HIGHLANDS CHURCH

A United Methodist Congregation

PRIORITIZED GOALS AND SUGGESTED ACTION PLANS
January, 2012

Our Mission: ***Make Disciples of Jesus Christ by building the body of Christ*** **(Ephesians 4:11-16)** ***and reaching the world for Christ*** **(Matthew 28:19-20)**

Highlands Church's perceived Mission Field is defined as an area covering approximately a five-mile radius from the church

By recognizing that Highlands Church is a diverse membership, we can provide an open environment and clear-lines of communication so that varied backgrounds, views and opinions are respected and encouraged. In doing so, Highlands Church can achieve continued growth through that same diversity.

1. Initiate a plan that will allow us to ***GROW CHURCH MEMBERSHIP, CHURCH ATTENDANCE and, as a result PROVIDE CHURCH CONTINUITY*** by:
   - **a.** Exploring and evaluating the need for hiring a Youth Minister to develop a comprehensive Young Family Program to include the needs and blending of working families and families with children as essential to the long term growth and development of Highlands Church.
     Area of responsibility: Pastor, SPRC & C&Y Staff **Review Schedule**: 11-2012 **
   - **b.** If need for Youth Minister is established, duties would include developing a comprehensive Young Family Program that would provide a definition, initiation of, development of and leadership for a Young Family Program, Children and Youth Programs and all other related Mission Field needs for working families and working families with children.
     Area of responsibility: Youth Minister & C&Y Staff
     Review Schedule: ongoing by staff & 6 months after date of hire
   - c. Motivating and training members of Highlands Church willing to reach the unchurched for Christ. The measure of success will be increasing numbers of baptisms and professions of faith.
     Area of responsibility: Faith Sharing & Senior Pastor **Review Schedule:** 11-2012

2. Increase and enhance our ***OUTREACH PROGRAMS*** by:
   - a. Tasking the Outreach committee with identifying special needs locally, nationally and internationally that fit our mission and vision.
     Area of responsibility: Outreach Committee **Review Schedule:** Quarterly
   - b. Coordinating with Outreach, HUMMERS, UMW and all other organizations within Highlands Church all "outreach" efforts to assure minimal cross over or duplication efforts.
     Area of responsibility: Caring Ministries Team Leader **Review Schedule:** Quarterly
   - c. Gathering information and advice from entities such as Gravette Public Schools, Concordia, Bella Vista POA and Bella Vista Business Assoc. on how to be most helpful in our community.
     Area of responsibility: Outreach Committee **Review Schedule:** Quarterly

3. Continue to develop and encourage ***SPIRITUAL GROWTH*** within the congregation by:

a. Continuing to expand Christian Education opportunities through Disciple Bible Study classes and additional appropriate Christian study opportunities.

Area of responsibility: Education Committee **Review Schedule:** Bi-annually

b. Growing the Adult Sunday School program by offering classes at convenient times and varied subjects.

Area of responsibility: Education Committee **Review Schedule:** Bi-annually

c. Making regular mission trips and Christian educational trips available to the congregation.

Area of responsibility: Outreach / VIM **Review Schedule:** Quarterly

d. Exploring and continuing opportunities such as Walk to Emmaus, Marriage Encounter, guest speakers, seminars & Christian Education programs to be hosted by our church for members and those in our Mission Field.

Area of responsibility: Education & Worship Committees **Review Schedule:** Bi-annually

e. Developing a prayer ministry.

Area of responsibility: Worship, Education & Pastoral Staff **Review Schedule**: Quarterly

4. Create a comprehensive ***MARKETING PLAN*** by:

a. Developing a coordinated marketing/advertising campaign directed specifically for, and appropriate to, Highlands Church and its Mission Field.

Area of responsibility: Communication Committee **Review Schedule:** Quarterly

b. Reviewing and refining web page, newsletter, Facebook, radio, direct mail, newspaper and all other internal and external communication processes to include factual, innovative, highly attractive and appealing messages to **all generations** within Highlands Church and its Mission Field.

A**rea of responsibility:** Communication Committee **Review Schedule:** Quarterly

c. Emphasizing Highlands Church's most appealing features, including, but not limited to, such things as Youth and Senior Fellowship opportunities, Christian Education, care groups, community service opportunities, including Outreach.

Area of responsibility: Communication Committee **Review Schedule:** Quarterly

d. Consistently publicizing all aspects of the work of Highlands Church at a high level of quality to all within our designated Mission Field.

Area of responsibility: Communication Committee **Review Schedule:** Quarterly

5. Develop and implement a comprehensive ***CONGREGATIONAL CARE PLAN*** that allows for more intensive and long term care by:

a. Reactivating and revitalizing the Nurturing Peers ministry by developing understanding of, and planning for, the care needs of Highlands Church members considering age, dependence, mobility and health issues.

Area of responsibility: Nurturing Peers Committee **Review Schedule**: Quarterly

b. Exploring and evaluating how to best provide mobility services for members who can no longer drive to church, doctor appointments and shopping.
Area of responsibility: Nurturing Peers, Assoc. Pastor, Care Group Coordinator, Hummers, UMW
Review Schedule: Bi-annually

c. Continuing Grief Support groups and counseling.
Area of responsibility: Nurturing Peers, Pastoral Staff **Review Schedule**: Bi-Annually

d. Continuing the application of in-home sacraments to the infirmed.
Area of responsibility: Worship Committee **Review Schedule:** Annually

e. Evaluating and communicating that the importance and primary duty of Care Groups is to care for the needs of the congregation of Highlands Church.
Area of responsibility: Care Group Coordinators/ Caring Ministries Team Leader
Review Schedule: Quarterly

f. Utilizing the physical facilities of Highlands Church, by offering creative, innovative and recreational opportunities to both our congregation and those in our Mission Field such as Movie Nights (w/popcorn and sodas), Travelogue Nights, Game Nights and "How It's Made" Nights.
Area of responsibility: Fellowship Committee **Review Schedule:** Quarterly

g. Offering our facilities for community service programs such as, Scouting, tutoring, organizational meetings and investigating the formation of partnerships with community programs such as Highlands Crossing, NWACC, Bella Vista Fire Department and Schmieding Center.
Area of responsibility: Administrative Council Chair **Review Schedule:** Quarterly

6. Create a ***CHURCH CULTURE*** by which the Administrative Council will be responsible for communicating awareness of our Mission, Vision and Structure to the congregation and church committees in many different ways.

a. Assuring that all members have an equal opportunity to participate in laity operational and administrative involvement.
Area of responsibility: Lay Leadership **Review Schedule:** Quarterly

b. Recognizing the human trait of reluctance to changes, communicating all changes to schedules, planning, programs, and assignments, past practices or any other deviation from the norm, in as many ways and as often as possible ... or practical.
Area of responsibility: All committees report to Office Staff **Review Schedule:** Monthly

"The Administrative Council is charged to oversee and insure that the actions of all HUMC committees, ministry teams and individual members enacted under, or invoking the name of Highlands Church meets the criteria of our Mission Statement."

**** Unless otherwise noted all scheduled reviews are made to the Administrative Council with date of review determined by the Administrative Council Chair.**