

2022 Strategic Priorities - Accomplishments

As of 12/15/22

PRIORITIES, GOALS AND OBJECTIVES	PROPOSED RESPONSIBLE INDIVIDUALS	ACTION TAKEN
GROWTH		
Goal 1: Initiate a discipleship development and deployment program		
Objective 1: Sustain our Sunday-School participation and develop and encourage engagement	Assistant Pastor & Sunday School Council	COMPLETED - Mobilized a Sunday School council that met monthly. That council executed a Sunday School Promotion Month in January. They also tracked weekly attendance and planned Sunday school attendance drives. In December, we transitioned to hybrid Sunday School.
Objective 2: Increase Power (Half) Hour engagement by 25% annually live and on-demand	Assistant Pastor	COMPLETED. Facilitated virtual Power Half Hour each week online, engaging a range from 150 up to 550 people each week. We also held hybrid Power Hour services on First Wednesdays, including Power Hour Anniversary, which engaged 80-120 people in-person and online.

<p>Objective 3: Cultivate an increasingly prayer-centered culture that is relentless, pervasive and consistent in its application of prayer.</p>	<p>Assistant Pastor & Prayer Ministry</p>	<p>COMPLETED. Prayer ministry held weekly, weekday call in live prayer with an average of 7 participants. Also, leads monthly fasts with 50-65 participants.</p>
<p>Objective 4: Plan regular church-wide prayer services and events/experiences throughout the year.</p>	<p>Assistant Pastor & Prayer Ministry</p>	<p>COMPLETED. Hosted a Virtual Day of Prayer (35 attendees). Also hosted Women's Ministry prayer event with 30 attendees.</p>
<p>Goal 2: Develop and execute an expansion plan for affinity-related ministries.</p>		
<p>Objective 1: Increase presence and participation at strategic public schools and community colleges.</p>	<p>Senior Pastor & Ministry Coordinator</p>	<p>COMPLETED. SJBC supplied over 1000 items in support of the HCC Food Pantry. We also supported HCC Presidential Inauguration. Golden Hearts gave \$8,000 of gift cards for School for School to 13 area schools. We distributed \$4,000 of giftcards to 13 area middle and high schools for Christmas.</p>

<p>Objective 2: Develop and execute programs and ministries that serve affinity groups to include young adults, seniors, and gender-specific groups.</p>	<p>Senior Pastor, Assistant Pastor, & Ministry Coordinator (Lisa Copelin)</p>	<p>COMPLETED. Held the RELATE Conversations with the Relationship Boosters in Feb. 44 people registered. Scheduled initial events around the demographic and psychographic analysis, including Jazz Dinner En Blanc. To support diverse demographics, the Back to School event supported 1,000 people with supplies, sports physicals, etc. Young Adult fellowships included Main Event and Top Golf. Youth event to screening of Black Panther: Wakanda Forever and fellowship at Dave and Buster.</p>
<p>Objective 3: Establish a process for on-going evaluation of our programming and ministries to ensure faithfulness to God’s vision and alignment with our strategic plan.</p>	<p>Senior Pastor and Ministry Coordinator (Lisa Copelin)</p>	<p>COMPLETED. We have developed and implemented a new process that includes documenting the planning, executing, evaluating, and systems development around the programs and ministries that we offer.</p>
<p>Goal 3: Expand use of technology to increase engagement with members, seekers, & guests.</p>		

Objective 1: Design connection pathways to establish and deepen relationships with those we serve.

Senior Pastor, Assistant Pastor, Deacon Ministry, Marketing & Communications Coordinator, & Exec. Admin to Senior Pastor

COMPLETED. Developed and executed the Pastoral & Congregational Care communication system. We began the shift from fully virtual to engaging in more hybrid opportunities, including our worship services and Sunday School. We initiated the Second Sunday Socials to reintroduce after-worship fellowship to the congregation. Connected through congregational e-newsletters for increased awareness and connection. Deacons hosted monthly deacon member care zoom calls. Also, our Connect Classes established relationships with new members, and engaged them to become involved in SJBC ministries and engage with other members. We also ordained 7 new deacons.

<p>Objective 2: Establish a communication plan, both internally and externally, and assign resources to ensure information is disseminated consistently and appropriately.</p>	<p>Senior Pastor, Assistant Pastor, Finance & Operations Director, Marketing & Communications Coordinator, Marketing & Communications Vendor, and Ministry Coordinator</p>	<p>IN-PROCESS Engaged MPI vendor to build both communication plans. The anticipated completion date is 1st quarter, 2023.</p>
<p>Objective 3: Reimagine optimal digital marketing.</p>	<p>Marketing & Communications Vendor</p>	<p>IN-PROCESS Engaged MPI vendor to build both communication plans. The anticipated completion date is 1st quarter, 2023.</p>
<p>Goal 4: Increase our church membership by 5% annually.</p>		
<p>Objective 1: Increase our current in-person attendance from 100 to 500 annually and our current online worship attendance from 500 to an additional 200 annually</p>	<p>Senior Pastor, Assistant Pastor, Marketing & Comm. Coordinator</p>	<p>IN-PROCESS. COVID cases adjusted our attendance increase timeline. (Connected to Goal 3; Obj. 2)</p>
<p>Objective 2: Develop an evangelism/ church growth team and strategy</p>	<p>Postpone to 2023</p>	
<p>Objective 3: Develop and execute an assimilation and retention plan</p>	<p>Postpone to 2023</p>	
<p>Goal 5: Increase revenue by 5% annually and cap expense growth by 3% annually.</p>		

Objective 1: Increase consistent givers by developing a culture of tithing and generosity.

Senior Pastor, Assistant Pastor, and Finance & Operations Director

COMPLETED. Promoted Connect Classes for new and current members so that the lessons on giving can be taught. Sent quarterly giving statements and letter from Sr. Pastor asking all members to increase their giving. Developed and executed a tithing growth plan. Also launched a 90-day tithing challenge from June-Aug with 67 participants. We hosted Sr. Pastor Vision Night for Sr. Pastor to share gratitude, vision, and impact with high level givers. We also introduced legacy giving as a tool to expand our capacity to support the church with increased revenue.

<p>Objective 2: Establish a financial strategy and determine a total target dollar amount for one-time and recurring outside funding sources to provide for stable funding of the programs and services SJBC strives to offer in sustainable ways. (ex. BGAV grants, Lily, bank financing, capital campaign, endowment, planned giving, and a focused effort on stewardship)</p>	<p>COMPLETED. Nurtured strategic relationships with grantors so that SJBC was recommended when grant opportunities were available. Received a \$50,000 Benevolence grant to assist members and the community with specific hardships. Also recieved a grant for \$20,000 to provide food for Thanksgiving baskets. Missions Ministry received a food and benevolence grant for \$1,000 from BGAV.</p>	
<p>Objective 3: Develop systems and train staff and leaders for optimal expense management.</p>	<p>Finance & Operations Director</p>	<p>COMPLETED. Make quarterly P&L available to staff to review budget expenditures.</p>
<p>Goal 6: Proactively recruit, train, equip and utilize God-gifted people for church ministry</p>		
<p>Objective 1: Develop and execute a plan to increase the number of members involved in ministries by 25% annually</p>	<p>Senior Pastor & Ministry Coordinator</p>	<p>IN-PROCESS To be completed in the 1st Quarter of 2023</p>

<p>Objective 2: Develop plans for volunteer recruitment and leadership development.</p>	<p>Senior Pastor, Assistant Pastor, Ministry Coordinator, and Marketing & Communications Coordinator</p>	<p>COMPLETED Facilitated leadership orientation and mid-year leadership conference. SJBC staff was trained in conferences and retreats. Planned and executed Serve Sunday, which attracted 25 new ministry participants.</p>
<p>Objective 3: Revamp SJBC Cluster Ministry to facilitate relational growth, leadership identification, and membership growth</p>	<p>Senior Pastor, Ministry Coordinator, & Assistant Pastor</p>	<p>IN-PROCESS. Met with cluster leaders to cast a new vision for the Cluster Ministry.</p>
<p>Objective 4: Mobilize committee to strategize leadership succession planning.</p>	<p>Senior Pastor, Assistant Pastor, and Succession Planning Committee</p>	<p>COMPLETED. Sr. Pastor provided requirements to develop a succession plan for elected and appointed ministry leaders. Next steps include mobilizing a team to execute the plan and communicate to the nominating committee, staff, and congregation. We will begin implementation in the 1st Quarter of 2023.</p>
<p>Goal 7: Develop, train, or hire staff to accommodate the organizational structure to accomplish strategic initiatives.</p>		

<p>Objective 1: Optimize current staff to align with SJBC present needs and future direction.</p>	<p>Senior Pastor & Finance & Operations Director</p>	<p>COMPLETED. Utilized 7 Geese platform as our performance management tool. Facilitated qtrly. performance reviews with all staff and met bi-weekly for staff development, tracked programing and event planning, and celebrated and evaluated strategy execution.</p>
<p>EXPANSION</p>		
<p>Goal 1: A. Develop a master property and facilities plan that balances in-person and virtual trends and aligns our current and future buildings and resources to the practical needs of our mission and vision.</p>		
<p>Objective 1: Develop and execute facility usage requirements.</p>	<p>Facilities Manager</p>	<p>COMPLETED. The facility audit has taken place that explains what needs to be replaced or repaired to continue making our church available for entrepreneurs and community organizations to enhance our community impact.</p>

<p>Objective 2: Develop a 3-year capital budget plan.</p>	<p>Facilities Manger and Director of Operations & Finance</p> <p>COMPLETED. Submitted comprehensive request for capital expenditures related to church repairs and maintenance.</p>	
<p>Goal 2: Build & operate a state-of-the-art community-based youth & family life center.</p>		

Objective 1: Mobilize the necessary team to manage and complete the construction of the Y&FLC.

Senior Pastor, Rev. Regina, and New Y&FLC Construction Committee

COMPLETED. Mobilized a Y&FLC team. Reviewed conceptual drawings for the Center. Completed a sources and uses analysis to determine the cost of the facility. Next steps: a needs assessment to confirm our initial understanding of why we should build the Y&FLC. We gave a preliminary presentation at the annual mid-year and congregational meetings. We presented the conceptual plan to the BOT and congregation at the mid-year congregation meeting and shared about next steps at the annual congregation meeting.

<p>Objective 2: Establish the financial plan for funding the project.</p>	<p>New Y&FLC Construction Committee</p>	<p>IN-PROCESS.</p>
<p>Goal 3: Enhance the efficiency and capacity of the SJBC facilities.</p>		
<p>Objective 1: Develop and execute an IT and A/V plan</p>	<p>Production Engineers and Minister of Music</p>	<p>COMPLETED. We've begun making purchases for SJBC IT and A/V needs. The IT & A/V plan has been created, and expenditures for screens in the sanctuary and additional sound space were approved for 2022 and 2023.</p>
<p>IMPACT</p>		
<p>Goal 1: Develop and execute specific programs and events to serve those within driving distance (15 miles) to SJBC, with specific focus to Long Reach Village.</p>		

<p>Objective 1: Review demographic and psychographic report to establish the priorities for ministry focus areas (in-person and digital)</p>	<p>Senior Pastor, Assistant Pastor, Ministry Coordinator</p>	<p>COMPLETED. Scheduled programs and events targeting the demographics that SJBC has the most potential to reach most effectively. Held the Dinner En Blanc event with 200 attendees</p>
<p>Objective 2: Execute strategy to impact priority ministry focus areas</p>	<p>Senior Pastor, Assistant Pastor, Ministry Coordinator</p>	<p>COMPLETED. Ensured that ministry programs and events served the priority groups named in the demographic/psychographic report.</p>
<p>Goal 2: Identify and collaborate with strategic organizations to meet needs in the global context.</p>		

Objective 1: Partner with strategic likeminded organizations on specific local and global mission projects.

Senior Pastor, Ministry Coordinator, & Missions Ministry

COMPLETED. Supported the HCGH healthcare workers during our 5th Sunday outreach- raised 5K and sent 130 thank you cards and 5 videos. We also supported HCGH workers with a stress-relief equipment donation and the Welcome Home Refugee project which donated household items. Met with CAC leadership to strategize current and future partnerships. SJBC received the County Executive's "Rise to the Challenge" Sunrise Distinction in the Faith-based Collaborator Award section.

<p>Objective 2: Collaborate with strategic partners to execute effective missions' strategies and opportunities to reach people with the gospel in key areas of the world.</p>	<p>Senior Pastor, Ministry Coordinator, & Missions Ministry</p>	<p>COMPLETED. The SJBC Missions Ministry worked with several organizations to support the settlement of Ukrainian refugees and they are working with BGAV on grant opportunities for missions work. Also, Pastor Turner represented SJBC with BGAV's Ascent group that is developing a national plan to re-evangelize North America. Next steps: BGAV's Missio group is holding a national evangelism conference at SJBC in 2023.</p>
<p>Objective 3: Develop ways to showcase mission projects and events to keep the congregation informed of opportunities, programs, and results.</p>	<p>Senior Pastor, Ministry Coordinator, Missions Ministry, and Production Engineers</p>	<p>COMPLETED. Each 5th Sunday for Missions & Community Outreach, we showcased our congregational service project.</p>
<p>Objective 4: Recruit and send members to training sessions outside the church that focus specifically on missional ministry.</p>	<p>Ministry Coordinator & Missions Ministry</p>	<p>COMPLETED. The missions ministry has been in touch with BGAV's mission's coordinator for local missions opportunities & Rev. Julian Dangerfield for global missions opportunities .</p>

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COMPLETED. Connected through congregational e-newsletters for increased awareness and connection. Deacons hosted monthly deacon mem+D9ber care zoom calls. Also, our Connect Classe			

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