

Metro Ministries, Inc. Strategic Direction 2011

Vision Statement

Metro Ministries encourages individuals, churches, clusters and Central Indiana through their visions of ministries in their communities to make disciples of Jesus Christ for the transformation of the world.

Mission Statement

Metro Ministries connects resources to ministries and ministries to resources for the cause of Christ.

Proposed Strategic Direction

Aim 1: Refine Mission (Narrow Focus of Mission and Strategy)

Goal 1.1: Make grants to churches making disciples of Jesus Christ through Bishop Robert Schnase' Five Practices of Fruitful Congregations which are: Radical Hospitality, Passionate Worship, Intentional Faith Development, Risk-Taking Mission and Service, and Extravagant Generosity.

Objective 1.1.1: Target churches and community ministries to apply for grants funds, and learn grant writing skills.

Objective 1.1.2: Connect "Helping Hands" to ministries in mission such as the Youth 2011 at Purdue.

Goal 1.2: Executive Director and Metro Board of Directors connect with individuals especially lay leaders, mission chairs and pastors through churches, clusters and Indiana Conference staff to connect resources to ministries to interpret Metro Ministries focus and relevancy awareness

Objective 1.2.1: Connections made with individuals especially lay leaders, mission chairs and pastors through churches and clusters

Objective 1.2.2: Connections made with Indiana Conference staff e.g. rejuvenate, etc.

Aim 2: Strengthen Relationships (Develop More Effective Relationships)

Goal 2.1: Target Relationships

Objective 2.1.1: Executive Director and Metro Board of Directors present at churches, UMM, UMW, and clusters about grant opportunities as well as raising funds for grants and other resources

Objective 2.1.2: Board members work in mission and ministry with sponsored programs throughout Central Indiana

Goal 2.2: Provide Board Development Opportunities

Objective 2.2.1: Align By-Laws with 2011 Strategic Direction

Objective 2.2.2: Identify prospective board members with passion for strategic direction

Objective 2.2.3: Executive Director and Board chair research and plan delivery of board training

Aim 3: Clarify Communications (Increasing relevancy and awareness, promote service offerings)

Goal 3.1: Rebrand Metro Ministries (Use "Central Indiana" rather than Central District)

Objective 3.1.1: Create and use new logo

Objective 3.1.2: Market launch campaign

Goal 3.2: Promote Metro Ministries Service Offerings (awards program, grants opportunities, church resource development and leadership development workshops, community ministries)

Objective 3.2.1: Consistently use social networking (Twitter, Face book, LinkedIn, YouTube)

Objective 3.2.2: Create and Distribute Video Presentations (Church Development, Great Day of Serving in Central Indiana promo, Great Day of Serving in Central Indiana Celebration, Summer Youth Program)

Objective 3.2.3: Launch redeveloped website updated with complete service offerings

Detailed Action Plans Dashboard 2011

Item	Who will lead?	When complete?	Milestones/Metrics
<p>1. <u>Objective 1.1.1</u></p> <p>Target churches and community ministries to apply for grants funds and learn grant writing skills.</p>	<p>Lisa Morris Roger Outcalt</p>	<p>On-going Dec 31, 2011</p>	<ul style="list-style-type: none"> • Applications solicited
<p>2. <u>Objective 1.1.2</u></p> <p>Connect "Helping Hands" to ministries in mission such as Youth 2011 at Purdue.</p>	<p>Lisa Morris</p>	<p>July 31, 2011</p>	<ul style="list-style-type: none"> • Connection brokered
<p>3. <u>Objective 1.2.1</u></p> <p>Connections made with individuals especially lay leaders, mission chairs and pastors through churches and clusters.</p>	<p>Lisa Morris Board members</p>	<p>Dec 31, 2011</p>	<ul style="list-style-type: none"> • Connections made
<p>4. <u>Objective 1.2.2</u></p> <p>Connections made with Indiana Conference Staff e.g. Rejuvenate, etc.</p>	<p>Lisa Morris Full Board</p>	<p>Dec 31, 2011</p>	<ul style="list-style-type: none"> • Connections made
<p>5. <u>Objective 2.1.1</u></p> <p>Executive Director presents at churches, UMM, UMW, and clusters about grant opportunities as well as raising funds for grants</p>	<p>Lisa Morris Select Board members</p>	<p>Dec 31, 2011</p>	<ul style="list-style-type: none"> • Presentations made
<p>6. <u>Objective 2.1.2</u></p> <p>Board members work in mission and ministry in Central Indiana with sponsored programs throughout Central Indiana.</p>	<p>Board Members</p>	<p>Dec 31, 2011</p>	<ul style="list-style-type: none"> • Board members complete work
<p>7. <u>Objective 2.2.1</u></p> <p>Align By-Laws with 2011 Strategic Direction</p>	<p>Jack Haeffling</p>	<p>Apr 30, 2011</p>	<ul style="list-style-type: none"> • By-Laws revised
<p>8. <u>Objective 2.2.2</u></p> <p>Identify prospective board members with passion for strategic direction</p>	<p>Lisa Morris</p>	<p>March 31, 2011</p>	<ul style="list-style-type: none"> • Prospects identified

9. <u>Objective 2.2.3</u> Executive Director and Board chair research and plan delivery of board training.	Lisa Morris Mark Eutsler	October 1, 2011	<ul style="list-style-type: none"> Prospective leadership identified
10. <u>Objective 3.1.1</u> Create and use new logo	Lisa Morris	May 1, 2011	<ul style="list-style-type: none"> New logo in use
11. <u>Objective 3.1.2</u> Create, Market & Launch rebranding campaign	Lisa Morris	April 30, 2011	<ul style="list-style-type: none"> Website launched and regularly updated
12. <u>Objective 3.2.1</u> Consistently use social networking (Twitter, Facebook, LinkedIn, YouTube)	Lisa Morris	March 31, 2011	<ul style="list-style-type: none"> Regular information pushes
13. <u>Objective 3.2.2</u> Create and Distribute video Presentations (Church Development, Great Day of Serving in Central Indiana promo, Great Day of Serving in Central Indiana Celebration, Summer Youth Program)	Lisa Morris	GDS Video Featured at Annual Conf.	<ul style="list-style-type: none"> Videos produced and posted on YouTube
14. <u>Objective 3.2.3</u> Launch redeveloped website updated with complete service offerings	Lisa Morris	April 30, 2011	<ul style="list-style-type: none"> Website Launched

Approved 12/9/2010