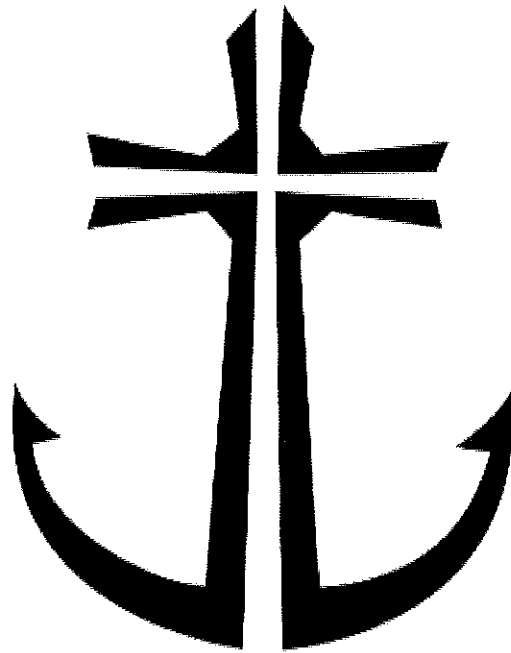


Our Strategic Plan  
*God's vision. Our dreams. The path forward.*



*Anchored in Grace.  
Moved to Mission.*

**FIRST PRESBYTERIAN**

The purpose of this document is to summarize the work of the Strategic Planning Task Force. The task force was established in spring of 2013 with the objective of providing a unified focus and direction for the key activities of our church. The following plan was approved unanimously by the Session in December of 2014 and shared with the congregation in January of 2015. The goals have been revised to reflect our progress, edited, and received Session approval in December of 2016.

# First Presbyterian Church (USA) Fernandina Beach, Florida

## **Statement of Work of the Task Force**

Seeking to discern God's will and guided by faith and prayer, it has been our task to develop a strategic plan for the First Presbyterian Church of Fernandina Beach and to create a rolling-forward vision with three-year goals and one-year benchmarks.

Programs are anchored in the values of our church family. The provisioning of resources has guided us in the selection of our key initiatives.

To be in line with our staff and congregational assets, we have focused on eight critical initiatives with achievable timelines that support the continued development of the church.

The strategic plan will allow us to design a vision-inspired blueprint for the bodies of the congregation to ensure a coordinated approach to reaching our agreed-upon goals.

Ongoing communication and the identification and involvement of all stakeholders and church members will enable ongoing vitality of the planning and implementation process.

Throughout our journey we have prayed and sought the prayers of the church family for guidance and direction to discern God's will.

## **The Values of First Presbyterian Church**

### **Community of Faith**

Strengthened by our past, anchored by our present, and focused on the future, we serve together as members of Christ's body, the church.

### **Authentic Worship**

In joyful response to God's grace, we gather to pray, sing, listen to God's word, celebrate the sacraments, and offer ourselves in service to God.

### **Scripture**

Firmly planted on the unique and authoritative word of God, we look to Scripture to reveal how to live.

### **Spiritual Growth**

We journey together as Christian disciples to grow in our faith, discern our unique gifts, and share those gifts with others.

### **Welcoming**

With open arms and unconditional love, we strive to create and maintain a friendly, caring, and loving environment.

### **Reaching Out**

As servants, we care for strangers, heal the sick, feed the hungry, help the oppressed, and share the gospel.

### **Stewardship**

In response to God's great generosity, we seek to be faithful stewards of all God has given us.

### **Collaboration**

Knowing that God's work requires a variety of expressions, we strive to collaborate with each other and with other congregations in our community.

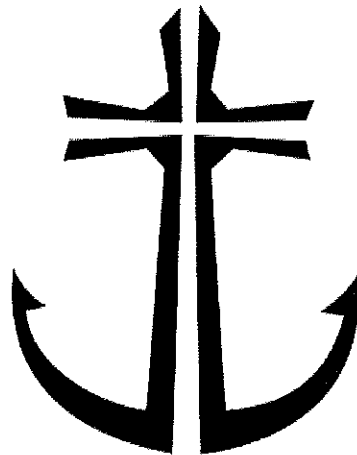
### **Presbyterian Tradition**

Anchored in a Presbyterian heritage, we are guided by our church's confessions and committed to being a church that is "reformed and always reforming."

## **Mission Statement of First Presbyterian Church**

As part of the body of Christ, the First Presbyterian Church of Fernandina Beach is called together to worship God, to nurture one another, to discover together where God is leading us; to plan effectively how to witness to our faith; and to teach and carry out this ministry and mission of Jesus Christ to our best ability. Our outreach is to our families, our church, our community, and to all the world.

**The Values and the Mission Statement can be summarized in the new tagline and logo:** "Anchored in Grace. Moved to Mission."



*Anchored in Grace.  
Moved to Mission.*

**FIRST PRESBYTERIAN**

**First Presbyterian Fernandina Beach's  
Long-Term Goals**

**Goal Anniversary Date: December 31, 2019**

**Benchmark Anniversary Date: December 31, 2017**

*Approved by Session on December 13, 2016*

**I. Capital Campaign**

*2019 Goal: The multi-phase, campus-wide renovation is complete and paid for.*

*2017 Benchmark: The capital campaign has been completed its work and raised sufficient funds and pledges to cover 100% of the anticipated costs.*

**II. Budget and Finance**

*2019 Goal: The church continues to be a debt-free congregation after all costs for the campus-wide renovation have been paid; the church has pledges of at least \$700,000 for 2019.*

*2017 Benchmark: The church has had pledges of at least \$650,000 for 2017.*

**III. Membership**

*2019 Goal: 35 families (including single-person families) have joined the church in the previous three years, at least half of whom are families with children or youth living at home.*

*2017 Benchmark: 12 families (including single-person families) have joined the church in previous year, at least half of whom are families with children or youth living at home.*

#### **IV. Mission**

*2019 Goal: The church has focused its mission efforts by designating a maximum of 10 local, national, or global mission partners, with at least 75% of discretionary mission dollars going to these partners. A minimum of 150 FPC members or attendees have participated in the previous year in Outreach Division activities.*

*2017 Benchmark: The number of members and friends of FPC who served in one of the church's Outreach Division activities in 2017 has been determined, and processes are in place to regularly invite those who have not yet served in these activities to serve.*

#### **V. Worship**

*2019 Goal: The average church attendance for FPC for 2019 was 350.*

*2017 Benchmark: The average church attendance for FPC was 300 for 2017.*

#### **VI. Christian Education**

*2019 Goal: The Children, Youth, and Adult Formation ministries are guided by a shared set of values and vision that inform and integrate their efforts.*

*2017 Benchmark: All the recommendations of the Christian Education consultant's (Dr. Davis) report have been implemented.*

## **VII. Communication**

*2019 Goal: The church's comprehensive communication plan has been implemented and evaluated, and the Engagement Division has made updates and improvements to this plan over the previous year.*

*2017 Benchmark: Improvements to the church's communications processes have been made in all of the following areas: Signage, Sound System, Website, Social Media, Bulletin Boards and Wall Space, Newsletters, Bulletins, and Church Publications, and Sharing the Good News of the Church.*

## **VIII. Music Ministry**

*2019 Goal: The church has implemented the Session-approved music plan and has established a thriving music ministry that includes at least a chancel choir, children's choir, adult bell choir, youth bell choir, and smaller musical groups that highlight and develop the musical talents of the congregation. This plan is designed to*

- Grow the music ministry to engage members across all ages on a regular basis.*
- Develop an appropriate organizational structure that integrates the various members of the music staff effectively.*

*2017 Benchmark: The recommendations of the Worship and Music consultant's report have been implemented.*

## **Implementation**

### Committee Structure

To ensure a seamless implementation, First Presbyterian Church will adopt a committee structure with the following standing divisions:

- Administration
- Christian Formation
- Engagement
- Worship & Music
- Building & Grounds
- Outreach

To ensure continuity, each committee shall have two first-year, two second-year, and two third-year officers.

All committees shall be open for members at large.

### Committee Mission Statement

Each committee will create its own mission statement and scope of responsibilities. The mission statement and scope of responsibilities shall take the form of the attachment.

### Key Responsibilities of Each Ministry Area

- Administration
  - Finance (Budget)
  - Personnel
  - Endowment
  - Stewardship
  
- Christian Formation
  - Children
  - Youth
  - Adults & Intergenerational



- Engagement
  - Communication (Information dissemination, both internal and external)
  - Hospitality
  - Food & Fellowship
  
- Worship & Music
  - Worship services
  - Music ministry
  
- Building & Grounds
  - Maintenance of the buildings and grounds
  - Needs assessment for the maintenance and upkeep
  - Columbarium
  
- Outreach
  - Local Mission
  - International Mission

**Staff Liaison for Each Committee**

To facilitate seamless communication and support, each committee will have an assigned "point person" within the staff, as follows:

| <u>Division</u>   | <u>Liaison</u>   |
|---|--|
| • Administration  | Pastor – Rev. Dr. Wain Wesberry<br>Financial Secretary – Rose Anderson                             |
| • Christian Formation <ul style="list-style-type: none"> <li>– Children, Adults</li> <li>– Youth</li> </ul> | Director or Christian Education – Doris Davis<br>Director of Youth and Families – Forrest Foxworth |
| • Engagement  | Office Administrator -- Gayle Wood   |
| • Worship & Music   | Pastor – Rev. Dr. Wain Wesberry  |
| • Buildings & Grounds   | Sexton - Reg Way   |
| • Outreach  | Associate Pastor – <i>Position Vacant</i>  |

## **Initial Roll Out and Keeping the Momentum Going**

Consistent implementation and keeping the process alive are critical to reaching our three-year goals and one-year benchmarks.

The task force recommended and the Session adopted the following implementation roadmap:

- All six committees will develop and present to Session a mission statement.
- All six committees will develop and present to Session their scope of responsibilities.
- All six committees will develop and present to Session initial action plans and tactics for reaching the three-year goals and one-year benchmarks.
- Session will place strategic plan implementation on its regular agenda and request brief progress reports from each committee at each meeting.
- Committees will evaluate goals and benchmarks every year in November.
- Committees will present adjusted goals and benchmarks and seek Session approval every year no later than December.
- The strategic planning concept and actual goals and benchmarks will be introduced to the incoming officers during the officers' orientation.