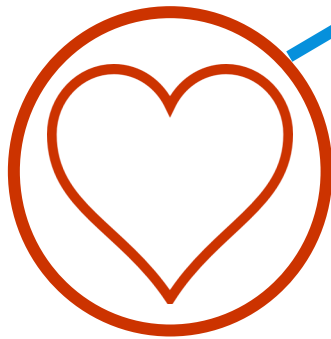


2018 - 2020

STRATEGIC PLAN



St. John's UMC
7372 Marine Road
Edwardsville, IL 62025
618.656.1853 thenewstjohns.com

NEW STRATEGIC PLAN: 2018 - 2020

Priority One: Connections

Goal 1: Better assist members in learning about and joining teams, committees, and ministries.

- Implement and use a "Gifts Inventory" to better equip teams and ministries with skilled members. (Congregational Care, Adult Discipleship, CNLD, Membership Secretary)
 - ◊ Make available starting in March 2018 via paper and online survey.
 - ◊ Have at least 60% of membership participate by June 1st and record results in online database.
 - ◊ Review database every 6 months and reconcile list to active member list.
 - ◊ All members should take survey at least once every 3 years to stay updated.
 - ◊ Further implementation plan is detailed in "Gifts Inventory Implementation" (see attachment).
- Develop and implement a 3 week class (once per week) to familiarize members with overview of Christianity, Methodism, and all that St. John's offers (Clergy, Adult Discipleship)
 - ◊ Class 1 covers the basic beliefs of Christianity, primarily the Trinity of God, Jesus, and the Holy Spirit.
 - ◊ Class 2 covers the basic tenets of Methodism, including a brief history of John Wesley, and the different types of grace.
 - ◊ Class 3 covers the United Methodist Vows, structure of the church, as well as the different service options available within the church. Offer for participants to take the Gifts Inventory at the end of the this class if they have not already done so.
 - ◊ Offer class twice a year to new and existing members.
- Develop a process to follow-up with new members 6-months, 12-months, and 18-months after joining. (Adult Discipleship, Congregational Care)
 - ◊ Contact 75% of members at 6 month, 12 month, and 18 month mark by September 1, 2018.
 - ◊ Reach out to members and ask if they are actively attending Sunday school, actively involved in a service opportunity, actively involved in a small group, and ask what information they need about any of the already listed options.
 - ◊ Reach out to members to discuss tithing and stewardship.
 - ◊ Reach out to members to discuss prayer and personal devotion, and encourage the pursuit of a leadership position, or development of a new project or ministry.
- Continually empower small group leaders in conjunction with Congregational Care to follow up on lapsed members and attendees, and to encourage existing members to participate fully in small groups, prayer and personal devotion, tithing and leadership development. (Congregational Care, Adult Discipleship)

Goal 2: Fellowship

- Provide opportunities for church members to engage in social opportunities outside of worship. (Congregational Care)
 - ◊ Schedule a quarterly congregational fellowship opportunity.
 - ◊ Encourage the formation of new small groups based on shared interests. (Congregational Care, Adult Discipleship)

NEW STRATEGIC PLAN: 2018 – 2020

Priority Two: Communications

Goal 1: Add new ways to share the gifts and opportunities available at St. John's.

- Incorporate "success stories" which follow up on the events that we advertise. Utilize appropriate social media for broadcasting of such events. Encourage input from team leaders, with stats, pictures or success stories after each event. (Worship, Communications, CNLD)
- Develop a welcome kiosk at the front of the fellowship center which is to be staffed by a volunteer on Sunday mornings. Kiosk should have basic information about the structure and opportunities provided at St. John's. This may involve repositioning or consolidation of existing displays (Servant Center, Missions table, CFM table) (Trustees, Communications, Outreach, Discipleship, Missions, CFM)

Goal 2: Better utilize existing methods of communication

- The Communications Specialist should have information about local & regional publications, their circulation, cost & deadlines for running notices, and should serve as a resource to team leaders. CNLD should ensure that team leaders are aware of this resource. (Communications, CNLD)
- Communications Team will include those who can assist with designing & printing flyers, making slides, press releases, videos, PowerPoint presentations etc. These services and suggested uses should be made available to team leaders. (Communications, CNLD, Vision)
- Communications Team will develop a menu of communication options and recommend strategies for members seeking a broadcasting option (Whom are you trying to reach? Over what time course? What action do you want them to take?) Communications will establish guidelines for each medium (i.e. frequency of Facebook posts, number of repetitions in the Reminder, format for Sunday morning announcements) and suggest ways for members to use these media optimally. Communications Team will also be empowered to determine the relative importance and appropriate communication channel(s) for maximum reach, avoiding excessive repetition, and respecting confidential information (Communications, CNLD, Worship, SPRC)
- Team Leaders will be encouraged to take photos, provide write-ups, and otherwise assist Communications to compile info needed to publicize events. (CNLD, Vision)
- CNLD will develop a basic, universal format for agendas and note-taking at team meetings. (who was present, what was accomplished, etc.) CNLD & Vision will encourage team leaders to have agenda, minutes, and appropriate reporting to the pastor or other relevant supervising bodies, and to participate in calendaring and other activities designed to achieve understanding and cooperation between teams (Vision, CNLD)

Goal 3: Leaders and members will be equipped with skills and resources to handle conflict better so they can lead/serve better. (SPRC, CNLD)

- Develop a training session available to staff and members regarding conflict resolution.
- Develop a process available for all members to peacefully resolve conflicts and to follow up on any conflicts that have occurred.
- Have leaders teach and present the process for conflict resolution at one meeting annually. (CNLD)

NEW STRATEGIC PLAN: 2018 – 2020

Priority Three: Leadership Development

Goal 1: Servanthood

- Emphasize the membership vows to the congregation and remind them that they are all a part of the Body of Christ and empowered to leadership in the local church. (Possible Sermon series, notes in Reminder, let current leaders know this and share it with others), (if in a sermon, possibly introduce the gifts inventory). (Pastor, CNLD, Communications, Adult Discipleship)
- Continue to do yearly Discipleship Trainings open to the congregation that emphasize servanthood. (CNLD)
- Have current leaders identify potential new leaders on teams, committees, and in small groups. Possible event to engage them into leadership and share their gifts with the CNLD. Emphasis on diversity of age, worship service, and new member/old member.
 - ◊ Develop an explicit process and timeline for training new leaders.

Goal 2: Recruitment (CNLD)

- CNLD to receive information from the Gifts inventory and distribute to team leaders and staff.
- The CNLD will serve throughout the year to guide the development and training of spiritual leaders; recruit, nurture, and support spiritual leaders.

Goal 3: Training (CNLD)

- CNLD to gather current Leaders 3 or 4 times a year for training and to track the progress of the church.
 - ◊ Suggested dates: January for logistics and servanthood training, May for budgeting, Fall for calendaring.
- Use spiritual gifts inventory to guide what trainings are offered. (Build up our weaknesses)
- Encourage lay and staff leaders to attend external trainings once a year. Put \$ in budget for this to happen. (Ex. Finance, Trustees, SPRC leads all need to go to something to help them grow in their leadership of these areas...Worship, CFM, Youth, and Missions currently attend external trainings, but open it to more laity)
- Additional yearly trainings for greeters (Outreach), liturgists and scripture readers (Worship), visitation (Congregational Care), Small Group – CFM – Youth Leaders (Discipleship).
- Use the January meeting of each committee and team to go over what it means to be part of this team and pass out Leadership Resource books.