

Briarcliff Baptist Church

Strategic Planning Project

2008

Steering Team

- Gloria Adams
- Bill Bullard
- Sam Caudill
- David Clyde
- John Cramer
- Nancy Haden
- Michael Higgins
- Charlotte Horton
- Doug Jamieson
- Tracy Liu
- Kim Radha
- Joann Williams

Expanded Visioning Team

Steering Team + Team Leaders + Staff

- Bill Bigger
- Jan Boal
- Ginny Dempsey
- Scott Farmer
- Carey Huddlestun
- Elaine Justice
- Len Oden
- Liz Pearson
- Harish Radha
- Ellen Rooney
- Allyson Williams

Outline of Presentation

- Steering Team Activities / Process
- Background Information
- What Does This Mean
- Proposed Goals & Action Items
- Discussion

Visioning Process

- Prayer Emphasis – 100 Days of Prayer
- Discernment Luncheon
- Selection of Steering Team Members
- Steering Team Meetings & Activities

Steering Team Activities

- Initial Meetings with Consultant
- Data Gathering & Collation
- Visioning Retreat
- Development of Vision & Mission
- Goal Setting Discussions
- Review of Goals with Team Members
- Presentation to Congregation

Background Information

North American Churches

- Denominations declining since 1960's
- Examples -- plateaued or declined (2005)
 - Assembly of God 66% (2005)
 - Southern Baptists 70%
- Church closings – 3,500 – 4,000 / year
- Perceived growth – by redistribution
 - Less than 1 in 20 growing by conversion growth

Background Information

North American Churches

- Unchurched
 - < 20% of Americans attend church regularly
 - 95 -100 million Americans unchurched
- Perception of institutional church
 - “Full of hypocrites”
 - “More about organized religion than about loving God & loving people”

Background Information

North American Churches

- People who were turned off by institutional church still believe Jesus makes a positive difference in a person's life
- Open to friends
 - 78% would enjoy an honest conversation with a friend about religion & spiritual beliefs

Background Information

Our Community

- Age Distribution within 1 mile of Church

Age	%
0 – 19	17
20 – 29	27
30 – 39	17
40 – 49	13
50 – 59	10
60 – 69	6
70+	11

Background Information

Our Community

- Median age 30 – 35 years
- Racial distribution (4 zip code area)
 - White 63 – 78 %
 - Black 10 – 16 %
 - Hispanic 3 – 25%
 - Asian 4 – 8%
- Size of household
 - Single 49%
 - Two 32%
 - Three 9%
 - More than 3 8%

Background Information

Our Community

- Foreign born 7 – 35%
- Median family income \$ 42,000 – 70,000
- Percentage below poverty Line 3 – 9%
- Educational level
 - High School 78 – 93%
 - College Degree 24 – 55%

Background Information

Our Church

Age Distribution of Members

Age	%
0 -19	15
20 - 29	6
30 - 39	4
40 -49	7
50 -59	11
60 – 69	8
70+	49

- Church Population
 - 36% Lives within 1 Mile of the Church
 - 67% Lives with 3 miles of the Church

Background Information

Our Church

- Decline in worship attendance
 - Average in 1970's 800
 - Average in 1980's > 500
 - Average in 1997 260
 - Average Now 170
- Decline in Sunday School attendance
- Attrition of members through death

Background Information

Our Church

- Limited number of new members
 - 58 Baptisms in Past 10 Years
 - 25 Members joined since spring 2005
 - 7 are no longer here (2 deaths and 5 attending other churches)

Background Information

Our Church

- Financial Challenges
 - Decreasing number of members
 - Expenses exceeded income (5 out of 7 years)
 - Used > \$100,000 of reserve funds to cover operating costs in past 5 – 6 Years

Comeback Churches

- Preaching & worship must be life impacting for 1st time visitors to become newcomers & then members
- Worship style – A balance between celebrative (blend of hymns and choruses) and orderly

Comeback Churches

- Most growing churches have an outreach strategy
- Everyone in the church involved in 3 ways
 - Be Pray – ers
 - Be Bring – ers
 - Be Tell -- ers

Top 10 Transformational Changes for Comeback Churches

- Prayer
- Children's Ministry
- Evangelism
- Youth Ministry
- Leadership
- Missions
- Assimilation
- Worship
- Sunday School/Small Groups
- Organizational Structure

What Does This Mean ? In General

- Church not a priority for many people
- Trend for American church – decline
- Society teaching that church is not important
- American church not actively engaged in evangelism & discipleship

What Does This Mean ? To Briarcliff Church

- Attendance declining – Not being replaced
- Increasing difficulty meeting financial needs for operational costs

What Does This Mean ? To Briarcliff Church

Age	Community	Briarcliff
0 – 19	17	15
20 – 29	27	6
30 – 39	17	4
40 – 49	13	7
50 – 59	10	11
60 – 69	6	8
70+	11	49

Comparison of Age in Community & at Briarcliff Church

What Does This Mean ? To Briarcliff Church

- Age mix of our membership does not reflect Our community
 - 57% of People within 1 Mile are 20 – 50 years old
- Cultural diversity exists & may increase
- People are well educated & have good income levels
- Single people are 49% of community

What Does This Mean ? To Briarcliff Church

- Data indicate a large market for Briarcliff
- Limited programs aimed at 20 – 60 year olds
- Briarcliff programs not set up to meet the needs of the largest group in our community

Vision

A harmonious Christ-centered family growing as we serve our culturally-diverse congregation and as we share Christ with our local and global communities.

Mission

To express love for God through faith-inspired worship and purpose-driven discipleship; to express love for others by accepting all people, developing and nurturing relationships, and actively sharing the Good News of Jesus Christ.

Goals

- Faith Inspired Worship
 - Goal 1 – Broaden and vary corporate worship format to promote involvement by all participants
 - Goal 2 – Equip believers to enhance & increase personal worship

Goals

- Purpose-Driven Discipleship
 - Goal 1 – Develop and maintain an ongoing discipleship ministry with emphasis on spiritual foundation for seekers, new believers, and new members; and with an emphasis on spiritual formation for all members

Goals

- Accepting All People, Developing and Nurturing Relationships
 - Goal 1 – Equip believers to develop close spiritual bonds through prayer, Bible study, service and social events

Goals

- Actively Sharing the Good News of Jesus Christ
 - Goal 1 – Establish an effective outreach plan
 - Goal 2 – Develop a missionary spirit on the part of the congregation through missions education and personal involvement

Goals

- Administration
 - Goal 1 – Develop and implement a system to ensure effective, accountable, transparent, streamlined and trustworthy church operations
 - Goal 2 – Establish an Administrative Group

Goals

- Administration
 - Goal 3 – Ensure that the church will be fiscally responsible
 - Goal 4 – Implement a “Together We Mend Fund” for building maintenance and repair

**Questions
&
Discussion**

Next Steps

- Congregational vote to adopt goals
- Teams will further develop action plans for implementation
- Congregational support & prayer
- Your personal involvement & work is necessary to be successful