

Growing Our Fellowship

I. Goal: *Ministry to and with College Students* – Continue developing a ministry to college students that provides for an engaging and challenging spiritual journey and includes involvement and leadership in all aspects of church ministry.

Action 1: Continue to provide regular Sunday worship leadership for our college students.

STRATEGIES	RESOURCES	TIMELINE	EVALUATION
1. Offer a Bible study & breakfast class for college students.	College Ministry Team, Minister of Students	Ongoing	College MT, Staff
2. Periodically provide meals to college students and their families following church.	College MT, Sunday School Classes	Ongoing	College MT, Staff
<i>Examples:</i>	<ul style="list-style-type: none"> • luncheons 		
3. Intentionally and regularly include college students in worship leadership.	Staff	Ongoing	College MT, Staff
<i>Examples:</i>	<ul style="list-style-type: none"> • music, scripture reading, prayers, and testimonies 		

Action 2: Intentionally identify and communicate our ministries to and with college students (e.g. Cooperative Student Fellowship, student adoption, internship opportunities, and service by students).

STRATEGIES	RESOURCES	TIMELINE	EVALUATION
1. Publish a brochure that identifies FBC Clemson's ministries to and with college students.	Minister of Students	Bi-annual	College MT
<i>Examples:</i>	<ul style="list-style-type: none"> • fall and spring semester 		
2. Publish a periodic newsletter that provides updates and stories for students, alumni, parents, and congregation.	CSF Student Leadership, Minister of Students	Bi-annual	College MT
<i>Examples:</i>	<ul style="list-style-type: none"> • fall and spring semester 		
3. Maintain and utilize a website and other forms of social media to communicate with students and wider community.	CSF Student Leadership, Minister of Students	Bi-annual	College MT
<i>Examples:</i>	<ul style="list-style-type: none"> • Twitter account, Facebook 		

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II. Goal: *Ministry to Senior Adults* – Develop a comprehensive plan for senior adult ministries that addresses the wide spectrum of spiritual needs and life situations unique to this particular group.

Action 1: Formalize leadership for Senior Adults.

STRATEGIES	RESOURCES	TIMELINE	EVALUATION
1. Assign direct staff responsibility for Senior Adult Ministry.	Personnel Ministry Team, Senior Minister	Fall '12	Personnel MT, Staff
<i>Examples:</i>	<ul style="list-style-type: none"> identifies lay leaders and develops process for providing Senior Adult Ministry 		
2. Develop a Senior Adult Ministry Team.	Coordinating Council, Nominating Ministry Team, senior adult Sunday School classes, Staff	Jan '13 – March '13	CC, Nominating MT
3. Identify and address communication, fellowship, education, ministry, and mission project needs.	Deacons, Senior Adult MT, senior adult Sunday School classes	Jan '13 – March '13	Staff
<i>Examples:</i>	<ul style="list-style-type: none"> offer classes for seniors, plan fellowships, trips, and mission opportunities 		

Action 2: Ministerial staff develops pastoral care leadership and responsibilities.

STRATEGIES	RESOURCES	TIMELINE	EVALUATION
1. Determine current and projected pastoral care needs.	Deacons, Staff, Visitation Ministry Team	Spring '13	Staff
<i>Examples:</i>	<ul style="list-style-type: none"> identify shut-ins, members in hospitals/rehab facilities, and recognition of growing Senior population 		
2. Identify pastoral care resources.	Deacons, Staff, Visitation Ministry Team	Spring '13	Staff
<i>Examples:</i>	<ul style="list-style-type: none"> lay leaders, Deacons, and Staff 		
3. Determine and recommend any additional staffing or resources needed to carry out pastoral care.	Deacons, Staff, Visitation Ministry Team	Spring '13	Staff
<i>Examples:</i>	<ul style="list-style-type: none"> part-time Chaplain for Seniors, lay team for pastoral care 		

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III. Goal: *Ministry to Young Adults & Their Families* – Create a more inviting and engaging spiritual environment that encourages our younger members and their families, current and prospective, to be engaged in the life and ministries of FBC Clemson.

Action 1: Provide comprehensive staffing leadership to young families and their children.

STRATEGIES	RESOURCES	TIMELINE	EVALUATION
1. Define responsibilities of staff members with respect to young families and their children.	Personnel MT, Staff	Fall '12 – Spring '13	Staff
2. Determine if additional staff is needed to meet ministry needs.	Children's Ministry Team, CC, Personnel MT, Preschool Ministry Team, Staff	Fall '12 – Spring '13	Staff
<i>Examples:</i>	<ul style="list-style-type: none"> part-time or full-time 		
3. Address any outstanding staffing needs and recommend any additional leadership needed.	Children's Ministry Team, CC, Personnel MT, Preschool Ministry Team, Staff, Stewardship and Finance Ministry Team	Fall '12 – Spring '13	Staff

Action 2: Expand Children's Worship (e.g. broader age group, more dynamic worship experience, and location).

STRATEGIES	RESOURCES	TIMELINE	EVALUATION
1. Identify examples of engaging children's worship experiences.	Children's MT, Children's Worship Ministry Team, Preschool MT, Staff	Beginning Oct '12	Children's Worship MT, Staff
<i>Examples:</i>	<ul style="list-style-type: none"> large group gathering, singing, prayer, scripture reading, media 		
2. Develop programming for children's worship.	Children's MT, Children's Worship Ministry Team, Preschool MT, Staff	Beginning Oct '12	Children's Worship MT, Staff
<i>Examples:</i>	<ul style="list-style-type: none"> music 		
3. Address all logistical aspects for the expansion of children's worship.	Children's MT, Children's Worship MT, CC, Preschool MT, Properties MT, Staff, Stewardship and Finance MT	Beginning Oct '12	Children's Worship MT, Staff
<i>Examples:</i>	<ul style="list-style-type: none"> room, resources, and staffing 		

Action 3: Assess and review all children's ministry programs.

STRATEGIES	RESOURCES	TIMELINE	EVALUATION
1. Identify all existing preschool and children's ministry programs.	Children's MT, Preschool MT, Staff	Ongoing	Staff
2. Assess the relevance and vibrancy of each program.	Children's MT, Preschool MT, Staff	Ongoing	Staff
<i>Examples:</i>	<ul style="list-style-type: none"> curriculum 		
3. Implement any necessary program adjustments or changes and maintain support for all continuing and new programs.	Children's MT, Preschool MT, Staff, Stewardship and Finance MT	Beginning Fall '12	Staff

Growing Our Fellowship

III. Goal: *Ministry to Young Adults & Their Families continued*

Action 4: Develop varied educational and fellowship opportunities for young families that helps to build and strengthen community.

STRATEGIES	RESOURCES	TIMELINE	EVALUATION
1. Identify, evaluate, and review all recent and current educational opportunities for young families.	Adult Ministry Team, Staff, young family Sunday School classes	Fall '12 – Spring '13	Staff
<i>Examples:</i>	<ul style="list-style-type: none"> • CORD Classes, Marriage Enrichment Class 		
2. Plan and implement necessary educational program adjustments or initiatives.	Adult MT, Staff, young family Sunday School classes	Beginning Spring '13	Staff
<i>Examples:</i>	<ul style="list-style-type: none"> • marriage retreat, guest speakers, 		
3. Identify, evaluate, and review all recent and current fellowship opportunities for young families.	Staff, young family Sunday School classes	Fall '12 – Spring '13	Staff
<i>Examples:</i>	<ul style="list-style-type: none"> • potluck meals, Sunday School fellowship, Men's Breakfast 		
4. Plan and implement additional desired fellowship opportunities or programs.	Staff, young family Sunday School classes	Beginning Spring '13	Staff
<i>Examples:</i>	<ul style="list-style-type: none"> • small groups, date nights 		

Action 5: Explore opportunities to expand Child Enrichment Center connections and better communicate the FBC Clemson and CEC partnership.

STRATEGIES	RESOURCES	TIMELINE	EVALUATION
1. Review all current methods of communication and connection between the FBC Clemson ministries and CEC.	Child Enrichment Center Ministry Team, Staff	Fall '12	CEC Staff, Staff
<i>Examples:</i>	<ul style="list-style-type: none"> • weekly discussions with director 		
2. Consider and recommend any new methods of effective communication to be utilized by FBC and/or the CEC.	Properties Ministry Team, Staff, Stewardship and Finance MT	Beginning Fall '12	Child Enrichment Center MT, CEC Staff, Staff
<i>Examples:</i>	<ul style="list-style-type: none"> • monitors, worship bulletin 		
3. Consider and recommend any new ways of connecting the ministry of the CEC with the FBC Clemson congregation.	Child Enrichment Center MT, CEC Staff, Staff, Stewardship and Finance MT	Beginning Fall '12	CEC Staff, Staff
<i>Examples:</i>	<ul style="list-style-type: none"> • reduced-rate tuition for members 		
4. Create and implement expanded methods of communication and connection.	CEC Staff, Staff	Beginning Fall '12	Child Enrichment Center MT
<i>Examples:</i>	<ul style="list-style-type: none"> • CEC Worship, bulletin boards 		

Telling Our Story

I. Goal: *Worship* – Enhance and enrich our current worship experience in order to celebrate the diversity and passion of our congregation.

Action 1: Develop a worship experience within our traditional structure that includes a variety of elements designed to keep energy high and participants engaged.

STRATEGIES	RESOURCES	TIMELINE	EVALUATION
1. Encourage a variety of musical and other creative elements in worship planning to engage the congregation.	Minister of Music, Senior Minister, Staff	Fall '12	CC, Implementation Team, Music Ministry Team, Staff
<i>Examples:</i>	<ul style="list-style-type: none"> greater array of musical genres, more drama, personal testimonies, and opportunities for expression 		
2. Develop a resource list to identify individuals with talents to be utilized in worship.	Minister of Music, Staff, Volunteers	Jan '13	IT, Staff
3. Enhance our capability for use of multi-media in worship.	Media Ministry Team, Properties MT, Staff, Stewardship and Finance MT	Beginning Fall '13	IT, Media MT, Staff
<i>Examples:</i>	<ul style="list-style-type: none"> installation of video screens, video streaming of services, and enhance radio broadcast 		

Action 2: Involve more lay leadership in personal, informative, and educative ways through personal reflection and ministry moments.

STRATEGIES	RESOURCES	TIMELINE	EVALUATION
1. Solicit and select participation from congregation to be involved in the worship experience.	Staff	Fall '12 - ongoing	CC, IT, Staff
<i>Examples:</i>	<ul style="list-style-type: none"> establish a drop box, utilize email, ministry moment forms, and occasional spoken invitations 		

Action 3: Communicate through a variety of methods our particular traditions and elements of worship in order to provide a more meaningful and informed worship experience.

STRATEGIES	RESOURCES	TIMELINE	EVALUATION
1. Design information pieces for the pews that describe worship symbols, theology of worship, and liturgical seasons.	Staff	Jan '13	CC, IT, Staff

Action 4: Offer additional worship opportunities outside of the Sunday morning service that provide for a variety of worship experiences.

STRATEGIES	RESOURCES	TIMELINE	EVALUATION
1. Plan, design, and offer varied worship opportunities once per quarter.	Minister of Music, Staff	Spring '13	CC, Deacons, IT, Staff
<i>Examples:</i>	<ul style="list-style-type: none"> different worship opportunities once a month/quarterly in FLC 		

Telling Our Story

II. Goal: *Marketing* – Develop an internal and external marketing plan that communicates and celebrates our mission, our ministries, and our core values. Employ multiple means of communication to educate members, potential members, and the larger community about the ministries and missions of FBC Clemson.

Action 1: Identify and deploy a Marketing Task Force charged with developing a comprehensive internal and external marketing strategy that informs, invites and engages members and larger community in the mission of FBC Clemson. The Marketing Task Force should consist of four (4) lay members and one (1) minister.

Internal Marketing Goal – Communicate and inform members and potential members about activities, ministries, and missions and invite and engage them in opportunities for service and spiritual growth. The following are suggested strategies (Marketing Task Force will develop final plan).

STRATEGIES	RESOURCES	TIMELINE	EVALUATION
1. Develop a Marketing Task Force.	IT, Stewardship and Finance MT	Jan. '13	IT
2. Marketing Task Force to review and assess all media (brochures, articles, signage, postings) to coordinate message.	Marketing Task Force, Staff	Spring '13	Marketing Task Force, Staff
3. Use weekly email, Facebook, website, TIE, announcements, and free community publications to develop a timely "BYLINE" that focuses on opportunities for service.	Marketing Task Force, Staff	Fall '13	Marketing Task Force, Staff
4. Research purchase of flat screen monitors in strategic areas that will be used to highlight ministries, missions, and opportunities for service.	Marketing Task Force, Staff, Stewardship and Finance MT	Spring '13 – Fall '13	Marketing Task Force, Staff
5. Explore hiring a part-time position, either volunteer or student, to manage media.	Marketing Task Force, Staff, Stewardship and Finance MT	Fall '13	Marketing Task Force, Staff
6. Develop marketing strategy for advancing knowledge of the great things we as a church do through Christian stewardship.	Marketing Task Force, Staff	Feb '13	Report to church via TIE
<i>Examples:</i>	<ul style="list-style-type: none"> focus on the good things we do with budget and programs; develop a limited number of clear goals; and implementation strategies, utilize multi-media, TIE, worship 		

External Marketing Goal – Develop a marketing strategy that informs and invites the larger community to participate in the ministries and programs of FBC Clemson. The following are suggested strategies.

STRATEGIES	RESOURCES	TIMELINE	EVALUATION
1. Use free community publications such as press releases, radio announcements, banners and multiple forms of technology.	Marketing Task Force, Staff	Jan. '13 – ongoing	Marketing Task Force, Staff
2. Explore purchase of ad space on radio and billboards.	Marketing Task Force, Staff	Jan. '13 – ongoing	Marketing Task Force, Staff
3. Oversee construction of permanent signage on College Avenue.	Marketing Task Force, Staff	Jan. '13 – Fall '13	Marketing Task Force, Staff
4. Promote community activities with congregation to encourage community exposure.	Marketing Task Force, Staff	Jan. '13 – ongoing	Marketing Task Force, Staff

Telling Our Story

III. Goal: *Christian Education* – Provide structured opportunities for spiritual formation through Sunday School, Bible Study, CORD classes, small groups, and lecture presentations.

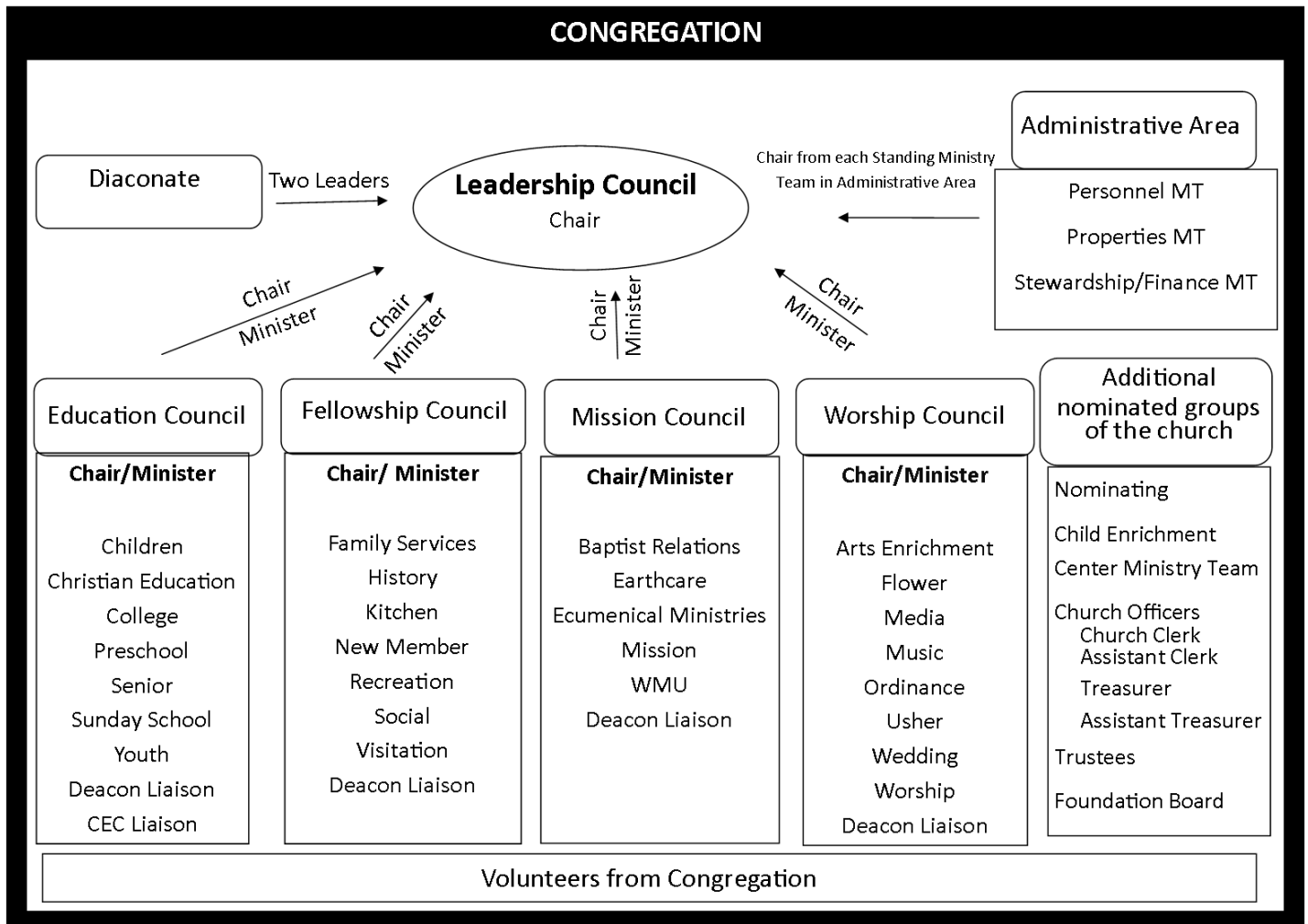
STRATEGIES	RESOURCES	TIMELINE	EVALUATION
1. Restructure the Sunday School Council and the Adult Ministry Team and incorporate essential responsibilities into a Christian Education Ministry Team.	Adult MT, IT, Nominating MT, Staff, Sunday School Council	Spring '13	CC, Nominating MT, Staff
2. Offer equipping/training for teachers.	Christian Education MT, Staff, SS Officers	Fall '13	Christian Education MT, Staff
3. Plan church wide study whereby all classes are encouraged to focus on the same topic.	Christian Education MT, Staff, SS Officers	Jan '13	Christian Education MT, IT, Staff
4. Offer support for unstructured education and spiritual formation.	Christian Education MT, Staff	Jan '13	Christian Education MT, IT, Staff
<i>Examples:</i>	<ul style="list-style-type: none"> • collect recommended media from lay and staff members that have been found to be personally meaningful. Catalogue and sort them and publish on the web and at a fixed location. Encourage interested persons to form small groups for discussion. • Facebook, Twitter, podcasts, Youtube 		
5. Schedule lecture presentations from a wide spectrum of religious topics and encourage dialogue.	Christian Education MT, Staff	Fall '13 - ongoing	Christian Education MT, IT, Staff

Structuring, Funding, and Staffing Our Ministries

I. Goal: *Church Governance* – Review and propose a plan of church governance that allows the decision making process to be both clear and efficient for the health of the congregation.

Action 1: Structure our church governance in such a way that the decision making process is clear and efficient for the health and growth of the congregation.

STRATEGIES	RESOURCES	TIMELINE	EVALUATION
1. Evaluate current process for decision making in church; understand rationale.	CC, Deacons, IT	Fall 2012	Written report to church
2. Define a desired structure and propose new Leadership Model.	CC, Deacons, IT	Fall 2012	Written report to church
3. Engage Congregation in consideration of new Leadership Model.	CC, Deacons, IT	Fall 2012	Written report to church
<i>Examples:</i>	• Town halls, nominating, coordinating council, and deacons		
4. Recommend amendment to Constitution and Bylaws of FBC Clemson reflecting new model.	CC, Deacons, IT	January 2013	Written report to church



Structuring, Funding, and Staffing Our Ministries

I. Goal: *Church Governance continued*

Action 2: Equip and empower congregation for implementation of new Leadership Model.

STRATEGIES	RESOURCES	TIMELINE	EVALUATION
1. Assist Nominating MT and Leadership Council with clarity of task.	Knowledgeable people who understand past policies and responsibilities of the CC, IT	Fall 2012 – Spring 2013	Written report to church
2. Equip/Train Area Council Chairs with how to succeed in the new Leadership Model.	IT	Spring 2013 – Fall 2013	Written report to church
3. Implement programs to help members understand the new Leadership Model.	Deacons, Leadership Council, Staff	Spring 2013 – Fall 2013	Leadership Council
4. Develop process for identifying membership's spiritual gifts and passions, and focus recruiting accordingly. Address with new members in particular.	Nominating MT, Staff	Spring '13 - ongoing	Nominating MT, Staff

Action 3: Re-evaluate the role of the Deacons.

STRATEGIES	RESOURCES	TIMELINE	EVALUATION
1. Develop ad hoc committee to study the role of Diaconate at FBC Clemson.	Current and Former Deacons, Staff	Dec '12	Report to Deacons
2. Define what leadership means for Deacons and develop a Servant Leadership Team description.	Biblical basis, historical reference, leadership needs, other church models,	Nov '12 Deacon Retreat	CC, Report to church
3. Explore how Deacons can serve in multiple ways and develop a Family Service Team description.	Family Service needs, Gifts and passions of Deacons	Nov '12 Deacon Retreat	CC, Report to church
4. Conduct study to help us understand why members have removed their names for serving on the Diaconate.	Deacons, Staff	Nov '12 Deacon Retreat- Feb '13	CC, Report to church
<i>Examples:</i>	<ul style="list-style-type: none"> develop survey, make personal contacts 		
5. Devise strategy for encouraging more members to be available to serve on the Diaconate.	Deacons, Staff	Mar '13	CC, Report to church
<i>Examples:</i>	<ul style="list-style-type: none"> explore Constitution and Bylaws, communicate need, publicize new roles 		

Structuring, Funding, and Staffing Our Ministries

II. Goal: *Debt & Finance* – Develop a plan that provides financial support for our ministries and facilities, reduces our debt, and educates our congregation concerning the principles of stewardship.

Action 1: Develop a timely deadline and process for retiring the building debt.

STRATEGIES	RESOURCES	TIMELINE	EVALUATION
1. Develop plan for retiring building debt.	Foundation Board, Stewardship and Finance MT	Beginning Spring '13	Report to church
2. Encourage members to continue contributing to the building debt at their previously pledged amount.	Stewardship and Finance MT	Dec '12	Report to church
3. Encourage all members and active participants to contribute to the retirement of the building debt.	Stewardship and Finance MT	Spring '13	Report to church
4. Analyze the budget and identify monthly giving goals that will retire the building debt by an agreed upon date.	Past chairs of Stewardship and Finance MT, Stewardship and Finance MT	Dec '12	Report to church
5. Develop marketing strategy to promote building debt contributions.	Marketing Task Force, Stewardship and Finance MT	Spring '13	Report to church
<i>Examples:</i>	<ul style="list-style-type: none"> create a graphic that tracks movement toward goal; develop a logo and slogan 		

Action 2: Educate all generations within the congregation on Christian stewardship.

STRATEGIES	RESOURCES	TIMELINE	EVALUATION
1. Develop a message of Christian stewardship that is evidenced in our ministry.	Deacons, IT, ministry teams, Staff, Stewardship and Finance MT	Beginning Dec '12	Report to church
<i>Examples:</i>	<ul style="list-style-type: none"> market vision to membership and community 		
2. Develop and offer educational emphasis on Christian stewardship.	Education Area Ministry Teams, Staff	Beginning Spring '13	IT
3. Develop Christian stewardship material for new members.	Deacons, New Member MT, Stewardship and Finance MT	Beginning Spring '13	Deacons, New Member MT, Stewardship and Finance MT
4. Communicate more effectively how tithes and offerings are utilized for ministry and the status of our weekly/monthly financial position.	Financial Secretary, Staff, Stewardship and Finance MT	Beginning Jan '13	Stewardship and Finance MT
<i>Examples:</i>	<ul style="list-style-type: none"> publish monthly graphics of revenues versus budget and revenues against expenditures; educate church on how to understand the graphics; educate church about designated funds 		
5. Promote a culture of gratitude that acknowledges all forms of Christian stewardship.	Ministry Teams, Stewardship and Finance MT	Beginning Jan '13	Stewardship and Finance MT

Structuring, Funding, and Staffing Our Ministries

II. Goal: *Debt & Finance continued*

Action 3: Review the budgeting structure process to promote & support a comprehensive ministry budget that adequately funds and limits the need for ongoing fundraisers.

STRATEGIES	RESOURCES	TIMELINE	EVALUATION
1. Review budget categories and ministry programs to better determine Ministry Budget needs.	Past chairs of Stewardship and Finance MT, Stewardship and Finance MT	Beginning Fall '13	Stewardship and Finance MT
2. Publish biannual graphic of funds distribution.	Stewardship and Finance MT	Jan '13	Stewardship and Finance MT
3. Determine and implement a strategy for fundraising which engages people in coordinated effort.	Stewardship and Finance MT	Beginning Jan '13	Stewardship and Finance MT
<i>Examples:</i>	<ul style="list-style-type: none"> consider or encourage barter donations—if member has something for sale, offer to church membership and contribute sales amount to church 		

Structuring, Funding, and Staffing Our Ministries

III. Goal: *Staff/Leadership* - Assess and align ministerial staff responsibilities to best meet the needs of our ministries.

Action 1: Evaluate current staffing, including interim positions, in light of current congregational needs and the future visioning plan.

STRATEGIES	RESOURCES	TIMELINE	EVALUATION
1. Determine if part-time positions are meeting ministry needs in preschool, children, and music.	Personnel MT, IT, Staff	Fall 2012	Coordinating Council, Personnel MT, IT, Staff
2. Determine if additional staffing is needed to meet ministry needs in other ministry areas.	Personnel MT, IT, Staff	Fall 2012	CC, Deacons, Personnel MT, Staff
3. Develop and revise job descriptions of staff to meet the needs of our ministries.	Personnel MT, Staff	Fall '12 – Spring '13	Personnel MT, Staff

Recommendations set forth from IT:

- **Full Time Minister of Music and Senior Adults**
- **Part- time Minister of Children and Young Families (30 hours)**
- **Director of Preschool Discipleship (10 hours)**

Action 2: Evaluate current custodial staff job descriptions to address administrative need in the properties area.

STRATEGIES	RESOURCES	TIMELINE	EVALUATION
1. Determine administrative needs in properties area.	Personnel MT, Properties MT, Staff	Beginning Spring '13	Personnel MT, Staff
2. Evaluate and revise custodial job descriptions.	Personnel MT, Staff	Beginning Spring '13	Personnel MT, Staff
3. Provide staff training for new job requirements.	Staff	Beginning Spring '13	Personnel MT, Staff

Action 3: Develop a scholarship/internship program for college students and young adults to work with specific church ministries.

STRATEGIES	RESOURCES	TIMELINE	EVALUATION
1. Identify needs in ministry areas.	Ministry Teams, Staff	Beginning Spring '13	Ministry Teams, Staff
2. Recruit and train students and young adults.	Staff	Beginning Spring '13	Ministry Teams, Staff
3. Budget for scholarships/internships.	Ministry Teams, Stewardship and Finance MT	Beginning Fall '13	Staff
4. Develop scholarship/internship job descriptions.	Ministry Teams, Staff	Beginning Spring '13	Ministry Teams, Staff