



HUDSON &
ASSOCIATES
CONSULTING

**Chapel Hill United Methodist Church
(CHUMCH)**



**Strategic Plan Document
2011 - 2015**

Adopted by Chapel Hill United Methodist Church Council October, 2010

Prepared by the Chapel Hill UMC Strategic Planning Committee
at the direction of the Church Council

"Where there is no vision, the people perish."
Proverbs 29:18

Chapel Hill United Methodist Church Strategic Plan Document

I. Background:

Chapel Hill United Methodist Church (CHUMCH) retained Hudson and Associates Consulting (Consultants) in January, 2010, to assist its Strategic Planning Committee with the creation of a five (5) year strategic plan. Members of the Committee, Staff and Congregation met with the Consultant in a day and a half session on March 26th & 27th to create core values, purpose and mission statements, to assess the strengths, weaknesses, opportunities and threats to the organization, and to determine possible church-wide goals. A follow up session on May 22nd was conducted to review the results of a church-wide survey, to review the results of the NCD process, and to finalize the goals and action items for the plan. The Committee met frequently to review the progress of the plan and hear updates from the task forces working on specific objectives to accomplish the goals in the plan. (See Diagrams 1 and 2 for the overall Strategic Planning Process used.)

II. Core Values:

The working group identified the following six core values as those that will serve as the fundamental, ethical, moral and spiritual beliefs of the congregation. They serve to govern, provide direction in making strategic and operational decisions, and serve to represent the culture while bonding and unifying the church in pursuit of its purpose.

- **Mission – To bring the presence of Christ to those in need**
- **Discipleship – To develop and nurture a vibrant relationship with Jesus Christ**
- **Bible-based – To rely upon the divinely inspired word of God as our foundation**
- **Service – To offer our gifts in a variety of service to the benefit of others**
- **Hospitality/Fellowship – To be a conduit for the warm love of Christ to any and all among us**
- **Music/Worship – To allow the Holy Spirit to guide us in knowing, glorifying and loving God: Father, Son and Holy Ghost**

III. Purpose:

The Purpose is a statement of the fundamental reason the church exists; its ultimate reason for being. It evolves out of the core values, and is something you will continuously work toward, but may never fully achieve. It may also be the short “marketing blurb” that is used for promotional purposes outside the church, in evangelism, etc.

Chapel Hill’s Purpose Statement:

To grow Christ’s kingdom on earth.

IV. Mission:

The Mission is a clear and compelling major accomplishment that serves as the focal point of all the resources and efforts of the organization. It should be big, demanding, bold; even audacious. A Mission should usually have the timeline of 5+ years in the future.

Chapel Hill’s Mission Statement:

“To double our ministries both locally and globally over the next 5 years.”

V. SWOT Analysis:

A SWOT analysis is a diagnostic process by which internal and external information is gathered and used to create an understanding of the conditions surrounding the church. It provides a backdrop against which the church can formulate goals, objectives and strategies to achieve the Mission. The following are the results of the SWOT completed by the working group:

Strengths	Weaknesses
<ul style="list-style-type: none"> ▪ Committed congregation ▪ Good financial condition ▪ Good facility ▪ Church leadership ▪ Mature Christians ▪ Balanced budget ▪ Prayer warriors ▪ The desire to do good ▪ What good is – the belief in Jesus Christ ▪ Our staff ▪ People with strong faith and talents ▪ Good programs in place ▪ Bible study ▪ Sunday school ▪ Music programs ▪ Fellowship ▪ Missions ▪ Youth programs ▪ Children’s program ▪ Location – busy street ▪ Engaged members using spiritual gifts ▪ Critical mass; enough people to carry out programs ▪ Master teachers ▪ Passionate worship ▪ Food service ▪ Friendly congregation ▪ Traditional worship/ a variety of worship ▪ Community outreach ▪ UMW – garage sale ▪ Organist/Choir director ▪ Personal growth 	<ul style="list-style-type: none"> ▪ Non-believers ▪ Younger members ▪ Inward focus ▪ Pastoral overload ▪ Aging congregation/ too few children and youth ▪ Lack of diversity ▪ Need a blended service ▪ Do not grow the church by adapting to the world ▪ Lack of security ▪ Risking change – not willing ▪ Communication ▪ Need stronger volunteer programs ▪ Singles ministry ▪ Attracting young adults ▪ Identifying visitors ▪ Technology interfering with worship ▪ Too careful with “political correctness” ▪ What are the absolutes of Christianity? ▪ Loosing members with school aged children ▪ Market awareness ▪ Room for more SS classes ▪ Prayer groups – at church, in homes ▪ Why do we stop some programming in the summer? ▪ Visitation of shut-ins and the ill ▪ Salvation message ▪ Low attendance ▪ Facility functional obsolescence ▪ Evangelism ▪ A/V and web-based equipment & programs ▪ Not getting everyone to offer their gifts ▪ Music diversity ▪ Member demographics/location



Opportunities	Threats
<ul style="list-style-type: none">▪ Additional staff▪ Expanded community /neighborhood outreach▪ Expand missions to diverse communities▪ Grow stronger youth presence▪ Grow stronger young adult ministries▪ Stewardship▪ Growing percentage of un-churched in the community▪ People looking for the “things of God” these days▪ New church starts▪ Evangelism▪ Talents▪ To demonstrate to the world the true joy of complete trust in Jesus Christ▪ Skyline/Food Bank/Circle of Care▪ Connecting to more schools and kids▪ Stonegate Elementary▪ Whiz kids/Project Transformation▪ Classes to assist congregation in parenting and financial planning▪ Geographic location allows broad access to many people▪ Mega churches▪ Chapel Hill Live▪ Retirement homes	<ul style="list-style-type: none">▪ Moral decay of society▪ False teaching, misunderstanding or God’s truths▪ Mega churches▪ Economy▪ Avoid “institutionalism” within the church▪ Implementation of goals▪ Market changes – identify right needs▪ Not located in “growth” area▪ Landlocked▪ Security▪ From within: the danger is adapting to the world▪ Clash of diverse groups▪ Failure of congregation to actively help grow the church▪ Apathy of members▪ Negative view of other Christians (judgmental)▪ Migration of membership to mega churches located closer to their homes▪ UM Conference▪ Pop culture influences▪ Membership demographics/location

The SWOT analysis topics were then prioritized by the group, and the following were the items identified by the group as the most significant to consider in the development of the Goals:

<p style="text-align: center;">Strengths:</p> <ul style="list-style-type: none"> • Good financial condition • Church leadership • Staff • Bible study • missions 	<p style="text-align: center;">Weaknesses:</p> <ul style="list-style-type: none"> • youth program growth • attracting/keeping young adults and new members • inward focus • identify visitors • stronger volunteer programs
<p style="text-align: center;">Opportunities:</p> <ul style="list-style-type: none"> • expanded community outreach; local/neighborhood • evangelism • grow strong young adult ministries • geographic accessibility 	<p style="text-align: center;">Threats:</p> <ul style="list-style-type: none"> • false teaching • not located in growth area • security • moral decline of society

VI. Completing the Plan:

Goals: Goals are broadly defined accomplishments, conditions, or results to be achieved in order for the church to accomplish its mission. They should bring into focus the most important areas of concentration, and serve to close the gap between the current state and the future state. They are broad and impact the church at many levels.

During the first working session, the group began working on determining Goals for the life of the plan (5 years). A number of broad concepts/topics were suggested based on the discussion and SWOT. The following were the items that were prioritized, along with some individuals who indicated an interest in working on them:

- **Young Adult Programs/Ministries:** Marsha Rame, Phil Busey, Cathy Busey
- **Community/Missions:** Marc Fleischer
- **Worship:** Mike Harris, Angie Berryman, Gale Bollinger, Angie Clarkson, Men and Miriam Conrady, Rhonda Williston, Marsha Rame,
- **Spiritual Development:**
- **New Church Starts:** Phil and Cathy Busey, Paula Kelcy; Randy Compton
- **Youth:**
- **Children:** Amy Albro, Jennifer Fleischer, Brandi Elwood
- **Neighborhood:** Amy Albro
- **Generational Focus:** Audell Hughes, Fran Patton, Karen Stumpe
- **Facilities:** Bob Bunce, Gary Patton
- **Bible Studies:**
- **People:**

Final Goals:

During the second working session, the group finalized the overall plan goal categories as follows, and the following individuals agreed to work on those task forces:

- **Facilities:**
 - Ross Plourde/Randy Rush, Chairs
 - Kathy Pierson
 - Jennie Penner
 - Amy Albro
 - Bob Bunce



- Gary Patton
- Terryl Zerby
- **Worship/Music:**
 - Robert Rose/Mike John, chairs
 - Paula Kelcy
 - Holly McCray
 - Bana Roberts
 - Angie Clarkson
 - Rhonda Williston
 - Toby Walker
 - Angie Berryman
 - Ellen Jackson
 - Audell Hughes
 - Nancy Moore
 - Barbara Perry
 - Mike Harris
 - Ben Conrady
 - Miriam Conrady
- **Hospitality:**
 - Gale Bollinger/Dawn Taylor, chairs
 - Sandy Lichliter
 - Thelma Christina
 - Reba John
 - Ric Pierson
 - Fran Patton
 - Karen Stumpe
 - Marsha Ramee
 - Robert Rose
- **Local Outreach**
 - Paul Koenig/Valerie Jones-Steele, chairs
 - Ric Penner
 - Chad Detwiler
 - Morgan Green
 - Nancy VanAntwerp
 - Michelle Pitt
 - Marc Fleischer



Objectives: Objectives are specific, measurable, time bound results that will lead to the accomplishment of a goal. They should include quantifiable terms (e.g. dollars, percentages, ratios, etc.). Remember, objectives state the desired result. The 4 Goals with supporting Objectives and Action Items are contained in the associated spreadsheet document.

Action Items: Action items are the process steps to implement your objectives. They assign specific tasks to individuals or groups and state the date on which these tasks must be completed. They set up logical steps for completion of the objectives, include milestones or benchmarks for tracking purposes, and should be sequenced. They should also be compatible with other action items and objectives.

Implementation: The Strategic Plan was approved by the Church Council on October 19th. Some progress will occur throughout the fall, but 2011 is officially the first year of the plan. All of the mechanisms should be in place by January 1st to proceed with its full implementation. While the Strategic Planning Committee will oversee its development, the following committees and staff persons will be responsible for initiating and completing the strategies and action items for each goal:

- Worship/Music – Nurture Ministry/Robert Rose
- Hospitality – Witness Ministry/Stephen Hale
- Local Outreach – Outreach Ministry/Valerie Jones-Steele
- Facilities – Board of Trustees/Randy Rush

Diagram I

CHUMCH STRATEGIC PLANNING PROCESS

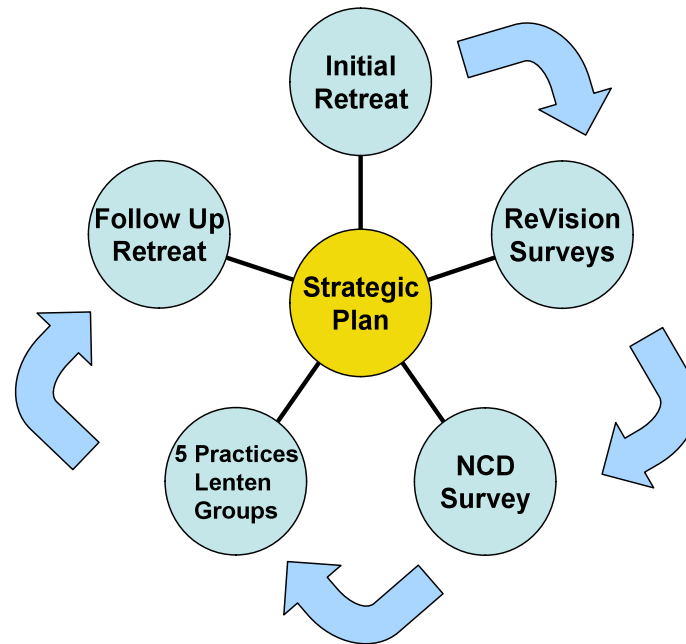
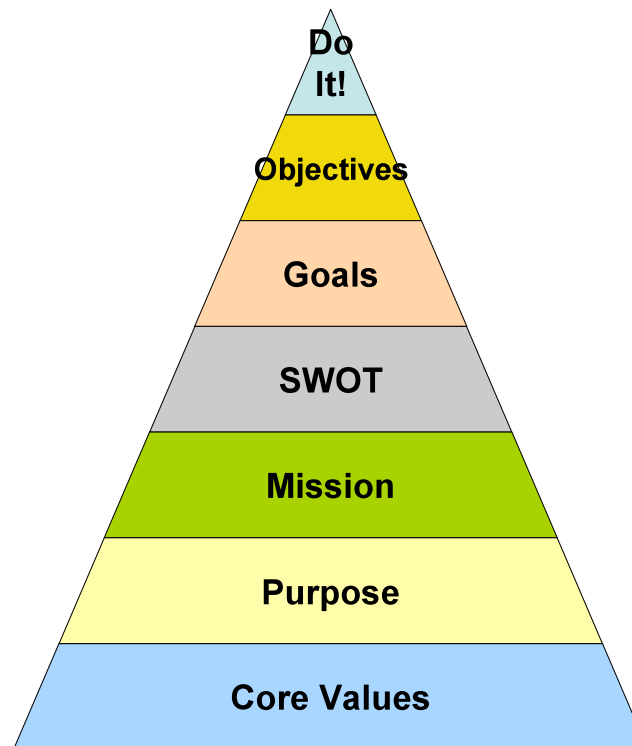


Diagram II

Strategic Plan Elements



WORSHIP/MUSIC

This goal category is critically important to the overall success of the Strategic Plan. Inspiring Worship Service received the lowest score by far in the Natural Church Development survey, which rated eight characteristics of our church. The following components of this category all received scores lower than average: Relevance of Message, Anticipation for Worship, Personal Transformation in Worship, and Visitor Friendly Church. The plan seeks to significantly improve this “minimum” factor.

Performance Goal #1: Worship

MEASURABLE GOALS:

- **Double** regular worship attendance
- **Double** youth and adult confessions of faith
- **Double** NCD index score for "inspiring worship"
- **Double** church and community involvement, beyond regular worship and Sunday School attendance

OBJECTIVES

- 1.1 - Worship that facilitates personal transformation (from NCD Guidelines)
- 1.2 - Visitor friendly church (from NCD Guidelines)
- 1.3 - Anticipation of worship (from NCD Guidelines)
- 1.4 - Message that is relevant to the needs of the congregation and the community (from NCD Guidelines)
- 1.5 - Identify and retain **Paid Worship Leader** for sanctuary worship services (**TO BE DETERMINED**)
- 1.6 - Periodic review of worship formats, using various means of congregation feedback

Objectives	Strategies/Action Items	Target Date	Responsibility (Individual or Committee)	Coordinating Staff / Committees
<p>1.1, 1.2, & 1.3 - Indicators of "Inspiring Worship," per NCD Guidelines: (1) Personal Transformation, (2) Visitor Friendly Church, (3) Anticipation of Worship</p> <p>Evolution of sanctuary worship services. 11:00 service will remain in a traditional format. 8:30 service will become a more "blended" service in incremental stages.</p>				
	<p>1.1/1.2/1.3.a - Worship Design Team(s) in place - programming development for both sanctuary services</p>	<p>08/30/2010</p>	<p>Worship Design Team Chairperson(s)</p>	<p>Hospitality, Outreach, Ushers/Greeters, CHUMC Staff</p>

Performance Goal #1: Worship				
	1.1/1.2/1.3.b - Publish intention of the "doughnut" (newsletter, Sunday Connection, verbal announcement)	09/05/2010 through 09/18/2010	Worship Design Team(s), CHUMC Staff	
	1.1/1.2/1.3.c - Standardized Worship Changes (doughnut) - includes opening and closing Worship components and further discussion of sermon guides, etc. using both projection and paper.	09/15/2010	Worship Design Team	Music, Ushers/Greeters, A/V
	1.1/1.2/1.3.d - Standardized Worship Changes (implementation) - changes will be incremental throughout the fall, but this date relates to lighting changes and closing sanctuary doors.	09/26/2010	Worship Design Team, Senior Pastor	Music, Ushers/Greeters, A/V, CHUMC Staff
	1.1/1.2/1.3.e - Blended Worship (Design) - includes exploration of new musical forms; revised Order of Worship; coordination with hospitality and sermon design committees.	09/15/2010 through 12/15/2010	Worship Design Team	Music, Ushers/Greeters, A/V, CHUMC Staff
	1.1/1.2/1.3.f - Worship Design Committee - supported through church nominating process	01/01/2011	Senior Pastor, Lay Leadership Committee	
	1.1/1.2/1.3.g - Begin work with NCD coach, related specifically to "inspiring worship"	01/11/2011	Worship Design Teams, Senior Pastor	CHUMC Staff, A/V, Sermon Design Committee
	1.1/1.2/1.3.h - Blended Worship (Implementation)	01/15/2011	Worship Design Team	CHUMC Staff, Music, A/V, Sermon Design Committee
	1.1/1.2/1.3.i - Repeat Worship Survey (both sanctuary services)	01/15/2011 & 07/15/2011	Worship Design Team, CHUMC Staff	
	1.1/1.2/1.3.j - Repeat Worship Survey (both sanctuary services)	(Bi-annually)	Worship Design Team, CHUMC Staff	

Performance Goal #1: Worship

1.4 - Fourth Indicator of "Inspiring Worship," per NCD Guidelines: Relevance of the Message
Create a functioning Sermon Design Team that provides feedback and assists in crafting the weekly message. The message may or may not be consistent between sanctuary services.

	1.4.a - Sermon Design Team (named)	09/15/2010	Worship Task Force, Senior Pastor	
	1.4.b - Sermon Design Team (functioning) - coordinating with Robert on weekly (?) basis and possibly collaborating on sermon/scripture notes and projected presentation.	10/01/2010	Senior Pastor, Sermon Design Team Chairperson(s) to be named later	
	1.4.c - Sermon Design Committee - supported through church nominating process	01/01/2011	Senior Pastor, Lay Leadership Committee	Lay Leadership Committee

1.5 - Determine whether to retain a Paid Worship Leader for sanctuary worship services.

	1.5.a - Determine whether to pursue a paid Worship Leader (both sanctuary services)	09/01/2011	Worship Design Team	Robert, Ellen, Randy, SPRC
	1.5.b - Present proposal to SPRC / Finance re: paid Worship Leader	10/15/2011	Worship Design Team	Robert, SPRC, Finance
	1.5.c - Advertise and conduct search for paid Worship Leader	11/01/2011 through ???	SPRC	Senior Pastor, Music
	1.5.d - Paid Worship Leader joins CHUMC staff	05/01/2012	TBD	TBD

Performance Goal #1: Worship				
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1.6 - Periodic review of worship formats, using various means of congregation feedback				
	1.6.a - Extended Worship Survey (online or expanded survey)	05/01/2012	Worship Design Team, CHUMC Staff	
	1.6.b - Repeat NCD survey and church-wide online survey to check progress	05/01/2012	Stategic Planning Committee, Senior Pastor	
	1.6.c - Repeat NCD survey and church-wide online survey to check progress	05/01/2014	Stategic Planning Committee, Senior Pastor	
	1.6.d - Repeat NCD survey and church-wide online survey to check progress	12/01/2015	Stategic Planning Committee, Senior Pastor	

HOSPITALITY

God is the host, and we experience His gracious hospitality. As recipients of God's hospitality, we also must act as hosts as we welcome the stranger among us. (See Luke 24)

We, as a committee, feel God's love and presence in our church is already working in so many wonderful ways to welcome others, as well as in our own Congregation. We will not discuss successful existing Hospitality practices, only new ideas as we strive to go the extra mile toward Radical Hospitality. We have made great strides in our church to become friendlier and more connecting. Many good ideas have been started in recent years, but not continued. Some of them are discussed below. It is our wish that in implementing this five-year plan, care is given to keep good programs alive.

This section contains a myriad of recommendations under the major headings of **INVITATION, WELCOME, FOLLOW UP, ASSIMILATION, AND CONTINUING CARE.** After adopting and practicing these concepts, our future vision is as follows:

Chapel Hill has grown into the Spiritual home for our neighborhoods, as well as other friends and guests. In this church, we simply feel God's love and presence through His gracious hospitality.

We are known as our "Neighborhood Methodist Church" which in turn has helped strengthen our families and schools. We are a haven for spiritual growth in these neighborhoods. These friendships and witnesses of faith have developed through, more home small group Bible studies, Shepherding programs, Parish Group programs, and family mentoring programs. We have strong committees to communicate what we are. We do simple things such as having lunch together after church at a local restaurant, and yet we challenge bold Missions. We have a large strong Steven Ministry for those in need, but one cannot enter the church without feeling the life of our children. New church members are fully welcomed into the congregation through classes and new friendships. They are immediately expected to serve. All church members have become aware of their Spiritual Gifts, and are plugged in. All are expected to serve on a committee or in other ways. Members feel that they have ownership in the church. And, we simply have come to know that we are there for one another.

As we drive Hefner Road, even late at night, long after the church lights are off, our stained glass is still lit every night reminding us of God's presence among us. Our gardens outside are warm and inviting. When the church door is open, someone is there to greet and direct us.

We do not strive to be a fancy new mega church, simply an active, vibrant, "well done" church for our neighborhoods.

Performance Goal #2: Hospitality					
Objectives	Strategies	Target Date	Action Items	Status	Responsibility (Individual or Committee)
Invitation					
2.1 To attract the newcomer to Chapel Hill UMC by <u>invitation</u>.		Ongoing: Jan.2011 - Dec. 2015			
	2.1.a. Seek families and individuals who have yet to find a church home who are new to the area.	Ongoing: Jan.2011 - Dec. 2015	Send letters to new residents moving into the community within a 10 mi. radius of Chapel Hill UMC.		Hospitality volunteer/designated team member.
	2.1.b. Make available various venues and services to attract the newcomer.	Ongoing: Jan.2011 - Dec. 2015	Recruit for more home Bible studies, community and arts oriented programs, i.e., Health Fair and Veteran's Service, etc. Invite other churches to the Veteran's, establishing Chapel Hill UMC as the "owner" of this service. Build on these programs, adding one or two per year, i.e., Easter and Christmas. Use door to door and newspaper advertising.		Hospitality volunteer/designated team member.

Performance Goal #2: Hospitality					
Objectives	Strategies	Target Date	Action Items	Status	Responsibility (Individual or Committee)
	2.1.c. Strengthen Witness Committee.	Ongoing: Jan.2011 - Dec. 2015	Search for new people, outside the regular congregation, to share their faith story. Incorporate faith sharing as a regular part of worship services.		Hospitality volunteer/designated team member.
	2.1.d. Canvas neighborhoods, both new and familiar, branding Chapel Hill UMC to be known as their "Neighborhood Methodist Church."	Ongoing: Jan.2011 - Dec. 2015	Publish articles about Chapel Hill UMC on the neighborhood/homeowner's association web page, perhaps highlighting members within the association. Work with HOA chair to build this project and use door to door advertising and Parish to implement.		Hospitality volunteer/designated team member.
	2.1.e. Fellowship with visitors after worship services.	Ongoing: Jan.2011 - Dec. 2015	Co-op with a nearby restaurant to establish small group lunches for a "glad to know you" meal for Chapel Hill UMC members and visitors/potential newcomers dining together. Chapel Hill UMC would receive a percentage of every ticket.		Hospitality volunteer/designated officer.

Performance Goal #2: Hospitality					
Objectives	Strategies	Target Date	Action Items	Status	Responsibility (Individual or Committee)
	2.1.f. Public Relations	On an "as needed basis" in conjunction with the Outreach Committee	Support and work with the Outreach Task Force with marketing and public relations. Recruit P.R. professionals from within Chapel Hill UMC to follow through with the strategies of the Outreach team.		Entire Hospitality team.
	2.1.g. Neighborhood Advertising	Annually in May 2011-2015	Create and distribute yard signs throughout neighborhoods. The sign should read: "My Family Attends Chapel Hill United Methodist Church. See you there!"		Entire Hospitality team.

Performance Goal #2: Hospitality

Objectives	Strategies	Target Date	Action Items	Status	Responsibility (Individual or Committee)
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	<p>2.1.h. Revise Chapel Hill UMC web page</p>	<p>January 2011 for initial redesign/update as needed</p>	<p>Revamp the web page to target people who are searching for a church. Review other church web sites which are well done and recruit a professional, within our congregation if possible, for the new web site design. The Hospitality Task Force found 1st UMC downtown to have a well-put-together web design. Chapel Hill UMC information updates are crucial. Church contact information should be @ bottom of every screen. Include brief, personal testimonies, illustrating how Chapel Hill has supported these individuals along their spiritual journey. Use a lot of pictures and less text. Incorporate categories such as "Stephen Ministers," into the web page style. Use a bold headline on the first page and upfront: IN NEED OF PRAYER? CALL (405) 751-0755</p>		<p>Website /Professional Designer from Chapel Hill UMC congregation</p>
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Performance Goal #2: Hospitality					
Objectives	Strategies	Target Date	Action Items	Status	Responsibility (Individual or Committee)
	2.1.i. Target Facebook users.	January 2011 for initial design and update as needed	Develop, input and update a Facebook page.		Recruit young adults from within our own congregation for the information and creative design ad/page.
	2.1.j. Chapel Hill UMC Welcome/Business Cards	Ongoing: Jan.2011 - Dec. 2015	Distribute new and attractive Chapel Hill UMC cards for members to give to potential newcomers. Include "We are a people friendly church," and include contact information.		Hospitality volunteer/designated team member.

Performance Goal #2: Hospitality					
Objectives	Strategies	Target Date	Action Items	Status	Responsibility (Individual or Committee)

Welcome

2.2. To extend a warm welcome in various ways, putting the newcomer at ease , while evoking another visit to Chapel Hill UMC.		Ongoing: 2011 through 2015			
	2.2.a. Incorporate Chapel Hill UMC membership name tags.	January 2011	It is common courtesy for names to be known; produces a friendlier atmosphere. The names of members on the I.D. tag should show in large bold type. The tags should be created, distributed and worn regularly.		Hospitality volunteer/designated team member.
	2.2.b. Newcomer luncheons and gift bags.	Ongoing: Jan.2011 - Dec. 2015	Start monthly newcomer luncheons, to be given in the Great Hall. Also, continue offering gift bags, but filled with coupons and/or invitations to have coffee with any of the ministers on a designated day of each week to discuss spiritual needs of newcomer.		Entire Hospitality Team

Performance Goal #2: Hospitality					
Objectives	Strategies	Target Date	Action Items	Status	Responsibility (Individual or Committee)
	2.2.c. Sunday School Hospitality committees.		Form rotating hospitality teams within each Sunday School class to welcome visitors to the class. This team is designed to look for newcomers and send cards to them thanking them for attending, (the name of the Sunday School class).		The respective Sunday School class and/or its officers.
	2.2.d. Free lunch drawings in Sunday School.	Ongoing: Jan.2011 - Dec. 2015	Sunday School classes will collect names or business cards of newcomers, including their contact info if possible, put them in a container for a drawing for a free lunch gift certificate @ a local restaurant. Do this on a monthly basis.		The respective Sunday School class and/or its officers.
	2.2.e. Provide good things to eat after newcomer's first visit.	Ongoing: Jan.2011 - Dec. 2015	Deliver fresh baked pies or cookies to newcomer's home after their first visit. Also, have a "newcomer's table" in the Great Hall, offering them homemade breads, etc.		Hospitality volunteer/designated team member.
	2.2.f. "Chapel Hill UMC, the People Friendly Church" (branding).	Ongoing: Jan.2011 - Dec. 2015	Incorporate this slogan on everything: bulletins, business cards, signage inside/outside,		Entire Hospitality Team

Performance Goal #2: Hospitality					
Objectives	Strategies	Target Date	Action Items	Status	Responsibility (Individual or Committee)
	2.2.g. Incorporate: <u>LINEUP</u> within the entire congregation.	Ongoing: Jan.2011 - Dec. 2015	Especially for the worship service, train and implement the LINEUP: Look for someone you do not know. Introduce yourself. Never sit alone. Engage in conversation after the service. Use the Great Hall to visit and have newcomer lunches. Practice the 3/10 rule: talk to 3 people you don't know during the first 10 minutes after the service.		Dawn Taylor
	2.2.h. Add a very nice welcome center.	January 2011			? Or Hospitality volunteer/designated team member.

Performance Goal #2: Hospitality					
Objectives	Strategies	Target Date	Action Items	Status	Responsibility (Individual or Committee)
	2.2.i. Incorporate Greeters as a mainstay in the church's overall operation.	Ongoing: Jan.2011 - Dec. 2015	Train and install Greeters for: Special Events, Children's area, funerals, regular services and the parking lot with umbrellas, if needed, during inclement weather. Greeters may usher visitors into the sanctuary and sit with them during services or escort them to the correct Sunday School class. Also, a very important aspect of the Greeter team is the "secret" greeter, who is undercover, appearing to be the average church goer. A secret greeter can and will work anywhere in the church, i.e., the sanctuary, the Great Hall, Sunday School, even outside/parking lot.		Dawn Taylor

Performance Goal #2: Hospitality					
Objectives	Strategies	Target Date	Action Items	Status	Responsibility (Individual or Committee)
	2.2j Provide an overall inviting appearance of the church, inside and out.	Ongoing: Jan.2011 - Dec. 2015	Keep furniture updated in the Great Hall and arranged for easier visiting, as well as appealing to the newcomer guest. Fresh plants and flowers inside and out is a must. Lighting behind stained glass on west side of sanctuary to be maintained. Keep all main entrance doors, (particularly on the south side), unlocked during worship services.		Hospitality volunteer/designated officer.
Follow-up					
2.3 To <u>Follow-up</u> with the newcomer, using the appropriate message, therefore, making them feel wanted and appreciated.		Ongoing: Jan.2011 - Dec. 2015			
	2.3.a. Make Phone calls	Ongoing: Jan.2011 - Dec. 2015	Make call within 24 hours of the newcomers first visit.		Hospitality volunteer/designated officer.
	2.3.b. Send thank you cards	Ongoing: Jan.2011 - Dec. 2015	Thanking the visitor for CHOOSING Chapel Hill UMC and ask if they would please come again.		Hospitality volunteer/designated team member.
Assimilation					

Performance Goal #2: Hospitality					
Objectives	Strategies	Target Date	Action Items	Status	Responsibility (Individual or Committee)
2.4 Assimilating guests is an extremely important part of this					
	2.4.a. Establish Shepherd groups.	Ongoing: Jan.2011 - Dec. 2015	Assign Shepherds to lead a group of approximately 15. These leaders make phones calls to everyone in their group, showing genuine care, concern and help whenever needed. Shepherds use Connection Cards to follow up on needs of the individual.		Karen Stumpe
	2.4.b. Incorporate Connection/Feedback Cards during and after the worship service.	Ongoing: Jan.2011 - Dec. 2015	This combines and takes the place of: attendance, prayer requests and visitor contact information. Connection/Feedback cards asks the visitor, "what can we do for you as your faith family?"		Dawn Taylor or some other Hospitality team member.
	2.4.c. Make available a Newcomer questionnaire on the Chapel Hill UMC website.	Ongoing: Jan.2011 - Dec. 2015	Develop questions based on newcomer's likes and dislikes when searching for a church family. Also, gather contact info of potential newcomer while taking part in the questionnaire.		Dawn Taylor or some other Hospitality team member.

Performance Goal #2: Hospitality					
Objectives	Strategies	Target Date	Action Items	Status	Responsibility (Individual or Committee)
	2.4.d. Involve the newcomer	Ongoing: Jan.2011 - Dec. 2015	Reinstate Spiritual Gifts and Newcomers Connect classes, and open to all member as well. Invite newcomers to serve on committees, teach Sunday School, go on local mission trip, etc.		Hospitality volunteer/designated team member.
Continuing Care					
2.5 Implementing a Continuing Care program speaks for itself. Illustrating various forms of compassion to the visitor as well as the regular church attendee. This may be accomplished by the following:					

Performance Goal #2: Hospitality					
Objectives	Strategies	Target Date	Action Items	Status	Responsibility (Individual or Committee)
	2.5.a. Establish Parish divisions within neighborhoods.	Ongoing: Jan.2011 - Dec. 2015	Use a couple of Parish leaders. Parishes could cover broad areas such as one for each of the following: Camelot, North Quail Creek, South Quail Creek, Nichols Hills, Greens and Val Verde, far north Edmond, Warwick and Far West, etc. This would be great P.R. for Chapel Hill UMC. Meet several times a year with potluck, etc. Use these opportunities to invite neighbors who are non members of Chapel Hill UMC.		Hospitality volunteer or a designated team member.
	2.5.b. Reinstate Friendship Meals and get-togethers.	Ongoing: Jan.2011 - Dec. 2015	Combine various age groups together whenever possible and re-instate Friendship dinners, as well as serving brunch or having a party with other Sunday School classes.		Hospitality volunteer or a designated team member.

Performance Goal #2: Hospitality					
Objectives	Strategies	Target Date	Action Items	Status	Responsibility (Individual or Committee)
	2.5.c. Develop Mentoring and Counseling programs for families and individuals.	Ongoing: Jan.2011 - Dec. 2015	Form couple and parenting mentors. The mentor works with the couple on spiritual development, personal issues, extra training on: how to budget, cooking, taking care of new baby, etc. Continue to develop ways to identify what needs have been met and what people may need at any given time. Once a year, do a brief survey on "How has Chapel Hill met your needs?"		Hospitality volunteer or a designated team member.
	2.5.d. Nursery reception area worship service monitor.	January 2015	Install Television monitor @ the Nursery Check-in area, making the sermon /worship services available to people who are stationed there.		

Performance Goal #2: Hospitality					
Objectives	Strategies	Target Date	Action Items	Status	Responsibility (Individual or Committee)

Birthday Celebrations

2.6 Celebrate the birthday of Chapel Hill					
	2.6.a. Guest speaker	July 2011	B.J. Johnston, for the 50th birthday party. His contact		Hospitality volunteer or a designated
	2.6.b. Annual Banquets	Annually 2011-2015	Have people sit together according to year of		Hospitality volunteer or a designated

LOCAL OUTREACH

Members: Paul Koenig, Marc Fleischer, Morgan Green, Nancy VanAntwerp, Chad Detwiler, Valerie Steele, Ric Penner, Michele Pitt

Our definition of outreach is “sharing the love of Christ while serving the needs of others.” Chapel Hill should strive to assist the community unconditionally, and do so with loving, caring hearts that will be a reflection of Him. As recorded in Galatians 5:5 “...What is important is faith expressing itself in love.”

Multi-faceted objectives are planned which should improve our visibility and involvement in the community by designing and promoting programs that would be appealing to its diverse population. We must communicate that Chapel Hill is anxious and able to satisfy their needs whether they be social, spiritual, physical, emotional, educational, or financial.

Our plan has seven objectives with participation by the congregation. This interaction with the community will enable us to use our hospitality skills as relationships are built with our neighbors. The objectives are:

1. Marketing/Communications Committee

We have numerous programs and resources to share with the community. At this time, they have been largely limited to our congregation. While many of these offerings would be meaningful to the general public, we have not developed effective mechanisms to promote them to that audience.

A new Marketing/Communications Committee would be charged with improving the flow of information both inside and outside of our church. It would market Chapel Hill as a “community church” and advertise specific programs and events through a variety of media.

2. Leadership/Volunteer Development

Our ministries are limited by the current number of volunteers. If our ministries double as stipulated by the new mission statement, new leaders and volunteers must emerge.

There seems to be a direct correlation between church leaders and volunteers. As members are trained for leadership positions, there is a natural progression into more involvement in the life of the church including volunteerism. A development program will begin with the Church Council at its orientation meetings, then progress to the current volunteers, and finally be presented to the entire congregation.

3. Community Resource Center

Our facility would be used to improve the quality of life in our community. By soliciting service organizations and developing our own programs, basic skills would be taught to those in need of such services. A wide variety of classes would be offered including financial planning, job training, computer skills, healthy lifestyles, cooking, babysitting, parenting, etc.

4. Unmarried Adult Ministry

Community demographics suggest 41% of local households are composed of unmarried adults with or without children. This population has been largely overlooked in our ministry efforts in recent years. While young adult and older adult ministries are active, the focus of this objective is “middle aged” unmarried adults (aged 35-65) whether never married, widowed, or divorced who consider themselves too old to be “young” and too young to be “old”. By strengthening this ministry, the needs of this unmarried age group would be addressed both for existing members of the congregation and unconnected members of the community.

5. Young Adult Ministry

Young adults are the lifeblood of our church. As they mature, they are likely to be the leaders of tomorrow. This ministry, begun in the spring of 2010, will continue to be nurtured and expanded.

6. Community Social Events

Our members and neighbors would enjoy the fun and fellowship of joining together for 3 major social events each year: A chili cook-off, a picnic, and an ice cream social. Trunk or Treat would also be expanded to include a broader cross-section of the community.

7. Sports and Outdoors Program

When people share common interests, they are naturally drawn together. Sports and outdoors activities are a great medium for developing relationships. This program would attract youth and young adults who are an important part of Chapel Hill. An excellent example is BasketBible. Church members and neighborhood guests play basketball on Monday evenings, followed by a Bible study.

Performance Goal #3: Local Outreach					
Objectives	Strategies	Target Date	Action Items	Status	Responsibility (Individual or Committee)
Marketing/Communications Committee					
1.1 Create and populate Marketing/Communications Committee to more effectively transmit information both inside and outside Chapel Hill					
	1.1.a Develop and submit a "job description" for this new committee.	Dec. 2010	1. Determine budget needs for advertising et al.		Outreach Committee Valerie Steele Randy Rush Tanya Smith Michele Pitt
	1.1.b Identify and recruit marketing experts within the congregation and staff to serve 3 year terms.	Dec. 2010			Nominating
1.2 Create a master marketing calendar to ensure Chapel Hill is constantly visible to the community and allow CHUMC to spotlight specific high-visibility events several times a year.					Marketing/Communications Committee coordinating with all program areas
	1.2.a Marketing Committee to coordinate with staff and other committees to build calendar	Apr. 2011			
1.3 Identify and determine cost-efficiency of new promotional strategies. Develop 3 new techniques in first year and expand over the 5 year plan		Jan. 2011- Dec. 2015			
	1.3.a Advertise in local publications e.g. magazines, FRIDAY, school papers, etc.	To be Determined			Marketing Committee
	1.3.b Advertise in local theater with slide presentations during the preview	To be Determined	1. Northpark 7 movie theater promotion on screen is \$35 per week.		Marketing Committee
	1.3.c Billboard and Bus Bench Signage	To be Determined			Marketing Committee

Performance Goal #3: Local Outreach					
Objectives	Strategies	Target Date	Action Items	Status	Responsibility (Individual or Committee)
	1.3.d LED Sign in the front of the Church Building	To be Determined			Facilities/Trustees
	1.3.e Advertising through Electronic Media: television/radio	To be Determined			Marketing Committee
1.4 Assess the current technical capabilities of CHUMC staff and volunteers to create specific promotional vehicles (computer/graphic abilities)					
	1.4.a Identify format for materials to be provided	Jan. 2011			Marketing Committee
	1.4.b Determine who is capable and provide training as needed	June.2011			Program Staff
1.5 Identify composition of current CHUMC congregation by zip code, age, and other identifying demographic subtypes.					
	1.5.a Run RDS Report	Dec. 2011			Michele Pitt/Ashlee Stapp

Performance Goal #3: Local Outreach					
Objectives	Strategies	Target Date	Action Items	Status	Responsibility (Individual or Committee)
Leadership/Volunteer Development					
2.1 Design a program that will empower our members to serve as leaders and volunteers. FIRST year orient at least half of the Church Council and by 2015 create an atmosphere that all serving will attend orientation because of its value.		01.01.2011			
	2.1.a Provide overview of committee structures and staff responsibilities at Orientation 2.1.b Distribute Information Manual for Volunteers (see 2.2)	01.09.2011 3:00pm	1. Secure guest speaker/trainer (Craig Stinson) for Church Council Orientation 2. Work with guest to organize 2 hour training		Valerie Steele, Randy Rush, Robert Rose, Michele Pitt
2.2 Prepare a "policies and procedures" type manual detailing church contacts, deadlines, and other information necessary to operate between laity, staff, district and state Methodists.					
	2.2.a Create organizational chart	09.26.10			Robert Rose/Michele Pitt
	2.2.b Assemble deadlines for church publications/projects	10.15.10			Michele Pitt/Staff
	2.2.c Write manual	12.15.10			Valerie Steele/Michele Pitt
2.3 Expand program as it develops for training to our volunteer leaders (Whiz Kids, Project Transformation, Jesus University, etc.) and then to the entire congregation.		Dec. 2011			Valerie Steele; outreach committee

Performance Goal #3: Local Outreach					
Objectives	Strategies	Target Date	Action Items	Status	Responsibility (Individual or Committee)
Community Resource Center					
3.1 Solicit organizations offering life skill development (such as Financial Peace, parenting, Weight Watchers, healthy lifestyles, exercise, etc.), bible studies, foster parenting, AA, etc. to conduct classes in our facility for the community. Performance Measure: 5 classes ongoing by 2015 with 200 new attendees by 2015.					Outreach Committee Marketing Committee Nurture Committee Witness Committee Children/Youth Committees
	3.1.a Offer Financial Peace University annually	By 12.31.11	Schedule and promote class	Barb Barrett and Doug Dowler have been informally approached to begin process.	Outreach Committee, Barb Barrett, Doug Dowler, Michele Pitt
	3.1.b Weight Watchers/Weigh Down	By 12.31.11	Research interest and options	Initiated	Outreach Committee Morgan Green and Michele Pitt
3.2 Chapel Hill University - develop classes one night a week for community (job training, art, spiritual development, cooking, computer). Computer purpose is to allow members and community to work on projects, connect with social media, and complete online coursework. Performance Measure: Installation of computers and software by 2012 and 75 new users by 2015		Set for Calendar Year 2013			Chapel Hill University Committee Outreach Committee Program/Calendar Staff
	3.2.a Identify and form Chapel Hill University Committee	By 12.31.11			
	3.2.b Secure teachers/programs	By 03.01.12			
	3.2.c Identify Facility Needs and forward to Trustees	By 05.01.12			
3.3 Develop Chapel Hill Response Team to provide direct community service (lawn mowing, minor handy work) to 10 households a year.					

Performance Goal #3: Local Outreach					
Objectives	Strategies	Target Date	Action Items	Status	Responsibility (Individual or Committee)
	3.3.a Identify a core of "on-call" fix-it types available by e-mail	01.01.2012			Outreach Committee Missions Committee Faith Promise United Methodist Men
	3.3.b Develop a dedicated web system to recruit as needed	01.01.2012	1. Utilize example from Frisco, TX		Outreach Committee Missions Committee Faith Promise United Methodist Men
Unmarried Adult Ministry					
4.1 Assist Adult Ministry efforts to reach unmarried adults (target aged 35-65)		10.01.2010-12.31.2015			
	4.1.a. Develop a monthly social outing for unmarried adults. The desired outcome is for at least one non-CHUMC unmarried guest to participate for every CHUMC member.	Dec. 2010	A core group has been identified and is coordinating planning.	An initial meeting has been held and persons to coordinate identified	Joan Bryant and Gayle Morris
4.2 Promote unmarried adult ministry and activities.					
	4.2.a Plan a schedule for going out to lunch after church. Publish it in monthly newsletter, bulletin and on the web site.	Nov. 2010	1. Set schedule and locations 2. Provide volunteers with time-tables and contact for marketing distribution		Joan Bryant
4.3 . Develop a Divorce Recovery weekend event to be held at least annually to minister to needs of newly divorced persons. (25 participants per event or 100 participants over 4 years)					

Performance Goal #3: Local Outreach					
Objectives	Strategies	Target Date	Action Items	Status	Responsibility (Individual or Committee)
	4.3.a Research similar event at Christ UMC, Tulsa	Dec. 2010	1. Michelle has attended the event and is contact with leadership	DONE	Michelle Webster
	4.3.b Put together planning team to design weekend	Nov. 2010			
	4.3.c Planning and developing 1st weekend	Jan.-June 2011			
	4.3.d. Advertising 1st weekend	June-October 2011			
	4.3.e. Hold 1st Divorce Recovery weekend at CHUMC	Nov. 2011			
	4.3.f. Evaluate weekend	Dec. 2011			
	4.3.g. Refine and duplicate process in 2012-2015				

Performance Goal #3: Local Outreach					
Objectives	Strategies	Target Date	Action Items	Status	Responsibility (Individual or Committee)
Young Adult Ministry					
5.1. To incorporate young adults into the life, ministry and leadership of the Chapel Hill UMC.		October 1, 2010 -- December 31, 2015			
	5.1.a. Explain the present committee and board structure of our church to College-Age, C-WAV, Faithbuilders, and the Young Adult Group and forward their nominees to the Committee on Lay Leadership.	Prior to October 15, 2010	1. Set time for this meeting with each group. 2. Make Spiritual Gifts assessment available to each person prior to meeting. 3. Explain overview of church structure.		Robert Rose or one of the other clergy.
	5.1. b. Explain the present ministry structure of our church to College-Age, C-WAV, Faithbuilders, and the Young Adult Group and provide opportunities available for participation and leadership.	Prior to June 1, 2011	1. Set time for this meeting these groups. 2. Explain overview of church ministry opportunities. 3. Present dates for missional opportunities and training for leadership opportunities.		Robert Rose or one of the other clergy.
	5.1. c. Provide for the continuation of incorporating young adults into the life, ministry and leadership of Chapel Hill UMC.	Annually 2011 - 2015	1. Repeat the above two events each year through 2015. 2. Develop additional classes as needed.		Robert Rose or one of the other clergy.

Performance Goal #3: Local Outreach					
Objectives	Strategies	Target Date	Action Items	Status	Responsibility (Individual or Committee)
5.2 To double our Young Adult ministry in numbers and activity by 2015.		October 1, 2010 -- December 31, 2015			
	5.2. a. To set a baseline for assessing this goal.	October 1, 2010	1. Record the 2010 to date attendance baseline for the various young adult groups. 2. List the number of ministry opportunities for young adults at Chapel Hill UMC.		Michele Pitt or Ashlee Stapp
	5.2.b Plan a brainstorming event with the College-Age, C-WAV, Faithbuilders and Young Adult Group to highlight needed ministries and activities.	Prior to April 15, 2011	1. Present ideas from brainstorming event to the appropriate committee in the church (Nurture, Outreach, Witness, Missions, etc.)		To be coordinated or led by the leader of each group.
5.3 To connect our young adult ministries with the UMC Connection.		January 1, 2012			
	5.3.a To present a proposal to the SPRC for the assignment of a clergy or staff person to focus on Young Adult Ministries.	Spring of 2011	1. Develop Job Description.		Suzann Wade in dialogue with young adult leaders.

Performance Goal #3: Local Outreach					
Objectives	Strategies	Target Date	Action Items	Status	Responsibility (Individual or Committee)
	5.3.b. To form a Young Adult Council within Chapel Hill UMC.	August 31, 2011	<ol style="list-style-type: none"> 1. Develop responsibilities and form a Young Adult Council. 2. Develop flow chart of how Council fits into the existing structure of our church. 3. Prepare 2012 budget proposal. 		To be coordinated by Robert Rose and the leaders or representatives of each group.
	5.3.c. Connect Young Adult Council with our Conference Young Adult Ministry.	August 31, 2011	<ol style="list-style-type: none"> 1. To schedule a meeting for someone from the Conference Young Adult Ministries to meet with our Young Adult Council to inform us of how to be involved beyond the local church. 		To be coordinated by Robert Rose and the leaders or representatives of each group.

Performance Goal #3: Local Outreach					
Objectives	Strategies	Target Date	Action Items	Status	Responsibility (Individual or Committee)
Community Social Events					
6.1 Create 3 new annual events targeted to our neighborhoods. Success will be measured by the number of visitors (who will hopefully become repeat customers) and the fun we will have. From a total of 20 in 2011 the number is expected to grow to 50 in 2015.					Hospitality
	6.1.a Chili Cook-Off: Bring your muffin pan to the CH Corral to sample chili cooked by our members. The event will include prizes for the winners.	Jan-Feb 2011			
	6.1.b Spring Fling Picnic: After hibernating we'll congregate for grilled hot dogs and hamburgers and fried chicken. Games for everyone. A can't miss event!	Early May 2011			
	6.1.c Ice Cream Social: What's better than cold ice cream on a hot summer afternoon. Our members share their best recipe with others.	Late August early September 2011			
6.2 Expand Trunk or Treat which has been popular in the community; increase child participation from 300 to 450 in 2015					
	6.2.a Utilize marketing committee to promote this event.	Aug. 2011			Marketing Committee

Performance Goal #3: Local Outreach					
Objectives	Strategies	Target Date	Action Items	Status	Responsibility (Individual or Committee)
	6.2.b Close the volunteer generation gap and seek more volunteers to allow church parents to enjoy the event with their children instead of working as chaperons.	Jan. 2011			Amy Albro Stephanie Andres
Sports & Outdoors Program					
7.1 To provide sporting and outdoor opportunities as a means of Christian fellowship among members and the community	7.1.a BasketBible	Jul. 2010		Activated	Ryan Aller and Matt Clarkson
	7.1.b Co-ed Soccer Team	Aug. 2010		Activated	Chad Detwiler
	7.1.c Create activity outing opportunities (kayaking day ...)	Nov. 2010			Outreach Committee
	7.1.d Survey Congregation on current mid high interest in basketball league	Nov. 2010			Outreach Committee
	7.1.e Host men's camping retreat (local farm)	Nov. 2010			Chad Detwiler
	7.1.f Create athletic t-shirt to promote church and for use during sporting activities	Nov. 2010			Outreach Committee

FACILITIES

The Facilities task force determined that our goals and objectives in the Strategic Plan should be based on the recommendations of the other task forces rather than setting goals that might not coincide with what the other task forces view as necessary. However, below are the overall goals and objectives that the Facilities task force believes are our primary needs during the next five years:

Up to 20 new classrooms and offices

Address our Gym (Family Life Center) issues by either renovating the existing facility or construction of additional facilities.

Locate a permanent home for Chapel Hill Live

Purchase existing homes along Victoria Place and the adjacent cul-de-sac

Performance Goal #4: Facilities					
Objectives	Strategies	Target Date	Action Items	Status	Responsibility (Individual or Committee)
4.1 Select and retain an architect.		3/31/11			
	4.1.a Coordinate with Trustees	1. Determine need for construction or acquisition of additional facilities			
		2. Determine reconfiguration or repurposing of existing facilities to assure best use			