

United Church of Chapel Hill

## Strategic Planning



# PLANNING UPDATE 11.8.19

### Planning process back in gear

After a hiatus of about 6 weeks, as the church leadership wrestled with several issues (including the 2020 budget and the pledge drive), the Strategic Planning process is now able to resume full active mode. This update will brief you on where we are and what's next in the process.

### Vision Statement

One of the critical pieces of any strategic plan is the Vision for the church for the next five years. It will be the inspiration for our planning. It attempts to answer the question: *What will our church look like five years from now if we succeed in our planning?* The Vision comes in the form of a word picture of the 'promised land,' which is usually about 2 pages or so. From this vision, the Council can begin to establish the goals and measurable objectives that are the essential elements of our plan.

Late last spring, our team hosted a Visioning Workshop, ably led by Katherine Henderson and Jody Forehand. Over 85 people attended, making it one of the most representative gatherings of church members in some time. That vibrant process generated a long list of responses and shared ideas about folks' vision for the church (Note: you can review all these responses on the church website under the tabs for *Strategic Planning/Updates*). This important input, as well as the results of the earlier phases of our process, provided rich fodder for Rev. Barr to consider in the following months as he crafted a *draft Vision Statement* for the Council to consider.

### Next Steps

1. This week Cameron will send the *Draft Vision Statement* to the Council members for their consideration. At their next full meeting the Council will set aside time to discuss it and give Cameron their feedback (both verbally and in writing).
2. The following Sunday, December 1, Cameron will preach on some of the key elements in this vision. Then, after each service (at 10:00 and 12:15), members of the Coordinating Team will facilitate "Sermon Talk Back"

- sessions. The results of these sessions will be forwarded to Cameron and the Council.
3. With all of this feedback in hand, Cameron will revise the Vision Statement and present it to the Council for their adoption as a working document for the next phase. (Note: The Council's action at this point is not the same as its presentation to the Congregation for final adoption.)
  4. With the Working Vision Statement in hand, the Council can then begin the hard work of drafting Goals and Objectives (probably in January). In preparation for this phase, Council members have been in dialogue with all the boards and committee of the church over the past month about the SWOT Analysis (Strengths & Weaknesses, Opportunities & Threats).
  5. With Vision, Goals and Objectives in hand, it will be time to again check in with the full congregation about where we are. After pausing to give everyone a chance to review and discuss the drafts, we will be seeking formal approval to move to the final phase (Strategies and Budget). This could happen in late January or early February, with the final Strategic Plan ready for a congregational vote to adopt before Easter.

[A closing note](#)

The Coordinating Team wants to thank the members of the church for all their encouragement and enthusiasm, as well as their input and concerns. Our role is not to write the Strategic Plan. Rather, we have been tasked with designing an objective and inclusive process whereby the Council drafts a strategic plan in an iterative fashion, soliciting and incorporating congregational input along the way. When this is complete, the Council will offer the Strategic Plan to the congregation for adoption.

In designing this process, the Coordinating Team has sought to be responsive to many opinions and passions, which is no easy task in a church as large and diverse as UCCH! This commitment has also meant that we needed to take more time to get our work done than is ideal. Yet, we believe that by honoring our diversity, allowing for maximum input, and taking our time, we are enabling the Council to bring a great plan to the church. We covet your prayers for, and patience with, everyone involved.

The Coordinating Team:

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Katherine Henderson and Nick Carter*

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