

# ***ChristWay Planning Summit 2009***

***JAN 25, 2009***

Opened at 3:00 PM

Welcome - Devin

## **Overview of the Summit - Devin**

- Slide Presentation
  - Vision for the future (3 year goals)
  - We must be focused, dedicated, and disciplined
  - The Process – create the environment and atmosphere for success
  - Our enemy is complacency
  - Purpose of the Summit:
    - Gain a better understanding of where ChristWay is currently positioned, improve communication, and build unity
    - To hear from Bro. Bryant regarding the current status and future trends that exist in local, state, national, and international ministries, in the economic, social, and missions arenas, and to learn of other factors that could impact our ministry
    - To work with each other to develop future plans and initiatives, to propose changes, additions, and deletions to our current initiatives
    - To work in diverse team settings for the purpose of identifying and discussing ChristWay's Strengths, Weaknesses, Opportunities, and Threats

## **Pastor's Planning Priorities**

Prayer by Pastor

Laying out a 3 year plan

- Doing CHURCH a little bit different
- Cling to the Promises of the Word of God
- Must move forward in how we are going to impact this region in the current day
- What are we going to do in this current economic situation
- Get up and make an effort to move forward
- ChristWay is on the cutting edge
- Thankful for the staff, leadership, and members

## **Setting Your Compass**

- Slide Presentation
  - Setting Your Compass
    - To reach a desired goal you have to know where you are going – start at the right place

- Vision is the ability to see what others may not – the capacity to see potential – what things COULD be – to see what God sees and the God-given motivation to bring to pass what you see
- Vision begins with leaders tolling over and agreeing upon what God will hold you accountable for
- Every believer is called – this is a universal calling - we are called to be saints – called into active fellowship with Christ – called to peace – called to grace – called to liberty – called to holiness – called into one body – a personalized, specific calling – an individual calling – gloriously called – we are His workmanship, created in Christ, Jesus for good works which God prepared BEFORE we were born.
- Walk worthy of the calling – remain in the same calling
- Faithfulness will result in God’s enablement to accomplish our particular calling
- Different folks in the Bible were called for different things:
  - Abraham – herdsman
  - Daniel – government
  - Ruth – field hand
  - Nehemiah – civil service
  - Amos – cattleman who grew fruit
  - Mary – housewife
  - Philip – businessman
  - Lydia – tailor
  - Paul – tent-maker
  - Peter – fisherman
- Life is a journey and consists of 2 major things: events and decisions
- Four requisites that bring victory:
  - The challenge to walk on the water may confront us in darkness and in trouble
  - God allows such confrontation always to enlarge us, never to endanger us
  - You should set identities straight before you try to walk on water
  - God speaks to His people.

Pastor’s Planning Priorities:

1. **Ministry Enhancement** – conduct inventory and evaluation of our current ministries to determine what is relevant, what is working and what is not working; also, to look at additional ministries that could be added. Additionally, incorporate Technology into all facets of our ministry for the purpose of sharing the Gospel and improving the effectiveness of our operations.
2. **Finances** – continue to emphasize the importance of “God’s Economy” – giving is a commandment and financial freedom is a blessing!
3. **Discipleship / Building People / Strengthening Families** – developing a comprehensive program that provides training to our people / families in the basic Biblical principles of living, giving, and forgiving.

4. **Planning, Organizational Structure, Policies and Procedures Manual Development** – the creation of a complete Policies and Procedures Manual that addresses the day-to-day operations of the ministry, facilities management, staff and volunteer leaders, and forms and documents relevant to the administration of ChristWay Church.
5. **Staff Development / Empowering Leadership** – improving the knowledge and experiences of our staff so that they can better serve our congregation – includes education, professional development, conferences, and weekly leadership development.
6. **Development of an Off-Site “Special Needs” Ministry Center** – a center that serves the needs of the Hispanic population, hosts a food and clothing bank, provides education for basic skills and English as a second language, and delivers employment / job search assistance, as well as a resource center for other types of needs that might arise.
7. **Facilities** – the development of our current facilities into an effective ministry campus, giving future consideration to the relocation of our ministry to a larger more expansive site.

**Devin Presents Annual Action Plan:**

- Engage in Planning Process
- Develop Action Plan & Budget
- Initiate Annual Action Plan
- Evaluate & Assess
- Adjust based upon evaluation & assessment

## **FOCUS TEAM Introductions**

1. **Incredible Hulksters** – Christi Brown Leader
2. **Mickey’s Musketeers** – Eric Hudson Leader
3. **Bandana Brainstormers** – Kathy Murray Leader
4. **American Patriots** – Brian Bryant Leader
5. **Hallelujah Hunters** – Jon Hall Leader

Todd Smith wins Door Prize for naming members of the Cartwright family.

## **Start, Stop, and Continue Exercise**

Break into groups to discuss:

1. What does ChristWay need to **START** doing to improve our total ministry operations
2. What does ChristWay need to **STOP** doing to improve our total ministry operations
3. What does ChristWay need to **CONTINUE** doing to improve our total ministry operations

## **Focus Team Work - Results**

### **Presentation & Discussion**

#### **I. Incredible Hulksters – Christi Brown Leader**

##### **START**

1. Enter into the community surrounding ChristWay

##### **STOP**

1. Acting in a small church mindset and having a small church mentality – “me” mentality, how do we involve others – function more as an organization / business with better sense of structure

##### **CONTINUE**

1. Communication / email / electronic / print / investigate more toward email, web
  - Prayer chain – better way to reach individuals
  - Ushers – more of a tour guide who can take visitors where they need to go
  - Format of classes need to be re-visited – add more subjects – single adults and older singles
2. Increase the ministries inside the church to take their skills outside the church – add workers throughout the church.
  - Bulletin board to allow you to put information up for events in the community

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## **II. Mickey's Musketeers – Eric Hudson Leader**

### **START**

1. Emphasis on Prayer: Prayer groups / Fasting groups
2. Create small groups to bind people together
3. Couples between 25-50 needs ministry
4. Revivals
5. Communications: i.e., when Charlie Church left and it was not mentioned
6. Marriage seminar and classes
7. Blogs
8. More P&W versus just Choir music
9. More youth involvement in service
10. Using youth and kids in service every 5<sup>th</sup> Sunday or once a quarter - Pastor Rodney and Brandi are never ministered too; so, allow kids to sit with parents
11. Church Directory on disk or on-line / e-directory
12. Electronic offering submission – debit cards only

### **STOP**

1. Traditional format – stop doing the same thing every Sunday.
2. Kids Ministry - Bring the kids in with Adult service more.
3. Strict Facility Rules - Building seems to be more important than the people – let's use our tools / resources to reach people.
4. Restricting access to the prayer room – open it up
5. Allowing people to fall through the cracks.

### **CONTINUE**

1. Forums like today – bring us in to these events.
2. Support functions: Usher functions and Coffee Bar
3. Push finances – more tithers
4. Continue the direction of the youth.
5. Newcomer dinner enhanced
6. Expand Men's and Women's ministries

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## **III. Bandana Brainstormers – Kathy Murray Leader**

### **START**

1. Hospital ministry – Hospital visitation team (rotating team) with good organization and communication
2. Section leaders in the sanctuary: to greet new folks (visitors) and to note those not here – using directories / ushers
3. Hospitality room: use for visitors to meet pastor, staff, or key leaders. Have someone contact these visitors later.
4. Family Worship Sunday every 5<sup>th</sup> Sunday

5. Announcements / communications
6. Involve children in big church – let them be a part – allow them to contribute to Adult Ministry

### **STOP**

1. Ineffective Sunday school classes. Have more contemporary subjects – something more relevant – better defined topics.

### **CONTINUE**

1. Ushers and Greeters – Greeting team, Welcoming Committee, while pastor and staff offer personal greeting to people in the sanctuary.
  2. Music department / Choir / Drama
  3. Coffee Bar
  4. Being like ChristWay – ministering to hurting hearts.
  5. Children's Ministry
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## **IV. American Patriots – Brian Bryant Leader**

### **START**

1. Marketing Strategy: Theme around newcomers and visitors – overall marketing strategy for ChristWay for making people aware of ChristWay – use postcards, people involved in the community, softball team with a banner that says CW, car flags, decals, etc.
2. Awareness - Using different media outlets – TV, radio, internet
3. Visitor packet – folks come in, but we don't know they are visitors, need greeters to get visitor information from them immediately and have a CD for them to take home explaining our ministries, and get their email address.
4. Connection Teams - create some teams to include the new folks to introduce them to other folks in the church through a follow-up dinner, get together.
5. Have Quarterly meetings with the Leadership on a small scale for brainstorming ideas, share ideas, and jump-start ideas.
6. First time visitor identification

### **STOP**

1. Depending on Ushers to greet visitors - Utilize greeters, not just Ushers
2. Being “1” ministry minded – you can do more than one ministry
3. Being complacent.

### **CONTINUE**

1. Advance and upgrade – technically, audio, video, internet – outreach - geographically
  2. Be focused on our vision and goals.
  3. Goal Setting – the sky's the limit!
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## **V. Hallelujah Hunters – Jon Hall Leader**

### **START**

1. Leverage technology we have available to us – stream a live audio / video over the internet (for folks that were absent or shut-ins) of the sermon
2. PDF Format of the sermon outline / scripture text
3. On-line giving with optional breakdown of funds
4. Another choir CD with the ability to purchase these on-line
5. Ministries Fair – find out about various ministries in the church, especially visitors – introduce all of the ministries and leadership

### **STOP**

1. Staff turnover.
2. Mailing the paper copy of the letter to the church members – use internet – go on-line more.
3. Multiple services for the musical – we have multiple nights with only 200 – 300 people – does the cost of utilities cover the multiple nights?
4. Being cliquish – need to be easier for visitors / prospective members to assimilate

### **CONTINUE**

1. Devotional books
2. Finish what you start – money raised and earmarked for certain projects that have not come into fruition – new stage lights, new choir CD, etc.
3. Greeting / Meeting in Parking Lot, Doors, Kiosk for Visitors, prospective members – need more help in this area – need someone manning Kiosk all the time
4. No Sunday night service

## **A Look at Emerging Themes**

- Activate Greeters
- Section Leaders in Sanctuary
- Staff Turnover
- Communication – need more email / internet / web
- Bring children into BIG church occasionally
- Ushers are overworked – need someone to take visitors to their seat and carry on some conversation with them
- Visitor Information Center – visitors don't want to be labeled or stand up, not show-cased – want to fit in
- Sunday Experience – not Sunday school – adding relevant subjects / topics: Health and Wellness, Finances, Wills and Last Testaments, etc. These classes will run from 9:00 – 9:45 each Sunday morning.

**Break for eating.**

**Lunch sacks from Full Moon BBQ were distributed to all attendees.**

**Devin's statement to Summit / Forum:** Why is he leading this Summit / Forum, planning for 3 years when he will be going to Missouri in less than 6 months?

He promised to give 110% when he came to ChristWay over 5 years ago as Music Pastor and he is just as committed to giving 110% during this 6 month time period as he has been for the past 5 years as Executive Pastor. He loves ChristWay and wants to see it succeed and grow. He's going to give it his all until he leaves.

## **SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)**

### **Focus Team Work**

### **Presentation & Discussion**

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#### **I. Incredible Hulksters – Christi Brown Leader**

##### **Strengths:**

1. Solid core Ministries in place
  - Music
  - Kids / Youth
  - Bible Teaching
2. Pastor who loves this church and members
3. Facility
4. Inviting, open, and friendly church
5. Daycare

##### **Weaknesses:**

1. Church body is disconnected
2. Communication: both within the church and going out of the church
3. Priorities / Lack of interest / Getting more people involved
4. Greater sense of worship – more engagement in worship from the congregation – the choir comes out ready to worship and lead in worship

##### **Opportunities:**

1. Enlarge our territory
2. To reach more families through the Daycare and Children's Programs, especially un-churched families
3. Showcase facility and host more, large events: state conferences and concerts
4. Minister to newcomers
5. Reach 18-25 age group

**Threats:**

1. Lose "young adults" (18-25 age group) in transition from High School / College to Career / Family
  2. Economy – giving and funding
  3. Complacency
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**II. Mickey's Musketeers – Eric Hudson Leader**

**Strengths:**

1. Staff
2. Facility
3. Location
4. Members (people)
5. Music
6. Lay leaders

**Weaknesses:**

1. Outreach
2. Church Debt
3. Staff turnover
4. Apathy
5. Commitment

**Opportunities:**

1. Reaching other ethnic groups
2. Take action from this Summit and other planning events
3. Purchase surrounding properties – expand the grounds

**Threats:**

1. Economy
  2. Government Regulations
  3. Growth of opposing religions and opinions
  4. Acceptance of change
  5. Devin leaving
    - Acceptance of new program and whoever comes in to replace him
    - People leaving because Devin leaves
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### **III. Bandana Brainstormers – Kathy Murray Leader**

#### **Strengths:**

1. Approve of and like our new slogan – Living, Giving, Forgiving
2. Pentecostal Heritage
3. Rotating teachers

#### **Weaknesses:**

1. Volunteers – same people doing all the work all the time
2. Ministry outreach / internal – reach out more – intertwine all ministries together and not be so isolated from each other
3. Dedication

#### **Opportunities:**

1. Growing community
2. Junior High and Youth serving in the community
3. Focus on serving: Youth serving our church seniors.

#### **Threats:**

1. Complacency and pride.
  2. Economy
  3. Inner group gossip / Communication
  4. Time
  5. Overworking the same people
  6. Fear of growth
  7. Unnoticed talent
  8. Traditional Ideas
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### **IV. American Patriots – Brian Bryant Leader**

#### **Strengths:**

1. Staff
2. Facility
3. Forward thinking
4. Friendliness
5. Intelligent / professional congregation
6. Talent

#### **Weaknesses:**

1. Inter-departmental communication
2. Need more Volunteers
3. Lack of commitment - Follow through on actions for new ideas
4. New member orientation

5. Where do you fit in – we need to be prepared to help new and old members with what their ministry is

**Opportunities:**

1. E-format
2. Outreach: both internal and external ministries - Daycare
3. Training / conferences
4. Growth with our facilities
5. Host more community and state functions here at ChristWay
6. Establish Visitor parking
7. Maximize community growth

**Threats:**

1. Not staying current - Being on the “bleeding edge”
  2. Staff turnover
  3. Member turnover
  4. Emergency plan
  5. Interview process for Minister of Music – having replacement
  6. Not prepared for fast growth
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**V. Hallelujah Hunters – Jon Hall Leader**

**Strengths:**

1. Facility / grounds – nice and clean
2. Staff Members
3. Location – Location - Location
4. Daycare (Prospects / Finance)
5. Place of restoration and reconciliation
6. Excitement
7. Freedom of worship / Ability for Spirit to move
8. Pastor Bryant’s humility, loving spirit, wisdom
9. Fiscal policies of the church

**Weaknesses:**

1. Outreach – need to implement bus ministries and go outside the walls of the church
2. Mission efforts – both domestic and international
3. Communication increase within the church

**Opportunities:**

1. Being close to the schools
2. Pentecostal ambassador to the community

**Threats:**

1. Economy

2. Children and what they face today – un-churched parents – choice of following the world (peer pressure) OR the Church
3. Political Correctness – bringing the outside in

### **A Look at Emerging Themes**

- Staff is a strength
- Pastor “walks on water”
- Outreach
- Facility
- Communication
- Complacency, commitment, dedication, lack of interest

Send additional ideas within the next couple of days to [devinstephenson@mac.com](mailto:devinstephenson@mac.com) – stating what the priorities and the solutions are.

### **Where do we go from here?**

1. Staff will identify 7 – 11 goals and create Strategic Goals
2. Strategies and indicators will be added to measure and evaluate progress to see if the goals were met.

### **Pastor Bryant’s Wrap-Up**

Pastor is excited and pleased with the outcome today. Things that were said tonight will come to fruition. He plans to have this type of forum again and invite feedback and measure at the EOY if things were accomplished. We are in this together, its God’s church. Pastor is honored to have Devin lead this charge and appreciates Devin for being open, transparent, and strong. We face a big challenge on June 30 but this church is not built on any one person including Freddy, Brent, Stephen, Devin – if this church fails because of anyone that has left us, then the preaching of it being God’s church has been preached in vain. Pastor’s door is open to anyone – you may not agree with him and he might not agree with you. Its true ChristWay is not for everybody – it’s a unique church but it is still God’s church. We’re going to see some great results from what we have done tonight. Pastor thanked everyone for coming, and for their honesty and candor.

Dismissed: 7:00 PM

## ATTENDEES

**Earl White, Sr.**  
**Carol Twilley**  
**Ross Brown**  
Kenneth Salters  
Todd Smith  
**Joey Liverette**  
**Vanessa Hudson**  
**Donna Rice**  
**Angie Stacey**  
**Gaye Wilson**  
**Billie Ruth Berryhill**  
**Jill Lowe**  
**Paige Baldwin**  
**Brandie Ragland**  
**Crystal Reno**  
**Rodney Ragland**  
**Roger Murray**  
**Dan Spradling**  
**Brandon Myers**  
**Allen Jerkins**  
**Ed Worden**  
Brian Bryant  
**Rhonda Hall**  
**Lauren Hindman**  
Christi Brown  
**Scott Twilley**  
**Blake Payne**  
**Teresa Payne**  
**Jean Long**  
**Stacey Bryant**  
Steven Sanders  
**Regina Page**  
**Carole Warren**  
Brent Hand  
**Linda Carter**  
**Kathy Murray**  
**Cathy Beasley**  
**Mindy Benefield**  
Eddie Marsh  
**Louie Pearson**  
**Braxton Reno**  
**Jon Hall**  
Eric Hudson  
**Michael Lowe**

**Charlie Beasley**  
**Erin Strain**  
**Tres Kennedy**  
**Tammie Gravlee**  
**Britt Rice**  
  
Pastor Bryant  
Sis. Bryant  
Traci Smith  
Judy Stephenson  
Stacy Payne  
Tom Payne  
Tony Stacey  
Bob Collins