

Emphasis Three: Improving Resources

Goal 7 – Increase the overall percentage of giving by the congregation by 3% each year

General Actions:

- Conduct effective stewardship promotion throughout the year and during the special time of stewardship emphasis
- Create new “planned giving” opportunities to increase the endowment of the church
- Encourage stewardship by college students and establish a support network of student alumni

Implementation Responsibility:

- Stewardship Committee (Bill Carrell, facilitator)

Goal 8 – Improve the approach, entry, and attractiveness of the building

General Actions:

- Improve outside and inside signage around and throughout the building
- Renew (paint, flooring, furniture, etc.) main entry areas and hall ways
- Improve or create areas within the church that encourage informal fellowship

Implementation Responsibility:

- Trustees (Bill Carrell, facilitator)

Schedule for Implementation

November 2009, Quarterly Business Meeting	Church approval of Proposed Strategic Plan
November 2009—January 2010	Facilitating committees, teams, and church staff develop first year plans
January 2010, Quarterly Business Meeting	Presentation of first year plans by facilitating committees, teams, and church staff
Monthly 2010	Monitoring by the Church Staff and Deacons
October 2010, Quarterly Business Meeting	Progress report from all facilitators, Presentation of second year plans
Monthly 2010-11	Monitoring by the Church Staff and Deacons
October 2011, Quarterly Business Meeting	Progress report from all facilitators, Presentation of third year plans
Monthly 2011-12	Monitoring by the Church Staff and Deacons
October 2012, Quarterly Business Meeting	Progress report from all facilitators
January 2013, Quarterly Business Meeting	Assessment of the 2010-2012 Strategic Plan

University Baptist Church

Proposed Strategic Plan 2010—2012

Guiding Statements of the Strategic Plan

Church Purpose

To know Christ and to make Him known

Mission Statement

The people of University Baptist Church are maturing followers of Jesus Christ striving to minister to the individuals, families, and students of metropolitan Baltimore by connecting them with God and with one another through quality worship, thoughtful and formative learning, engaging fellowship and faithful service to our community and the rest of the world.

Three-year Strategic Plan Emphases

*Over the next three years, we will work to strengthen the long-term viability of the church by **reaching** new people, **involving** more people in worship, study, fellowship, and service, and **improving** church resources.*

Emphasis One: Reaching New People

Goal 1 – Increase net church membership by 20 individuals each year (increase from 415 to 475 by the end of 2012.)

General Actions:

- Train the membership in personal outreach strategies
- Target marketing to the most likely prospects
- Improve greeting, contacting, and involving guests
- Improve the quality and make better use of all electronic means of outreach

Implementation Responsibility:

- Outreach & Evangelism Team (Robin Anderson, facilitator)

Emphasis Two: Involving More People

Goal 2 – Increase morning worship weekly average attendance by 20 people each year (increase from 118 to 178 by the end of 2012.)

General Actions:

- Keep the focus of worship on leading the people to a vital relationship with God
- Explore ways to complement our long-standing tradition of quality classical music and liturgy while actively exploring the incorporation of intergenerational elements in music and worship
- Raise awareness within the membership of the importance of worship attendance

- Effectively advertise special events and worship opportunities

Implementation Responsibility:

- Worship & Music Committee (Bill Carrell, facilitator)

Goal 3 – Increase the average number of people involved in on-going study groups by 20 each year (increase from 88 to 148 people involved)

General Actions:

- Begin a new study group approximately every six months (as assessed by needs of each new group)
- Provide training for all small group leaders on leading and building a group

Implementation Responsibility:

- Christian Education Team (Robin Anderson, facilitator)

Goal 4 – Increase special learning events by 2 each year.

General Actions:

- Hold at least two special adult learning events (retreats, conferences, adult VBS, etc.) each year using speakers on topics of generational and intergenerational interest - on location or at a separate center or other venue
- Hold at least two additional special children/youth learning events each year (retreats, lock-in, trip)

Implementation Responsibility:

- Christian Education Team (Robin Anderson, facilitator)

Goal 5 – Enhance and increase fellowship opportunities

General Actions:

- Establish a Fellowship Team
- Establish a baseline to measure this goal
- Enhance current fellowship activities and encourage participation
- Conduct new special fellowship opportunities for the whole church or individual age groups, e.g., supper clubs, family movie nights, etc.

Implementation Responsibility:

- Deacons (Bill Carrell, facilitator)

Goal 6 – Involve more people in direct service opportunities

General Actions:

- Establish a baseline to measure this goal
- Focus and prioritize mission projects
- Offer more projects that involve cross sections/intergenerational activities

Implementation Responsibility:

- Mission Team (Marty Anderson, facilitator)