

Alpharetta Presbyterian Church

180 Academy Street,
Alpharetta GA 30004

May 2009

Long-Term Strategic Vision - 2020

*We are a Christ-centered family of believers,
committed to growing spiritually, worshipping
joyfully, and sharing God's love daily*

Contents

Overview	3
Framework	4
Feedback and Demographic Data	4
Mission Statement	4
Value Statement	4
<i>Regarding Worship</i>	4
<i>Regarding Children and Youth Ministry</i>	4
<i>Regarding Adult Education</i>	5
<i>Regarding Music and the Arts</i>	5
<i>Regarding Outreach</i>	5
<i>Regarding Communication</i>	5
<i>Regarding Fellowship</i>	5
<i>Regarding property and church finances</i>	5
Long-Term Strategic Plan	6
Service and witness in the community	6
Leading through the example of Christ	6
Effective communication	7
Welcome and hospitality	7
Short-Term Actions	8
Service and witness in the community	8
Leading through the example of Christ	9
Effective communication	10
Welcome and hospitality	11

Overview

Contained in this report is the long term strategic plan for Alpharetta Presbyterian Church (APC). This long term plan is intended to provide a framework and direction for the long range course of the church over the next 10 years. This plan was developed with the input of local demographic data and trends, feedback from the congregation, and debate and input from session. The intent of this long term plan is to help provide coordination for all short and medium term projects and committees to ensure that all efforts build and enhance one another. This plan does not include specific project or committee deliverables or goals. Those are included in each committee's annual report. This report will be refreshed annually by session and communicated back to the congregation. It is intended to be a living document that is referred to on a regular basis as the church continues to grow and face new challenges.

Framework

Working on the long term vision the Strategic Planning Committee gathered feedback from the members of APC and kept in mind APC's value statements and mission statement.

Feedback and Demographic Data

The information from the congregation was gathered through small focus groups. These groups were facilitated, mainly through the Deacon College, but the SPC also spoke with bible study groups, women's groups, and youth groups.

The data from these meetings were combined with demographic data that showed local population distributions and trends over the next ten years. The SPC looked at an area within ten miles of APC as its target mission field. A digital version of the demographic report is distributed along with this report.

At the time this report was issued, the data gathered from the congregation was 18 months old. This information, or information with the same spirit should be refreshed during 2010.

Mission Statement

APC's mission statement is ... "We are a Christ-centered family of believers, committed to growing spiritually, worshipping joyfully, and sharing God's love daily".

Value Statements

Regarding Worship

APC values traditional worship services that share the good news of Jesus Christ through Word, music and fellowship

Regarding Children and Youth Ministry

APC values a strong ministry for children and youth. For this reason it is important to strengthen and develop the education programs for children, middle school, and high school youth.

Regarding Adult Education

APC has a membership that values the importance of study. The larger community shares this characteristic. APC demands a variety of quality adult education offerings that address the need for theologically-challenging study, as well as for life application and relationship concerns.

Regarding Music and the Arts

Music and the arts are among the greatest assets of APC, enriching worship and our lives with the joy and beauty of the Gospel. The church and community demographics support expanding music, drama, and the arts internally and externally into the community.

Regarding Outreach

APC values hands-on direct engagement of the community in need. However, APC members and the surrounding community have many competing demands on their time. APC membership seeks more opportunities to serve; these opportunities need to be creatively structured in ways that make it feasible for people to be able to participate.

Regarding Communication

APC has much to offer its membership and the larger community. It is important to provide a variety of means of sharing the information and message of the church internally with membership and externally with the community, as well as to provide ongoing feedback and evaluation of church ministries and needs.

Regarding Fellowship

APC values Fellowship in an open, warm and welcoming environment focused on growth, study, worship and discipleship to each other and the community through Jesus Christ.

Regarding property and church finances

APC seeks to maintain and provide a facility that continues to meet the ever-changing needs of its ministries. We seek to be faithful stewards of all that God has entrusted to our care in terms of both the short-term and long-term financial strength of the church.

Long-Term Strategic Plan

APC long-term plan is defined by four basic ideas. These ideas are an outcome of our mission and values, and they will help to define our actions over the next decade.

Service and witness in the community

By 2020 APC will be a church that has facilities and funds to satisfy the unmet needs of North Fulton county (and adjacent areas) such as homelessness, hunger, education (ie tutoring, GED completion), and counseling in a church based setting. Further, APC will not be the nexus of this involvement. The community involvement will be two-way. APC will become the connecting point and key partner for those that give and those that need.

To support this vision by 2020, APC will work to structure its budget to increase the percentage of monies allocated to ministry in the community and world. By 2020 APC will allocate *greater than 20%* of its budget to ministries in the community and world.

By 2020 APC will have raised its visibility in the local community. We will be involved in active participation and cooperative activities with other Alpharetta and North Fulton churches and religious institutions.

Leading through the example of Christ

By 2020 APC will be led by the many, not the few. Over the next decade APC will become known as the Church led by its congregation. 'Taking ownership of the Church' will allow the church's direction to be directly correlated and reflective of our congregation's demographics. Great involvement in the life of the church by our members will also ensure a tight knit, warm, and welcoming environment for the community of Alpharetta to engage.

To drive this vision, over the next decade we will target having greater than 60% of the congregation engaged in ministry. This support of time and talents from the congregation will help to keep the church's mission in line with the congregation, and the added support will allow for expanded offerings without equally expanded costs.

By 2020 APC will have members taking lead roles in key volunteer leadership areas, coordinating ministry in:

- Congregational life
- Communication
- Arts and Music
- Educational Resources
- Youth and Children's Ministries
- Service and Mission
- Ecumenical Work

Effective communication

By 2020 APC will be a cutting edge technology church. Its communications will be fully integrated with the congregation, committees, and the community. The communication will not isolate any demographic (particularly age), but the richness contained in the message of the communication will be fully assessable by everyone in the church and in the community.

During the next decade APC will stay current on new communication technologies and processes. APC will become the early adopter of new methods for communicating that will help facilitate the richness of our message internally and externally. APC will not become a one way communicator. APC will facilitate two way communications between the church and the community, as well as, within the community itself. This multilateral communication will put APC in the center of community outreach opportunities for all of North Fulton and Presbytery, not just for members of APC.

Communication for APC will not be confined to the medium or technologies used. It will also include the content and richness of communication for those topics that are consistent with our values and mission. We will support inter-faith dialogues, be the center for community discussions, and a repository (ie library) for faith based points of view that support our integration with the local community.

Welcome and hospitality

By 2020 APC will be known in Alpharetta and North Fulton county and be present in the community. Being an open and welcoming church and congregation is one of APC most defining characteristics. It will continue to be so during the next ten years.

Success will be measured as increased membership. By 2020 APC membership will increase by 50%.

Short-Term Actions

To accomplish these items, the session of APC has defined action items with specific goals. Action items to be done during 2009 will be ...

Service and witness in the community

... facilitates two-way community involvement, year-round

Partner with other churches and religious institutions to develop support for the rising needs in the community during the recession.

Actions will be ...

- Empower pastoral and programmatic staff to open discussions with their counterparts during meetings of their group of Alpharetta church leaders.
- Select APC representatives to work jointly with counterparts from sister churches to develop an approach to working on unmet needs in the community.
- Secure internal support for APC participation. This step involves determining the best way to provide ongoing support. For example, APC needs to decide whether to work through the Mission Committee, or to develop a committee focused specifically on this activity.
- Establish regular joint meetings with representatives of sister churches and other religious institutions to develop formal and specific actions that address the rising needs in the community in the recession. This is the group that needs to form very specific deployment plans.

Monitor and measuring success will be ...

- Make regular reports on progress of our community work, using the available communications tools at APC, such as "The Good News," the bulletin, announcements at worship, etc.
- Seek occasional publicity opportunities to promote the project. This will have the goal of making the community aware of the efforts and simultaneously identifying the groups involved in the project. Thus it will begin to identify APC with this community involvement.

Leading through the example of Christ

... strives to lead through the example of Christ

APC will strive to increase active membership participation during the next year.

Actions will be ...

- Increase communications and membership activity awareness. A "Do you know" snippet on how to get involved in the church highlighting various committees and volunteer opportunities. Snippets may also be placed in the Good News, on bulletin boards and church website. There may be an entire section devoted on the website on volunteer opportunities.
- Increase internal communications during worship. An example could be Act 1 coming in during the worship service and role play various volunteer opportunities.
- Explicit education about shared ownership/leadership to church members.
- Develop multiple levels of engagement for the congregation. Offer various ways to become involved for working families, shut-ins, etc. For example: Stuffing bulletins during various times of the year or for bulk mailings.
- Have the membership engaged by the Nomination Committee. To greater involvement and service.

Monitor and measuring success will be ...

- Begin to track involvement of the membership of the church. During 2009 we will increase our active membership by (+15pts).

Effective communication

... communicates - candidly, effectively, timely, and in a way that is caring, truthful and assessable

To increase effective communication, during 2009 APC will ...

- o Institutionalize the commitment to communication
- o Expand the Richness/technology/process in communication
- o Have the staff acknowledge and commit to communication as a priority/solution
- o Train the staff to support new communication processes and tools
- o Assess technology and process for richness of solutions
- o Review possible solutions and processes and content for communication
- o Emphasize ease in training
- o Develop total communication process

Monitor and measuring success will be ...

- o Eyes on website
- o New members (+15%)
- o Increase in membership activity (+15pts)
- o Increase in attendance (+15pts)
- o Deacon feedback

It is the opinion of the Strategic Planning Committee that you cannot over estimate the impact of communications on the future success and effectiveness of the Church.

Welcome and hospitality

... welcomes all people to develop a stronger faith and community involvement

To ensure that the local community will continue to know APC for its faith based hospitality, during the next decade APC will begin to create community with a diversity of connection points. To achieve this APC will need to ...

- Improve APC's curb presence ('front-door')
- Expand ministries for all ages and stages of life
- Expand our publicity to the local community
- Continue to understand and incorporate changes to our mission based on local demographics
- Improve ways to increase membership retention.

To increase our presence and visibility during 2009 APC will ...

- Have a comprehensive communications task force/plan that includes our key messages, audiences and outlines lines of responsibility.
- Task the Deacons to lead us in ministries of hospitality
- Engage the community in missions at least 4 times/year
- Follow worship with hospitality/fellowship/refreshments
- Remind and educate members to be welcoming
- Beautify and clarify the front entrance, improve visitor parking.

Monitor and measuring success will be ...

- Increased membership (+15%)