

Strategic Plan Goals and Responsibilities

After reviewing the best practices of the churches that were benchmarked, the Strategic Planning Team met with the Church Council to establish goals and define the positions responsible to accomplish them. Whenever possible the Church Council quantified the goals so actual results can be compared more easily to the goals. Listed below are the goals and responsibilities by area. Following this effort the Team developed strategies to accomplish the goals (See Reed Article 8).

Worship and Music Ministry (Senior Pastor & Director of Music)-Respond to the needs of the congregation and the local community resulting in an increase of average weekly worship attendance of 10 percent per year.

Children and Youth Ministry (Associate Pastor and Director of Children's and Families' Ministry)-Expand and enhance programs to meet the needs of more children attracting more across all age groups resulting in 10 percent more children and youth being actively involved annually.

Adult Ministry (Contract Associate Pastor and Director of Adult Ministries)-Grow and deepen the faith of adult members through educational, service or support opportunities at or through the church resulting in 25 percent more adults each year participating in these offerings.

Volunteers (Volunteer Coordinator)-Establish a Volunteer Coordinator position that maintains an inventory of skills/interests by member and utilizes it to match members to staff and committee needs in 2009. Maintain and enhance this process to involve 25 percent more volunteers annually the first full year after filling the position.

Outreach Ministry (Parish Nurse)-Increase our participation (people and dollars) in the Westonka community, the state, nation and the world from current levels by 20 percent per year.

Finance (Stewardship Committee)-

1. 75 percent of Family Units make pledges of resources for the annual operating budget within 5 years.
2. 67 percent of Family Units make a pledge of resources for the capital budget during the upcoming capital appeal.
3. The average pledge to the operating budget will grow at 2 percent above the Consumer Price Index (CPI) per year.
4. A budget surplus of 5 percent of the Operating Budget will exist in 5 years.

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Buildings and Grounds (Property Committee)-Modifications and improvements will be made as required by program priorities.

Fellowship/Relationship Development (Senior Pastor and Volunteer Coordinator)-Care Groups will be formed in 2008. In addition, other small social groups will be formed with involvement in these groups increasing 25 percent annually.

Human Resources (Personnel Committee)-A human resource development plan will be put in place in 2009 that outlines long term organization issues and solutions including additions to staff, organization structure, and training/development of staff.

Marketing-(Marketing Committee)-Develop and implement a comprehensive plan in 2009 to market our church locally through the use of a variety of tools including print media, cable TV, the internet, special community events, mailings and CDs.

Accountability-The Church Council and Senior Pastor will measure results toward achieving the above goals and report them to the congregation annually.