

# SRVUMC

## Strategic Planning Committee

SRVUMC Strategic Planning Committee –  
DRAFT



• Strategic Plan For Next 3 – 5+ Years •

# Background

- In 2013, a process began to develop a strategy that would drive the direction of SRVUMC through the next 3-5 years.
- The mission of the UMC is: "To make disciples of Jesus Christ for the transformation of the world."
- A task force was created to articulate and define our theological values and assumptions as a church. More specifically, what does it mean to be a follower of Jesus?

# Background

Theological task force concluded that a disciple is a follower for Jesus who lives:

- A life of growing openness to God's Spirit
- A life of becoming more like Jesus
- A life of hospitality
- A life of generosity and service
- A life in community

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# Background

- A transformation task force was formed to address the question: “What does transformation of the world look like for our church?”
- The task force concluded that Service and Mission are the focus of our transforming efforts.

# Background

- The Strategic Planning Committee was formed and started to meet in late August 2014 and have met continuously since then.
- The purpose of the group was to identify Strategic Initiatives to help the church and allow the groups to come up with the key action items for each group.
- All of the Strategic Initiatives and action items must tie back to the SRVUMC's previously approved Core Values.

# Seven Strategic Initiatives

- Create opportunities for people to connect and belong.
- Develop thriving family ministries.
- Service in everything that we do.
- Outreach to and attract key segments of the population.

# Seven Strategic Initiatives

- Develop & expand ministry through effective use of technology and social media.
- Create a worship environment that is engaging, meaningful and memorable.
- Effectively utilize the facilities and enhance the appearance of the campus.



# Process

- Each Strategic Initiative was assigned to a working group.
- Each of the 7 groups that were formed were comprised of Staff, Subject Matter Experts, and passionate parishioners who wanted to contribute their efforts to that team.

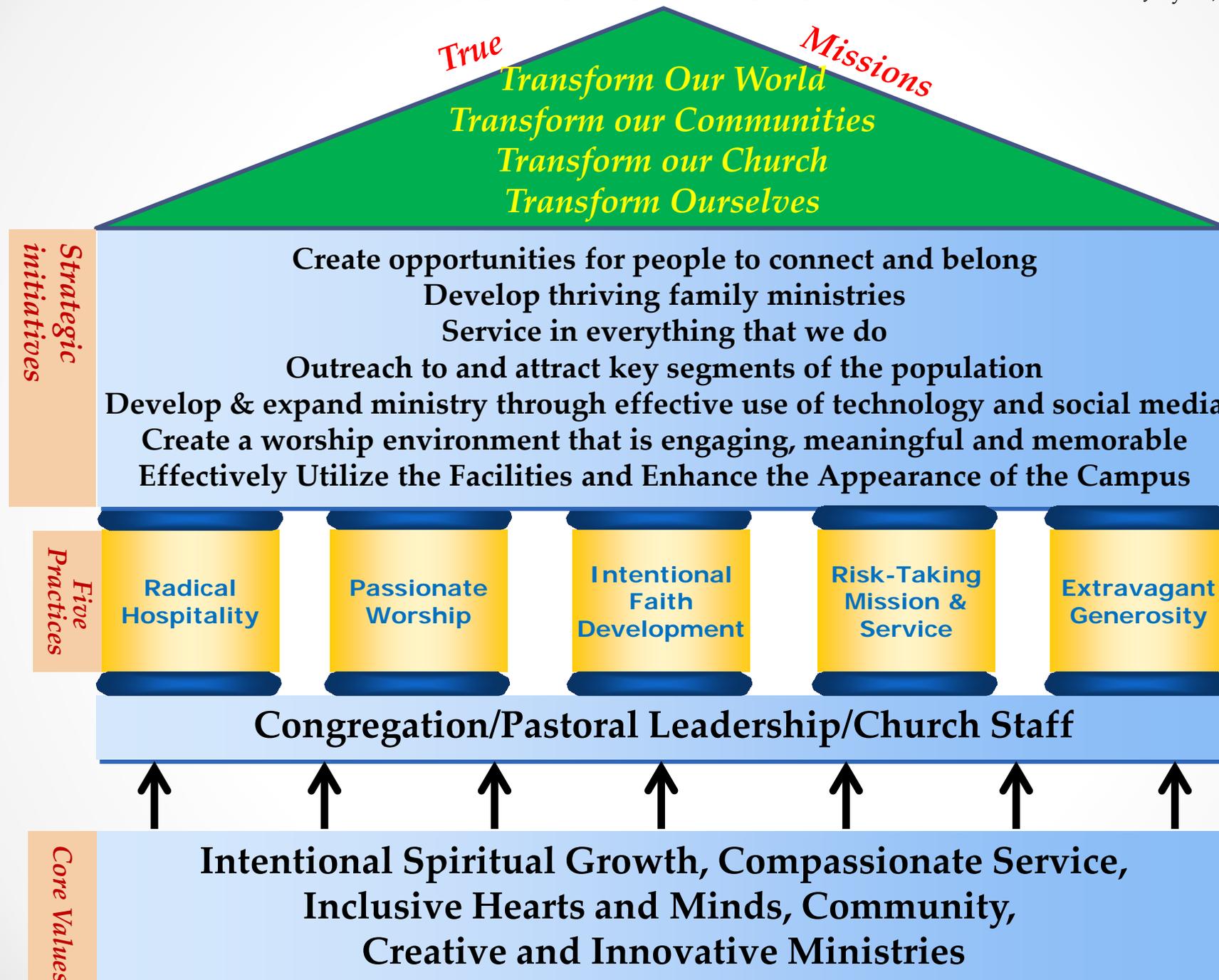
# Next Steps

- The goal of the Committee is to host several “town hall” meetings for the Church Congregation, provide all of the background material, ask questions, provide feedback.
- This is a living & breathing document that will continuously be updated as strategic initiatives are completed and new ones are added.
- The strategic planning committee will meet every summer to update the document and plan for the new year.



# SRVUMC Framework

As of July 16, 2015



# Worship

- *Initiative:*

- Create a worship environment that is engaging, meaningful and memorable

- *Why this is important:*

- Worship is the “hub of the wheel” of our life together. Our witness in the world is that which radiates out from the shared experience of worship. In a time when many churches are experiencing worship decline and malaise, it is essential that we cultivate a consistent approach to worship that engages people intellectually, emotionally and spiritually.

# Worship

- *What we will do, what we will achieve :*
  - Provide worship that invites people to experience the Holy
    - Increased worship attendance and music program growth that will be reflected in worship survey and weekly attendance cards
  - Create worship that uses "state of the art" technology to connect with and engage our congregation (on and off campus)
    - Effective capturing of online usage data--indicating how many people are using our video feeds
  - Create worship that engages the senses: sight, sound, touch, and smell
    - Increased worship attendance and worship survey response

# Worship

## Team Members:

Ron Dunn

Bruce Koliha

Linda Green

Larry Henderson

Priscilla Wolfram

# Outreach to and Attract Key Segments of the Population

- *Initiative:*

- Understand the demographic makeup and faith-based needs, and develop a plan to outreach to (1) the people within the congregation who are not active in ministry and (2) the people in Dougherty Valley

# Outreach to and Attract Key Segments of the Population

- *Why this is important:*

- Reaching out to the people within the congregation who are not active is important because they are already here with us as members, and yet for some reasons they are not active.
- There is NO United Methodist Church/ministry in the Dougherty Valley area even though the population in the area is growing, especially in the age group between 25 and 45 (mostly Pan Asians). However, SRVUMC has no ministry for this growing population.

# Outreach to and Attract Key Segments of the Population

- *What we will do, what we will achieve :*
  - For the outreach within the congregation
    - Identify those who are not active
    - Create a team to discern and create a system
    - Implement the outreach system

# Outreach to and Attract Key Segments of the Population

- *What we will do, what we will achieve :*
  - For the outreach in Dougherty Valley
    - Continue to study population & needs
      - Check the reality of the population in Dougherty Valley as the achievable goal for continuing to study population & needs
    - Continue to network with the people in Dougherty Valley
      - Identify people who have the same passion and willingness to work collaboratively as a team
    - Create a team within the church
      - Identify people who are in the age group between 25-45 and willing to create a ministry with the people in Dougherty Valley
    - Develop Connections from the UMC System – other churches and pastors

# Outreach to and Attract Key Segments of the Population

- *REASON TO CHOOSE THE TARGET AREA (Mission/Ministry Field):*
  - There is NO United Methodist Church/ministry in the study area even though the population is growing. It is about doing ministry with the people.
  - Population: The estimated 2014 population within the target area was 231,581. The 2019 projection would see the area grow by 30,957 to a total population of 262,538. The population within the target area is growing.
  - [Births-2,389; Death-1,280; Net Migration-6,158....Net 12-month change in 2014 is 7,267]

# Outreach to and Attract Key Segments of the Population

- *Possible Outcomes:*

- Connection to SRVUMC- One of the small group ministry of SRVUMC based on the interests of the people OR a house church of SRVUMC at the home of someone OR the second campus of SRVUMC
- Without connection to SRVUMC- Safe cultural hub for people to reflect their lives at the light of Christianity or define Christianity within the context of their native culture or the culture in the 21st century
- With connection to local churches- a place to send people to the local church they can be more active

# Outreach to and Attract Key Segments of the Population

## Team Members:

Sunny Ahn

# Connect and Belong

- *Initiative:*
  - Create opportunities for people to connect and belong
- *Why this is important:*
  - Create an ecosystem where people are valued and connect with each other in authentic and meaningful ways

# Connect and Belong

- *What we will do, what we will achieve:*
  - Examine, document and redesign the Welcome and Visitor Follow Up processes
    - I Matter - SRVUMC is a place where visitors & members feel noticed and authentically welcomed
  - Implement, web-based Congregational Relationship Management data base
    - I Belong - New data base support connectional points such as member/visitor needs, contact history, demographics, engagement, interests & skills bank

# Connect and Belong

- *What we will do, what we will achieve:*
  - Offer small group experiences that foster connections between people and our church community
    - I'm Connected - Small group leadership fosters spiritual growth, deeper personal connections and maturing relationship with God
  - Implement continuous member and leadership interest & skills assessments
    - I'm Engaged - Matching members and leaders with relevant, engaging service that utilizes their God-given talents

# Connect and Belong

## Team Members:

Devon Drake

Bill Dastic

Jerry Ricker

Phyllis Meyer

Terry Sherman

# Family Ministries

- ***Initiative:***
  - Develop thriving family ministries
- ***Why this is important:***
  - Provide structured, scheduled and tradition-based opportunities to build deeper inter-family and intra-family relationships

# Family Ministries

- *What we will do, what we will achieve:*
  - Increase traffic flow of young families and millennials on our campus and build an awareness about our church and its quality programming
    - Attract new families/millennials and engage/re-engage current church families with quality programming
  - Be a resource to families, parents, and children with a focus on millennials
    - Offer recreational activities and include both current members and potential new families

# Family Ministries

- *What we will do, what we will achieve:*
  - Outreach to members of the community and the church preschool
    - Offered programming is an outreach to potential families in the community. The Preschool and church co-host event(s), have shared communication, and the pastors have a presence in chapel and other preschool programming.
  - Develop and maintain a corps of adult volunteers to teach, chaperone, and mentor
    - Increase our children and youth volunteer corps by 50% and establish several individuals as children and youth ministry leaders

# Family Ministries

## Team Members:

Luke Hamm

Stephanie Hamm

Andrea Bourgeois

Laurie Stocking

Mark Jewett

Winnie Stribling

# Service

- *Initiative:*
  - Service in everything that we do
- *Why this is important:*
  - Create a congregational mindset shift to one of continuous, authentic service, while continuously seeking out and executing on service opportunities while developing “service” as our brand

# Service

- *What we will do, what we will achieve :*
  - Create awareness of service opportunities
    - Provide regular visibility of service opportunities. Offer ways for participants to talk about what service means in their faith journey.
  - Recruitment and training of team or service leaders
    - Foster regular communication and engagement with core outreach relationships
  - Perform service
    - Offer regular, monthly opportunities for service; encourage regular giving

# Service

## Team Members:

Paul Kuelz

Bruce Fitch

Mark Miller

Joanne VanBezey

Marla Schleichr

# Technology and Social Media

- *Initiative:*

- Develop & expand ministry through effective use of technology and social media

- *Why this is important:*

- Develop an IT infrastructure plan to modernize:

- internal and external communications
- internal use of audio-video and other technologies
- our use of data analytics to provide meaningful and relevant information

- Stay connected to members and engage non-members in and outside the local area



# Technology and Social Media

- *What we will do, what we will achieve :*
  - Implement Initiatives to modernize and transform IT technologies
  - Increase church activities attendance and enrich church participation
    - Capture data on attendance, participation and engagement
  - Improve training class technology
    - Enrich church member experience and attendance in small groups, training session, meetings and conferences
  - Improve internal and external communications
    - Stay connected to members and engage nonmembers in and outside the local area

# Technology and Social Media

## Team Members:

Linda Green

Jeff Lang

Ray Winter

Jack Robertson

Graydon Bazell

Sanjiv More' (SP Rep)

# Facilities and Campus

- *Initiative:*
  - More effectively utilize the facilities on the campus and enhance the appearance of the campus
- *Why this is important:*
  - Effectively developing a strategy for an offering program of our facilities for family/community development

# Facilities and Campus

## Team Members:

Lyn Arscot

Brad Tolstedt

Jim Burk

Jim McKnight

John Fenoglio

Nancy Garnick

# Facilities and Campus

- *What we will do, what we will achieve :*
  - Develop operating plans and market the ARC building
    - Upon completion of the ARC building, have staff in place, and have all identified activities ready for use by Church members and individuals of the surrounding community
  - Ensure the exterior appearance of the church facility is attractive to members and visitors
    - A campus that looks refreshed, warm, inviting and welcoming, where people will want to pursue what is behind our physical appearance

# Facilities and Campus

- *What we will do, what we will achieve :*
  - Identify and upgrade Church facilities to potentially rent space to external groups as community outreach, ensure that potential rental rates are competitive, and develop a marketing program to attract community groups to rent our facilities
    - Ensure that all potential rooms are upgraded to attract potential renters

