

Central United Methodist Church Strategic Plan 2011 Update

Draft Updated March 15, 2011

Strategic Initiative 1 Reduce debt and strengthen our financial position

Action Steps	Purpose	Timeline	Responsible Party
Complete the Count Me In Capital Campaign for debt reduction	The goal of three year campaign is to reduce church debt from \$7 million to \$3.5 million or less.	Spring 2011	Sr. Pastor and Administrator
Enhance Planned Giving Program	Central has approximately \$500,000 in endowment funds. We would like to grow these funds to perpetually provide for ministries and maintenance through planned giving.	Fall 2011	Administrator and Board of Trustees

Strategic Initiative 2 Develop and implement plans to reach the un-churched through initiatives determined to be appropriate for our church.

Action Steps	Purpose	Timeline	Responsible Party
Appoint a task force to consider additional worship services and/or launching a satellite campus with the aim of reaching unchurched persons by establishing a plan and timeframe for action	Although the attendance in our traditional services has been waning, the contemporary services has often hit the 80% of capacity mark indicating a need to explore expansion of worship offerings. Additional worship option at another location should be considered with thought toward reaching socio-economic and demographic areas that we do not reach at our present location.	Fall 2011	Pastors and Council of Ministries
Implement ministry of immediate follow-up with visitors, including personal visits, phone call, and gift	It is vital that we seek to engage people as quickly as possible into the life of the church when they have taken steps to connect with Central.	Spring 2012	Pastors, Dir. of Lay Mobilization, and Council of Ministries

Strategic Initiative 3 Develop a matrix of Christian discipleship that moves people from exploring Christ to leading a Christ-centered life

Action Steps	Purpose	Timeline	Responsible Party
Create a visual pathway to Christian growth and maturity that provides milestones along the journey for various spiritual disciplines.	The Reveal survey indicated many in our church struggle with seeing a pathway from exploring Christ to leading a Christ-centered life. We propose to develop a visual chart of what this might look like to provide suggestions for Christian growth.	Fall 2011	Executive Team
Emphasize use of the Holy Healthy Initiative as a means of caring for one's body as the temple of the Holy Spirit.	The Arkansas Conference has placed an emphasis on holistic health (physical, mental, spiritual, and social). This initiative would draw more attention in the congregation to available resources.	Spring 2012	Council of Ministries

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Strategic Initiative 4 Enhance contemporary and traditional worship services

Action Steps	Purpose	Timeline	Responsible Party
Review need for full-time Director of Contemporary Worship	The time demands on the Dir. of Contemporary Worship are very high and could grow even more if an additional service or church start is added to existing duties.	Spring 2011	Sr. Pastor & Staff Parish Relations Committee
Install equipment needed to allow multi-media for services in the Sanctuary.	The ability to enhance sermons, weddings, funerals, and performances with images, video and text will strengthen communication to the congregation while improving the appeal of the traditional elements of this service to a younger audience.	Summer & Fall 2011	Board of Trustees and Administrator
Replace Sanctuary & CAC soundboards	The current sound boards are analog and we would recommend upgrading to digital boards. Analag technology is out-of-date and digital boards will allow us greater ability to utilize presets versus the existing boards.	Spring 2012	Board of Trustees

Strategic Initiative 5 Expand our involvement in local and global missions

Action Steps	Purpose	Timeline	Responsible Party
Provide funding to assist with development of school complex and water wells in Uganda.	This project has been adopted as the missions focus for Central UMC for 2011 and potentially for the next several years. It will result in construction of a school, dormitory, and auxilliary facilities along with provision for water wells to provide clean water.	Spring 2011 - 2012	Dir. of Missions/Lay Mobilization and Council of Ministries
Expand Beyond Our Walls to quarterly opportunities	Beyond Our Walls was started in 2010 as a way to engage church members in ministry to the community. It is anticipated to grow to twice per year in 2011 with hopes to grow to quarterly beyond that. Work is done on Saturday mornings.	Fall 2011	Dir. Of Missions/Lay Mobilization and Council of Ministries
Explore strategically working with area UM churches to share resources	As a large UMC, we feel a sense of responsibility to assist our sister churches in any way possible to strengthen their ministries to the community.	Spring 2012	Pastors and Council of Ministries

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Strategic Initiative 6	Provide for efficient allocation and use of our facilities
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Action Steps	Purpose	Timeline	Responsible Party
Create organ mobility for use at concerts and special events in the Sanctuary	Currently, the organ cannot move from its present location. It is proposed to consider adding a longer cable so that the organ can be moved elsewhere in the chancel area for concerts and special events, but not for worship services.	Spring 2012	Board of Trustees and Director of Traditional Music & Worship
Develop campus Security Plan (ie. Security cameras, intruder intervention systems, staff/laity training)	Church security is of vital importance. Many steps have already been taken, but we need to finish the job by installing more cameras, providing training for church events and ensuring our children are secure.	Summer 2012	Board of Trustees and Administrator
Initiate Campus Sustainability Program	In an effort to promote energy efficiency and a more "green" environment, we will review and implement all ways that the church can practically participate in this initiative.	Summer & Fall 2012	Administrator and Board of Trustees
Install handicap accessible touch pads at various building entrances where possible	In an effort to make our facilities as accessible as possible, installing touch pads would provide assistance in opening doors for those that are not easily able to do so.	Spring-Summer 2013	Administrator, Board of Trustees, and Facilities Manager
Review options for addressing handicap accessibility for Education Building, Sanctuary choir room and chancel area	We have children and adults who are restricted from participating in various ministries due to having no means of accessing the choir room or second floor of the Education Building.	Fall 2013	Administrator, Board of Trustees & Facilities Manager
Initiate planning for conversion of the Education Building to Children's Ministries space	We have a number of large pre-school classes filtering up over the next few years and don't anticipate having adequate children's ministry space the way we are currently aligned. The Ed. Building can handle children K-5th with room to grow.	Fall 2013- Summer 2014	Administrator, Board of Trustees, and Sr. Pastor
Intiate capital campaign for renovation of Ed. Building and Wesley Building second floor	It is anticipated that a short-term, possibly 12-18 month campaign would provide funding for the necessary renovations.	Summer 2014	Sr. Pastor and Administrator
Renovation of Ed. Building for utilization as Children's Ministries area for kindergarten through fifth grade and renovation of second floor Wesley for adult classrooms	Currently K-5th grade children are in three buildings. This move would allow all children to be in one facility, which will improve safety and provide room for future growth.	Spring-Summer 2014	Administrator and Board of Trustees
Study possibility of consolidating staff office space	Currently church staff are in multiple buildings across the campus. Possibly constructing a two-story office building at the corner of Lafayette & St. Charles would allow all staff to be more centralized.	Fall 2015	Sr. Pastor/Administrator/Board of Trustees

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Strategic Initiative 7 Implement Technology to enhance our ministries

Action Steps	Purpose	Timeline	Responsible Party
Develop app for iPhone and Android phones and improved mobile optimization of Central's website on smartphones.	iPhone and Android use have a growing percentage of the smartphone market. It is projected by 2015 that there will be one smartphone per capita in use in the U.S. They are quickly becoming one of the primary communications tools in our culture.	Spring 2011	Administrator & Dir. of Communications
Consider Technology and Communications Department re-structure and review need for additional staffing	Technology and Communications include many diverse areas and we must ensure that our staff alignment and staff expertise can handle the demands in these areas and provide necessary support.	Summer 2011	Sr. Pastor, Administrator, & Staff-Parish Relations Committee
Promote and enhance use of social media	There are currently over 500 million Facebook users and 100 million Twitter users. These tools provide a new and important outlet for our church to connect and communicate.	Summer 2011	Administrator & Dir. of Communications
Install closed circuit TV in north entry of CAC	There are two CCTVs in the south entry of the CAC. Installing one at the north entrance would provide an opportunity to connect with people when they first enter from the parking lot or deck.	Fall 2011	Board of Trustees
Install built in projectors and screens in first floor Wesley classrooms and CAC classrooms	The SMB and third floor Wesley have great technology in place to help with teaching. Upgrading the remainder of Wesley and the CAC rooms will put all rooms on the same par.	Spring 2012	Administrator, Board of Trustees, and Dir. of Technology Ministries
Seek to utilize more video in announcements for contemporary worship services.	Currently announcements are done orally. This would provide a new and creative way to communicate and potentially be more concise to save time.	Spring 2012	Dir. of Technology Ministries & Dir. of Contemporary Worship
Develop plan to live stream worship services on the Internet	We propose to use live streaming to connect with people who are homebound, ill, traveling, and with those who desire to test a relationship with Central before coming.	Summer 2012	Administrator & Dir. of Technology Ministries
Develop options for simulcast on campus for overflow events in conjunction with a cry room for parents of young children.	There have been some events and worship services that have stretched our capacity. Having the ability to simulcast for overflow events would help to serve those who otherwise might leave or be unable to participate.	Summer 2012	Dir. of Technology Ministries
Install Wi-Fi in Wesley Building, Ed. Bldg., & CAC	We have had a number of parishioners ask for this feature in the CAC and Wesley Buildings for use. It would be done primarily as a complimentary feature but could also be used for teaching purposes.	Winter 2012	Administrator & Dir. of Technology Ministries

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Strategic Initiative 8 Effectively reach and cultivate ministry to all age/demographic groups

Action Steps	Purpose	Timeline	Responsible Party
Create task forces to review and determine how to more effectively minister to and reach young adults	Most church across America are struggling to effectively minister to young adults (20-35 years old). If we do not reverse this trend, there is fear of a generational gap in the future life of the church.	Summer & Fall 2011	Sr. Pastor and Council of Ministries
Review and make a determination on the future of University Ministries	As a church we need to determine how much in resources and focus we would like to place on University ministries and then implement a long-term and committed plan around that focus level. National statistics indicate that 2/3 of young people already in church leave the church in their early 20s.	Summer 2011	Dir. of Student Ministries and Council of Ministries
Review Univ. Ministries staffing strategy and possible partnership options	A determination on staffing will be driven by a recommendation from the task force on Univ. ministries.	Summer 2011	Council of Ministries and Dir. of Student Ministries
Implement Annual Planning Retreat for Program Staff	Periodically program staff have met together for retreats and team building, but not on a regular basis. It is believed that having a 1-2 day retreat will provide chances to develop leadership, planning, and team work.	Summer 2011	Sr. Pastor & Administrator
Review staffing/structure for vibrant ministry to single adults, young adults, older adults and those who need regular in-home visitation	We currently lack any focused ministry on young adults and older adults and are not doing home visitation at the desired level. All of these areas are vital to ensuring our church is in ministry to these important demographic groups at Central.	Fall 2011	Sr. Pastor & Staff Parish Relations Committee
Explore and implement ministries for marriage preparation and enrichment	We currently provide pre-marital counseling and some small group marriage enrichment but in a world that increasingly challenges the value of marriage, the church must be a beacon of hope for healthy families and committed marriages between one man and one woman.	Fall 2011	Director of Counseling Ministries
Intentionally incorporate more young adults into church leadership positions and promote an atmosphere that welcomes change that serves our mission and vision	Seemingly, we have developed a pattern of asking many of the same people to serve and have not incorporated young adults effectively into church leadership. The Committee on Lay Leadership will be asked to intentionally seek out young adults.	Fall 2011-Ongoing	Sr. Pastor & Committee on Lay Leadership
Develop email based prayer request ministry to be monitored by a prayer team	We currently offer the prayer hotline via phone, but would like to begin offering online prayer requests.	Spring 2012	Sr. Pastor & Pastor of Outreach Ministries
Implement Annual Staff/Lay Leadership Planning Retreat	It is believed that having an annual one day planning time that involves both Central staff and lay leadership will provide improved planning and continuity among all Central ministries.	Spring 2012	Sr. Pastor & Lay Leaders