

Strategic Plan Initiatives

Strategic Initiative	Objectives	Metrics Measurables Outcomes	Action Steps	Prio rity	Status - Completion Date	Owners	Resources Needed			
More Effectively Utilize the Facilities on the Campus and Enhance the Appearance of the Campus	1. DEVELOP OPERATING PLANS AND MARKET THE ARC BUILDING	To have the ARC building when completed, staffed and have all identified activities ready to be utilized by church members and individuals of the surrounding community.	Operating Plans (run as a business, and maintain availability for congregation use)							
			1. Identify personnel/staffing needs	0	06/29/15	Jim Burk	0			
			2. Develop a pro forma budget: Revenue and Expenses	0	09/30/15	Jim Burk	0			
			3. Identity tentative schedule of activities by hours/week/month/year.	0	03/31/16	The ARC Operations and Marketing Committee and Board of Trustees	0			
			4. Identify and design communications and other miscellaneous items, including informational and functional website.	0	03/31/15	Jim Burk to identified individuals to perform this work	0			
			6. Determine custodial service needed	0	03/31/16	Jim Burk and Board of Trustees	0			
			7. Determine security system	0	September 30,2015	Jim Burk & Board of Trustees (Mark Miller)	0			
			8. Determine adequate office furniture and how best to procure	0	March 31,2016	Jim Burk	0			
			9. Identify and order sports equipment required	0	September 30,2015	Jim Burk	0			
			10. Identify scoreboard equipment. (Both permanent and portable types)	0	September 30,2015	Jim Burk	0			
			11. Noise abatement policy and sound reviews	0	01/00/00		0			
			Marketing Plans							
			1. Identify local needs, weighing against Church needs	0	01/00/00		0			
			2. Contact Parks & Rec Directors, School District Offices, other UMCA; Management of Regional YMCA and existing basketball, volleyball, badminton, pickleball and FUTSAL (indoor soccer) league organizations and associations to inform and solicit information about needs	0	01/00/00		0			
			3. Develop groundbreaking event with guest list and temporary construction signage to meet county standards.	0	December 31,2015	Lyn Arscott, Building Committee and Board of Trustees	A donor will provide the funds to complete the ARC building. Any additional funds that are not included once the building is complete will have to be furnished by the Board of Trustees			
			4. Develop marketing plan with brochure and rates.	0	03/31/16	Lea Hickman	0			
			5. Plan opening/"ribbon cutting" event	0	March 31,2016	Jim Burk	0			
				2. ENSURE THE EXTERIOR APPEARANCE OF THE CHURCH FACILITY IS ATTRACTIVE TO MEMBERS AND VISITORS	Our campus needs to look refreshed, warm, welcoming and someplace people that look at it would feel invited to pursue what is behind our physical appearance	EXTERIOR FACILITY ITEMS ON THE CAMPUS.	0	01/00/00		0
	2. UPGRADE THE ENTRANCE TO THE SANCTUARY INCLUDING THE FAÇADE AND THE FRONT DOORS	0				01/00/00		0		

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			3. DESIGN AND IMPLEMENTA SIGNAGE PLAN INCLUDING THE SIGNS ON DANVILLE BLVD. AND INTERNAL DIRECTIONAL SIGNS ON THE CAMPUS	0	01/00/00		0
	3. UPGRADE THE CHURCH FACILITIES, ENSURE THAT THE RENTAL RATES ARE COMPETITIVE AND WE HAVE A MARKETING PROGRAM TO ATTRACK NON CHURCH GROUPS, INCLUDING PRE SCHOOL, TO RENT OUR FACILITIES	Insure that all potential rooms are upgraded to attract potential renters	1. DEVELOP A MARKETING PROGRAM PLAN TO ATTRACK OUTSIDE GROUPS	0	01/00/00		0
			2. MAKE RENOVATIONS TO THE PRESCHOOL TO ALLOW EXPANSION IF IT IS DECIDED THAT IS WHAT THIS CHURCH WANT	0	01/00/00		0
			3. UPGRADE AS NECESSARY ALL ROOMS FOR INTERNAL AND EXTERNAL USE.	0	01/00/00		0
			4. EVALUATE THE EXISTING RATES FOR ALL CHURCH ROOMS	0	01/00/00		0
			5. DESIGN AND INSTALL DROUGHT RESISTANT, LOW MAINTENANCE LANDSCAPING FOR THE COURTYARD, INCLUDING ENHANCED VENUES FOR CHRUCH CEREMONIES AND ACTIVITIES, WITH EMPHASIS ON "RADICAL HOSPITALITY" PRINCIPLES	0	01/00/00		0
Outreach to and Attract Key Segments of the Population	1. Identify the key segments of the population in Dougherty Valley (Oct 5, 2014 I was invited to join the strategic planning team and was infomed about this outreach plan)	Bring the truth of grown population in Dougherty Valley	A. Do a demographic study	0	Done (October 23, 2014)	Sunny	Sunny's time and energy
			B. Visit the Dougherty Valley community	0	Done (since October 2014)	Sunny	Sunny's time and energy
			C. Meet the professional groups in Dougherty Valley	0	Done (since March 2015)	Sunny	Sunny's time and energy
	2. Create a ministry support team with UMC folks to do ministries with people in Dougherty Valley, especially with Pan-Asian communities	Identify people who have the same passion and willingness to work collaboratively as a team	A. Reach out Korean communities	0	Done (November 2014)	Sunny	Sunny's time and energy
			B. Reach out the congregational development committee in Cal-NeV & the El Camino District	0	Done (January 2015)	Sunny	Sunny's time and energy
			C. Reach out UMC pastors in Cal-NeV	0	Still a work	Sunny	Sunny's time and energy
			D. Start to have a regular meeting	0	Fall 2015	Sunny	Sunny's time and energy
	3. Create a ministry core team with people in Dougherty Valley	Identify people who have the same passion and willingness to work collaboratively as a team	A. Find a professional group that meets regularly	0	Found One (Marhc 2015)....but look for more	Sunny	Sunny's time and energy
			B. Participate in the founding group for networking	0	Still a work since March 2015	Sunny	Sunny's time and energy
			C. Find people in the community	0	Fall/Winter 2016	Sunny/Luke	Sunny's & Luke's time and energy
			D. Find people within SRVUMC	0	Winter 2015/Spring 2016	Sunny/Luke	Sunny's & Luke's time and energy
			E. Start to have a regular meeting	0	Winter 2016/Spring 2017	Sunny/Luke	Sunny's & Luke's time and energy
			F. Move to the community (Dublin area)	0	July or later in 2016	Sunny/Luke	Adjustment of the Housing compensation (SPRC & Finace Committee)
	4. Start a monthly gathering if not more often	Have a meeting	A. Find a reasonable meeting location (maybe SRVUMC)	0	Winter 2016	Team	SRVUMC (Building?)
			B. Design the program based on the needs	0	Winter 2016	Team	SRVUMC (Publication?)
			C. Have a regular meeting	0	Spring 2017	Team	SRVUMC (Building?)
	5. Identify the key segments of the population within the church	Identify those who are not active or need to be reached out	A. Do a demographic study	0	Done	Sunny/Kathleen	Sunny's & Kathleen's time and energy
			B. Review/reflect the study with the ministry staff	0	Done	Sunny/Kathleen	Sunny's & Kathleen's time and energy
	6. Create a ministry team to discern the ways to outreach	Identify people who have the same passion and willingness to work collaboratively as a team	A. Reach out to the staff	0	Done	Sunny/Kathleen	Sunny's & Kathleen's time and energy
			B. Reach out the congregation	0	Winter 2015/Spring 2016	Sunny/Kathleen	Sunny's & Kathleen's time and energy
7. Implement the outreach system	Implement	A. Implement	0	Spring 2016	Sunny/Kathleen	Sunny's & Kathleen's time and energy	
		B. Evaluate	0	Spring 2016	Sunny/Kathleen	Sunny's & Kathleen's time and energy	

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Develop & Expand ministry through effective use of Technology and Social Media	Implement Initiatives to Modernize and Transform IT Technologies.	A. Increase church activities attendance and enrich church participation.	A. Implement a New Church Systems Management Software Application	1	Review 2 potential programs for essential elements and applicability to ARC Building requirements	IT Group, Finance, Office	Necessary funds will be coordinated with Trustees
		B. Capture data on attendance, participation and engagement	B. Install Video Streaming Camera and Control	3	Equipment identified. Need to review legal aspect for posting videos to website	IT Group	Estimate: \$5550
			C. Update Wesley Center Sound System and DVD Player	4	Equipment identified. Need funding	IT Group	\$ 4,150.00
	Improve Training Class Technology	Enrich church member experience and attendance in study groups, training session,	Update Fireside Room with Training and Media Equipment	2	Equipment Identified. Funded	IT Group	Estimate: \$5,500
	Improve Internal and External Communications	Stay connected to member and engage nonmembers in and outside the local area	A. Establish Facebook/Twitter/Instagram/Crowdfund ing Accounts	0	In process	IT Group	No Cost
B. Identify, Train and Equip Media Teams			5	Dependent on Implementation of new Church Mgmt. software	IT Group, Office	Potential Part-Time Hire	
Create a Worship Environment that is Engaging, Meaningful and Memorable	Provide worship that invites people to experience the Holy.	1. Increased worship attendance and music program growth that will be reflected in worship survey and weekly attendance cards.	Create / cultivate an expanded musical program that offers diverse opportunities for musical engagement and inspiration. This will be done by developing an advanced choral group, musical concert series and musical production (i.e., "Jesus Christ Superstar")	1	Quarterly / Annual Review	Pastors, Director of Music, Children's and Youth Choir Directors.	Estimated budget: \$15,000 over and above existing musical salaries.
	Create worship that uses "state of the art" technology to connect with and engage our congregation (on and off campus).	1. Online usage data--indicating how many people are using our video feeds. 2. Worship Survey	1. Live streaming video capability: Camera and controller. (See Technology Team Report) 2. Implement Hearing Aid Assistance in Wesley Center. 3. Improve Wesley Center sound system	2	09/01/16	Worship Planning Team, Technology Team, Trustees	Estimate Budget: \$5,550
	Create worship that is visceral--engaging the senses: sight, sound, touch, smell and taste,	1. Increased worship attendance and worship survey response.	A. Exapnd Chancel Area / Replace Pulpit, Lectern, Altar with movable chancel pieces. .	3	06/01/16	Trustees, Worship Planning Team	Estimated Budget: \$50,000
			B. Create task force to explore organ, choir seating space	4	01/01/17	Trustees, Worship Planning Team	Estimated Budget: \$8,000
			C. Create sanctuary Visuals / Banners for the seasons of the Church year.	5	Currently Taking Place		
Create opportunities for people to connect and belong	1. Examine, document and redesign Welcome & Visitor Follow up processes	Participate in Webinar & Redesigned Welcome & Visitor Follow up process	A. Determine webinar attendees & register for class	1	March, 2106	Kindness Corps?	Leadership & people willing to serve in this capacity. UCom.org. Welcoming Ministry online webinar, \$29.99/participant (offered Sept Oct, 2105)
			B. Conduct Welcome & Visitor Follow up Assessments			Kindness Corps?	Leadership & people willing to serve in this capacity and qualified survey participants
			C. Redesign Welcome & Visitor Follow up processes, train Welcome Teams & implement new processes			Kindness Corps?	Leadership team willing to document, train and implement the new process
	2. Implement Web-based, member data base application (Congregational Relationship Management data base), including: Volunteer pool tracker & scheduler, member interest & gifts bank, Sunday attendance, contact follow up notes and tickler reports, & small group membership - accessible by ministerial staff and group leaders via the web,	Application identification & launch	A. Identify end-users and tech support users to create tool review and selection process	2	2015-16	Linda Green and User Owner (TBD)	Leadership & people willing to serve in this capacity
			B. Create a list of end-user & tech support requirements			Linda Green and User Owner (TBD)	Feedback from all end-users & tech support on requirements document
C. Review available applications that meet or exceed requirements, conduct demos & select final application			Congregation and Finance Committee			Funding to purchase and support application	
3. Offer small group experiences that foster connections between people and	Increase small group participation by 10%	A. Develop and implement small group leadership training and support			Sunny Ahn and Small Group Leadership	Leadership & people willing to serve in this capacity	

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	with our Church?		B. Identify small group focus and themes that meet the needs of small group participants	3	July, 2016	Sunny Ahn and Small Group Leadership	Small Group Leadership team to identify small group offerings
			C. Publicize small group offerings and facilitate sign ups			Communications Director	Publicize via internal and external communication vehicles
			4. Implement continuous Member Interest Assessments (self assessment inventories) & Clifton's StrengthFinders Methodology (Growing an Engaged Church model). Log member interests into a data base accessible to our Neighborhood Network, group leaders and ministerial & office staff (see item 2 above)?	Implementation of continuous interest and strengths assessments & fully engaged congregation and visitors who are serving in ways that are meaningful and fulfilling; Measure by pre-implementation satisfaction survey and post-implementation satisfaction survey	A. Identify and train StrengthFinders Coach/Mentor team B. Conduct pre-implementation satisfaction survey & tabulate results	4	2105-16
C. Begin rollout and implement assessments - Log results by member in sortable, web-based data base (see item 2 above); Conduct post-implementation satisfaction survey 6-12 months after implementation	Linda Green and User Owner (TBD)	Access to interests & strengths data in database, and use of data for service and volunteer matching					
Develop thriving family ministries	1. BUILD FAMILY COMMUNITY	We will re-engage current church families by creating opportunities for families to participate in more ways.	A. Hold annual events that strengthen bonds between and within families -- (EXAMPLES: FALL FAMILY CAMP FIRE, FAMILY PICNIC, FALL RETREAT, VBS)	3	In progress, grow in subsequent two years to add to current program	Children and Family ministries COUNCIL , youth ministries COUNCIL	retention of annual youth and children budgets with a \$2,500 increase
			B. Establish support/focus groups that create a sense of belonging	4	2015-2016	Small group ministries, children and family ministries, and youth ministries	Funding for small group childcare at about 10 dollars per hour
	2. OUTREACH	We will increase our traffic flow of families on our campus, partner with the preschool in communication and planning, and intentionally advertise and promote programming by diversifying our communication.	C. Intentionally create and/or revise family events, advertise to targeted audiences, and invite community members to participate.	5	2015-2016	children and family ministries, youth ministries	retention of youth and children's budget with a 2,500 increase
			B. Build preschool chapel programs to include pastoral participation to strengthen church/school bonds; share church/school communication and promotion of programming, and co-hosting event(s).	2	In progress, continue grow through spring of 2016	Children and Family ministries and preschool commission	Completion of gym building, funds for additional gym program of about 50,000 annually
			C. Offer recreation classes and activities that draw community members on campus.	6	Fall 2016	Children and Family ministries, youth ministries, TBD	retention of annual youth and children budgets with a \$2,500 increase
	3. CONSTRUCT VOLUNTEER CORE	We will increase our children and youth volunteer corps by 50% and establish individuals as children and youth ministry leaders.	A. partner with lay nomination committee to identify and recruit qualified and passionate volunteers	1	2015-2016 school year	Children and Family ministries, youth ministries	partnership with lay nomination committee
			B. provide training opportunities and implement outside training and conference opportunities	7	2016-2017 school year	Children and Family ministries, youth ministries	\$250 annually
Service in everything that we do	1. Awareness	Provide regular visibility of service opportunities. Offer ways for participants to talk about what service means in their faith journey.	A. Feature one relationship per month in the Moment for Mission.	1	On-Going	Mission Council	None
			B. Mission wall in Wesley - The "go-to" for service opps.	1	Initiated/Aug 1 completion	John Green	Map complete, need location finalized
			C. Monthly calendar.	1	On-Going	Susan Dowling	None
			D. Messenger articles, Missions Newsletter and Social Media.	1,2,3	On-Going, Aug 1, Oct 1	Various	None
			E. Develop "Serving Others" tri-fold brochure	3	10/01/15	TBD	Printer and page maker
	2. Recruitment and training	Foster regular communication and engagement with core outreach relationships.	A. Personal invitation of recruitment and	2	Sept	Mission Council	None
			B. A challenge to congregation of 4 service opps/yr	2	Sept	Mission Council	None

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			C. Identify, establish and train connectional leaders and track volunteer base.	1	Aug	Mission Council, Devon Drake, Linda G	New computer system	
			D. Follow-up "Moments" with signups for future opps.	1	July	Various	None	
			E. Survey congregation to find interests in serving - service interest cards.	2	Sept	Mission Council, Devon Drake	Joint effort with Devon Drake	
	3. Perform service	Offer regular, monthly opportunities for service; encourage regular giving;	A. Offer two projects, service opp or workdays per month	1	On-Going	Mission Council	None	
			B. Service projects designed for youth, family and seniors	1	On-Going	Mission Council	None	
			C. 2-3 mission trips/yr	2	Sept	Mission Council	None	
			D. Mission Saturday - All church Day of Service	1	On-Going	Mission Council	Advertising	
			E. One or more ongoing local project commitments (Food For Thought)	2	Sept	Mission Council	None	