2023 STRATEGIC PRIORITIES

Updated: 1-10-23

PRIORITIES, GOALS AND OBJECTIVES	PROPOSED RESPONSIBLE INDIVIDUALS	METRICS
GROWTH		
Goal 1: Initiate a discipleship development and deployment program		
Objective 1: Increase our Sunday-School participation by from an average monthly attendance of 100 people 200/ Sunday average	Assistant Pastor & Sunday School Council	Bi-annual attendance measuring.
Objective 2: Increase Power (Half) Hour engagement by 25% annually live and on-demand	Assistant Pastor	
Objective 3: Increase Bible Study platforms, classes, and participation to serve 200 people live and on-demand	Assistant Pastor & Prayer Ministry	
Goal 2: Develop and execute an expansion plan for affinity-related ministries.		
Objective 1: Increase presence and participation at strategic public schools and community colleges.	Youth & Young Adult Pastor	
Objective 2: Develop and execute a plan to utilize surveys to respond to strategic congregational and community needs	Senior Pastor, Assistant Pastor, & Marketing & Communications Specialist	
Goal 3: Expand use of technology to increase engagement with members, seekers, & guests.		
Objective 1: Establish a communication plan, both internally and externally, and assign resources to ensure information is disseminated consistently and appropriately.	Senior Pastor and Marketing & Communications Specialist	Update FellowshipOne Member contact information. Facilitate regular communication from the Senior Pastor to strategic groups within the congregation (leaders, college students, etc.).

Objective 2: Reimagine optimal digital marketing.	Marketing & Communications Specialist	a. Programmatic marketing- How we market weekend worship, discipleship and service opportunities, and special programs b. Ads (video and static posts) to engage members, seekers, and guests in social media
Goal 4: Increase our church membership by 5% annually.		
Objective 1: Develop and execute a plan to increase number of guests who become members.	Senior Pastor and Marketing & Communications Specialist	a. We will be inviting people to join (connect with) our church in varoius ways, to include: walking down the aisle, seeing a Deacon after service, text-to-join, or via the SJBC website. We will also be having thought-leaders come to share at our Mid-Year Leadership Conference about evangelism for church growth. Connect Ambassadors will greet guests in the narthex each Sunday with guest packets and information, and ushers will greet guests during worship services. Guests should recieve phone call within 48 hours of attending a worship service from the Connect Ambassadors. (Connect Ambassador Call: "Thank you for worshipping with us. How can we serve you?")
Objective 2: Develop and execute a plan to increase number of attendees in small groups by 25% annually	Senior Pastor, Marketing & Communications Specialist, and Ministry Coodinator	

Objective 3: Develop and execute an assimilation and retention plan	Assistant Pastor & Ministry Coodinator	a. Develop and Implement roadmap to Engaged Membership - From new member to RHF which includes connecting into Ministry or Cluster(s). b. Institute a Ministry/Cluster Placement Program to assist new members in connecting with existing fellow members and groups of the congregation.
Objective 4: Enhance SJBC Sunday worship experience to attract intergenerational worshippers with a focus on millenials	Assistant Pastor & Minister of Music	Hosting bi-annual worship workshops for all ministries to learn the theological vision for our worship expericne and be trained about worship enhancements. Sharing the "why" to any changes, and equipping leaders with tools for excellence.
Goal 5: Increase revenue by 5% annually and cap expense growth by 3% annually.		
Objective 1: 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)	Senior Pastor and Ministry Coordinator	
Objective 2: Develop and execute plan to increase donor development initiatives	Senior Pastor & Assistant Pastor	A. Increase number of leaders and members who give tithing testimonies. B. Incorporate annual Vision Night for givers above a certain level C. Legacy giving education for SJBC members
Goal 6: Proactively recruit, train, equip and utilize God-gifted people for church ministry		
Objective 1: Develop and execute a plan to increase the number of members involved in ministries by 25% annually	Senior Pastor and Ministry Coordinator	A. Determine ministry involvement numbers Q1 to set a baseline.

Objective 2: Develop and execute plans for volunteer recruitment and leadership development.	Senior Pastor and Ministry Coordinator	
Objective 3: Revamp SJBC Cluster Ministry to facilitate relational growth, leadership identification, and membership growth	Senior Pastor, Assistant Pastor, and Ministry Coordinator	
Objective 4: Offer educational opportunities for our singers to grow and develop in their passion for singing and gospel music	Minister of Music	
Objective 5: Review and approve proposed leadership succession plan.	Senior Pastor and Succession Planning Committee	Phase 1: Elected Leaders | Phase 2: Appointed Ministry Leaders
Goal 7: Develop, train, or hire staff to accommodate the organizational structure to accomplish strategic initiatives.		
Objective 1: Review and update staffing plan annually in response to current needs and opportunities.	Senior Pastor & Director of Finace and Operations	Recruit Children's Director, Teen Director, and Young Adult Director
Goal 8: Expand SJBC congregational connection through fellowship opportunities		
Objective 1: Provide 10 fellowship opportunties for our congregation to reconnect with one another	Senior Pastor, Assistant Pastor, and Ministry Coordinator	
EXPANSION		
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.		
Objective 1: Develop a 3-year capital budget plan.	Senior Pastor, Facilities Manager, and Director of Operations & Finance	1Q22 capital requests completed to cover Sacred Arts equipment (AV/production readiness for worship), 1Q22 purchase of new staff computers to optimize digital workspace completed.
Goal 2: Build & operate a state-of-the-art community-based youth & family life center.		
Objective 1: Mobilize the necessary team to manage and complete the construction of the Y&FLC.	Senior Pastor and New Y&FLC Construction Committee	

Objective 2: Establish the financial plan for funding the project.	Senior Pastor and New Y&FLC Construction Committee	a. Develop an operational plan for the sustainability and growth of the Y&FLC (Develop and execute programs and services that meet the practical and spiritual needs of the growing demographic groups in our community; Develop & execute resourcing plan. Establish needs for physical SJBC footprint, ex. Infrastructure-IT etc.; Use facilities assessments to optimize SJBC facilities plans; Explore and execute resourcing and funding options)
Goal 3: Enhance the efficiency and capacity of the SJBC facilities.		
Objective 1: Develop and execute an IT and A/V plan	Production Engineers and Minister of Music	LED screen upgrade?
Objective 2: Ensure that the HVAC system upgrade is a part of the Y&FLC Construction Plan	Senior Pastor, New Y&FLC Construction Committee, & Facilities Manager	
Objective 3: Ensure that the parking lot expansion is a part of the Y&FLC Construction Plan	Senior Pastor, New Y&FLC Construction Committee, & Facilities Manager	
IMPACT		
Goal 1: Identify and collaborate with strategic organizations to meet needs in the global context.		
Objective 1: Partner with strategic likeminded organizations on specific global mission projects.	Senior Pastor, Ministry Coordinator, & Missions Ministry	a. Establish networking relationships to share best practices and support one another.
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.	Ministry Coordinator & Missions Ministry	a) Mental Health b)Divorce Care c) Addressing alcoholism in women 35 years old and younger
Objective 3: Develop ways to showcase mission projects and events to keep the congregation informed of opportunities, programs, and results.	Senior Pastor, Assistant Pastor, Marketing & Comm. Specialist, Ministry Coordinator, and Production Engineers	Capture and publish SJBC community engagement in SJBC announcements, Pastor's Highlights, and Social Media

Objective 4: Recruit and send members to training sessions outside the church that focus specifically on missional ministry.	Ministry Coordinator & Missions Ministry	SJBC Missions ministry held a conference using the Perspectives Training Module for Effective Mission Work.
Goal 2: Facilitate Souls to the Polls voting campaigns to promote voter registration and turnout in partnership with Celebration Church and First Baptist Church of Guilford.		
Objective 1: Provide the framework for a Souls to the Polls Campaign	Senior Pastor & Assistant Pastor	

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