

Central United Methodist Church
Strategic Plan 2014

Priority	Strategic Initiative 1	Develop strategies to expand the ministry, mission, and reach of Central	
	Action Steps	Further Explanation	Resp. Party
1	Seek to make strategic purchases of adjacent or nearby property that provide sensible long-term usage needs of the church.	Although numerous properties could be of interest the strongest candidates for focus should include the post office property and Hathcock Building.	Trustees
2	An essential step is to foster growth in giving potential by developing strategies to increase tithing and financial support of the church.	As part of this process seek to enhance a culture of community and offer ways for members to build a sense of connection to Central that will result in a stronger desire to support it financially.	Finance Committee & Pastors
3	Through careful planning seek to maximize our church facilities footprint to the extent we can afford top quality facilities.	Consideration should be given to multi-story facilities and underground parking where practical. Consider re-purposing the Gray and Blue houses for other ministries and/or utilize for additional parking.	Trustees & Building Committee
4	Consider expansion of seating capacity for our worship venues in all practical and reasonable manners.	As part of this process evaluate the possibility of developing one large worship venue that could support various worship alternatives.	Trustees & Building Committee
5	Develop a full slate of community group options for adults. Seek to involve an increasing number of adults in groups, classes, and studies.	As part of this process evaluate the future of adult Sunday school class ministries and determine if any existing classes lend themselves to converting to community group models.	Church Council & Pastors
6	Explore opportunities to offer new and distinctive worship experiences. Consider the option of a Saturday evening worship service in the SMB Worship Center.	As part of this process evaluate whether existing services should be made more distinctive in order to offer a wider variety of worship options.	Church Council & Pastors
7	Ensure that Central has a comprehensive first time visitor packet and method to follow up with our visitors.	This is critical to drawing new people into the life of the church.	Church Council & Pastors
8	Continue to explore satellite ministry opportunities.	Be open to strategic opportunities for in the future.	Church Council & Pastors

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Priority	Strategic Initiative 2	Provide for efficient allocation and use of our facilities	
	Action Steps	Further Explanation	Resp. Party
1	Conduct a study to determine the most effective use of each facility and whether to remodel, tear down, or re-build each.	Central has commissioned a master plan study to provide insight into this objective.	Trustees
2	Seek to develop a means of connecting as many buildings as possible with the connection point serving as a major gathering area before and after worship. Ensure this space contains a bank of restrooms.	A major connection space would provide a focal point for members and guests. The space could also contain a coffee area and information area. Consideration should also be given to including significant storage space if possible.	Trustees & Building Committee
3	Ensure that adequate parking is available to accommodate those gathered for worship and classes.	Central currently is experiencing a deficiency of space. Seek to find ways to better utilize courthouse parking. Also consider underground parking and expansion of the parking deck.	Trustees & Building Committee
4	Address the shortage of seating for contemporary worship.	Currently, the CAC is nearing capacity on many Sundays. Projections indicate limited growth capability due to seating shortage. Explore enlarging the current facility.	Trustees & Building Committee
5	Develop one space that can accommodate all children from birth-6th grade and that provides nursery space in closer proximity to worship spaces.	The current space for pre-school and elementary children is across the campus from each other. Nursery space is inconveniently located. The elementary space has been improved but needs further improvement.	Trustees, Children's Adv. Council & Bldg. Comm.
6	Improve and consolidate staff into a modern sufficient office space.	Currently staff are located in six buildings on the church campus. Collaboration and communication are very challenging. Consider repurposing the SMB or Education Building into office space. Also explore the Hathcock Building or a new standalone building.	Trustees & Building Committee
7	Study and determine if the Sanctuary chancel area can be tastefully modified to improve sight lines, accessibility, and increase choir space.	It is suggested that the church engage an architect with experience in Georgian architecture to develop a rendering of how this area might look and to consider the re-design of SMU Perkins Chapel as an example.	Trustees
8	Develop improved choir rehearsal space.	The current space is outdated and not easily accessible.	Trustees & Bldg. Comm.
9	Seek a way for all studentlife to happen in the Student Ministries Building.	This could happen through a remodel of the first floor of the SMB to re-purpose the space for youth and/or adult use.	Trustees & Bldg. Comm.
10	Improve handicap accessibility in all facilities.	This could include installation of accessible touch pads, restroom access, and the ability to navigate all facilities.	Trustees
11	As facility re-designs are done consider: cry room for parents with small children, special needs ministry area, and creating large multi-purpose rooms that can be divided into smaller rooms.	These represent amenities that are encouraged for inclusion in facilities that are built or re-modeled.	Building Committee
12	Seek remedies to classroom columns in Wesley Building.	Determine if the columns can be removed and new forms of truss or load bearing installed at a reasonable cost.	Trustees
13	Security cameras need to be in place at all strategic points around the property.	Cameras are in place in the SMB, parking deck, and parking lot at the present time.	Trustees

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Priority	Strategic Initiative 3	Reduce debt and strengthen our financial position	
	Action Steps	Further Explanation	Resp. Party
1	Seek to cap our debt at no more than \$5 million. As future building programs are developed seek to cap expenditures for that program to the amount pledged.	Central anticipates total debt of under \$3.5 million at the conclusion of the Count Me In Program with repayment provided through the operations budget.	Finance Committee & Church Council
2	Determine plan for retirement of remaining church debt.	The church should purposefully decide the importance of retiring existing debt as part of a new campaign versus paying through operating budget over approximately 12-15 years.	Finance Committee & Church Council
3	Continue to enhance personal finance ministries.	Increasing the knowledge of biblical financial principles is core to increasing our base of tithers. Increase Dave Ramsey classes and other similar strategies.	Church Council & Pastors
Priority	Strategic Initiative 4	Increase participation, support, and awareness of missions	
	Action Steps	Further Explanation	Resp. Party
1	Develop a culture among Central members that there is an expectation of service in missions and increase the number of Central members involved in mission related work.	We must continue to keep a strong international missions focus, but also encourage participation in local, regional, and domestic missions so that more people can become the hands and feet of Christ.	Missions Adv. Council & Church Council
2	A greater emphasis on local missions.	This can be accomplished by seeking strategic partnerships with existing local missions and through opportunities at the Genesis campus. Also, increased Beyond our Walls events that are better organized and promoted can play a key role in allowing people to more easily engage. Ensure children and youth roles are more developed as well.	Missions Adv. Council & Church Council
3	Increase awareness among Central members of various missions supported by the church.	As a whole the Central membership is not fully aware of the mission trips, local missions involvement, covenant relationships, and financial support provided to missions through our church.	Missions Adv. Council & Church Council
4	Brainstorm ideas to collaborate with other churches in mission/ministry.	It may be that Central could join with other churches to increase our impact in missions and ministry.	Missions Adv. Council
5	Consider offering training sessions for smaller UM churches.	Central may be called to be a "teaching church" for other churches in Arkansas and region in regard to how we do ministry and missions. This could involve hosting a conference to share our knowledge and inspire other churches.	Pastors & Senior Ministry Staff
6	Evaluate the possibility of televising services locally/regionally.	Central is engaging people outside our walls through Central online. Adding television into the mix would help us reach a wider population.	Pastors, Technology & Comm. Staff
7	Explore development of UMCOR disaster teams to be prepared for national emergency response.	Central traditionally plugs into UMCOR financially during times of disaster. We may explore the development of persons trained to be part of UMCOR disaster response teams as well.	Missions Advisory Council

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Priority	Strategic Initiative 5	Ensure excellence in all areas of ministry and worship	
	Action Steps	Further Explanation	Resp. Party
1	Seek to develop and increase a culture of hospitality and welcoming among our membership.	It is imperative that everyone who sets foot on the Central campus feel that they are welcomed and encouraged to become part of the life of this church. Strategies might include: nametags, bench buddies/welcomers, visitor parking area, and hand-written notes to new members.	Central Congregation
2	Seek to increase involvement of children and youth in worship services including service in choir.	One means of accomplishing this involves the development of children and youth choirs along with periodic roles in the worship services.	Children's Ministry Advisory Council
3	Seek to improve the classic worship music program.	This should be accomplished by growing participation levels, improving the overall excellence of the music offerings and developing younger participants.	Church Council
4	Develop invigorated middle school and youth programs that have depth and appeals to our youth and actively engages and stimulates them with current and timely topics.	As with many churches, Central seems to "lose" our students as they get older. We must do everything we can to retain our students at a high level of involvement as they progress through secondary schools. Strategies include: hosting exciting events, challenging preaching, investing in relationships, and extensive use of social media.	Student Ministries Advisory Council & Church Council
5	Enhance the curriculum for student ministries.	Our children who have matriculated through the Tiny Tims and Timothy Team programs are prepared for significant spiritual development. We need to ensure we offer the most challenging studies possible.	Student Ministries Advisory Council
6	Continue to strengthen our college ministry program.	With the anticipated joining of the UA Wesley Foundation and Central we must continue to explore ways of effectively ministering to students on both the university and church campuses.	Campus Ministry Advisory Council
7	Seek to resume the Divorce Care Program	We continue to have many individuals in our congregation impacted by divorce. It is imperative that we seek to minister to them.	Church Council
8	Consider placing a renewed emphasis on counseling services.	In years past, Central has provided counseling services for individuals, couples, and families dealing with various issues and crises. The current approach has been focused upon providing referrals to area counselors. Central should re-evaluate this approach and determine how best to address and handle counseling needs of the congregation	Church Council
9	Implement additional staff/laity leadership training.	Both annual Church Council and Staff retreats have been implemented as well as training for Central's governing bodies. We should seek to build on this to further develop both staff and lay leaders.	Sr. Associate Pastor & Administrator
10	Consider developing a short-term class that walks participants through the pathway to spiritual growth plan.	This plan was developed in 2013 and offers steps on the Christian journey to move from nominal to mature Christian actions and beliefs.	Christian Education

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Priority	Strategic Initiative 6	Ensure a competent and well-trained staff is in place	
	Action Steps	Further Explanation	Resp. Party
1	Ensure we are committed to acquiring, compensating, and retaining the most talented staff available.	This is fostered in Central's desire to become a jurisdictional church that attracts and secures the best staff available.	Staff-Parish
2	Consider the addition of a Christian Education/Connections Director.	In order for Central to fully develop Community Groups as an important and essential part of the life of church membership a position of this nature will be required. This position would coordinate all adult classes.	Staff-Parish
3	Consider the addition of a Director of Strategic Communications	This new position would be charged with overseeing the Communications & Technology areas. The church is suffering from the lack of fully coordinated communications approach. This position would also be charged with improving the coordination of the weekend worship experience and promoting and marketing ministry initiatives.	Staff-Parish
4	Consider the addition of a full-time Associate Director of Children's Ministry.	Fayetteville schools are re-aligning in 2015. Currently infants through fifth graders are part of children's ministries. As part of the realignment, sixth graders will become part of children's ministries. The proposal would be for a three person ministry staff with one to coordinate pre-school children, one to coordinate 1st-2nd graders, and another to coordinate 3rd-6th graders.	Staff-Parish
5	Consider the addition of a top-flight teaching pastor to share the preaching and teaching load.	As Central increases our number of services and the expectations increase for a fully development and impactful message each week this need becomes more critical.	Staff-Parish
6	Consider the addition of a part-time Director of Children & Youth Choirs	This position would provide for a much improved focus upon the creation of several children and youth choir programs.	Staff-Parish
7	Consider addition of a half-time special needs ministry coordinator.	There are many folks who stay home from worship due to having children with special needs in their household. We need to be a place that offers ministry and care to these families so that they can be involved in the life of a local church. Provision should also be included for developing a ministry to the deaf with sign language provided at worship and closed captioning for online worship.	Staff-Parish
8	Consider addition of a half-time older adult ministry coordinator.	As our population increases and baby boomers retire, providing program targeted to our older adults will take on increasing importance.	Staff-Parish
9	Consider addition to facility staff with new satellite campus.	With increasing facilities to maintain it may be necessary to increase maintenance and custodial staffing.	Staff-Parish

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Priority	Strategic Initiative 7	Implement technology to enhance our ministries	
	Action Steps	Further Explanation	Resp. Party
1	Ensure technology budget is adequate to stay current and relevant in all church areas.	Technology is becoming increasingly intertwined with most ministry areas and we must ensure adequate funding.	Finance Comm.
2	Ensure online streaming is provided for both classic and contemporary services and seek to increase our Internet campus presence.	Online streaming is available in classic worship. As opportunity presents and funding is available seek to add the contemporary services. Also, seek to further engage those worshipping online throughout the week.	Pastors & Church Council
3	Ensure the church website is updated and user friendly.	This is an ongoing project that requires focused attention.	Comm. Staff
4	Ensure the latest technology is available in both worship venues.	This does not mean adding screens to the Sanctuary. It simply means that we should stay abreast of all ways in which reasonable use of technology can enhance the worship experience.	Directors of Classic & Cont. Worship
5	Increase use of technology to communicate with the congregation.	Explore all available means of connecting our congregation with information about the life of Central and how to engage in it.	Comm. Staff
6	Increase use of FB for discussions and interaction and not just announcements.	Currently FB is primarily used for basic announcements and scripture sharing. Seek to find ways to present interesting questions and timely topics that can start healthy debate and sharing.	Comm. Staff
7	Ensure multi-media capability campus-wide.	This means providing technology in classrooms and offices that is relevant, up-to-date and remains cutting edge.	Trustees
8	Consider using simulcast on campus for overflow crowds.	This should be studied to assist with overflow on Christmas, Easter, and other Sundays with large attendance.	Technology
9	Add QR code to classic bulletins to show video announcements from contemporary worship.	Video announcements are provided to those in the Activities Center. The QR code in the bulletin would allow those in the classic services to view it on their smart phones or tablets as well.	Comm. Staff
10	Consider well done TV commercials to promote Central.	This should be added to the mix of print and radio advertising.	Comm. Staff
11	Revise CAC to add screens to project pastors and band for worship services.	Because of the shape of the Activities Center those in the rear of the room have difficulty seeing persons on the stage.	Technology
12	Explore consolidation/re-structure of communications and technology areas.	There is much overlap in the Communications & Technology staffs. Seek to develop a more streamlined consolidation in this area.	Administrator & Staff-Parish
13	Provide updates on church mission trips through church website during trips	Currently, many mission trip leaders share blogs that few people know about. We should make that information readily available through our website so that more people can monitor mission trip progress.	Comm. Staff