



# Strategic Plan

# Preamble to the Strategic Plan for SCBC

*Swift Creek Baptist Church was begun in 1979 with the purpose of reaching the people of Chesterfield County with the Gospel of Jesus Christ. Many things have changed since our humble beginnings but our purpose has remained – **Swift Creek Baptist Church exists to glorify God by building relationships which lead people to become fully devoted followers of the Lord Jesus Christ.** We believe that our Discipleship Process (Worship, Grow, Serve & Go) is the best way to lead people to become fully devoted followers of Jesus. It is with our purpose and the Discipleship Process in mind that the Strategic Planning Team submits the following strategies.*

1. Growth strategies are sometimes centered on numbers, and certainly numbers are important. Even though numbers were sometimes reported, growth in the Scripture focused more on people rather than the numbers of people. We believe that our strategies should be focused more on church health. Why? Because healthy things usually grow. As we grow in spiritual maturity there is a likelihood of growing numerically because maturing disciples are concerned about reaching the lost and helping them grow in their faith. As patterns of that growth are observable, planning can occur in a more tangible way (building, etc.).
2. The Strategic Plan will be the master guideline for the ministry staff to continually and consistently utilize to evaluate the church's programs, activities and general spiritual health as to their relevance in achieving the church's overall vision/purpose. The Strategic Goals will be amended as needed by the ministry staff with the approval of the church body.
3. The SCBC body recognizes that while the Strategic Plan is a guideline for the ministry staff, it is a "living" document that will need updates to continue to be current and adequately project the church's future aspirations. The Strategic Plan is not intended to be a rigid document that dictates the detailed actions of the church and its staff. Rather it is a document that serves to clarify SCBC goals and layout a "roadmap" as to how those goals may be accomplished. Actions to achieve the goals will at times be as stated and at other times will be those actions deemed by the ministry staff to best accomplish the goals as viewed at that point in time.
4. The "**Strategic Plan for SCBC**" is comprised of four components;
  - a. The "**Preamble**"- with the **Vision/Purpose** of the church.
  - b. The "**Strategic Goals**" that are important to accomplish that **Vision/Purpose**.
  - c. The "**Tactical Actions**" that can be implemented to achieve the Strategic Goals.
  - d. The "**Accountability and Responsibility**" for implementing the **Strategic Plan**.

# Strategic Goals

**It is with our Purpose and the Discipleship Process in mind that the Strategic Planning Team submits the following Strategic Goals.**

*We as the body of Christ commit to:*

*Proclaim God's word boldly and accurately, so that believers are developed as disciples and challenged to share the Gospel and non-believers are drawn to a saving faith in Jesus Christ.*

*Worship God with a blend of musical styles, formats, and resources that will engage and minister to the members and attendees of Swift Creek Baptist Church.*

*Cultivate a passion for prayer, privately and corporately, so that we may gain God's perspective and be empowered by the Holy Spirit to accomplish His purposes, and that our thanks, praises, needs and concerns are uplifted to our loving God.*

*Facilitate personal growth by providing discipleship opportunities and Bible centered curricula for all ages and thus equipping them to apply principles of Christian service and faith to their daily activities.*

*Create an environment that fosters relationships, encourages membership, facilitates the assimilation of new members and shepherds them through the discipleship process.*

*Emphasize biblical stewardship with the goal of teaching and encouraging members to be good stewards of their resources, time and talents.*

*Connect with our community by demonstrating God's love in order to make Him known and to encourage the church body to have ongoing interactions within their sphere of influence.*

*Promote a missions ministry that will provide opportunities for members to participate in fulfilling the Great Commission through local, national, and international missions.*

*Enhance communications through maintaining a comprehensive program that keeps the congregation informed about the vision of the church, upcoming events, service opportunities, congregational needs, and that raises awareness of Swift Creek Baptist Church within the community.*

## **Tactical Action Plan**

**\*Note that the ministry staff retains the ability to alter/shift position responsibilities & timelines as needed.**

<i>Strategic Goal</i>	<i>Action plans to facilitate goal</i>	<i>Assignment</i>	<i>Timeline</i>
<i>#1 - Proclaim God's word boldly and accurately, so that believers are developed as disciples and challenged to share the Gospel and non-believers are drawn to a saving faith in Jesus Christ.</i>	a) Base all sermons on the Word of God.	Senior Pastor	Ongoing
	b) Conduct more thematic or application oriented sermon series.	Senior Pastor	Ongoing
	c) Develop a feedback process to evaluate effectiveness of services & sermons.	Senior Pastor	2010
	d) In sermons, be sure to distinguish between the person and the movement when confronting divisive issues.	Senior Pastor	Ongoing
	e) Continue to monitor and review all Sunday School and discipleship materials in order to ensure that they are biblically based.	Education Pastor	Ongoing
	f) Develop strong leaders who effectively communicate biblical truths for all classroom and small group settings.	Education & Student Pastors	Ongoing
	g) Apply to all church sponsored events with the ultimate goal of reaching people.	All Staff	Ongoing

## **Tactical Action Plan**

<i><b>Strategic Goal</b></i>	<i><b>Action plans to facilitate goal</b></i>	<i><b>Assignment</b></i>	<i><b>Timeline</b></i>
<i>#2 - Worship God with a blend of musical styles, formats, and resources that will engage and minister to the members and attendees of Swift Creek Baptist Church.</i>	a) Observe the Lord's Supper frequently in the Sunday morning services.	Senior Pastor	Ongoing
	b) Determine the time frame for the services, and as much as possible, start and end on time.	Senior & Worship Pastors	Ongoing
	c) Utilize greater variety in speakers, musicians, service formats and scheduling.	Senior & Worship Pastors	Ongoing
	d) Encourage SCBC attendees to strive for authentic and intimate worship with God.	Worship Pastor	Ongoing
	e) Explore new and creative ways to keep worship services fresh & interesting.	Worship Pastor	Ongoing
	f) Plan the worship service order in such a way that facilitates a smooth "flow" in the spiritual and emotional dynamic of every service.	Worship Pastor	Ongoing
	g) Select music that helps solidify the framework of our Christian beliefs and aids in our allegiance to God.	Worship Pastor	Ongoing
	h) Bring together Christ-like individuals of diverse musical gifts and talents, and encourage them to share in songs and instrumentation that enhance worship and glorify God.	Worship Pastor	Ongoing
	i) Collaborate with the sound & audio visual team to review/improve the mechanics of the audio and video systems to aid in the flow and consistency of the worship service.	Worship Pastor	Ongoing
	j) Have dialogue with the Senior Pastor and Pastor of Student Ministries to determine a direction in which to engage the students in the Sunday morning worship services, and look for a solution to bridge the gap in music styles.	Worship Pastor	2010
	k) Be intentional in welcoming visitors in order for them to experience worship in a loving atmosphere.	Worship Pastor	Ongoing
	l) Continue to provide a Student Ministry worship service(s) that engages students in worship.	Student Pastor	Ongoing

## **Tactical Action Plan**

<i><b>Strategic Goal</b></i>	<i><b>Action plans to facilitate goal</b></i>	<i><b>Assignment</b></i>	<i><b>Timeline</b></i>
<i>#3 - Cultivate a passion for prayer, privately and corporately, so that we may gain God's perspective and be empowered by the Holy Spirit to accomplish His purposes, and that our thanks, praises, needs and concerns are uplifted to our loving God.</i>	a) Better utilize technologies to effectively communicate prayer needs.	Senior Pastor	Ongoing
	b) Continue to develop iPray with promotion and coordination through Sunday School and Discipleship groups.	Senior Pastor	Ongoing
	c) Develop prayer emphasis and instruction for effective, daily, individual prayer in all age groups.	Senior Pastor	2010
	d) Promote awareness of prayer opportunities in the community, including prayer walking on and off campus.	Senior Pastor	Ongoing
	e) Continue to provide weekly church-wide prayer guides to the congregation.	Senior Pastor	Ongoing
	f) Encourage each Sunday School class to establish a weekly prayer list to be distributed to each member.	Education Pastor	Spring 2010
	g) Provide prayer development opportunities through Discipleship study groups.	Education Pastor	Ongoing

<i><b>Strategic Goal</b></i>	<i><b>Action plans to facilitate goal</b></i>	<i><b>Assignment</b></i>	<i><b>Timeline</b></i>
<i>#4 - Facilitate personal growth by providing discipleship opportunities and Bible centered curricula for all ages and thus equipping them to apply principles of Christian service and faith to their daily activities.</i>	a) Depending on church growth, pursue the hiring of a full-time Minister to Singles.	Senior Pastor	2014
	b) Plan and implement a Music Ministry Conference or Workshop in 2010 and offer at least once every other year thereafter.	Worship Pastor	2010
	c) Select music that challenges every Music Ministry participant to hear the voice of God, and use that music as a guide to deepen their spiritual walk with the Lord	Worship Pastor	Ongoing
	d) Ensure that the members of the Music Ministry understand they are first disciples and then worship leaders, and that as believers, must live their lives so as to proclaim the love of God through music.	Worship Pastor	Ongoing
	e) Young at Heart will provide opportunities for fellowship on a monthly basis, which will include a meal, recognition of important dates, and other important information in the lives of our members and guests, such as birthdays and anniversaries.	Worship Pastor	Ongoing
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## *Tactical Action Plan*

<p><i>Continued from Previous page</i></p> <p><b>#4 - Facilitate personal growth by providing discipleship opportunities and Bible centered curricula for all ages and thus equipping them to apply principles of Christian service and faith to their daily activities.</b></p>	f) Young at Heart will provide comfort and encouragement to the seniors through prayer, conversation, cards, and visitation both in the home and at the hospital.	Worship Pastor	Ongoing
	g) Young at Heart will present a variety of programs to attendees and guests of SCBC, and include messages by the pastoral staff and music by artists from the church and community.	Worship Pastor	Ongoing
	h) Establish a clear Sunday School Structure that enhances the discipleship of all members and guests.	Education Pastor	Spring 2010
	i) Enlist and train a Sunday School Director who will work with the Pastor of Education in maintaining strong communication throughout the Adult Education ministry.	Education Pastor	Fall 2010
	j) Strengthen and further develop the Adult Sunday School by enlisting both a Fellowship Leader and Outreach Leader for each class.	Education Pastor	Spring 2010
	k) Every Sunday School member shall be assigned to a Small Care Group for the purpose of developing more intimate relationships, creating personal accountability for Christian life and discipleship, and for ministry on a more personal level.	Education Pastor	Spring 2010
	l) Continue to provide quarterly Adult Sunday School leader training opportunities that strengthen the Sunday School and its Care Groups .	Education Pastor	Ongoing
	m) Continue to birth new Sunday School classes in order to facilitate stronger small group development for Bible study and discipleship.	Education Pastor	Fall 2010
	n) Continue to provide a year-round, comprehensive discipleship program for small groups.	Education Pastor	Ongoing
	o) Support Christian education through the expansion of the resources in the church library via gifts, donations, and purchases.	Education Pastor	Ongoing
	p) The Men's Ministry shall meet the spiritual needs of men for the purpose of developing them into spiritual leaders for their families, the church, and the community.	Education Pastor	Ongoing
	q) The Women's Ministry shall engage the spirit, soul and body of women within our church and community to provide a place to grow, a place to heal, and a place to become the fruit-bearing disciples that God desires.	Education Pastor	Ongoing

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## *Tactical Action Plan*

<p><i>Continued from Previous page</i></p> <p><b>#4 - Facilitate personal growth by providing discipleship opportunities and Bible centered curricula for all ages and thus equipping them to apply principles of Christian service and faith to their daily activities.</b></p>	r) The Friends' Ministry shall seek to present the gospel message to every special needs person so that they might know and experience the love of God, and once they have received it to grow them in the grace and knowledge of our Lord and Savior Jesus Christ.	Education Pastor	Ongoing
	s) Continue to review and evaluate all current Childhood Ministry curricula to ensure age appropriate training for spiritual development and growth.	Childhood Ministry Director	Ongoing
	t) Annually provide written Childhood Ministry materials/guidelines to new and returning teachers.	Childhood Ministry Director	Annually
	u) Continue to conduct quarterly Childhood Ministry planning meetings and further incorporate training and development opportunities for teachers.	Childhood Ministry Director	Ongoing
	v) Work with teams of parents, staff and other church leaders to determine the best way to disciple 6 <sup>th</sup> graders.	Childhood Ministry Director & Student Pastor	Sept 2011
	w) Evaluate the potential to create separate ministries within the Student Ministry for high school and middle school students.	Student Pastor	Annually
	x) Develop a College Ministry by creating a budget to support ministry events and planning quarterly events for college students.	Student Pastor	2011
y) Expand Singles Ministry through the development of a ministry to younger singles.	Student Pastor	2010	
z) Develop leaders that understand how to disciple students by providing training opportunities, including a leadership conference.	Student Pastor	Ongoing	

## *Tactical Action Plan*

<i>Strategic Goal</i>	<i>Action plans to facilitate goal</i>	<i>Assignment</i>	<i>Timeline</i>
<p><i>#5 - Create an environment that fosters relationships, encourages membership, facilitates the assimilation of new members and shepherds them through the discipleship process.</i></p>	a) Improve strategy to minister to and retain existing members of the Music Ministry, and look for opportunities to encourage others to join the Music Ministry.	Worship Pastor	Ongoing
	b) Recruit qualified leaders for the Music Ministry to help promote growth and stability with the Audio/Visual Team, Orchestra, Adult Choir, and the Children & Youth music groups.	Worship Pastor	Ongoing
	c) Allow for more involvement of the Choir Council & Officers to help with the administrative needs of the Music Ministry.	Worship Pastor	2010
	d) Continue to promote, enlist, and assimilate the membership and guests through the Expanded Body Life Program during each discipleship semester.	Education Pastor	Ongoing
	e) Continue to offer 'Discover Swift Creek' classes and luncheons in order to promote SCBC and its ministries to all guests.	Education Pastor	Ongoing
	f) All SCBC members and Body Life participants shall be assigned to a Sunday School class (including those serving elsewhere) for the purpose of discipleship and developing relationships within the fellowship.	Education Pastor	Spring 2010
	g) Sunday School classes shall be continually assigned prospect information for the purpose of assimilation into the fellowship.	Education Pastor	Ongoing
	h) Coordinate with other church ministry leaders to provide fellowship-oriented activities that promote community and assimilation	Education Pastor	Ongoing
	i) Provide information on Childhood Ministry service opportunities to both new and current members for the purpose of enlistment and assimilation.	Childhood Ministry Director	Ongoing
	j) Create events that encourage spiritual growth and a deeper sense of belonging throughout the numerous SCBC Ministries.	All Staff	Ongoing

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<i>Strategic Goal</i>	<i>Action plans to facilitate goal</i>	<i>Assignment</i>	<i>Timeline</i>
<p><b>#6 - <u>Emphasize biblical stewardship</u> with the goal of teaching and encouraging members to be good stewards of their resources, time and talents.</b></p>	<p>a) The Stewardship Committee, in consultation with the Senior Pastor and staff, will institute an annual church-wide stewardship emphasis with the goal to both teach and encourage biblical stewardship.</p>	Senior Associate Pastor	Annually
	<p>b) Formulate a comprehensive Capital Improvements plan with funding to provide for the proper maintenance for all existing buildings and property belonging to SCBC for the purpose of receiving the maximum usable life from each structure while simultaneously rendering the property aesthetically pleasing.</p> <ul style="list-style-type: none"> <li>* Identify all known capital improvements.</li> <li>* Get cost estimates for all projects.</li> <li>* Prioritize all projects based on need and cost.</li> <li>* Develop timeline for all projects and develop funding plan.</li> </ul>	Senior Associate Pastor	2010 2010 2010 2010
	<p>c) Develop plan to pay off existing debt and begin planning for new facilities.</p> <ul style="list-style-type: none"> <li>* Create a new team to promote debt reduction and begin the planning for new facilities with the desire for a debt free construction process.</li> <li>* Promote debt reduction plan to the congregation.</li> <li>* Develop plans and begin construction of new facilities.</li> </ul>	Senior Associate Pastor	April 2010 2010-15 2015-17
	<p>d) Assist members in discovering and utilizing their spiritual gifts and talents in order to be the best stewards of those gifts and talents.</p>	Education Pastor	Ongoing
	<p>e) Continue to provide stewardship training through discipleship classes such as Crown Financial, Dave Ramsey's Financial Peace University, and the Growing Disciples Bible studies (Offered during discipleship semesters). Continue to provide Sunday School curricula that promotes biblical principles of stewardship.</p>	Education Pastor	Ongoing
	<p>f) Use Dave Ramsey's Generation Change as well as other curriculum during Wednesday night Student Ministry programming to teach biblical stewardship to students.</p>	Student Pastor	2010

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<i>Strategic Goal</i>	<i>Action plans to facilitate goal</i>	<i>Assignment</i>	<i>Timeline</i>
<u>#7 - Connect with our community by demonstrating God's love in order to make Him known and to encourage the church body to have ongoing interactions within their sphere of influence.</u>	a) Continue to present seasonal music programs by all choirs of the church.	Worship Pastor	Ongoing
	b) Invite outside Christian groups and individuals to give concerts.	Worship Pastor	Ongoing
	c) Music Ministry to plan and execute two or more outreach activities each year (e.g. nursing home visit, annual picnic w/concert on church grounds, volunteer as a group at the Food Bank, etc.)	Worship Pastor	Annually
	d) Review local demographic information annually in order to adjust outreach strategies to the community.	Education Pastor	Annually
	e) Continue to provide evangelism training classes and opportunities.	Education Pastor	Ongoing
	f) Provide church-wide outreach events such as Fall Festival, Concert events, etc.	Education Pastor	Ongoing
	g) Sunday School classes shall be trained to intentionally evangelize friends and neighbors (coordinated with Adult Sunday School leaders).	Education Pastor	Fall 2010
	h) Provide church guest information to Sunday School leaders for outreach purposes.	Education Pastor	Ongoing
	i) Seek and implement other ways to ensure that the broader community is made aware of our love and concern for them and invite them to experience our church and ministry.	Education Pastor	Ongoing
	j) Continue to develop Upward Soccer, MOPS and Vacation Bible School programs as primary outreach tools of the Childhood Ministry.	Childhood Ministry Director	Ongoing
	k) Continue to evaluate and explore new Childhood Ministry outreach and community opportunities as God directs.	Childhood Ministry Director	Ongoing
	l) Identify opportunities for families to serve within the community as well as coordinate specific Childhood Ministry service projects.	Childhood Ministry Director	Spring 2010
	m) Encourage and equip SCBC students to reach the lost through personal evangelism as well as outreach events.	Student Pastor	Ongoing
	n) Provide events for singles geared toward reaching our community.	Student Pastor	Ongoing

## *Tactical Action Plan*

<i>Strategic Goal</i>	<i>Action plans to facilitate goal</i>	<i>Assignment</i>	<i>Timeline</i>
<i>#8 - Promote a missions ministry that will provide opportunities for members to participate in fulfilling the Great Commission through local, national, and international missions.</i>	a) Hire an Associate Pastor of Missions/Evangelism to facilitate growth in both the evangelistic and mission efforts of SCBC. * Include funding for this new position in the 2010 budget. * Conduct search for qualified and called candidate for the position. * Present candidate to the congregation for confirmation of God's call.	Senior Pastor	Fall 2010 2011 2011
	b) Develop a clear, concise and workable missions strategy to include local, national and international mission's involvement. * Consult with a missions pastor to work with the Missions Committee on how to develop a missions strategy. * Prayerfully work through developing a strategy for SCBC.  * Promote the newly developed strategy to the congregation.	Senior Associate Pastor	Spring 2010 June 2010  Fall 2010
	c) Develop relationships locally, nationally and internationally in order to facilitate ongoing missions opportunities for the members.	Senior Associate Pastor	Ongoing
	d) Promote missions opportunities in such a way that every member is aware and has the opportunity to participate in local, national and international missions.	Senior Associate Pastor	Ongoing
	e) Continue to grow the disaster relief ministry and possibly designate the SCBC campus as a Disaster Relief Center.	Senior Associate Pastor	Ongoing
	f) Be proactive in praying and looking for opportunities in which the Music Ministry can participate by either going or sending.	Worship Pastor	Ongoing
	g) Encourage all Sunday School and Small Groups to engage in local community mission activities that demonstrate the love of Christ.	Education Pastor	Ongoing
	h) Provide stateside and international mission trips for students.	Student Pastor	2010
	i) Provide a singles mission trip.	Student Pastor	2010

## *Tactical Action Plan*

<i>Strategic Goal</i>	<i>Action plans to facilitate goal</i>	<i>Assignment</i>	<i>Timeline</i>
<p><u>#9 - Enhance communications through maintaining a comprehensive program that keeps the congregation informed about the vision of the church, upcoming events, service opportunities, congregational needs, and that raises awareness of Swift Creek Baptist Church within the community.</u></p> <p style="text-align: center;">~Continued on Next Page~</p>	a) Create a communications team who has the necessary skills to assist in the formulation and implementation of the communication strategy.	Senior Associate Pastor	April 2010
	b) Utilize publicity budget and word of mouth from church members to raise awareness of SCBC within the community.	Senior Associate Pastor	2010
	c) Reinstate the Music Ministry newsletter and issue on a quarterly basis.	Worship Pastor	2010
	d) Young at Heart will promote monthly meeting information through the use of church bulletins, phone calls, emails, and any other medium of communication.	Worship Pastor	2010
	e) Provide weekly announcements of church ministry events and activities through the Sunday Schools via hard copy and e-mail.	Education Pastor	Ongoing
	f) Provide Discipleship brochures which outline the current semester's offering of Bible Studies.	Education Pastor	Ongoing
	g) Provide Sunday School brochures which provide information about all Sunday School classes and locations.	Education Pastor	Ongoing
	h) Establish a SCBC Welcome Team that will serve as greeters, escorts, and purveyors of information regarding all ministries and activities associated with SCBC.	Education Pastor	Feb 2010
	i) Sunday School classes shall be encouraged to establish and distribute information regarding both class and church-wide events by various media to their class members.	Education Pastor	Ongoing
	j) Annually update Childhood Ministry brochures and publicize other special events as needed.	Childhood Ministry Director	Annually
	k) Create/maintain an accurate email list of parents for use by Childhood Ministry communications.	Childhood Ministry Director	Spring 2010
	l) Enlist Sunday morning ambassadors for preschool and children's areas to welcome and direct to classrooms.	Childhood Ministry Director	Fall 2010
	m) Incorporate the use of ID badges for staff, teachers and ambassadors to help recognition of Childhood Ministry leaders and volunteers.	Childhood Ministry Director	Ongoing

## **Tactical Action Plan**

<p><i>Continued from Previous page #9 - Enhance communications through maintaining a comprehensive program that keeps the congregation informed about the vision of the church, upcoming events, service opportunities, congregational needs, and that raises awareness of Swift Creek Baptist Church within the community.</i></p>	n) Continue to communicate with parents of teenagers through letters, newsletters, phone calls, emails, social networking, the SCBC website, and a yearly preview meeting.	Student Pastor	Ongoing
	o) Develop a quarterly newsletter for the Singles Ministry.	Student Pastor	2010
	p) Promote College Ministry events and programming through letters, social networking, and phone calls.	Student Pastor	2010
	q) Maintain and update each Ministry area of the church website.	All Staff	Ongoing

## **Accountability and Responsibility for Implementation of the Strategic Plan**

The accountability and responsibility for implementation of the Strategic Plan is as follows:

1. The Senior Pastor is responsible for ensuring that the Strategic Plan is implemented by the ministry staff and church body.
  - a. The Senior Pastor working with the ministry staff has responsibility for implementation.
  - b. The Entire church body has the responsibility of cooperating and participating. Many of these actions cannot be accomplished by the staff only, but will require the participation of the entire church body.
2. The Senior Pastor will systematically and at intervals determined by him internally evaluate the progress of the Strategic Plan within the staff and church ministries.
3. A team composed of the chairmen of the Personnel committee, the Stewardship committee and the Deacons and the Senior Pastor will annually and jointly evaluate SCBC's progress toward implementing the Strategic Plan. The Personnel committee chairman will convene this review.
4. The Senior Pastor will initiate periodic updates to the Strategic Plan so that its goals and action plans remain relevant to the mission of SCBC. This should occur annually or at most every two years.
5. The Senior Pastor will regularly celebrate the progress of the Strategic Plan initiative with the church family through a bulletin announcement, a business meeting briefing, a pulpit statement, or other medium that the Senior Pastor may choose.
6. SCBC will immediately begin to implement the provisions of the Strategic Plan upon approval by the church body.