

Emphasis ~ Reach

Purpose

Reaching out actively to welcome others

High population growth in the surrounding zip codes is expected over the next five years. Good Shepherd must be visible to those beyond our congregation. We must be proactively welcoming rather than waiting for people to find us.

Goals – Target Date – Possible Strategies:

1. Research starting a ministry in the CrossRidge community – 2007

Progress is 100% --

- Assess need -- After study, it was decided that our assumptions that CrossRidge residents would remain inside the community, are not proving true. The residents are much more active. Many new residents of CrossRidge are coming to Good Shepherd rather than remaining at home. We believe our resources are best used to develop other programs. We will not pursue a ministry in CrossRidge.
- Find potential partners – This was not pursued after above decision

2. Maximize the potential of youth ministry as a doorway for family entry into the congregation – 2007

Progress is 50% --

- Hired full-time youth minister (also working with Living Ministries)
- In January 2009 one third of youth were non-members of Good Shepherd
- Winter 2009 – started the FUEL Mid-Week News for parents, including parents of youth who have not participated in FUEL in the past year. Less than 10 of those parents have opted out of the FUEL Mid-Week.
- Sunday night adult small groups – invited parents of youth to participate – 10 parents joined
- Next Steps -- new youth minister to develop plan with Becoming and Reaching Ministries

3. Increase awareness of Good Shepherd via external signage – 2008

Progress is 100% --

- Gather/review data from work already done
- Evaluate current external signage
- Explore use of district resources
- Make recommendation
- Next Steps --
 - New sign erected September 2008. Visitors say it is one of the three most notable reasons they attend (the other two being the web site and invited by a friend)

4. Develop a plan for becoming a 'congregation of ambassadors' of Christ & GSUMC – 2008

Progress is 75% --

- Define ‘ambassador’ as relates to this goal – Reaching Ministries uses language from Bishop Robert Schnase’s book “The Five Practices of Fruitful Congregations” to define “ambassador” as radical hospitality.
- Establish measurement metric
- Engage the congregation – Radical hospitality was highlighted during a sermon series on the Five Practices.
- Evaluate exterior campus directional signage – Complete.
- Foster a highly invitational congregation atmosphere -- Wistar Hall has been adapted to be visitor friendly with monitor, welcome desk, coffee. Also, church tours are offered weekly, Starting Point and ‘Coffee, Chai and Chat’
- Next Steps –
 - Exterior directional signage will be erected as funds become available
 - Reaching Ministries has created a process called “Seven Initial Steps to Radical Hospitality” They include:
 - We maintain a map of our campus on the web
 - We have signs on our campus that direct guests
 - We staff Wistar Hall with Greeters and Welcome Desk Attendants
 - We have folks in our hospitality area
 - We recognize and welcome guests
 - We invite our guests to communicate to us
 - We communicate with our guests

5. Evaluate internal directional/informational signage – 2008

Progress is 100% --

- Evaluate current signage
- Make recommendation
- Next Steps --
 - Signs are installed
 - Weekly meeting schedule and locations are posted in Wistar Hall

6. Assign a higher priority to use of the web site as means of communicating within and beyond the congregation – 2008

Progress is 100%

- Web site has been revamped and is one of the three most noted reasons visitors come to worship
- Next Steps –
 - Revamp youth web site
 - Upgrade website to include on-line payment, streamline messages and encourage members and ministries to use web-site as a one-stop source of information (Summer 09)

7. Meet the spiritual needs and expectations of our diverse neighbors, guests, and members – 2009

Progress is 75%

- Define ‘neighbor’ as relates to this goal – It is those who live in the area of the church.
- Career Connect draws people especially in current economy
- Pumpkin Palooza brings our neighbors to the church site so we get to know one another
- Neighbors – GS is meeting the needs of our neighbors through our relationship with Longan Elementary, our parenting workshops, small groups and our special interest speakers. KWP has reached out to include neighboring families – 10 participated in KWP who are not members or attendees of GS; Advent Centering, Book Groups, Chillin’ (MS event) have been opened to neighbors
- Members – increase participation in small groups, FUEL, Kids With Purpose, Book Groups, Lent Program, Hungary Butterfly, Advent Centering, Labyrinth, Chillin’, Lock-ins, Great Adventure, Common Ground, Girl Power, T567, Redesigned Confirmation, Small group FUEL, H.S. S.S. Covenant, KidzWorship, Ministry discovery, men’s small group Bible study, redesigned children’s Sabbath to encourage congregation to become more active in children’s ministries.
- Exterior sign conveys hope to the community
- Hope Chest shows evidence of worshipers getting to know neighbors by doing good works
- Next Steps -- better connection with Reaching and Becoming Ministries– from the door to the small group

Emphasis ~ Belong (BEL)

Purpose

Assimilating new members into the congregation so they know they belong.

People, in general, are looking for a place they belong, where people know their name, and where they are missed when absent. Once at Good Shepherd, we must do all we can to move our guests to a point of having developed ties of belonging. Some have described this as ‘...not only opening the front door but closing the back door.’

Goals – Target Date – Possible Strategies

1. Create an increased sense of congregational unity (versus a sense of separation brought about by three worship services and others groupings) – 2007

Progress is 75%

- Increase weeknight gatherings – Dinners held during Lent show promise based upon 2009 events
- Consider relating to a sister church somewhere in the world connection of United Methodism – not pursued
- Offer seasonal “all church” worship opportunity – Held on fifth Sundays
- Worship hospitality on all Sundays encourages relationships
- Better coordination and understanding between traditional services and Sanctus
- Idea to pursue nontraditional worship time, especially evening worship in summer, has not been pursued at this time.

- Belonging Ministries has many programs that accomplish this goal such as prayer shawls, Stephen Ministry, “We prayed for you” cards, prayer circle, etc.
- Next Steps –
 - Consider offering Kidz Worship on a fifth Sunday to expose more children to it
 - On-line pictorial directory – summer 2009

2. Evaluate current communication channels for clarity, openness, and healthy interactions – 2009

Progress is 80%

- Current channels were evaluated
- Bulletin has been reformatted to eliminate clutter
- Shepherd’s Call has been reformatted for easier reading
- Monitor in Wistar Hall installed
- Website is used
- Created Mid-Week Announcements to raise congregational awareness.
- Announcements at worship are now focused and intentional
- Continue to seek ways to upgrade all communications channels.
- Living and Discipleship outreach/missions plan is an intentional plan designed to reduce the number of times we ask the congregation to donate money, bring items, etc. There is now a quarterly emphasis on hands-on activities for everyone to get involved.
- Funding Request sub-committee evaluate all requests for funds and service so that we do not inundate the congregation at any one time
- Next Steps –
 - Consider including videos of mission, youth, children and other groups in worship
 - Consider member profile through on-line pictorial directory could include ways to help other members such as job or hobby (with disclaimer)
 - Assemble all Belonging Ministries groups procedures in one location

3. Develop small groups organically (i.e. through invitation versus assignment) – 2010

Progress is 50%

- Stewardship development begins with hospitality
- Nurture existing small groups
- Continue to work with adult S.S. classes to find curriculum, seeks ways to welcome new members, etc.
- Assisting all small groups that are non-study related to seek ways to offer Care, Bible and Service in their small groups.
- Create additional small group opportunities -- 2008-09 small group participation increased by more than 250%. Offering 4-5 weeknight studies and one day study. In fall 2009, a senior adult study group will begin. Continue to reach out to the 18-25 group through Common Ground.
 - Develop new themes
 - Explore new venues

- Next Steps -- Development a “Next Step” plan to assist members find where they are in their spiritual walk and what are the next steps to going deeper in their faith – summer 2009.

Emphasis ~ Become (B)

Purpose

Creating opportunities for all who enter to grow deeper in their faith and more like Christ

The purpose of the Church is to be a means for all of God’s children growing more like Christ by becoming disciples. This is more important than even church membership. We must ensure our worship structure and campus are designed to best facilitate this growth.

Goals – Target Date – Possible Strategies

1. Review all Sunday morning worship services – 2007

Progress is 100%

- Develop meaningful worship for all
- Explore ‘age appropriate’ worship -- Kidz Worship has been created
- Evaluate audio/visual needs – Sound/Media upgrade is in process awaiting funding
- Next Steps –
 - Expand chancel area to better accommodate many uses of Celebration Center

2. Expand the leadership pool – 2008

Progress is 80%

- Define ‘leadership’ as relates to this goal -- Leadership is defined as creating initial leadership opportunities for persons to gain experience in leadership and getting to know how Good Shepherd works. Staff are creating advisory teams to guide them. These have proven effective in expanding the leadership pool.
- Determine growth metric – No specific metric has been set.
- Mentor new leaders – Staff and Council work with new leaders to help them forward
- Assess leadership training -- This is done twice annually by Council and Lay Leadership.

3. Enhance methods of discerning and using our personal call and gifts, including for local church and community leadership – 2008

Progress is 25%

- Serve as incubator for professional religious careers – Worship service dedicated to identifying those called to ministry; meets with these persons; Ministry Inquiry Class, invitations to these persons to attend annual conference ordination service, internships
- Work with Reaching Ministries on new member process that identifies these and places persons in area of leadership and service
- Spring 2008-Fall 09 offered Ministry Discovery. 60 people have participated with several taking the next step in exploring using their gifts and talents.
- Next step: Include an on-line spiritual gifts profile on website, integrate with Starting.Point, etc.

4. Evaluate current ministry structure (CRREWS) in light of new vision – 2009

Progress is 100%

- CRREWS structure was replaced to fit into vision

5. Increase congregational engagement in spiritual development – 2010

Progress is 50%

- Form ‘Holy Conversation’ focus groups -- Spiritual Leaders have these conversations in their regular meetings
- Determine growth metric
- Evaluate existing small group relevance and effectiveness -- See #3 under *Belong*
- Evaluate effectiveness of current worship for children and youth – Offered KidzWorship at 11 a.m. – after 9 months the service has not attracted the numbers of children initially thought it would attract. Average 10 or less per week. Many of the families who initially said they would like this opportunity continue to attend only one service while their children are in S.S.
- Book clubs are growing and popular
- Using plan outlined in the book “Deepening Your Effectiveness”
- Next Steps -- reevaluate offering KidzWorship in Fall 2009

6. Develop a recommendation for the design of the entire campus – 2011

Progress is 0%

- Review existing ‘master site plan’
- Perform needs assessment
 - Identify cosmetic upgrades
- Make recommendation

7. Host a Spiritual Leadership School – 2011

Progress is 0%

- Conduct feasibility study
- Develop plan
- Make recommendation

8. Develop a congregational understanding of stewardship and joyful giving as means of becoming, and fruits of being, a disciple – 2011

Progress is 50%

- Fall 2008 campaign saw excellent growth in number of new pledges and increases in recent memory. Despite grim economy
- Fund raising sub-committee reviews all requests for funding and service so that we do not inundate the congregation with requests
- Next Steps –
 - Integrate a small group study into the annual campaign using established groups rather than new groups. For example, the study used in 2008 with the Finance Committee (established) was more successful than new groups formed for this study
 - Integrate stewardship into classes for new members and discipleship growth

Emphasis ~ Live

Purpose

To instill in all who are part of Good Shepherd an understanding that “life is mission”.

We live out of a personal mission. As disciples of Jesus Christ we accept the larger mission of living out the kingdom of God where ever we go. Mission is an intentional awareness of, and a willingness to serve, the needs of others. It also means getting beyond ourselves and our self-centeredness. Mission is not just another thing the Church does; it is a means of growing more deeply as disciples of Jesus Christ. Mission stands at the very core of who Good Shepherd perceives itself to be and visions itself to be ever becoming.

Goals – Target Date – Possible Strategies

1. Building mission awareness – 2007

Progress is 100%

- Present ‘Mission Moment’ monthly -- This is accomplished
- Explore related sermon opportunities -- This is being done
- Identify existing mission champions -- Each mission now has a champion
- Incorporate use of ‘Kids With Purpose’ -- This relationship is working very well

2. Identify new mission opportunities – 2008

Progress is 90%

- Seek volunteer coordinator -- we have a “champion volunteer” for each major mission project
- Form a worshipping congregation in Shockoe Bottom – Has not had support after repeated attempts at bringing people together for conversation
- Form relationship with “Sibling” congregation: Local and World
 - Task force to identify sibling congregation – Had 2009 Good Friday service with St. Peter’s Episcopal in Church Hill. They would like to further the relationship
 - Work with Asbury Church Hill UMC during their summer camp arts experience – Completed and offered to those who wish to participate
 - Finding a local church in the world of United Methodism to form a sister relationship with has not been pursued
- Identify existing mission projects within existing small groups -- Encouraged small groups, such as women’s bible study and book groups, to participate in CARITAS, Mar 2009. UMM and other members worked with Henrico County Community Maintenance program in April 2009 to paint the exterior of a residential home; planning to work with Elder Homes to build a wheelchair ramp in June 2009
- Use ‘Hospitality House’ as resource for mission work
- Explore participation in “Community of Shalom.” --
 - Work with UMUMR / Shalom Zones to claim our connection with City of Richmond – Worked with UMUMR housing project. But this idea never came to be. Plans to tour Shalom Farm at Westview August 2009.
 - Plans to tour Shalom Farm at Westview (August 2009)

3. Fund missions – 2009

Progress is 50%

- Hold large fund raising event to underwrite mission ministries -- while no fund raiser targeted to general missions has been held, we have had great success with funding specific missions.
- Next Steps –
 - Decide if a large fund raiser is the best way to receive such funds

4. Explore creation of staff position to coordinate mission activity – 2010

Progress is 100%

- Determine feasibility of hiring part-time (20 hrs/wk) staff person
- Make recommendation – Recommendation was to create 10 hrs/wk position.
- Next Steps – When the previous youth minister expressed interest in taking on this role, Council implemented this goal. The new youth minister (beginning June 2009) has 10 hours dedicated to Living Ministries
- Next Steps –
 - Work with new staff person (June 2009)

5. Create a congregational understanding of life as mission, ourselves as missionaries seeking out mission opportunities, and the transformative power of mission – 2011

Progress is 100%

- Hope Chest is well utilized after worship
- Youth have a hope chest
- Youth mission teams create this sense of living at an early age. Comments from these trips offer entire congregation inspiration and hope
- Kidz with Purpose creates this sense of living at an early age
- Sermons, ‘Sharing of Hopes’ and prayer shawls are among several ways this is enacted. Good Shepherd is known as the ‘Church of Hope.’
- Next Steps –
 - Continue Hope Chest
 - Continue the above