



# Breakout Group B

# Breakout Objectives

- 1) Questions from General Session before we move into outlining the Transitional Segment Strategies
- 2) Provide an overview of the 2017 Segment Plan Priorities

# Transitional Segment Strategy

To support the transformation of transitional churches in order to drive sustainable growth in the most vital churches and ministries

## Turnaround

To support sustainable churches as they develop and implement a turnaround plan to become more vital

## Reinvent

Support innovative re-branding and/or revitalization initiative (process) w/in sustainable churches in order to become vital

## Repurpose

To encourage churches to consolidate (physical, multi-site, satellite) and/or collaborate/merge by leveraging or repurposing assets, resources and capabilities to enhance community ministries

## Sell

Identify and sell unsustainable churches in order to invest in growing churches and ministries



# Transitional Segment Strategy

To support the transformation of transitional churches in order to drive sustainable growth in the most vital churches and ministries

**Repurpose**

**To encourage churches to consolidate (physical, multi-site, satellite) and/or collaborate/merge by leveraging or repurposing assets, resources and capabilities to enhance community ministries**

# Repurpose Church Plan Summary

- Goal** To encourage churches to consolidate (physical, multi-site, satellite) and/or collaborate by leveraging or repurposing assets, resources and capabilities to enhance community ministries.
- Description** ID specific churches in a common geographic area/community to work with Repurpose churches to develop a common vision/mission/ministry plan for the community. ID the resources/assets (facilities)/organizational requirements to support the plan. ID best practices/unique capabilities of the churches. Restructure the churches and align resources, assets and staff.
- Link healthy churches with unsustainable churches that have compatible cultures and shared mission and ministry focus. This can be an informal mentoring relationship or a formal consolidation (multi-site, satellite)
- Resources** Pastor and Lay Leader consult with the CVT regarding candidates to enter into discussions for consolidation/collaboration. The Pastor & Lay Leader shall then select 4-6 members to develop and implement the consolidation/collaboration plan as described above.
- Timeline** Winter 2017 – develop/implement the consolidation/collaboration plan; by Fall 2017 – results presented to congregation/CVT; Winter 2018 - assessment of progress achieved by CVT.
- Metrics** Metrics will need to be tailored to the Repurpose Plan – MVS will be used as applicable.  
1) Identification of a specific ministry area (geographic/needs to be addressed/persons to be reached), 2) inventory of combined assets (physical – buildings, equipment, supplies, teaching resources, etc.; and human resources – leadership, experience, spiritual gifts, etc.)
- Impact** The development and support of effective ministries beyond the neighborhood to impact the larger community and region. Demonstration of the active “connectionalism” of the body of Christ and the structure of the UMC.
- Deliverable** DS/CVT will contact churches they recommend to be merged/consolidated and their ministry partner (or, as appropriate, work with congregations to transition to other ministry purposes).

# Repurpose Strategy – Mapping Process

- Congregation Readiness – both parties
- Cultural Alignment
- Common Mission & Ministry
- Regional Proximity
- Shared Community



# Transitional Segment Strategy

To support the transformation of transitional churches in order to drive sustainable growth in the most vital churches and ministries

**Turnaround**

**To support sustainable churches as they develop and implement a turnaround plan to become more vital**

# Turnaround Church Plan Summary

- Goal:** To support the sustainable churches as they develop and implement a turnaround plan to become more vital.
- Description:** Turnaround plan should include an in-depth situation assessment, strategic analysis and direction, ministry plan (Hospitality, Discipleship, Worship, Service, and Giving), operational implementation plan, timeline and scorecard review process.
- Resources:** The Pastor and Lay Leader shall select 8 members to develop and implement the turnaround plan as described above. In the planning process, consider “Turnaround and Beyond’ (smaller churches) or ‘10 Prescriptions for a Healthy Church’ or ‘The Purpose Driven Church’ as a template to follow in setting the Turnaround Plan. Consider engaging a coach to assist in the implementation process (approx. budget \$10-15K).
- Timeline:** Winter/Spring 2017 – Choose the tool/template and develop/implement the turnaround plan; Fall 2017 - interim results presented to church & CVT; Winter 2018 - assessment made in consultation with CVT regarding the progress achieved.
- Metrics:** The success of the Turnaround Plan will be measured by the Plan’s established goals in the Missional Vital Signs (MVS) e.g. Worship, Discipleship, Hospitality, Service, Giving, reviewed on a monthly basis. Focus on Hospitality & Worship should be given initial priority
- Impact:** A revitalized, vibrant, healthy congregation in touch with its community and making a positive impact for Christ.
- Deliverable:** DS/CVT will contact Transitional churches that the DS/CVT recommend the pursuit of the ‘Turnaround’ process and will work with these churches to develop a potential plan for them to follow.





# Turnaround Planning Process

# Turnaround Plan Overview

- Support sustainable churches as they develop and implement a turnaround plan to become more vital
- Turnaround plan should include an in-depth situation assessment, strategic analysis and direction, ministry plan (Hospitality, Discipleship, Worship, Service, and Giving), operational implementation plan, timeline and scorecard review process.

# Turnaround Planning Process

## Assessment

- Leadership Team Interviews
- Congregation Survey
- Community Leader Interviews
- Community Demographics

## Strategy

- Macro Trends & Conf. Direction
- S.W.O.T. Analysis
- Mission Statement
- Vision Statement
- Strategic Initiatives

## Plan

- Strategic Initiative Plans
- People, Processes & Systems
- Facility Plans
- Financial Budget
- Communication Plan

## Implement

- Church Council / Charge Conference Approval
- Staff & Resource Deployment
- Plan Implementation (Phased Approach)
- Review Progress & Refine Plans

Month 1

Month 2

Month 3

TBD



# Turnaround Planning Tools



# Situation Assessment

- Leadership Team Interviews
- Congregation Survey
- Community Leader Interviews
- Community Demographics
- Macro Trends
- Conference Direction



# S.W.O.T.

## Strengths

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## Weaknesses

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## Opportunities

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## Threats

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# Workshop Preparation

## Mission Statement

## Vision Statement

<b>Time:</b>	A mission statement talks about the Organization's present.	A vision statement talks about the organization's future.
<b>Function:</b>	It lists the broad goals for which the organization is formed.	It lists where the organization sees itself some years from now.
<b>About:</b>	A Mission statement talks about HOW the organization will get to where it wants to be.	A Vision statement outlines where an organization wants to be.

# Strategic Direction

Vision Statement

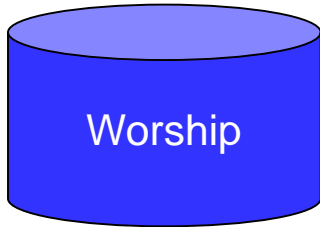


Hospitality

Initiative 1

Initiative 2

Initiative 3

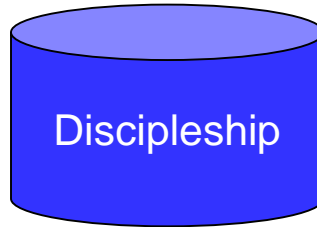


Worship

Initiative 1

Initiative 2

Initiative 3

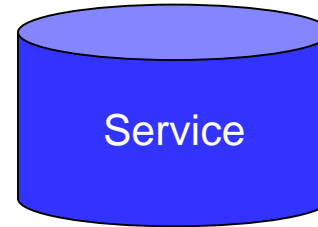


Discipleship

Initiative 1

Initiative 2

Initiative 3

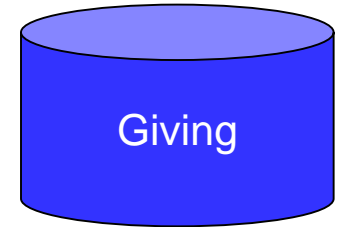


Service

Initiative 1

Initiative 2

Initiative 3



Giving

Initiative 1

Initiative 2

Initiative 3

**Infrastructure Support**  
**People – Processes – Systems – Facilities**





# Strategic Pillar X

Strategy Statement ...

**Strategic Initiative 1**

**Defined goal statement or description...**

**Strategic Initiative 2**

**Defined goal statement or description...**

**Strategic Initiative 3**

**Defined goal statement or description...**



# Plan Summary Document

**Goal:**

**Description:**

**Resources:**

**Timeline:**

**Metrics:**

**Impact:**

# Implementation Calendar

Month	November				December				January				Feb
Week	1	2	3	4	5	6	7	8	9	10	11	12	

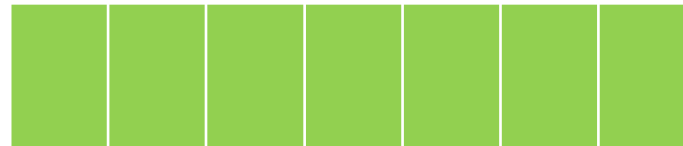
## Step 1: Plan Approval

- Congregational Review
- Administrative Board
- Charge Conference



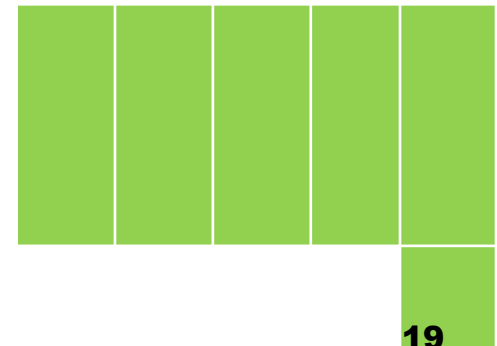
## Step 2: Infrastructure Support

- Budget Integration
- Facilities Plan
- Committee Alignment



## Step 3: Communication

- 5 Week Worship Series
  - Salty Service
  - Intentional Discipling
  - Relevant Worship
  - Generous Giving
  - Radical Hospitality
- Mission / Ministry Talent Fair




# Strategic Initiative Scorecard

## Strategies

## Progress Report

## Status

<p><b>Radical Hospitality</b></p>		
<p><b>Relevant Worship</b></p>		
<p><b>Intentional Discipling</b></p>		
<p><b>Salty Service</b></p>		
<p><b>Generous Giving</b></p>		

# AC District Turnaround Process

## Cocoa First's Journey

- Cocoa First - three decades of significant decline
- Community has changed
  - decline of space program
  - changes in demographics/economics
  - church didn't adjust ministries; resistant to change
- John Gill appointed pastor 2 ½ years ago
  - addressed the situation on first Sunday
  - congregation already aware of their precarious situation, aware that change was needed

## Cocoa First's Journey (con't)

- Passed out 70 copies of Autopsy of a Deceased Church: 12 Ways to Keep Yours Alive (Thom Rainer)
- Began to look to the future - to address “mission and vision” in our context
- Became aware of CVT; requested Damon Hart to come lead a workshop for our leaders, and he did

## Cocoa First's Journey (con't)

- Explored possibility of a “merger”
  - both churches read Better Together: Making Church Mergers Work (Thomberlin/Bird) –
  - workshop with the Administrative Councils of both churches led by Dan Jackson of FLUMC staff
- Explored the possibility of becoming a satellite of a larger/healthier church
- Changed the name of the church (rebranding) to “The Open Door: A United Methodist Community”
- Sought funding outside the budget (from generous church members) to bring a Contemporary Worship Leader on staff for two years to develop and then launch

## Cocoa First's Journey (con't)

- Congregation continues to be in decline due to the membership being very elderly and increasingly incapacitated, dying, moving away, etc., with not enough new people to support the ongoing costs.
- Aware that facilities/location are no longer conducive to our mission and goals – good facilities but too large for current size of the congregation
- Currently in discussions with DS to assess our realistic options



## **Deliverables / Next Steps**

### **Turnaround Plan**

**DS/CVT will contact Transitional churches that the DS/CVT recommend the pursuit of the ‘Turnaround’ process & will work with these churches to develop a potential plan for them to follow.**

### **Repurpose Plan**

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# Questions?