

# STRATEGIC PLANNING EXPLORATORY TEAM REPORT



In November 2019, with the recommendation of Deacon Chair Brad Wall and Pastor Alan Sherouse and the approval of the Deacons, an Exploratory Team was formed to determine a process for developing a Strategic Plan for the next season of our church's ministry. Our team consisted of the following members, all of whom are Deacons or members of the Pastor Discernment Council: Richard Beavers, Alice Culclasure, Adam Duggins, Debbie Huneycutt, Coolidge Porterfield, Alan Sherouse, Rebecca Starnes, Brad Wall and Pat Wilson.

Our team set the following directives for the exploratory work:

1. Analyze the trajectory of our church and its previous planning processes.
2. Identify key questions and opportunities that motivate planning at this time.
3. Draft a timeline for proceeding with congregational planning.
4. Recommend a consultant to serve as a guide in this process.
5. Assemble a team of lay leaders to lead Strategic Planning.

Initially, our group focused on the three most recent similar planning efforts. Below is a summary of each effort:

- 2000 Master Plan (Outcome: Building/Facilities) - This plan focused on facilities, providing an exhaustive plan for the future of our physical plant. While several phases were identified, only the first phase was ultimately funded and completed, focusing on the Sanctuary and Atrium, and reflecting the centrality of worship and gathering in the life of our church. Further plans reflected a commitment to utilizing our facilities for outreach, missions and multigenerational faith formation. The 2000 Master Plan work resulted in "Heritage and Hope" -- the last capital campaign in the church's history.
- 2007-8 Visioning work (Outcome: Ministry/Mission) - A diverse team of church members and the church ministerial staff worked to identify ministry opportunities as First Baptist approached its 150th anniversary. Gathering feedback from the congregation through a series of listening sessions, the team identified a list of new ministries or suggested changes to current ministries. The process clarified our church identity as a center-city church with a liturgical worship tradition. Multiple ministry and mission opportunities were discussed in this season, including several ministries that have developed in the years since: a community garden, Upward Basketball, partnership with areas schools, and the possibility of a Pastoral Residency.
- 2012-2013 Transition Team (Outcome: Leadership) - This effort was focused on articulating church identity and preparing the church for a Senior Pastor transition. The team worked during an intentional interim period to engage the congregation in answering key questions related to the history, current ministry, and vision for the future. Through congregational sharing, the Transition Team used this information to develop a Church Profile and Pastor Profile utilized in the pastor search process.

Our Exploratory Team spent time analyzing these processes and discussing the outcomes of each of these efforts. It was encouraging to see how many of the ideas from these groups have come to life, as it was also insightful to see how these processes reflect the trajectory of our church over the last two decades.

With the foundation of these recent planning efforts, our team began to identify key questions and opportunities before our church that would motivate strategic planning at this time. We sought input from standing committees, pastors and staff and ultimately created a detailed list of questions that we believe a strategic planning group should answer centered around 4 key categories: **Facilities, Finances, Leadership and Mission/Community**. Connected to each of these categories is the overarching vision and identity of our church.

We envision a congregation-wide Strategic Planning effort starting in March and culminating in a concise plan at the end of 2020 that will help to guide us for the next 5-7 years.

WE ARE RECOMMENDING THE FOLLOWING INDIVIDUALS TO SERVE ON THE STRATEGIC PLANNING COMMITTEE:



WILL  
CRAWFORD



SCOTT  
CULCLASURE



ADAM  
DUGGINS\*



LAURA  
LOMAX



MOLLY  
LYLE



SHAUN  
MARTIN



MELISSA  
NORMAN



LARRY  
PUTNAM



BECKY  
STARNES\*



MONICA  
VAUGHN

\*Continuing from Exploratory Team

Pastor Alan Sherouse and Deacon Chair Brad Wall will also work as part of this team.

Liaisons from all Standing Committees, as well as members of our Pastoral Staff, will also be engaged to advise on specific areas.

We believe this group will represent our church with a range of expertise, a breadth of perspectives and experiences, different lengths of tenure, a variety of touchpoints throughout our congregation, and an overall enthusiasm about the future of our church.

It is the expectation of the Exploratory Team that we will hire a consultant to guide a Strategic Planning process. We interviewed several consultants and are recommending that our Strategic Planning Committee engage Rev. Charity Roberson with the Center for Congregational Health. We believe Charity provides the right balance of experience and energy while providing a fresh perspective for FBC Greensboro. Expenses for Strategic Planning (est. \$15,000) would come from the Special Fund, or from reallocation of budgeted funds. These changes will be presented for approval at a forthcoming Church Conference as Consultant for the project is finalized by the Strategic Planning Committee.

Our hope is for the Committee to begin its work following our March 8 Church Conference.