

**STRATEGIC PLAN**  
Council Report

A decorative graphic consisting of several parallel white lines of varying thicknesses, slanted diagonally from the bottom-left towards the top-right, located on the right side of the page.

- ▶ **Preliminary Findings**
- ▶ **Methodology**
- ▶ **Final Plan**
  - ▶ **Vision**
  - ▶ **Mission**
  - ▶ **Values**
  - ▶ **3 Areas of Priority**

# **COUNCIL REPORT**

- ▶ Methodism has lost membership every year since 1964
- ▶ 60<sup>th</sup> Anniversary Provides Opportunity to Re-Launch
- ▶ Big Tent provides dozens of satellite groups, but lack of cohesion with Church
- ▶ Only 40% give to church and 365 give > \$100 monthly

## PRELIMINARY FINDINGS

- ▶ Meetings of Joel Committee: 5/7-6/4
- ▶ Vision, Mission and Values
- ▶ Strengths, Weaknesses, Opportunities and Challenges
- ▶ Gap Analysis
- ▶ Goal Setting Session

## METHODOLOGY

▶ **Courageously living & sharing God's unconditional love every day, with everyone, everywhere.**

**VISION**

▶ Transforming lives by sharing God's love and serving others.

MISSION

▶ Joyous, risk-taking,  
welcoming, generous and  
faithful.

VALUES

- ▶ **Relationship Building**
- ▶ **Modern Communications**
- ▶ **Financial and Stewardship**

**THREE AREAS OF PRIORITY - GOALS**





- ▶ Develop a twice annual relationship building congregation wide activity of service in 2016
- ▶ Increase small group participation 25% by 2017
  - ▶ Develop leadership training for small group growth
  - ▶ Inventory existing small group programs and identify new opportunities
  - ▶ Establish guidelines to improve small group experience

## RELATIONSHIP BUILDING

- ▶ Hire communications professional by Sept 4, 2015
- ▶ Audit communications platform in 2015 to assess modernization needs
- ▶ Establish social media and mobile program to increase “followers” across all media channels 50% by 2017
- ▶ Develop multi-generational task force to collaborate with communications director regarding modernization effort

## MODERN COMMUNICATION

- ▶ 100% member participation in giving time, talents and resources
- ▶ Develop annual communications plan about 100% participation opportunities and outcomes
- ▶ Raise awareness of financial requirements needed to meet Church mission

## FINANCIAL AND STEWARDSHIP