



# WILSHIRE BAPTIST CHURCH

**The Wilshire mission is to build a community of faith  
shaped by the Spirit of Jesus Christ.**

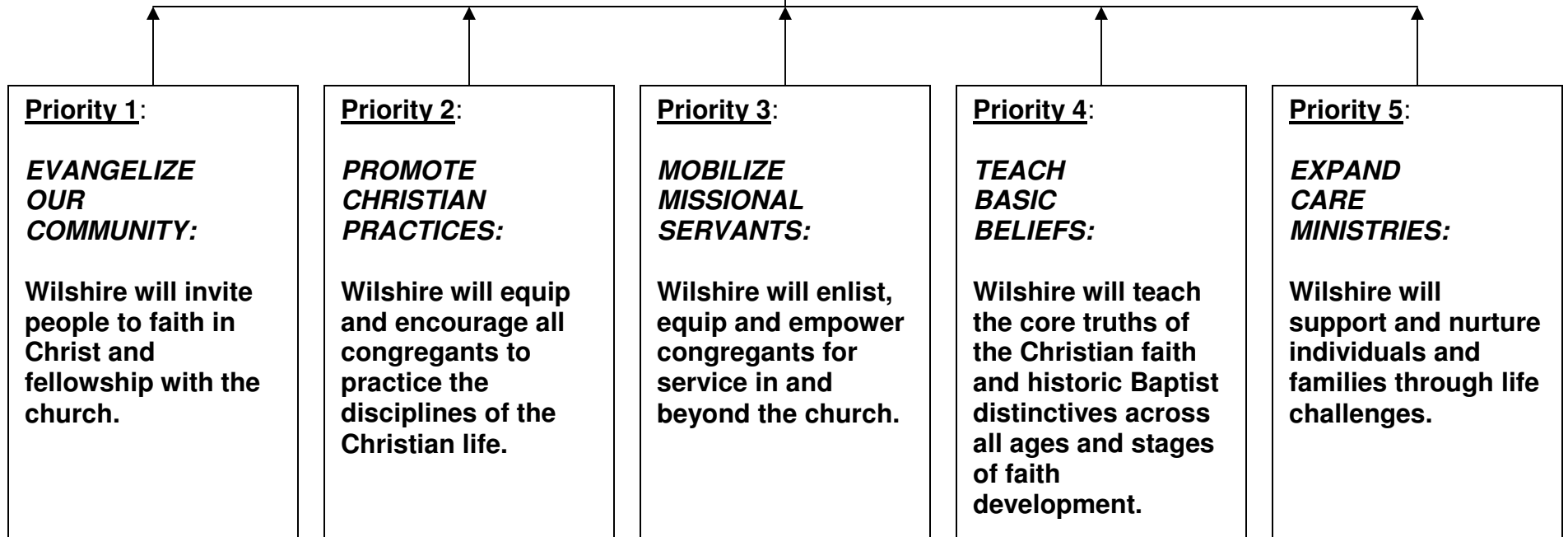
## STRATEGIC PLAN WITH TACTICS

Prepared for Fourth Quarter 2007 Challenge Council Meeting

Date: \_\_\_\_\_

# Strategic Plan 2011 Overview

The Wilshire mission is to build a community of faith shaped by the Spirit of Jesus Christ.



The congregation's Strategic Plan 2011 has a five year timeline: 2007 through 2011.

**Priority 1: EVANGELIZE OUR COMMUNITY-** Steve Terry and Mark Wingfield, Priority Co-Leaders

Definition: **Wilshire will invite people to faith in Christ and fellowship with the church.**

Rationale:

- From the beginning of the Bible to the end, God's love is seeking love. God seeks to draw all creation into relationship with himself.
- God has called his people to be a light to the nations and to bear witness to his salvation.
- Jesus himself commanded his followers to be witnesses for him in Jerusalem, Judea and to the uttermost parts of the world.
- Thousands of people within reach of Wilshire either do not have a relationship with God through Christ or have no connection to a community of faith.

**Strategy 1-A Definition: *Nurture, within the congregation, a culture of hospitality that welcomes and connects every person.*** – Dennis Smith, Strategy Implementation

Coordinator

Three conditions at Wilshire that will be totally different by 2011 as a result of achievement of this Strategy:

1. Wilshire will naturally welcome and connect with visitors and other members.
2. Visitors will have a way to get to know Wilshire before becoming a member.
3. Wilshire members will be able to celebrate and recognize our individual and corporate diversity.

**Tactic 1-A-1:** Offer a weekly visitors' reception during the Sunday School hour.

**Tactic 1-A-2:** Research and identify 'best practices' of other similar congregations with strong 'hospitality evangelism' programs in place.

**Tactic 1-A-3:** Select, adapt and implement hospitality evangelism best practices that would work well at Wilshire.

**Strategy 1-B Definition:** Train and mentor people to share their faith. – Yvette Patton, Strategy Implementation Coordinator

Three conditions at Wilshire that will be totally different by 2011 as a result of achievement of this Strategy:

1. Scores of Christians are being trained and mentored to share their faith with others.
2. Wilshire will be recognized among other faith communities as a model training ground for development and mentoring of people in faith-sharing.
3. Wilshire will be a dynamic, growing congregation.

**Tactic 1-B-1:** Research and select resources, materials and methods for training and mentoring people to share their faith with others, e.g. consider modeling the design and roll-out of this endeavor after the Stephen Ministry and / or pastoral residency at Wilshire.

**Tactic 1-B-2:** Identify capable, willing members of the congregation for training as mentors in faith-sharing (e.g. collaborate with Geri McKenzie/Strategy 3-B and Jessica Capps/Strategy 3-C to identify potential teachers-mentors).

**Tactic 1-B-3:** Educate and promote Wilshire's new faith-sharing resources among members of the congregation (e.g. consider use of personal testimonies – 'This is my story!').

**Tactic 1-B-4:** Periodically offer train-the-trainers/mentors courses to gradually enlarge the numbers of those in the congregation who are available to mentor others in faith-sharing.

**Tactic 1-B-5:** Identify and train those in the congregation who are willing to be trained and mentored in sharing their faith with others.

**Strategy 1-C Definition:** Identify and create events and service opportunities that serve as entry points for inviting friends and others into fellowship with the church. – \_\_\_\_\_, Strategy Implementation Coordinator

Three conditions at Wilshire that will be totally different by 2011 as a result of achievement of this Strategy:

1. Membership increases and increased attendance at Wilshire events.
2. More people who view Wilshire as a place for community.
3. A culture of change with focus on connecting with prospective members through both new and existing ministries

**Tactic 1-C-1:** Plan and promote a regular series of guest speakers on a variety of topics.

**Tactic 1-C-2:** Expand offerings in music and the arts.

**Tactic 1-C-3:** Increase and promote hospitality; offer use of Wilshire facilities for outside groups and their events and publicize the offerings to members of the congregation.

**Tactic 1-C-4:** Offer thematic events, e.g. the Robert Benson prayer conference.

**Tactic 1-C-5:** Create more activities for men.

**Tactic 1-C-6:** Identify connection opportunities.

**Tactic 1-C-7:** Collaborate with Key Priority 4 to create a Wilshire course in basic Christianity.

**Priority 2: PROMOTE CHRISTIAN PRACTICES** – Carol Cabaniss and Doug Haney, Priority Co-Leaders

Definition: **Wilshire will equip and encourage all congregants to practice the disciplines of the Christian life.**

Rationale:

- Christian maturity requires intentional personal spiritual practices or disciplines to deepen one's relationship with God. It takes practice to become 'imitators of Christ'.
- As a church, we are called to equip fellow believers to live out the love of Christ through experiential learning.
- 'Habits of the heart', or spiritual practices, are needed for personal growth and to strengthen the Wilshire community.
- Spiritual practices or disciplines to be encouraged may include but not be limited to prayer, scripture, spiritual reading, meditation, worship, fasting, solitude, spiritual friendship, stewardship and spiritual journaling.

**Strategy 2-A Definition: Identify and define historic Christian practices.** – Jeff Hampton, Strategy Implementation Coordinator

Three conditions at Wilshire that will be totally different by 2011 as a result of achievement of this Strategy:

1. The congregation will be open to using Christian practices personally and corporately.
2. Prayer will become more important both personally and corporately.
3. The congregation will look different demographically.

**Tactic 2-A-1:** Survey the congregation via web or other means to determine what Wilshire members already know about various Christian practices and to thereby determine where any 'gaps' in familiarity or understanding might be found.

**Tactic 2-A-2:** Research, study, explore, visit other congregations to learn about practices within the Christian tradition and Baptist heritage.

**Tactic 2-A-3:** Develop an inventory of common Christian practices.

**Tactic 2-A-4:** Communicate definitions of practices discovered to Wilshire members at all ages and stages of faith development.

**Strategy 2-B Definition: Identify resources to help individuals understand and explore disciplines of the Christian life.** – Tina Murdock, Strategy Implementation Coordinator

Three conditions at Wilshire that will be totally different by 2011 as a result of achievement of this Strategy:

1. Wilshire will be known as a resource and teaching center for disciplines of the Christian life.
2. Members will be able to talk about disciplines of the Christian life with clarity and confidence.
3. Wilshire members and the congregation community will become new resources for the disciplines of the Christian life.

**Tactic 2-B-1:** Research available resources via libraries, Internet, classes, etc. to discover all potential possibilities for disciplines of the Christian life.

**Tactic 2-B-2:** Create criteria to evaluate resources.

**Tactic 2-B-3:** Evaluate identified resources and select best of those for focus at Wilshire.

**Tactic 2-B-4:** Create and publish new resources to be made broadly available.

**Strategy 2-C: Create opportunities to invite people to become aware of and experience historic Christian practices.** – Phyllis Gross, Strategy Implementation Coordinator

Three conditions at Wilshire that will be totally different by 2011 as a result of achievement of this Strategy:

1. A wide variety of personal and community experiences – both one-time and ongoing – will be offered throughout each year to highlight disciplines of the Christian life.
2. More people across the congregation will have incorporated Christian disciplines into their everyday lives.
3. A variety of Wilshire events will promote Christian practices with appeal to people of all ages and stages of faith development.

**Tactic 2-C-1:** Schedule nationally known speakers on disciplines of the Christian life.

**Tactic 2-C-2:** Offer classes on disciplines of the Christian life at Wilshire Academy.

**Tactic 2-C-3:** Collaborate with pastoral residents in creation of periodic Vespers services and special events that highlight the disciplines of the Christian life.

**Tactic 2-C-4:** Widely publicize to members of the congregation those Internet resources that offer insight into disciplines of the Christian life as resources for personal study and improvement.

**Tactic 2-C-5:** Make available resources for exploration of disciplines of the Christian life for use by Sunday School classes on Sunday mornings.

**Tactic 2-C-6:** Continually look for opportunities to integrate disciplines of the Christian life into worship services, children's sermons, the pastor's sermons, Vesper services, etc.

**Tactic 2-C-7:** Support and bolster publicity to the congregation for existing and newly discovered disciplines of the Christian life.

**Priority 3: MOBILIZE MISSIONAL SERVANTS** – Jessica Capps and Mary Ann Hill, Priority Co-Leaders

Definition: **Wilshire will enlist, equip and empower congregants for service in and beyond the church.**

Rationale:

- Jesus makes it clear that serving others is a part of Christian discipleship.
- Serving is a natural progression for the growing Christian.
- Serving through gifts and strengths provides a sense of fulfillment and belonging for congregants.
- The gifts of each are important to the whole.
- Wilshire can have a larger impact on the community and the world if every congregant is engaged in ministry.

**Strategy 3-A: Articulate opportunities to change and save lives within and beyond the Wilshire family of faith, enabling congregants to understand they are the hands and feet of Christ.** – Jason Woodbury, Strategy

Implementation Coordinator

Three conditions at Wilshire that will be totally different by 2011 as a result of achievement of this Strategy:

1. There will be an increase in number of missional servants – ‘100 by 10’ or 100% by 2010.
2. There will be expanded opportunities for service within existing partner organizations and/or expansion into new partner organizations.
3. There will be widespread understanding of missional service opportunities as well as our responsibilities as Christians to be the hands and feet of Christ.

**Tactic 3-A-1:** Define what it is we’re communicating – two-fold communication: (1) opportunities for service and (2) believers are the hands and feet of Christ.

**Tactic 3-A-2:** Define the opportunities for service within and outside of congregation.

**Tactic 3-A-3:** Engage people to tell their missional story: visual aids where available, where to tell the story, education of how to tell the story.

**Tactic 3-A-4:** Create comprehensive communications plan.

**Tactic 3-A-4:** Educate the congregation on why it is important to be the hands and feet of Christ: why money isn’t the only thing, what is our biblical responsibility and what is the impact to partnering organizations from our active involvement.

**Strategy 3-B: Identify and affirm the strengths and gifts of people for service.** – Geri McKenzie, Strategy Implementation Coordinator

Three conditions at Wilshire that will be totally different by 2011 as a result of achievement of this Strategy:

1. At least 750 Wilshire members will have identified their strengths via the StrengthsFinder assessment.
2. Enthusiasm for ministry has become contagious and oozes through the congregation.
3. Knowing strengths and gifts will create ownership, more involvement and the church's membership will be retained and grown.

**Tactic 3-B-1:** Develop systematic programming for offering StrengthsFinder:

- Organize a diverse offering of times available;
- Offer different programs for various ages and stages of life;
- Offer advanced course to 'alumni' of the StrengthsFinder training.

**Tactic 3-B-2:** Train more people to coach and teach StrengthsFinder.

**Tactic 3-B-3:** Widely communicate availability of StrengthsFinder courses through *The Tapestry*, website, pamphlets, word of mouth, alumni testimonials, etc.

**Tactic 3-B-4:** Enlist alumni of the StrengthsFinder courses to encourage at least two others to take the course.

**Strategy 3-C: Match the strengths of individuals with opportunities for service.** – Jessica Capps, Strategy Implementation Coordinator

Three conditions at Wilshire that will be totally different by 2011 as a result of achievement of this Strategy:

1. There will be a higher percentage of congregants involved in meaningful ministry.
2. There will be personal fulfillment in knowing one is in the right place and making a difference.
3. There will be a natural ownership of community service: buy-in, passionate, proactive; people see needs and step in to help meet them.

**Tactic 3-C-1:** Identify and define needs for missional servants in Wilshire ministries and community partnership organizations.

**Tactic 3-C-2:** Maintain an inventory of strengths and gifts of congregants.

**Tactic 3-C-3:** Develop methods for matching strengths with identified needs for missional servants.

**Strategy 3-D: Model and mentor ways to use one's strengths and gifts in specific ministries.** – Deah McCoy, Strategy Implementation Coordinator

Three conditions at Wilshire that will be totally different by 2011 as a result of achievement of this Strategy:

1. Scores of people will be willing to be mentors for development of missional servants.
2. A system will be in place to provide feedback and evaluation to mentees and mentors.
3. Scores of people will be willing to be mentored.
4. Mentored missional servants will become mentors themselves.

**Tactic 3-D-1:** Identify areas where trained missional servants are needed.

**Tactic 3-D-2:** Identify people with gifts for serving in areas of need.

**Tactic 3-D-3:** Implement a 'buddy system' across all ministries of the congregation: identify mentors to develop mentees.

**Tactic 3-D-4:** Clarify and outline roles and responsibilities of mentors and mentees.

**Tactic 3-D-5:** Provide ongoing 'training' with mentors and mentees along with continual feedback.

**Strategy 3-E: Recognize, encourage and affirm people who serve.** – Christy Tobey, Strategy Implementation Coordinator

Three conditions at Wilshire that will be totally different by 2011 as a result of achievement of this Strategy:

1. All Wilshire members who are serving in any capacity feel appreciated.
2. A culture of recognition, encouragement and affirmation will have been created.
3. Wilshire will have started a Barnabas ministry team.

**Tactic 3-E-1:** Find a more effective way to identify both service opportunities and those who serve in the ministries of the congregation.

**Tactic 3-E-2:** Provide and publicize ways for all members to affirm those who serve.

**Tactic 3-E-3:** Create a framework for all church groups and ministry efforts to affirm and encourage those who serve in their areas.

**Priority 4: TEACH BASIC BELIEFS** – Mike Rosamond and Carolyn Shapard, Priority Co-Leaders

Definition: **Wilshire will teach the core truths of the Christian faith and historic Baptist distinctives across all ages and stages of faith development.**

Rationale:

- To ground congregants in the doctrines of the Christian faith and historic Baptist distinctives;
- The core truths of the Christian creeds and historic Baptist confessions shape the intellectual life of the church;
- All congregants are in need of theological formation in the knowledge of God and the things of God;
- There is an over-arching Biblical narrative that provides the context for Christian teaching and that unites the body of Christ.

**Strategy 4-A: Identify and define core truths of the Christian faith and historic Baptist distinctives.** – Darren DeMent and Rick Logsdon, Strategy Implementation Co-Coordinator

Three conditions at Wilshire that will be totally different by 2011 as a result of achievement of this Strategy:

1. We will have agreement on core truths of the Christian faith;
2. We will have identified a set of core Baptist distinctives;
3. We will have developed a framework for further exploration.

**Tactic 4-A-1:** Research

**Tactic 4-A-2:** Distill

**Tactic 4-A-3:** Clarify

**Tactic 4-A-4:** Communicate

**Strategy 4-B: Develop and implement a comprehensive approach to faith development that teaches the core truths of the Christian faith and historic Baptist distinctives in the context of the over-arching Biblical narrative.**

– Ken Allen and Julie Girards, Strategy Implementation Co-Coordinator

Three conditions at Wilshire that will be totally different by 2011 as a result of achievement of this Strategy:

1. We will be making progress in understanding our basic beliefs and Baptist distinctives;
2. We will be making progress in tying our basic beliefs and Baptist distinctives to the over-arching Biblical narrative;
3. We will be becoming excited and eager to share our beliefs with others.

**Tactic 4-B-1:** Identify priorities;

**Tactic 4-B-2:** Identify target groups, e.g. age, stage, tradition;

**Tactic 4-B-3:** Identify resources;

**Tactic 4-B-4:** Tie to Biblical narrative, Baptist heritage and Christian heritage;

**Tactic 4-B-5:** Incorporate into life of the church, e.g. emphasis, church year, Sunday School.

**Strategy 4-C: Invite and engage people of all ages and faith stages to learn the core truths of the Christian faith and historic Baptist distinctives.** – Carolyn Murray and Mindy Bateman, Strategy Co-Coordinator

Three conditions at Wilshire that will be totally different by 2011 as a result of achievement of this Strategy:

1. Scores of people of all ages will be actively engaged in ongoing learning;
2. Creating and fostering of a consistent mechanism to help congregants know and understand;
3. The majority will embrace and proudly own the core truths of the Christian faith and Baptist distinctives.

**Tactic 4-C-1:** Identify 'best' education resources on Christian beliefs and Baptist distinctives – direct distribution or modify resources;

**Tactic 4-C-2:** Create teaching model that fosters 'train the trainer' concept and inter-generational learning – time for teachers;

**Tactic 4-C-3:** Create 'family learning groups', e.g. Advent devotionals (5-12 year olds); distribute via *The Tapestry* and Wilshire website;

**Tactic 4-C-4:** Create Sunday School programs and study guides focused on core truths of the Christian faith and basic Baptist distinctives:

- Series of studies for 'Holy Week' – children, youth, adults – different levels of detail;
- 'Calendar' / 'family chart' following Christian calendar.

**Priority 5: EXPAND CARE MINISTRIES** – Janda Edwards, Laurie Taylor and Tiffany Wright, Priority Implementation Co-Leaders

Definition: **Wilshire will support and nurture individuals and families through life stages and challenges.**

Rationale:

- The Spirit of Christ builds community by meeting people where they are.
- Jesus taught us to ‘love your neighbor as yourself’.
- There are many examples of life stages and challenges in the church community and the neighborhood community today.
- During life stages and challenges, people may be receptive to the church’s ministry and the voice of God.

**Strategy 5-A: Research and adapt ‘best practices’ of other communities of faith that do a superb job of providing care ministries for individuals and families.** – Johnny Taylor, Strategy Implementation Coordinator

Three conditions at Wilshire that will be totally different by 2011 as a result of achievement of this Strategy:

1. We will be aware of virtually every potential care model.
2. We will have evaluated, analyzed and determined which care models to pursue.
3. We will have implemented the best of the care models we have found.

**Tactic 5-A-1:** Enlist research and adaptation team(s);

**Tactic 5-A-2:** Identify those target communities of faith which seem to have excellent care models in place;

**Tactic 5-A-3:** Determine criteria for researching and evaluating care models of other communities of faith;

**Tactic 5-A-4:** Assign people to complete the research and exploration tasks;

**Tactic 5-A-5:** Complete research and exploration tasks;

**Tactic 5-A-6:** Identify care models that are adaptable to Wilshire;

**Tactic 5-A-7:** Select and prioritize models for implementation;

**Tactic 5-A-8:** Hand off to Strategy 5-C team for implementation.

**Strategy 5-B: Compile, make readily available, and periodically update a list of quality, accessible resources to which member and non-member individuals and families could be referred.** – Donna Hamby, Strategy Implementation Coordinator

Three conditions at Wilshire that will be totally different by 2011 as a result of achievement of this Strategy:

- A list of quality, accessible resources will be readily available to the congregation.
- A person or persons will be readily available for consultation to interpret available resources.

**Tactic 5-B-1:** Research and categorize needs of congregants.

**Tactic 5-B-2:** Research and identify resources available: (a) professionals within the congregation; (b) financial; (c) community resources available; and (d) systems in place at Wilshire to inventory and maintain data base, etc.

**Tactic 5-B-3:** Compile resources inventory for publication.

**Tactic 5-B-4:** Identify and utilize current and/or potential new avenues for dissemination of resources inventory.

**Tactic 5-B-5:** Formalize process to keep resources updated in a timely manner.

**Strategy 5-C: Identify and connect individuals and families facing life stages and challenges with others who have knowledge and/or expertise to support and minister to them.** – Mindy Logsdon, Strategy Implementation Coordinator

Three conditions at Wilshire that will be totally different by 2011 as a result of achievement of this Strategy:

- Every individual will be cared for at Wilshire.
- Every individual in the congregation will know where to go and how to get help when needed.
- A system will be in place to identify and connect those who need ministry with those who have appropriate resources to provide ministry.

**Tactic 5-C-1:** Design and implement a system to match needs of individuals and families with congregation or community resources.

**Tactic 5-C-2:** Expand education to the congregation about availability of current resources that are working well, e.g. Stephen Ministry, Parish Nurse program, etc.

**Tactic 5-C-3:** Research, discover and adapt best practices for connecting the support needs of individuals and families with resources available in the congregation or community.

**Tactic 5-C-4:** Consider implementation of the Support Team Initiative sponsored by Project Compassion in Chapel Hill, North Carolina.

**Tactic 5-C-5:** Publicize 'success' stories of Wilshire's care ministries endeavors.

**Tactic 5-C-6:** Implement Strategy 5-A work plan.