

United Church of Chapel Hill

Strategic Planning



PLANNING UPDATE 8.26.19

Council digests research and congregational input

From May through most of August the members of the UCCH Church Council have been reading through and reflecting on the Environmental Scan, the Story Book, the report from the Visioning Workshop and the past studies (Faithful Future, SCOR, Ministry Architects recommendations, etc.). These documents represent input from more than 220 church members over the last 3-4 years. Thanks to the generosity of Coordinating Team member Jody Forehand, many of the Council members were also able to gather over small group dinners for a relaxed conversation about what they had read in anticipation of the Council planning retreat on August 24th.

August 24th - Council meets for discussion and “SWOT Analysis”

This past weekend 16 members of the Church Council gathered for a retreat at the church led by the SP Coordinating Team. After addressing some unrelated issues, then taking time for prayer and biblical reflection, the group engaged in a process that sought to draw from the studies and reports the most salient items for planning over the next 5 years. Central to that effort was a “SWOT Analysis” that identified the internal Strengths and Weaknesses, as well as the external Opportunities and Threats, impacting our church today. A lively discussion, both in small groups and in plenary session, ensued. The “Driving Questions” named in the Environmental Scan helped to focus this discussion. The results of their work, in ranked order, are available now for review on the church website (under “strategic planning”).

Next Steps

Now the creativity begins! With the SWOT Analysis in hand, Council members want to engage you in conversation about the results of this stage of their work. All feedback is welcome, but the central task of this effort is to invite reflection

on the top issues and begin brainstorming about ways in which the church might boldly respond. The tendency at this point is to focus on weaknesses and threats, but concentrating on strengths to build on and opportunities to pursue can be even more important.

Council members will be reaching out in various venues to ask for your thoughts about how we can use our assets to address our challenges. The primary purpose of this exercise is to help Council members prepare for the next phase that will identify the top four or five goals the church will pursue over the next five years. Help them out with your good ideas: think BIG!

Feedback may be addressed to any Council member. But in a big church like UCCH not everyone may feel like they have access to the Council members who represent boards and committees. That's why the Council's **At Large Members** are available to anyone with an idea or concern. Their contact information is listed here:

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