| Date: **5.23.23** | Owner: **Matt Morrison** |
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| Approval Date: **5.23.23** | Manager Approval: **SPT** |

| PROBLEM STATEMENTAsbury developed new mission, vision, and values statements that were introduced in January 2020 but has not had the capacity to consider how these statements might impact ministry planning and decision making across all ministry areas.BACKGROUND  * Asbury’s participation in the MCCI project is finished which served as our strategic plan prior to 2020 as we sought to implement the prescriptions that we were given. * We have a mission/vision statement to plan around that was introduced in January 2020 which are the first mission and vision statements Asbury has had in the last 15 years. * Our planning around the new mission and vision statements was interrupted by Covid, but the delay allows us to revisit these statements at a time that is appropriate to where we are now as a church. * The current mission, vision, and purpose were developed in 2019 with a small team of volunteers led by Pastor Matt with Dr. Alisha Vincent serving as a consultant and coach. These statements were ratified by the Asbury Administrative Council in November of 2019 and introduced to the congregation in January of 2020.  CURRENT STATE  * Asbury has an infrastructure that is aging, impacting future ministry potential * Asbury’s Children’s, Youth, and Family Ministry Team is currently not meeting. * We have both in-person and online discipleship ministries but it is hard to know what our attendance level is post-pandemic. * Stewardship has continued to be good post-pandemic, with Missions helping to drive generosity both in giving and participation. * Post-pandemic, Asbury’s children’s, youth, and young family attendance is lower.  TARGET STATE OR GOAL(S)Our intent is to develop a strategic plan that will provide us with tools to help us focus our programming, staffing, budget, and resources in order to be more effective by the summer of 2023.ANALYSIS  * Asbury functions on autopilot for many ministries relying on past practices and success because there is an absence of clarity around mission, vision, and purpose that would help to inform current ministry decisions and future ministry planning. * We will use the 5 Whys tool to help us assess current ministry effectiveness and address gaps that are brought to light in stakeholder conversations. | PROPOSALA team of 5 people (Pastor Kip Roozen, Nathan Grau, Matt Morrison, Cindy Nelson, and Tina Jackson) are serving to create the strategic plan.The project team will finish all work on creating the strategic plan by July of 2023PLAN  * The team will provide monthly updates to the Administrative Council on project progress. * Stakeholder conversations were completed by January 15, 2023. * Congregational meetings took place in January and April of 2023. will be planned with one taking place by February 1, 2023, one in April of 2023, and one to present the strategic plan’s rough draft before completion of the final draft by July 1, 2023. The meetings will provide an opportunity to update the congregation on the current project status and to hear feedback. All meetings will be held in person and online. * Demographic information about the neighborhood surrounding Asbury has been gathered and will aid in discerning the potential for outreach to children, youth, and families in our neighborhood and at Laura Wilder Elementary. * Team members developed initial plans for strategic development in the areas of finance, mission, ministry/program, operations, and people development by mid-April. * Team members collaborated on what goals would be included in the strategic plan, a draft was created by Cindy Nelson and Pastor Matt, and the team collaborated to refine the document before sending it out to the congregation for comment. * The first draft and comments will be submitted to the Administrative Council for review prior to the creation of a final draft. * The strategic plan will be submitted for approval to Asbury’s Administrative Council by July 1, 2023.  FOLLOW UP  * Implementation of the strategic plan will be ongoing now that it is approved. This will be overseen by the Administrative Council as a steering team is assembled * Additional tools will be created for staff and ministry to ensure missional alignment and training on these tools will need be provided. * Asbury’s leadership structure will change in order to allow for more agility which means that ministry teams that currently have Administrative Council representation may no longer be a part of the leadership team. Communication strategies will have to be created to ensure that teams still feel respected, valued, and heard and to ensure that all teams are still in alignment with the strategic plan. |
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