

Proverbs 24:14 *Know that wisdom is such to your soul;
if you find it, there will be a future, and your hope will not be cut off.*

Strategic Plan

God's vision. Our dreams. The path forward.

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.

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 of all that we are 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 tag-line: "Anchored in Grace. Moved to Mission."

Long-Term Goals

I. Capital Campaign

- **Three-Year Goal:**
The multi-phase, campus-wide renovation is complete and paid for.
- **One-Year Benchmark:**
The capital campaign for the multi-phase, campus-wide renovation is complete, includes plans that meet the anticipated needs of the entire church community, and has raised sufficient funds and pledges to cover 100% of the anticipated costs.

II. Budget and Finance

- **Three-Year 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 \$780,000 for 2018.
- **One-Year Benchmark:**
The church has pledges of at least \$740,000 for 2016.

III. Membership

- **Three-Year Goal:**
Thirty families with children or youth living at home have joined the church in the previous three years.
- **One-Year Benchmark:**
Seven families with children or youth living at home have joined the church in the previous year.

IV. Mission

- **Three-Year Goal:**
The church has identified and is working with at most eight designated mission partners; at least 150 church members or attendees have participated at least once in 2017 in one of the church's adopted missions; and 75% of the church's 2017 local mission dollars have been given to those organizations.
- **One-Year Benchmark:**
The priority local, national, and international mission partners have been agreed upon by the Session, and a written process has been created for getting more church members involved serving in those organizations.

V. Worship

- **Three-Year Goal:**
Church attendance averages 370 attendees per week.
- **One-Year Benchmark:**
Church attendance averages 330 attendees per week.

VI. Christian Education

- **Three-Year Goal:**
The church has implemented its comprehensive plan for Christian education.
- **One-Year Benchmark:**
The church has identified and engaged an individual who specializes in Reformed Christian education to work with staff and lay members of our church to develop a comprehensive, multigenerational education plan.

VII. Communication

- **Three-Year Goal:**
The church consistently implements the comprehensive communication plan to inform both church members and the surrounding community about our church and our ministries on an ongoing basis.
- **One-Year Benchmark:**
The church has developed a comprehensive communication plan to inform both church members and the surrounding community about our church and our ministries on an ongoing basis.

VIII. Music Ministry

- **Three-Year 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.
- **One-Year Benchmark:**
The church has identified and engaged a consultant with expertise in congregational music to lead us in developing a plan that accomplishes the following:
 - 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.

Implementation

Committee Structure

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

- Administration
- Membership
- Communication
- 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.

Key Responsibilities of Each Committee

- Administration
 - Budget
 - Personnel/HR
 - Endowment
 - Stewardship
- Membership
 - Christian education
 - Fellowship and member care
 - Youth

- Communication
 - Information dissemination, both internal and external
 - Archiving historic records
 - Communication technology

- Worship & Music
 - Worship services
 - Music ministry

- Building & Grounds
 - Maintenance of the buildings and grounds
 - Needs assessment for the maintenance and upkeep
 - Columbarium

- Outreach
 - Mission
 - Evangelism

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>Committee</u>	<u>Liaison</u>
• Administration	Pastor – Rev. Dr. Wain Wesberry
• Membership	
Christian Education	Director or Christian Education – Doris Davis
Fellowship & Youth	Director of Youth and Families – Forrest Foxworth
• Communication	Gayle Wood
• Worship & Music	Pastor – Rev. Dr. Wain Wesberry
• Buildings & Grounds	Tony Brewer
• Outreach	Associate Pastor – Dr. Doug Ganyo

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.

Church Logo

Our entire church family will celebrate the implementation of this Strategic Plan and the new logo, which symbolizes our vision, with prayers and joy.



First Presbyterian Church of Fernandina Beach
Anchored in grace. Moved to mission.

Thanks and Blessings

The Strategic Planning Task Force thanks the Lord for His guidance during the process of developing this plan, Pastor Wain for his leadership, and the Session for accepting the recommendations.

We pray that our Church Family meets and exceeds, with God's help, all our goals and benchmarks, and we pledge to remain involved in the implementation of this plan as faithful members of the First Presbyterian Church of Fernandina Beach.

This plan was respectfully submitted to the Session on September 16th, 2014 by the Strategic Planning Task Force:

Marion Galbraith
Amy Segert
Susan Steger
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Helmut Albrecht, Chair.

The Session agreed to the plan.