Strategic Planning Report

2009 – 2013 Strategic Plan

FIRST BAPTIST CHURCH

March 1, 2009
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2009 – 2013 Strategic Plan

Executive Summary

BACKGROUND
In August of 2007, the Church elected a Strategic Planning Council charged with developing a strategic plan suitable for guiding the church through the year 2013. Members include:

- Andy Anderson
- Ron Emerson
- Melanie McCarthy
- Shelley White
- Elaine Campbell
- Mark Fitzwater
- Tammy McKee
- Andy Davis, Pastor
- Terri Covington
- David K. Leigh
- Rick O’Banon
- Earl Oakerson

The Council began its work in February, 2008. It has reviewed the progress made in implementing the 2003 Strategic Plan, reviewed the church’s mission as established in its Constitution and By-Laws, and sought from the membership and major councils and committees input related to unfinished projects, concerns, and any new projects that should be considered.

The Council has determined that with the exception of meeting attendance and revenue projections, the major objectives proposed for the 2003-2008 Strategic Plan have been realized. Among the accomplishments: a second Sunday School was added and staffed with minimum disruption, the preschool was relocated into new facilities, Children’s Sunday School space was refurbished, on-site parking was expanded, and the members indicated that the Church provided increased opportunities to exercise their faith and connect with the outside world.

Although the membership indicated overall satisfaction with the Church and its programs, several areas of concern were noted. The 2009-2013 Strategic Plan seeks to address each of these in its recommendations. The Plan is divided into eight sections. Each relates to a particular umbrella goal, and includes the goal, the rationale for proposing the goal, and specific, measurable, and time-targeted objectives related to implementing that goal.

I. CHURCH MISSION AND VISION
To provide a unifying vision for the Church that encompasses every age group, the Strategic Planning Council recommends that the mission statement guiding the implementation of the 2009-2013 Strategic Plan be changed to:

Knowing Jesus Intimately, Serving Jesus Passionately, Sharing Jesus Globally

II. CONSTITUTION and BY-LAWS
A comparison of the church’s Constitution and By-Laws with current practice indicates some lack of congruence. It is recommended that the Pastor name a committee to review the church’s Constitution and By-Laws and propose to the church any amendments necessary for bringing it into conformity with current practice as well as existing legal requirements.
III. WORSHIP STYLE
As survey responses and member comments indicate a concern over worship style, and in an effort to reach more people, especially younger adults, it is recommended that the church implement alternative worship services that consider member preference by September 1, 2009.

IV. GROWTH
Church growth has not kept pace with that of Bell County and the Belton Independent School District. It is recommended that the Family Ministry Council develop a strategy for increasing the church’s growth to keep pace with local growth as measured on an annual basis.

V. FACILITIES
Although the new preschool space and renovated children’s space now provides for these groups, there remains a need for additional space for the youth and college departments and improved space for the senior adult departments, ministerial staff, and church library. Therefore it is recommended that the Property Management Committee activate a Building and Survey Committee to develop a strategy for addressing these needs and that the strategy includes the consideration of new space, renovated space, and alternate space—both on and off the church campus.

VI. ENHANCED SPIRITUAL GROWTH
The membership survey indicates that some new members have found it difficult to become an integral part of the fellowship; therefore, it is recommended that the Spiritual Growth Council design and develop a comprehensive spiritual growth strategy. This strategy should take people where they are when they enter the fellowship, help them become viable part of a caring fellowship, and move them towards growth and service in the body.

VII. FINANCIAL SUPPORT
As revenue continues to fall below projected budget and as records indicate that less than fifty percent of its members give to support the church, it is recommended that the church develop and adopt a financial and giving strategy which challenges members to support the vision and the programs they have adopted.

VIII. MISSIONS
Survey responses, member comments, and committee input led to a new strategy for missions. While missions have been an integral part of our church ministry, the need was identified to have a global strategy, more diverse participation, and maintain local missions effort. This new comprehensive strategy, “The Whole Church, The Whole Gospel, The Whole World,” has divided the church into 12 regional teams for the purpose of prayer, education, support, and service. While the involvement of the church through these 12 regional teams should help develop ongoing strategies and increase participation and awareness, it is recommended that the Missions Committee continue to develop strategies to increase mission participation within the church.

Many are the plans in a man’s heart, but it is the Lord’s purpose that prevails.

Proverbs 19:21