

MYERS PARK
BAPTIST CHURCH

FOREVER *forward* * 75 YEARS

Strategic Plan

2017 – 2022

Presented at the
Myers Park Baptist Church
Congregational Meeting

October 8, 2017

GOAL 1 – FAITH



GOAL 1: Continuously explore and deepen our faith in God, who frees and transform us in heart, mind and body.

STRATEGY 1: Diversify, energize and expand worship as an essential experience that transforms us individually and collectively.

TACTIC 1: Offer monthly informal worship services with non-traditional music, that regularly utilize visual and performing arts beginning January 2018. (MWM & Staff)

TACTIC 2: Deacons establish a task force made up of members from MWAM, MCL, and staff, to identify barriers to worship (i.e. logistics, formality, facility, communication, hospitality/welcome) by January 2018, and then begin working to reduce and/or overcome those barriers by Fall 2018.

TACTIC 3: Redesign the printed order of worship to communicate our identity in a more colorful, modern, and visually appealing format to be completed by Start Up Sunday 2018. (Comm. SLG, MWM, & Staff)

TACTIC 4: Research, develop, and implement online TalkBack platform(s) for people to engage live with the preacher and each other about the content of the sermons by Fall of 2018. (Staff)

GOAL 1 – FAITH



STRATEGY 2: Redesign Adult Formation classes to focus on the liberation and transformation of the whole person through spirituality, bible study, cultural awareness and theological education.

TACTIC 1: Research, develop, and implement a comprehensive and cumulative divinity school quality curriculum for all levels to be implemented by Fall 2019. (MFF & Staff)

TACTIC 2: Renew and launch the Awakening series each Church year while collaborating with MOO to integrate learnings from the series into action through outreach and justice ministries. (MFF, MOO, & Staff)

STRATEGY 3: Strengthen future generations' spiritual nourishment by expanding ministries and opportunities for youth, children and their parents.

TACTIC 1: Redesign Youth Ministry program and curriculum by Fall 2019 to focus on the leadership development of all youth. (MFF, Youth SLG, & Staff)

TACTIC 2: Offer regular educational opportunities and events for parents, grandparents, and caregivers to connect with one another and engage the relevant issues facing children, youth, and families in our community beginning in 2018. (Children's Min. SLG, Youth SLG, & Staff)



GOAL 2 – INTERNAL CHURCH FAMILY



GOAL 2: Build a dynamic, diverse church culture where we embrace and empower one another through wholehearted relationships.

STRATEGY 1: Engage entire Church to invite and welcome visitors and new members.

TACTIC 1: Offer yearly trainings for staff, lay leaders, and the entire congregation on how to invite people to Church and offer bold and boundless hospitality (include a cultural competency component) to enable all members to recruit visitors and welcome guests. Beginning with staff and lay leaders in early 2018 and the congregation in Fall of 2018. (MCL, New Member SLG, & Staff)

TACTIC 2: Recruit and train a team of greeters to provide bold and boundless hospitality and welcome, to gather feedback on the arrival process through conversation and relationships, and to share feedback with staff to improve guest relations and experience beginning Fall 2017. (MCL & Staff)

STRATEGY 2: Create opportunities for members to gather and share their stories and life-long journey, offering hope and faithful support through small groups.

TACTIC 1: Create and launch long-term small groups, led by trained lay facilitators, who gather with people in their homes solely for the purpose of enjoying fellowship, sharing the stories of their lives, praying together, and walking with one another on the journey of faith by Fall 2018. (MCL & Staff)

GOAL 2 – INTERNAL CHURCH FAMILY



STRATEGY 3: Invest in creation of a Strategic Member Engagement practice to cultivate more immediate connections and ensure the lasting integration of members and newcomers into the Church community.

TACTIC 1: Map-out and establish an on-going member engagement process by May of 2018. (ML, Engagement SLG, & Staff)

TACTIC 2: Recruit lay leaders to help develop a new/existing member matching initiative to connect guests and new members with existing members to help them navigate Church life by Fall 2018. (New Member SLG & Staff)

TACTIC 3: Establish a process for storing, organizing, and managing information on member passions, interest, gifts, and skills and begin collecting this data from members by Fall 2018 (Engagement SLG & Staff)

TACTIC 4: Create a Deacon task force by Fall 2017 to offer a Church-wide retreat that prioritizes intergenerational fellowship and fun while including optional activities for all people (i.e. formation, worship, recreation, free-time, and music) by Spring of 2018. (Deacons & Staff)

TACTIC 5: Offer seasonal Church-wide fellowship events for the purpose of building relationships and having fun together as a congregation by Fall 2018. (MCL & Staff)

GOAL 2 – INTERNAL CHURCH FAMILY



STRATEGY 4: Rigorously assess and eliminate unintentional barriers to participation, leadership, or spiritual growth.

TACTIC 1: Develop and implement a plan for campus signage that is hospitable and welcoming for guest wayfinding, and that helps tell the story of our church in a more vibrant and colorful way, that also highlights the Church's welcoming and inclusive history. Plan developed by fall 2018 and implementation to begin 2019. (MCT, MFM, & Staff)

TACTIC 2: Make leadership in Church life a more accessible and a more spiritually meaningful experience by consolidating meetings to specific nights per week, prioritizing online meetings, and inviting the Spirit of God into each meeting beginning with training for all Ministry Chairs on the MPBC Online Meeting Platform in June of 2018. (Deacons, ML, & Staff)

STRATEGY 5: Provide congregational training and support to prepare willing members to stand with and care for those in the congregation who suffer.

TACTIC 1: Expand the lay-led caregiving ministry of the Church in the Spring of 2018 by identifying and recruiting additional individuals who are willing to make visits to members who are homebound, living in retirement communities, and nursing centers. (MCC & Staff)

TACTIC 2: Establish a Stephen's Ministry SLG to intentionally recruit, train, and support members who will caring for those in our congregation who are suffering through life crisis (i.e. grief, medical issue, mental illness, disability, divorce, and recovery, etc.) by Fall 2018. (MCC & Staff)

TACTIC 3: Widen our welcome to people in recovery by offering hospitality and hosting AA/NA type groups in our building and by partnering with organizations that intentionally serve the recovery community in our city (i.e. Enneagram Charlotte) by January 2019. (MCC & Staff)

TACTIC 4: Invite requests from members for ideas about specific support groups related to personal life crisis (i.e. Bereavement group, Well Spouse group, Caregivers group, etc.) and continue to establish groups as needed to respond to those requests beginning in the Fall of 2018. (MCC & Staff)

GOAL 2 – INTERNAL CHURCH FAMILY



STRATEGY 6: Build the online community and virtual home needed to effortlessly connect and support all those who choose to journey with us.

TACTIC 1: Implement a live online Church events calendar by activating our ACS database's Facility Scheduler module and integrating it with our current website in Spring 2018. (MCT & Staff)

TACTIC 2: Upgrade the website to prioritize mobile accessibility, build an online community, and become a virtual home for the Church by Spring 2019. (MCT & Staff)

TACTIC 3: Research the creation of a user friendly mobile app to complement the website that would accelerate communication of important information with the congregation and visitors via notifications and alerts, calendar, sign ups, online donations completed by Spring 2019. (MCT & Staff)



GOAL 3 – EXTERNAL COMMUNITY



GOAL 3: Boldly practice the compassion and justice of Jesus by working with the poor, marginalized and oppressed.

STRATEGY 1: Create and implement an inclusive process for discerning how and when the Church will take timely, courageous and public institutional stands on justice issues.

TACTIC 1: Design a discernment process for taking congregational stands on justice issues in the city/state/world that will be implemented by the Deacons by January of 2019. (Faith & Justice SLG, Staff, & Deacons)

STRATEGY 2: Focus outreach efforts on one or two major initiatives at a time for greater impact and alignment among ministries.

TACTIC 1: Develop an inclusive process by January 2019 for discerning annual themes of focus for outreach (using the Charlotte-Mecklenburg Opportunity Task Force Report as a lens); narrowing programs, funding, and other efforts to correspond with those themes in order to maximize impact in the community. (MOO & Staff)

TACTIC 2: Integrate outreach and Awakening initiatives, and align with the process (in G3/S1/T1) for taking congregational stands on justice issues by discerning ways to support each stand with the time, talent, and/or treasure of our members by Fall of 2019. (MOO, MFF, Faith & Justice SLG, & Staff)

GOAL 3 – EXTERNAL COMMUNITY



STRATEGY 3: Redesign all outreach experiences to be more relational and engagement-driven, prioritizing participation, partnerships and affiliations, and the skills needed to practice compassion with humility.

TACTIC 1: Offer accessible opportunities for all members to be trained on how to listen to the needs of the community to discern new methods for engaging relational outreach and social justice by Fall of 2018. (MOO & Staff)

TACTIC 3: Create a Partner Church SLG and invite Mayfield members, pilgrimage participants, or another community group, to join and discern how ongoing and future outreach themes and efforts can be engaged in together as partner congregations by Fall of 2018. (MOO & Staff)

TACTIC 2: Reorganize the Outreach grant application process by building relationships with people and organizations first, then inviting new grant proposals, and prioritizing funding projects where members can be relationally engaged with their time and talents by Fall of 2018. (MOO & Staff)

GOAL 3 – EXTERNAL COMMUNITY



STRATEGY 4: Significantly increase the percentage of total Church revenues devoted to outreach efforts.

TACTIC 1: Complete a redesign of the giving structure for the Outreach Ministry budget by aligning agency partners with our Strategic plan and consolidating the avenues for giving to be more straightforward, understandable, and hospitable to all by May of 2018. (MOO, MFR, & Staff)



GOAL 4 – SUSTAINABILITY



GOAL 4: Cultivate our human, financial and physical resources to grow and sustain a vibrant Church.

STRATEGY 1: Re-establish our Church identity and brand through powerful and timely storytelling, marketing, graphic design, architecture and technology.

TACTIC 1: Engage an outside firm to lead a branding and design process by that will refine and retell the MPBC story and deliver a new branding plan for the Church by January 2019. (MCT, Comm. SLG & Staff)

TACTIC 2: Renovate all entryways by brightening, illuminating, and modernizing spaces to be more hospitable to guests that include word, art, pictures, and branding that immediately communicate the story of who we are, and that may become interactive virtual spaces. Develop a plan and a funding source by Fall of 2018 with a goal of implementation by end of 2019. (MFM, MCT, & Staff)

TACTIC 3: Develop and launch a social media and web-based marketing strategy and campaign to communicate the story of the Church's identity and mission to the community on a consistent basis by January 2019. (Comm. SLG & Staff)

GOAL 4 – SUSTAINABILITY



STRATEGY 2: Expand Church membership and enlarge those faithfully supporting the work of the Church.

TACTIC 1: Build a strategic on-going partnership with Queens University by working in collaboration with Rabbi Judy Schindler at the Stan Greenspon Center for Peace and Social Justice and by intentionally communicating with students and faculty about our programs and opportunities by January 2019. (SPC, Staff, & Cornwell)

TACTIC 2: Rename the New Member Orientation SLG and redesign the joining process to become more engaging, enjoyable, and easy, by Fall of 2017. (MCL & Staff)

TACTIC 3: Develop and launch year-round stewardship campaign with a permanent brand that promotes education about church finances, describes stewardship as discipleship, and emphasizes giving from everyone in our community, beginning with the 2019 campaign. (MFR, Stewardship SLG, MCT, & Staff)

TACTIC 4: Identify strategic partners locally and nationally (i.e. the UCC) and then cultivate relationships with those organizations, groups, and entities who the Church can partner with and learn from to achieve the goals of the strategic plan. Identification of organizations by Fall 2018 and begin partnerships in 2019. (SPC & Staff)

GOAL 4 – SUSTAINABILITY



STRATEGY 3: Increase the endowment toward full maintenance of our campus and administrative costs.

TACTIC 1: Plan, launch, and complete a 75th Anniversary Capital Campaign that significantly increases the endowment for facilities maintenance by five million dollars to endow the Church campus and relieve pressure from the operating budget by 2022. Plan in summer of 2017, launch January 2018, and complete by 2022. (75th Task Force, MFR, & Staff)

TACTIC 2: Target and recruit 75 new Friends of the Covenant who will pledge to give a portion of their estates to the Church endowment by promoting the program through special events, workshops, and communication by Spring of 2019. (Planned Giving SLG & Staff)

STRATEGY 4: Invest in the staff's vitality and strength and ensure that staff has the structure, training and support needed to implement this plan's strategies and tactics.

TACTIC 1: Revise job descriptions and align the staff organizational chart with the strategic plan to employ and empower a diverse staff team with the gifts and skills needed to address strategic priorities such as youth, outreach, member engagement, community life, and young adults by January 2018. (MHR & Staff)

TACTIC 2: Identify needs and secure funding for annual staff professional development, continuing education, and trainings required to increase staff capabilities and competencies for the implementation of the strategic plan. Identify needs by May 2018 and secure funding by January 2019. (MHR & Staff)

TACTIC 3: Create a lay leadership/staff covenant at 2017 Deacon retreat that prioritizes Sabbath/self-care (to reduce over-commitment of lay leaders, deacons, & staff) and agrees on a "net zero" workload relating to the implementation of the strategic plan. Net zero means we eliminate a comparable current event, program, initiative, or task before adding any new one. (Deacons & Staff)

GOAL 4 – SUSTAINABILITY



STRATEGY 5: Invest in technology/infrastructure that firmly establish the Church's modernity.

TACTIC 1: Upgrade all technology to make the campus more welcoming and to ensure that all significant events can be livestreamed, digitally recorded, archived, and offered online by January 2020. (MCT, MFM, & Staff)

STRATEGY 6: Build capacity by identifying and training the next generation of lay leaders/clergy.

TACTIC 1: Fund internships from seminaries and universities each year and endow a pastoral residency program to become a teaching congregation for recent divinity school graduates by Fall 2019. (MHR, Endowment SLG, Stewardship SLG, & Staff)

TACTIC 2: Redesign leadership training to be easily accessible and implement it as a yearly requirement for all staff, Deacons, Ministry chairs, and SLG chairs starting in August 2018. Training should prioritize group dynamics, leadership in the MPBC setting, staff/lay shared leadership model, updated information from previous years, and should be offered digitally. (ML & Staff)

