would get started and begin to grow.

Thanks so much for your partnership that is enabling us to reach every student of every culture on every campus. We are so grateful for you. Please continue to pray for us and our adjustment to this new area and community!



Students at our Destino Leader's Retreat