

Motion Approved by the Administrative Board, March 26 2017

The Strategic Planning Committee moves approval of the following church-wide goals for prioritizing the use of Church resources, to be achieved over the next three years. It is critical to the success of this Strategic Plan that all goals be associated with a clear administrative structure (committee) and with a designated individual responsible for implementing each goal. The progress of the Strategic Plan should be evaluated annually.

- **Develop a systematic congregational care ministry**
 - Provide care for **sick, grieving, frail, homebound**
 - Reach out to **inactive persons**

Recommendations: That the Senior Minister oversee an evaluation of current congregational care practices and ensure that CUMC's Congregational Care Ministry is comprehensive.

- **Invite and engage newcomers**
 - **Invite neighbors** to special worship services (e.g. Christmas, Easter) and programs (e.g. Sunday morning forum on community issues)
 - Develop programs to **engage new members** (e.g. sponsors, mentors, small group ministries)

Recommendations: That the Evangelism/Welcoming committee be assigned the responsibility for developing systematic ways to invite and engage newcomers.

- **Develop and Expand Lay Leadership**
 - Engage current church leaders in **identifying potential future leaders**
 - **Connect volunteers** to leadership positions that best fit their gifts
 - **Equip and empower the laity** to do ministries that best fit their gifts (e.g. provide training and resources)

Recommendations: That the Administrative Board actively recommends potential church leaders to the Nominations/Lay Leadership Committee, and work with that committee to help develop a systematic approach to preparing laity to do ministries that best fit their gifts.

- **Expand Ministries for Children, Youth & Young Adults, and Adults**
 - Offer specific ways for families, youth, and young adults to **increase engagement in the life of the church** (small group ministries etc.)
 - Provide **community building and faith formation** opportunities across all ages and constituencies

Recommendations: That the Leadership Team evaluate current programs and expand or develop new programs as warranted.

- **Improve Organization and Communication Across All Ministries**
 - Align all ministries with new **mission, vision & purpose** statements
 - Develop a **comprehensive organizational chart** for lay leadership & staff that includes positions, reporting lines, responsibilities by ministry areas
 - Develop a **communication ministry** that coordinates our publicity, website, social media, advertising and marketing, new logo, etc.

Recommendations:

- 1) That the Strategic Planning Committee be assigned the task of developing a comprehensive organizational chart for lay leadership and staff, identifying positions, reporting lines, and responsibilities.
- 2) That the Administrative Board create a new standing committee to develop and implement a **communication ministry**. The chairperson would be a member of the Administrative Board.

- **Improve and Maximize Technology**
 - Form a **“Tech Team” of volunteers** to plan, manage, and implement a program to increase our digital presence in social media
 - **Upgrade all campus technology** (e.g. upgrade website)

Recommendations: That the Trustees create and oversee the work of a “Tech Team” as a subcommittee of the Trustees.

Background

1. Adopted a plan for managing Strategic Planning:



2. Reviewed prior planning documents and identified priorities that were still relevant
3. Sought input from staff and leaders
4. Formulated the following Vision, Purpose, and Mission statements, approved by the 2016 Church Conference on October 29, 2016.

Vision, Purpose, Mission

Vision Statement

Our Vision is to be a joyful community that generously shares Christ's light and love.

Purpose Statement

Our Purpose is to help people become deeply committed Christians who love and serve our neighbors.

Mission Statement

Our Mission is to **worship** joyfully, grow and share our **faith**, invest in **families**, enjoy **community**, and serve our **neighbors** near and far through the development of servant leaders.

Worship! Faith! Families! Community! Neighbors!

5. Prepared a Survey for collecting information from the congregation, distributed October 2016. Survey characteristics:
 - a. 5-point Likert-type rating scale
 - b. Two categories to rate content of each question:
 - i. Should be a priority
 - ii. How well we are doing in that area
6. Analyzed survey information:
 - a. 119 surveys were returned, and 117 were scorable, yielding approximately 4900 discrete ratings
 - b. Calculated percentage frequencies of responses rated as low, moderate, or strong
 - c. Derived an emphasis value of the discrepancies between how important an area was rated and its corresponding rating for how well we are doing
 - d. Identified questions with the most discrepant pairs of ratings, i.e. the responses rated the highest priority but rated lowest in comparison for how well we are doing in meeting those priorities; this resulted in the list of goals in the current Motion