

Introduction

In 2009, Clarksville Baptist Church (CBC) approved a Strategic Plan to help guide CBC in our growth and focus areas for the following three to five (3-5) years. Most of the goals outlined in this 3-5 year plan have been successfully achieved. During the March and April 2012 meetings, the Ministry Coordinating Council (MCC) recommended that a revised Strategic Plan be developed for CBC.

Committee Members:

The following volunteers were elected to develop the revised plan:

Jim Moody (Chair)
Mona Moody
Pastor Greg Randall
Cindy Meyer
Suzi Moore
Cathy Vaughan
Glenna Nunn
Evelyn Allen
Dave Winn

Background:

The Strategic Planning Committee Kick off meeting was June 7th 2012. To develop this plan, the Strategic Planning Committee has been working and studying for the past year to understand where we are as a church in relationship to our community. We have met with representatives from the Virginia Baptist Mission Board to help us craft and develop a plan that will strengthen CBC's mission and ministry. We have also discussed at length our weaknesses and strengths and have attempted to develop a plan that is able to be accomplished with the support of our membership and the power of the Holy Spirit. This plan will stretch us as a congregation, but we feel as your Ministry Coordinating Council that it will guide us on a journey where we are trusting each other and our God for great things to happen.

Books and Video Referenced:

- *Holy Conversations: Strategic Planning As A Spiritual Practice for Congregations* by Gil Rendle and Alice Mann
- *Discerning Your Congregation's Future: A Strategic and Spiritual Approach* by Roy M. Oswald and Robert E. Friedrich, Jr.
- You Tube Video: *Start With Why* by Simon Sinek available at <http://www.youtube.com/watch?v=gq0HIF3SfI4>.
- Watched a recommended video from the *Technology, Entertainment, Design* conference available at www.TED.com

Meetings with Management and Spiritual Advisors:

We met with a number of management and spiritual advisors outside of CBC to get their opinions and insights, including:

- Rev. Dr. Tony Brooks, Field Strategist, VBMB
- Rev. Darrell Wise, Director of Missions, Concord Baptist Association
- Ben Jamison, Fresh Expressions

Surveys of CBC leaders and CBC Church Groups and Committees:

In November/December 2012, the Strategic Planning Committee conducted a survey, meetings, and/or conference call with leaders and member of CBC church groups and Committee. We asked the following questions:

1. What do you envision CBC looking like in 18-24 months and in 5 years?
2. What new ministry areas or expanded ministry areas do you see for your committee(s)/group(s)? Do you see these things happening within 18-24 months or 5 years?
3. What populations do you see as growth/focus areas for CBC and for the Kingdom? (by populations, we mean - age, economic, faith, race, or social)

A summary of the results of these surveys, meetings and/or calls is contained as Attachment A.

Demographic Data:

Data obtained from the Virginia Baptist Mission Board, is based on a ten (10) mile ring with Clarksville Baptist Church at the center is included as Attachment B

Survey of Congregation:

To understand what the members of CBC would like to see occur during the next five years, we conducted surveys and response was solicited from all active members/participants of CBC. Survey forms were made available for completion by all CBC members and participants. A "Town Hall" meeting was conducted on Wednesday, April 17 2013. A summary of the survey results is attached as Attachment C. A copy of the Town Hall Briefing slides is as Attachment D.

CBC Strategic Plan

What We Desire to become: “Loving God, Loving Others, Seeking the Kingdom”

Based on our research, discussions with church leaders, and the results of the surveys of our congregation, the Strategic Planning Committee is pleased to recommend the following 1 year and 3 – 5 year Strategic Plan for Clarksville Baptist Church:

CBC Area	Sub Area	1 year	3-5 year
General	More Activities/Events	1 event/quarter	2 events/quarter
		Activity Director (Volunteer)	
	Outreach	Weekly Outreach Event (Calls, letters, visits) (Note: Needs a “Champion”	
	Outreach	Advertise at local camper sites, hotels, etc.	
	In-Reach	More actively encourage inactive members	
	Re-Kindle Men’s Fellowship	Explore interest in expanding Men’s Fellowship	
Missions	Increase Mission Involvement	5% increase; Collect statistics and establish baseline	5% increase/year
	Communication	Develop “Missions Corner” Bulletin Board and on Website	Maintain “Missions Corner”
	Increase Mission Giving	Promote mission awareness and giving	
	Local Missions	Implement OIAM (Completed Sept 21 2013)	Continue OIAM
		Explore Community Food Kitchen	Implement or Establish as Determined by Research
	Communicate that Mission is more than Monetary Giving. Focus on Individual Commitment & Involvement.	Initiate Mission Education/Awareness Training Program	
	Youth & Children	Explore then Develop Youth/Children Local Missions Program (need a leader that is	

CBC Area	Sub Area	1 year	3-5 year
		committed)	
	International Missions	Explore Opportunities – Increase Awareness	
Services	11:00 AM Traditional	Continue to improve and expand	Continue to improve and expand
	09:00 AM ARISE	Continue to improve and expand	Continue to improve and expand
	Additional Praise and Worship Service	Initiate 1 per quarter (perhaps one with Arise)	Continue at least 1 per quarter
	Explore new Worship Service Opportunities		
	Expand Social Events (need a Social Director/Coordinator)	1 per Quarter (i.e., Watermelon or Ice Cream Socials, Pontoon Boat Raft Ups, Progressive Dinners, Music Concerts, etc.)	Continue Social Events
Sunday School	New “innovative” classes	At Least 1 per year	
	Teacher Training/Retreat	1 Annually	2 per year (Semi Annual)
	Other	Expand Audio/Visual	
		After the Sermon Class (Started in 2013)	Continue
		New Members Class (2013)	Continue
		Explore Book Club/ Short (6 week) classes (Started in 2013)	Continue
Youth and Children	Youth Minister	1st year – Seek and Hire	Support & Encourage
	Sporting Events	1 sponsored event/season	
	Expand Music and Arts	Explore Drama Program	
	Expand Children and Youth Activities		
	Mission & Discipleship Opportunities	Explore & Develop Mission & Discipleship Opportunities (Same Idea as in Missions)	If Approved, Implement as Determined by Research
Senior Adults	Senior Events	1 event/quarter	1 event/month
	Staff/Volunteer	Seniors Director	Senior Coordinators
	Transportation Ministry	Support Church	Open to Community

CBC Area	Sub Area	1 year	3-5 year
		Members (Deacons started this. Status?)	(Goal)
	Other	Increased "In-Reach"	
		Explore Part-time Minister of Senior Adults / Pastoral Care	Consider Implementing as Determined by Research.
New Ministries	Inreach → Outreach	Explore Single Adult Ministry	Consider Implementing as Research Indicates.
	Inreach → Outreach	Explore Single Parents Ministry	Consider Implementing as Research Indicates.
	Inreach → Outreach	Explore Widowed/Divorced Ministry	Consider Implementing as Research Indicates.
	Inreach → Outreach	Explore Counseling Services/Ministry	Consider Implementing as Research Indicates.
	Inreach → Outreach	Explore and Initiate Expanded/Streaming Video Ministry	Continue as Feedback Indicates
	Inreach → Outreach	Explore & Initiate Drama Group	Continue as Feedback Indicates
	Inreach → Outreach	New Music Groups/Ministry	Continue as Feedback Indicates
	Inreach → Outreach	Explore "Huddle" groups (small groups for discipleship) (Hope to start by Easter 2014)	Consider Implementing as Research Indicates.
	Inreach → Outreach	Explore Increased Grief Recovery Ministry/Programs	Consider Implementing as Research Indicates.
	Inreach → Outreach	Explore "Dawnings" (program through CBF to help churches become more mission oriented)	Consider Implementing as Research Indicates.
	Expanding the Kingdom	Explore Fresh Expressions Idea	Consider Implementing as Research Indicates.
	↑ In & Out Reach and Expanding the Kingdom	Explore "Small" Groups	Consider Implementing as Research Indicates.
Intern Program	Intern Sponsorship (from Duke)	1 per year (In Progress)	2 per year

CBC Area	Sub Area	1 year	3-5 year
Facilities		Upgrade/Expand Kitchen	Explore Multi-Purpose Center
		Remodel/Enlarge Bathrooms (Consider Unisex)	Additional Bathrooms
		Complete Pavilion (Get it done)	Remodel/Expand Fellowship Hall
			New Chairs/Tables for Fellowship Hall (Consider Roundtables)
		Explore New Pipe/Electronic Organ	If Approved, Work on Raising Funds
		Explore & Update Technology (Sound System, audio-visual, speakers, etc.)	Seek a Trailer for Arise Praise Band.
The Facilities Committee should review and approve the plan; particularly their section			

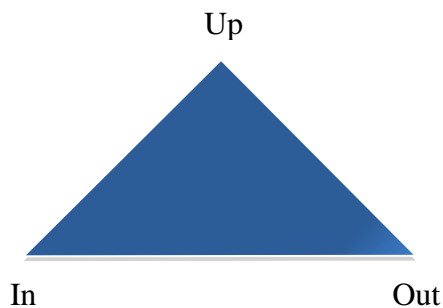
Implementation and Review

We recommend the following steps be initiated and adhered to in order to ensure successful implementation of this Strategic Plan:

- 1) MCC should implement and manage the Strategic Plan.
- 2) Should assign a Strategic Plan Coordinator and he/she should be a member of the MCC.
- 3) Strategic Plan Coordinator should provide quarterly progress reports to CBC Business Meetings.

The triangle pictured here is a symbol for the primary goals of this Strategic Plan. This idea of using a triangle to illustrate the concepts of up, in and out was developed by Mike Breen in his book, "Developing a Disciplining Culture."

- Up: This is our relationship to God. It includes our worship and our devotion to God both public and private.
- In: This is our relationship to those who are already a part of the family of God. It includes our shared ministry and our times of fellowship.
- Out: This is our care and ministry to those who are outside of the church. The work in this area is any ministry or mission that ministers to those who are not a part of a faith community.



Every congregation needs to balance all three of these relationships in our desire to model the life of Jesus. We pray that this plan will help us grow in each of these areas and provide a guide for our shared life together.

Continuing the Journey Together

