

September 15, 2009

Dear Friends,

First Baptist Church of Asheville is entering into a new season of enthusiasm for the way of Jesus Christ and effectiveness in our attempts to live in our community as people who belong to him. Your investment in who we are and your engagement in what we are doing are crucial to our vibrancy and vitality.

Over the last couple of years, we have lived in response to a strategic plan which focused our attention and energy on *deepening relationships, enhancing communication, and developing stewardship*. As a result, the welcome we extend to one another and our guests is warmer and more open. Our members and people in the community know more about who we are, what we offer, how to get involved, and why it matters. Giving has been strong and generous, even in a tough economic climate. Over these two years, our church has been experiencing inner renewal; our hearts and spirits have grown stronger.

Now it is time for us to turn our attention and energy more decisively than we have in the recent past to the kind of difference we can make in our community and world. To that end, our new strategic plan (covering September 2009-August 2012) has three broad areas of focus: *Deepening Relationships; Inviting People to Experience Jesus and Church Involvement; and Showing Mercy and Seeking Justice (particularly in WNC)*.

As you see, we will continue to deepen our journeys with God and one another. We will also hear God's call for us to reach out to people in our own networks of friendship and relationship whose lives could be changed and enriched by a relationship with Jesus and his people. We will offer mercy, often in the form of tangible help and always in the spirit of Christ, to people in need. We will learn to challenge those realities which cause the human needs we address and which hinder the justice that leads to peace and wholeness.

You'll see a summary of the initial year and half of this plan in the material you have before you. By February of 2010, we will add goals and steps which will carry our congregation through the summer of 2012.

Please take time to review these pages carefully. Look for ways to get involved. Dream about how these ideas might lead to new directions for your own life over these next few years, and share your dreams with the staff and other leaders in the church. Pray for God's work in our lives as we move out into our community and beyond.

Grace and peace,

Guy Sayles  
Pastor

David Blackmon  
Coordinating Pastor

*"The place God calls you to is the place where your deep gladness  
and the world's deep hunger meet"*

(Frederick Buechner)

## **Our Mission and this Strategic Plan**

Our *mission statement* describes First Baptist Church of Asheville as a “*community of faith, centered on Jesus Christ and committed to his purposes in the world.*” Those purposes include authentic *freedom*, caring *friendship*, and deepening *faith*, all of which grow from a vital connection with Jesus and his church.

To guide our becoming more fully that kind of church, the Vision Implementation Team (VIT), in partnership with the ministers, the Deacons, and other lay-leaders, has developed a strategic plan which will shape our life and ministry together from the fall of 2009 through the summer of 2012. The congregation affirmed the primary *areas of focus* on June 21, 2009, and the Deacons approved the plan on September 14, 2009

This plan is offered as a vision for a future to be claimed by our faithfulness to God and our partnership with one another. Our hope now is to engage and involve people throughout our community of faith in turning these dreams into deeds.

This *strategic plan* is organized around *three broad areas of focus*:

### ***Deepening Relationships***

We want to explore ways of knowing and loving God, one another, and our neighbors more fully; to become more deeply aware of each other’s stories, hopes and dreams; to be sure newer members are quickly and meaningfully included in the life and ministry of our church; to strengthen the partnership between church members and the ministerial staff; and to ensure that we know one another across generations and differences in experience and background.

### ***Inviting People to Experience Jesus and Church Involvement***

We want to become a more intentionally outreaching, inviting and “evangelistic” church; to equip our members to share their faith in natural and relational ways; to encourage people who haven’t done so to profess their faith in Jesus and commit themselves to follow him; and to demonstrate how church involvement is a vital part of a growing faith and a meaningful life.

### ***Showing Mercy and Seeking Justice (particularly in WNC)***

We want to continue and expand our ministries of mercy and compassion to people in various kinds of need—hunger, homelessness/inadequate housing, and struggling with the other *effects* of poverty. We also want to seek justice, which means dealing with the *causes* of the struggles people have. To seek justice, we will “go deep” in response to the needs of a particular group here in WNC (the group will be chosen as part of the unfolding planning process), learning about their lives and circumstances, offering concrete help, and working with other partners in the community to change the conditions which have contributed to their struggles.

# Congregational Summary

This strategic plan for the First Baptist Church of Asheville outlines our commitment to the ongoing nurture of a Christ-centered community through foundational practices of worship, pastoral care, and discipleship and through investment in three broad areas of focus: *Deepening Relationships; Inviting People to Experience Jesus and Church Involvement; and Showing Mercy and Seeking Justice (particularly in WNC).*

This summary covers a year and one-half; additional goals and plans to guide our church through August 2012 will be presented to the congregation in February 2010.

## **Foundations for a Christ-Centered Community**

### ***Nurturing Authentic Freedom, Caring Friendship, and Living Faith***

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- Continue implementation of a worship pattern that reflects the nature of God as Creator, Savior, and Spirit and the diversity of our congregation's needs and experiences.
- Ground our strategic areas of focus in meaningful theology and spiritual practices offered in worship, teaching, and small group settings.
- Educate and train our congregation for its worship life by celebrating our Christian heritage of hymn singing through the introduction and use of the *Celebrating Grace Hymnal*.
- Enrich pastoral care of members and prospects through improved communication between staff and those for whom care is provided.
- Enhance communication efforts focused on our commitments to freedom, friendship, and faith with the end results of connecting members and prospects with one another and opportunities for richer involvement.

## **Area of Focus: Deepening Relationships**

### ***Exploring ways of knowing and loving God, one another, and our neighbors more fully.***

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- Cultivate the spiritual life of children through ongoing, intentional engagement of parents in learning skills related to the spiritual nurture of children.
- Implement a systematic process for children's faith development identifying what children need to know, experience, and do as a result of being in our children's ministry (Building Blocks of Faith Development).
- Renew life and energy of the Youth Choirs resulting in increased enrollment and participation.
- Increase participation in Bible Study and worship with persons age 25-40 by 40 persons through the creation of ongoing social, missional, and music events targeted at this group.
- Engage mid-life adults on consistent relationships of support and outreach to address the transitions inherent in that season of life.
- Engage senior adults in becoming more effective in telling their faith stories with the result that 75% express that they are "satisfied" or "very satisfied" with their effectiveness in sharing.
- Support senior adults in creating a personal plan for ministry resulting in greater integration and participation in church life.
- Implement a cohesive planning cycle with staff that enhances relationships, supports team growth, and results in a continual 3-Year calendar/strategic plan.
- Enhance the training of deacons/members in providing spiritual care to others.
- Enhance ongoing care to college and career students that are members of First Baptist.
- Provide an ongoing ministry of support to parents of youth through intentional programming.

## **Area of Focus: Inviting People to Experience Jesus and Church Involvement**

### ***Becoming an inviting, evangelistic people committed to Jesus and weekly involvement in the church.***

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- Implement an engagement process with members, guests, and prospects that results in increased involvement in worship, Bible study, missions, and small groups.
- Implement an “events management” process that maximizes the potential of each event in welcoming prospects into faith and involvement in the church.
- Develop a comprehensive small groups ministry to easily involve members and guests in a connection group that promotes faith development, fellowship, and missions investment.
- Support members at First Baptist in becoming effective in sharing their faith stories with fellow members, guests, and prospects.
- Increase participation to greater than 100 children in Grades 1-5 in Sunday morning Bible Study by implementing creative strategies for teaching and outreach.
- Provide a series of outreach events that result in identifying 200 new households as prospects for First Baptist.
- Engage Senior Adults in intentionally mentoring others in sharing their faith stories with those seeking faith and modeling church involvement for prospects and members.
- Engage new prospects through connecting targeted groups with ongoing offerings of Guy Sayles in Wednesday evening Bible study.
- Expand the “doorways” into the youth program at First Baptist and into deeper faith in Jesus.
- Develop a pilot local ministry with students at UNCA and local First Baptist members who are in college.
- Develop a plan for effective use of recreation and the Sherman Family ministries center as an outreach venue.

## **Area of Focus: Showing Mercy and Seeking Justice with a Focus on WNC**

### ***Expanding ministries to people in need and responding to the causes of those human struggles.***

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- Enrich the congregation’s understanding of mercy and justice through teaching and reflection before, during, and after mission experiences to Perry County.
- Engage targeted groups at First Baptist in showing mercy and seeking justice through mission experiences in Perry County Alabama.
- Provide creative points of engagement to support ongoing change in Perry County.
- Enrich and expand local focus efforts to support the homeless.
- Create collaborative relationships that support understanding and change in systems/behaviors that contribute to injustice in preparation for expanded ministries in the fall of 2010 into 2011.
- Involve Senior Adults in addressing the effects of poverty at the local level through direct action and advocacy at governmental levels.
- Host 2011 Cooperative Baptist Fellowship meeting for North Carolina with a focus on justice and mercy.

## Foundations for a Christ-Centered Community

### Nurturing Authentic Freedom, Caring Friendship, and Living Faith

**Goal Statement # 1-** Engage our members fully in worship by implementing a pattern of worship that reflects the nature of God as Creator, Savior, and Spirit.

#	What steps must be completed? (Action Step)	By When? (Target Dates)	How will effectiveness be measured (Measures)
1.1	Continue implementation of a worship pattern that reflects the nature of God as Creator, Savior, and Spirit and the diversity of our congregation's needs and experiences.	May 2009	Quarterly Focus Group with VIT and MMC
1.2	Enhance personal connections and a spirit of warmth and welcome in our worship.	May 2009	Quarterly Focus Group with VIT and MMC
1.3	Realize an upward trend in worship attendance throughout 2010.	August 2010	Attendance

**Leadership Partners:** Guy Sayles, Clark Sorrells, Karen Sorrells, David Foster, Music Ministry Council (MMC), Worship Enhancement Committee, Vision Implementation Team (VIT)

**Goal Statement # 2-** Ground our strategic areas of focus in meaningful theology and spiritual practices offered in worship, teaching, and small group settings.

#	What steps must be completed? (Action Step)	By When? (Target Dates)	How will effectiveness be measured (Measures)
2.1	Lead a five-week evangelism training small group on sharing faith in relational and "natural" ways.	October 2009 Ongoing	Small Group Evaluation
2.2	Lead a five-week small group study on how leadership is shaped by Christian faith/practice.	March 2010 Ongoing	Small Group Evaluation
2.3	Teach a Wednesday series on biblical and theological themes of justice, mercy, and change agency.	October 2009	Participant Evaluations
2.4	Lead reflective learning sessions with Perry County mission participants.	September 2009 Ongoing	75% of All "Missionaries" Participate

**Leadership Partners:** Guy Sayles, Tommy Bratton, Staff/Leaders Hosting Mission Experiences to Perry County

**Goal Statement # 3-** Educate and train our congregation for its worship life by celebrating our Christian heritage of hymn singing through the introduction and use of the *Celebrating Grace Hymnal*.

#	What steps must be completed? (Action Step)	By When? (Target Dates)	How will effectiveness be measured (Measures)
3.1	Involve the congregation in purchasing the <i>Grace Hymnal</i> through memorials/honorary gifts.	March 2010	Hymnals Fully Funded for Chapel, Sanctuary, Other Needs
3.2	Host a Hymn Festival dinner on the grounds celebration of the hymnal	May 2010	Average Worship Attendance Greater Than 1 <sup>st</sup> Quarter
3.3	Implement hymn studies in <i>Centerpeace</i> for Children.	September 2009	Focus Group Leaders/Parents
3.4	Share hymn-writer stories in worship emphasizing the <i>Grace Hymnal</i> .	October 2009	Staff and Music Council Focus Group
3.5	Host 6 lay leaders at premier for the <i>Grace Hymnal</i> .	March 2010	6 Lay Leaders Attend

**Leadership Partners:** Clark Sorrells, Karen Sorrells, David Foster, Tracey Jenkins, MMC, Finance Committee

**Goal Statement # 4-** Enrich pastoral care of members and prospects through improved communication between staff and those for whom care is provided.

#	What steps must be completed? (Action Step)	By When? (Target Dates)	How will effectiveness be measured (Measures)
4.1	Create an ongoing computer-based record of pastoral care provided.	October 2009	Staff Access Database Weekly
4.2	Engage senior adults in completion of a questionnaire for planning future care needs.	August 2010	75% of Senior Adults Complete Questionnaire
4.3	Integrate questionnaire results into a database accessible by staff to support of ongoing pastoral care.	August 2010	Database Complete and Updated Quarterly
<b>Leadership Partners:</b> David Blackmon, Leah Brown, Eddie Morgan, Senior Adult Council, Jubilee Steering, Colleen King, JoAnnah Carlton			

**Goal Statement # 5-** Enhance communication efforts focused on our commitments to freedom, friendship, and faith with the end results of connecting members and prospects with one another and opportunities for richer involvement.

#	What steps must be completed? (Action Step)	By When? (Target Dates)	How will effectiveness be measured (Measures)
5.1	Renew role of the Communications Committee in direction/evaluation of communication initiatives/media.	September 2009	75% of Members Attend Regular Meetings
5.2	Enhance quality and effectiveness of cable TV broadcast through engagement of the Broadcast Team.	August 2010	75% Attend Regular Team Meetings; Decreased Complaints; Upgrades and Staff Needs Identified
5.3	Outline an effective external communications plan for 2010-2012.	August 2010	Plan Complete
5.4	Increase "returnability" and interactivity of the FBCA website.	August 2010	Increased Traffic/Sign-Ups; Implementation of One Online Learning Tool; Routine Use of Online Evaluations
<b>Leadership Partners:</b> Guy Sayles, Cindy Hart, Communications Committee, Broadcast Team			

## Area of Focus: Deepening Relationships

*Exploring ways of knowing and loving God, one another, and our neighbors more fully.*

**Goal Statement # 1-** Cultivate the spiritual life of children through ongoing, intentional engagement of parents in learning skills related to the spiritual nurture of children.

#	What steps must be completed? (Action Step)	By When? (Target Dates)	How will effectiveness be measured (Measures)
1.1.1	Include Search Institute assets on child development in weekly e-mails.	September 2009	Materials Included; E-mail List Increased by 50 Families
1.1.2	Survey parents about needs as a result of being a parent of children to guide Fall/Spring teaching sessions.	October 2010	Online Survey Completed
1.1.3	Host 2 Fall meetings and 2 Spring meetings addressing needs identified in the parent survey in Step 2.	November 2009 June 2010	30 Parents Attend Each Meeting
1.1.4	Teach a worship training session based on "Parenting in the Pew."	October 2009	Parent and Child Evaluation

**Leadership Partners:** Tommy Bratton, Lynnette Sills, Bree Welmaker, Coral Childrey, Children's Ministry Committee

**Goal Statement # 2-** Implement a systematic process for children's faith development identifying what children need to know, experience, and do as a result of being in our children's ministry (Building Blocks of Faith Development).

#	What steps must be completed? (Action Step)	By When? (Target Dates)	How will effectiveness be measured (Measures)
1.2.1	Outline the process for faith development in years 1-12 in a booklet provided to parents.	October 2009	Booklet Completed and Provided to Parents; Training Session Provided
1.2.2	Renew <i>Centerpeace</i> discipleship, spiritual formation, worship education, and connection with new families.	September 2009 May 2010	Survey of Parents and Children Attending Attendance Reflects Upward Trend from 2009
1.2.3	Provide a 6-week course for new Christians and those considering their profession of faith.	October 2010	50% of Enrolled 4 <sup>th</sup> -6 <sup>th</sup> Graders Attend
1.2.4	Resume and renew "Living by Faith" memorization program and Audio Kidz Bible.	June 2010	75% of Children Receive Grade Level Pin; Distribute 75 Audio Kidz Bibles
1.2.5	Identify unique needs/opportunities of 6 <sup>th</sup> graders for beyond regular Sunday and Wednesday programming.	February 2010	Survey of Parents and Children Complete

**Leadership Partners:** Tommy Bratton, Karen Sorrells, Lynnette Sills, Bree Welmaker, Coral Childrey, Children's Ministry Committee, Leadership for *Centerpeace*

**Goal Statement # 3-** Renew life and energy of the Youth Choirs resulting in increased enrollment and participation.

#	What steps must be completed? (Action Step)	By When? (Target Dates)	How will effectiveness be measured (Measures)
1.3.1	Host a "Youth Choir/Parent Summit" to introduce the musical and promote participation.	September 2010	75 Youth and Their Parents Attend
1.3.2	Provide private voice lessons as a means for musical empowerment and relational nurture.	December 2009	6 Emerging Singers Identified
1.3.3	Re-introduce the Youth Choir Get-A-Way.	February 2010	80% of Enrollment Attends
1.3.4	Offer three performances of the youth musical.	June 2010	Full Audiences in Asheville and Perry County
<b>Leadership Partners:</b> Clark Sorrells, Karen Sorrells, Tracey Jenkins, Adult Leadership			

**Goal Statement # 4-** Increase participation in Bible Study and worship with persons age 25-40 by 40 persons through the creation of ongoing social, missional, and music events targeted at this group.

#	What steps must be completed? (Action Step)	By When? (Target Dates)	How will effectiveness be measured (Measures)
1.4.1	Provide a quarterly social event.	August 2010	Attendance; Evaluation
1.4.2	Provide a quarterly missional event.	August 2010	Attendance; Evaluation
1.4.3	Integrate music into PM meetings of Polaris.	October 2009	Survey After 3 and 6 Months
<b>Leadership Partners:</b> Eddie Morgan, Tommy Bratton, Clark Sorrells, Polaris Leadership, Young Adult Leadership			

**Goal Statement # 5-** Engage mid-life adults on consistent relationships of support and outreach to address the transitions inherent in that season of life.

#	What steps must be completed? (Action Step)	By When? (Target Dates)	How will effectiveness be measured (Measures)
1.5.1	Provide an initial social event that outlines needs and opportunities.	June 2009	50 Attend; Survey Completed
1.5.2	Develop a planning committee to outlines programming for 2010.	August 2009	Committee Formed
1.5.3	Pair 10 "peripheral" couples/persons with friends to support attendance.	August 2010	10 Paired/5 Attend 1 or More Events
1.5.4	Provide an orientation to parents of youth entering college/career.	September 2009	50 Attend; 50 % Pair with Another Parent
1.5.5	Evaluate needs for programming.	October 2009	Programs Outlined Based on Survey of Group
<b>Leadership Partners:</b> David Blackmon, Eddie Morgan, JoAnnah Carlton, Mid-Life Planning Group			

**Goal Statement #6-** Engage senior adults in becoming more effective in telling their faith stories with the result that 75% express that they are “satisfied” or “very satisfied” with their effectiveness in sharing.

#	What steps must be completed? (Action Step)	By When? (Target Dates)	How will effectiveness be measured (Measures)
1.6.1	Provide training for senior adults focused on telling their faith stories.	October 2009	50 Attend; Evaluation Completed
1.6.2	Integrate telling faith stories into existing programming.	August 2010	25 Members Participate in Self-Scheduling
1.6.3	Host two opportunities for intergenerational storytelling within existing church activities.	August 2010	Two Events Completed by Target Date
<b>Leadership Partners:</b> Leah Brown, Colleen King, Senior Adult Council, Jubilee Steering Committee			

**Goal Statement # 7-** Support senior adults in creating a personal plan for ministry resulting in greater integration and participation in church life.

#	What steps must be completed? (Action Step)	By When? (Target Dates)	How will effectiveness be measured (Measures)
1.7.1	Identify unique gifts of senior adults through the questionnaire noted in Foundations for a Christ-Centered Community, Goal 4, Action Step 2.	August 2010	75% of Senior Adults Complete the Questionnaire
1.7.2	Provide a small group training session in which senior adults identify spiritual gifts and outline a written plan for personal ministry.	August 2010	25 Attend; Survey of Satisfaction with Event and Ministry Plan
1.7.3	Provide a venue in which 5 Senior Adults share their ministry plans.	August 2010	5 Share Plans
<b>Leadership Partners:</b> Leah Brown, Colleen King, Tommy Bratton, Senior Adult Council, Jubilee Steering Committee			

**Goal Statement # 8-** Implement a cohesive planning cycle with staff that enhances relationships, supports team growth, and results in a continual 3-Year calendar/strategic plan.

#	What steps must be completed? (Action Step)	By When? (Target Dates)	How will effectiveness be measured (Measures)
1.8.1	Implement a series of 4 annual retreats with key planning targets.	November 2009	Retreats Completed
1.8.2	Complete strategic plan through August 2012.	February 2010	Plan Presented to VIT and Deacons; Posted on Website
1.8.3	Complete calendar through August 2012 of all major events.	August 2010	Calendar Complete and Displayed in Workroom
1.8.4	Survey staff and lay leaders on perceptions of effectiveness of planning and overall morale.	August 2010	Survey Complete; Results Indicate High Satisfaction
<b>Leadership Partners:</b> Guy Sayles, David Blackmon, JoAnnah Carlton, Ministry Staff, VIT, Deacon Leadership, Deacons			

**Goal Statement # 9-Enhance the training of deacons/members in providing spiritual care to others.**

#	What steps must be completed? (Action Step)	By When? (Target Dates)	How will effectiveness be measured (Measures)
1.9.1	Provide a 2-hour course to deacons on a "caring visit."	April 2010; Then Annually	50% of Deacons Trained August Survey on Comfort
1.9.2	Provide a small group session focusing on spiritual care of persons in need.	February 2010	10 Attend; Course Evaluation; 50 % Invest in Ministry of Caring

**Leadership Partners:** Guy Sayles, David Blackmon, Tommy Bratton, Deacon Leadership, Deacons

**Goal Statement # 10- Enhance ongoing care to college and career students who are members of First Baptist.**

#	What steps must be completed? (Action Step)	By When? (Target Dates)	How will effectiveness be measured (Measures)
1.10.1	Survey current college students about needs the care group members could meet.	August 2009	15 Surveys Completed
1.10.2	Provide an outline of expectations to care group volunteers.	September 2009	Outline Provided to Volunteers
1.10.3	Identify career students for inclusion in Polaris programming.	September 2009	Career Students Identified;
1.10.4	Provide monthly outreach through e-mail to all college students.	October 2009	Record of E-News Complete
1.10.5	Provide a clear outline of summer programming for all college students returning home for the summer.	April 2010	Calendar of Events Outlined and Provided to Students

**Leadership Partners:** Minister to Students, Eddie Morgan, Amanda Bradley, College Ministry Team

**Goal Statement # 11- Provide an ongoing ministry of support to parents of youth through intentional programming.**

#	What steps must be completed? (Action Step)	By When? (Target Dates)	How will effectiveness be measured (Measures)
1.11.1	Create a task force of parents to outline needs of parents of youth.	September 2009	Task Force Organized; Outline Completed
1.11.2	Host a monthly meeting for parents targeting needs outlined in by the Task Force.	October 2009	Series of 7 Meetings Completed; Participant Evaluations
1.11.3	Host a parent retreat focusing on a primary concern for parents of youth.	March 2010	Participant Evaluations

**Leadership Partners:** Minister to Students, Amanda Bradley, Youth Council, Youth Parents Task Force

**Area of Focus: Inviting People to Experience Jesus and Church Involvement**  
*Becoming an inviting, evangelistic people committed to Jesus and weekly involvement in the church.*

**Goal Statement # 1-** Implement an engagement process with members, guests, and prospects that results in increased involvement in worship, Bible study, missions, and small groups.

#	What steps must be completed? (Action Step)	By When? (Target Dates)	How will effectiveness be measured (Measures)
2.1.1	Lead a five-week evangelism training small group on sharing faith in relational and “natural” ways.	October 2009 Ongoing	Small Group Evaluation
2.1.2	Design a consistent process for follow-up that clearly communicates our faith and interest in welcoming guests into following Jesus.	September 2009	Process is Completed with 75% of All Prospects
2.1.3	Implement the process in all events in the life of the church.	May 2010	Process is Integrated into 100% of All Events
2.1.4	Integrate tools within the process that encourage participation in a small group.	September 2009	Increasing Trend of Prospect Participation in Small Groups.

**Leadership Partners:** Guy Sayles, David Blackmon, Tommy Bratton, Eddie Morgan, Coral Childrey, First Call, Christian Education Council, Class Shepherds

**Goal Statement # 2-** Implement an “events management” process that maximizes the potential of each event in welcoming prospects into faith and involvement in the church.

#	What steps must be completed? (Action Step)	By When? (Target Dates)	How will effectiveness be measured (Measures)
2.2.1	Implement effective event management tools focused on outreach.	January 2010	After-Action- Reviews by Staff; 100% of Ministers and Ministry Assistants Trained
2.2.2	Integrate process into all major events hosted by the church.	August 2010	75% of All Events Include Use of the Tools
2.2.3	Complete an after-action-review for each event that reviews outreach.	August 2010	75% of All Events Include a Written AAR

**Leadership Partners:** David Blackmon, JoAnnah Carlton, Ministry Staff

**Goal Statement # 3-** Develop a comprehensive small groups ministry to easily involve members and guests in a connection group that promotes faith development, fellowship, and missions investment.

#	What steps must be completed? (Action Step)	By When? (Target Dates)	How will effectiveness be measured (Measures)
2.3.1	Determine the philosophy, strategy, target groups, goals, and calendar for the 2009-2010 (Focus).	September 2009	Outline Complete; Calendar in Place
2.3.2	Recruit leaders, choose resources, confirm date/time/location of groups (Form).	August 2010	7 or More Groups Offered by End Date
2.3.3	Implement groups and training for leaders (Fill/Train).	August 2010	Invite 50 Prospects/25 Sign Up; Leaders Trained
2.3.4	Maintain groups. Encourage leaders (Facilitate).	August 2010	Focus Group for Leaders
2.3.5	Small groups integrated into engagement and event management processes.	May 2010	Small Groups Promoted in All Engagement/Events

**Leadership Partners:** Tommy Bratton, David Blackmon, Coral Childrey, Ministry Staff, Christian Education Council

**Goal Statement # 4-** Support members at First Baptist in becoming effective in sharing their faith stories with fellow members, guests, and prospects.

#	What steps must be completed? (Action Step)	By When? (Target Dates)	How will effectiveness be measured (Measures)
2.4.1	Integrate sharing of personal faith stories as an integral part of all small group experiences.	October 2009 February 2010	Written Evaluation of the Small Group Experience; Participants Write Stories for Step 4
2.4.2	Collect and bind a booklet of faith stories from our congregation and share it with members through seasonal devotional series.	August 2010	Collect 200 Stories; Books Printed and Used in Devotional Series

**Leadership Partners:** Tommy Bratton, Leah Brown, Christian Education Council, Senior Adult Council

**Goal Statement # 5 -** Increase participation to greater than 100 children in Grades 1-5 in Sunday morning Bible Study by implementing creative strategies for teaching and outreach.

#	What steps must be completed? (Action Step)	By When? (Target Dates)	How will effectiveness be measured (Measures)
2.5.1	Create an attractive environment through wall murals and room setup.	February 2010	Environment Funded and Completed
2.5.2	Implement a 6-Year scope and sequence of Bible study using the workshop rotational model.	February 2010	Curriculum Complete; Rotational Model Implemented
2.5.3	Launch a campaign to invite prospects to see/participate in the new space/model for Bible study.	August 2010	Campaign Launched; 100 + Average Each Week by December 2010.

**Leadership Partners:** Tommy Bratton, Lynnette Sills, Bree Welmaker, Coral Childrey, Children's Ministry Committee

**Goal Statement # 6-** Provide a series of outreach events that result in identifying 200 new households as prospects for First Baptist.

#	What steps must be completed? (Action Step)	By When? (Target Dates)	How will effectiveness be measured (Measures)
2.6.1	Host 2-3 events featuring music from the region.	September 2009 Ongoing	Attendance; Participant Survey
2.6.2	Host a major conference on marriage enrichment.	April 2010	Attendance; Participant Survey
2.6.3	Host a concert by a musical artist consistent with our church's identity.	August 2010	Attendance; Participant Survey
2.6.4	Integrate a personal networking strategy designed to activate members in identifying prospects within their social networks.	September 2009	Membership Assists in Directly Identifying 100 Households as Prospects

**Leadership Partners:** Eddie Morgan, Clark Sorrells, David Blackmon, Coral Childrey

**Goal Statement # 7- Engage Senior Adults in intentionally mentoring others in sharing their faith stories with those seeking faith and modeling church involvement for prospects and members.**

#	What steps must be completed? (Action Step)	By When? (Target Dates)	How will effectiveness be measured (Measures)
2.7.1	Support Senior Adults as they write and publish their faith stories in various media in our church.	August 2010	25 Members Publish Material in Highlights and Collection of Faith Stories
2.7.2	Integrate sharing of faith stories and church involvement into at least 2 intergenerational experiences.	August 2010	Events Complete; Participant Evaluation
2.7.3	Provide training targeted on outreach to Senior Adults by Senior Adults.	May 2010	50 Persons Attend; Participant Evaluation
2.7.4	Create a Senior Adult ministry brochure that describes the ministries of programs at our church.	December 2009	Brochure Complete; Use Integrated into Ongoing Events (Jubilee; etc).
2.7.5	Support Senior Adults in identifying one prospect that they could involve in our church.	December 2009	50 Households Identified; 25 Guests Identified
2.7.6	Mobilize the Jubilee Choir in prospect and member involvement.	October 2009	70 Enrolled
<b>Leadership Partners:</b> Leah Brown, Minister to Students, Clark Sorrells, Senior Adult Council, Jubilee Steering			

**Goal Statement # 8- Engage new prospects through connecting targeted groups with ongoing offerings of Guy Sayles in Wednesday evening Bible study.**

#	What steps must be completed? (Action Step)	By When? (Target Dates)	How will effectiveness be measured (Measures)
2.8.1	Identify upcoming teaching sessions appropriate for targeted groups.	October 2009	1-2 Events Identified
2.8.2	Create a communications plan connecting each group to the event.	October 2009	Plan Completed.
2.8.3	Implement plan and integrate prospects into follow-up process.	May 2010	25 New Prospected Identified
<b>Leadership Partners:</b> Guy Sayles, David Blackmon, Tommy Bratton, Christian Education Council			

**Goal Statement # 9-Expand the "doorways" into the youth program at First Baptist and into deeper faith in Jesus.**

#	What steps must be completed? (Action Step)	By When? (Target Dates)	How will effectiveness be measured (Measures)
2.9.1	Train youth in relational evangelism.	November 2009	75% of Youth Trained
2.9.2	Target at least one youth event each month as an outreach doorway.	January 2010	8 Doorways by August 2010; 50 Prospects Identified
2.9.3	Reframe Summer 2010 to include at least 4 entry points for new youth.	August 2010	30 Guests Attend
2.9.4	Enhance outreach with annual retreats with targeted invitations.	October 2009 May 2010	10 Guests- Awanita 10 Guests- Caswell
2.9.5	Provide a weekly small group focused on discipleship of new Christians.	January 2010	15 Youth Attend
<b>Leadership Partners:</b> Minister to Students, Amanda Bradley, Youth Councils			

**Goal Statement # 10-** Develop a pilot local ministry with students at UNCA and local First Baptist members who are in college.

#	What steps must be completed? (Action Step)	By When? (Target Dates)	How will effectiveness be measured (Measures)
2.10.1	Engage David Stone and the BSU at UNCA in better understanding needs of college students at UNCA.	September 2009	Meetings Completed; Report from Meeting Reviewed
2.10.2	Outline a plan for involving UNCA/local college students at First Baptist.	October 2009	Plan Complete, Presented to UNCA BSU and College Ministry Team at FBC
2.10.3	Collaborate with Choral Scholars program to enhance participation in Bible study and other program elements.	October 2009	Increase in Choral Scholar Attendance in Bible Study
2.10.4	Host a small group study on a topic/issue identified by the UNCA students that connects them more deeply with the life of First Baptist.	February 2010	10 Attend the Small Group
2.10.5	Implement a sustained pilot ministry through the 2010 school year.	May 2010	10 Students at UNCA Attend; Overall Attendance in College Class-10
<b>Leadership Partners:</b> Minister to Students, Clark Sorrells, Amanda Bradley, College Ministry Team			

**Goal Statement # 11-** Develop a plan for effective use of recreation and the Sherman Family ministries center as an outreach venue.

#	What steps must be completed? (Action Step)	By When? (Target Dates)	How will effectiveness be measured (Measures)
2.11.1	Engage the Recreation Committee in identifying 5-10 Play Groups to be offered throughout the coming church year.	October 2009	Play Groups Identified and Sign-Ups Posted on the Web
2.11.2	Host 5 play groups in the Fall of 2009.	January 2010	Play Groups average an attendance of 10 persons
2.11.3	Engage the Recreation Committee in completion of a community needs assessment with regards to a recreational focus.	March 2010	Assessment Completed and Shared with Staff and Vision Implementation Team
2.11.4	Outline a plan for 2-3 new recreational pilots that could serve as outreach programs in 2010-2011.	May 2010	Plan Completed; Budget for Programs Identified
2.11.5	Identify potential leaders/volunteers within the church and community that could support the pilots.	August 2010	Volunteers Identified
2.11.6	Implement 1 recreational pilot as a Play Group in 2010.	December 2010	Attendance; Participant Survey
<b>Leadership Partners:</b> Minister to Students, Amanda Bradley, Recreation Committee			

**Area of Focus: Showing Mercy and Seeking Justice with a Focus on WNC**  
*Expanding ministries to people in need and responding to the causes of those human struggles.*

**Goal Statement # 1-** Enrich the congregation’s understanding of mercy and justice through teaching and reflection before, during, and after mission experiences to Perry County.

#	What steps must be completed? (Action Step)	By When? (Target Dates)	How will effectiveness be measured (Measures)
3.1.1	Provide an in-depth study on the nature of justice noted in Foundations for a Christ-Centered Community, Goal 3, Action-step 2.	December 2009	Participant Evaluation
3.1.2	Integrate a process of training and reflection on seeking justice in each mission experience.	August 2010	Participant Evaluation
3.1.3	Host ongoing reflection groups throughout the mission experience focusing on the relationship between justice and mercy concerns in Perry County and Asheville.	Ongoing	Participant Evaluation

**Leadership Partners:** Guy Sayles, Ministry Staff Hosting Perry County Mission Events, Missions Committee

**Goal Statement #2-** Engage targeted groups at First Baptist in showing mercy and seeking justice through mission experiences in Perry County Alabama.

#	What steps must be completed? (Action Step)	By When? (Target Dates)	How will effectiveness be measured (Measures)
3.2.1	Engage children and families in a missions experience to Perry County.	July 2010	12 Families or 50 Persons Participate
3.2.2	Engage students in a missions and music focus with Perry County.	May 2010 June 2010	75 Youth Participate
3.2.3	Engage college and young adults in a missions experience with Perry County.	May 2010	25 College Students Attend 25 Young Adults Participate
3.2.4	Engage mid-life members and church leaders in a missions experience to Perry County.	August 2010	25 Persons Participate
3.2.5	Engage Jubilee Choir and other Senior Adults in a missions experience to Perry County and tour.	April 2010	50 Jubilee Choir Members Participate

**Leadership Partners:** Ministry Staff Hosting Perry County Mission Events, Missions Committee

**Goal Statement # 3-** Provide creative points of engagement to support ongoing change in Perry County.

#	What steps must be completed? (Action Step)	By When? (Target Dates)	How will effectiveness be measured (Measures)
3.3.1	Provide apprenticeships and scholarships for qualified adults in Perry County to learn a trade.	August 2010	5 Adults Gain a License for a Trade
3.3.2	Host leadership conversations for First Baptist and Perry County to outline possible avenues for long-term change in Perry County.	August 2010	Opportunities Identified; Future Action Steps Outlined

**Leadership Partners:** Eddie Morgan, Guy Sayles, Leadership at First Baptist, Missions Committee

**Goal Statement # 4- Enrich and expand local focus efforts to support the homeless.**

#	What steps must be completed? (Action Step)	By When? (Target Dates)	How will effectiveness be measured (Measures)
3.4.1	Provide a case management option for clients at Lunch and the Crossroads.	November 2009	Client and Social Work Evaluation
3.4.2	Sponsor a collaborative meeting to support partnerships from local homeless initiatives.	April 2010	Areas for Collaboration Identified
3.4.3	Adopt a qualified candidate from WNC Rescue Ministry to support change one person at a time.	February 2010	Individual Meets Self-Help Goals
3.4.4	Partner with <b><i>Room at the Inn</i></b> to host the women's shelter program two weeks in 2010.	March 2010	Shelter Hosted; Evaluation from Volunteers

**Leadership Partners:** Eddie Morgan, Missions Committee, Lunch @ the Crossroads Volunteers

**Goal Statement # 5- Creative collaborative relationships that support understanding and change in systems/behaviors that contribute to injustice in preparation for expanded ministries in the Fall of 2010 into 2011.**

#	What steps must be completed? (Action Step)	By When? (Target Dates)	How will effectiveness be measured (Measures)
3.5.1	Pilot a family support ministry with families who are on vouchers with the Child Development Center. Use this initial step to evaluate needs of others who do not qualify for vouchers.	May 2010	Client Feedback; Evaluation by the CDC Staff
3.5.2	Engage community leaders in attending Lunch at the Crossroads.	February 2010	2-3 City Leaders Attend; Client Feedback
3.5.3	Develop collaborative relationships with partners that support solution-oriented steps to justice concerns.	August 2010	Relationships Established; Common Ground for Action Identified

**Leadership Partners:** Eddie Morgan, Tommy Bratton, Jennifer Buchanan, Guy Sayles, CDC Committee, Missions Committee, Lunch @ the Crossroads Volunteers

**Goal Statement # 6- Involve Senior Adults in addressing the effects of poverty at the local level through direct action and advocacy at governmental levels.**

#	What steps must be completed? (Action Step)	By When? (Target Dates)	How will effectiveness be measured (Measures)
3.6.1	Provide an educational event for Senior Adults on poverty needs related to CDC families.	August 2010	Participant Evaluations
3.6.2	Identify expertise among Senior Adults in addressing targeted needs for 2 CDC families.	May 2010	Skills Sets/Volunteers Paired with Families; 10 Senior Adults Work with Families
3.6.3	Provide training for Senior Adults about some causes of poverty in WNC and in Perry County	April 2010	Participant Evaluations
3.6.4	Develop action steps for homebound Senior Adults to take in becoming advocates regarding these issues (phone calls, letter writing, etc) at the local, state, and national levels.	August 2010	Action Steps and Tools Outlined; Issues Identified in Training; 5 Homebound Members Demonstrate Active Involvement

**Leadership Partners:** Leah Brown, Eddie Morgan, Jennifer Buchanan, Senior Adult Council

**Goal Statement # 7- Host 2011 Cooperative Baptist Fellowship meeting for North Carolina with a focus on justice and mercy.**

#	What steps must be completed? (Action Step)	By When? (Target Dates)	How will effectiveness be measured (Measures)
3.7.1	Attend 2010 Assembly to orient to the planning process.	March 2010	Team Identified and Sent
3.7.2	Outline planning process 2011 meeting.	August 2010	Team Planning Calendar and Planning Steps Complete

**Leadership Partners:** Tommy Bratton, Ministry Staff, Planning Team