



VISION 2020

REPORT

**MOUNTAIN BROOK BAPTIST CHURCH
BIRMINGHAM, AL**

SEPTEMBER 25, 2016

Loving God, Living with Grace and Generosity

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THE JOURNEY

THE GOAL

As God's church, we know why we exist. We also know our clear mission – **“Loving God, Living with Grace and Generosity.”**

How then do we plan to live out this mission in 2020 and beyond? What is God's vision for how we accomplish His purpose as we face our future? We need a shared vision for the future of MBBC, its members and its ministries.

Vision is what we see. It's where we're headed. A vision is like a blazing campfire. It provides light, warmth, energy, focus and unity; it's a gathering point. It compels us toward it like a beacon. It sparks excitement. It helps us light more fires. A vision helps us see through God's eyes, to perceive His purposes and His unlimited possibilities.

*“With man this is impossible, but with God all things are possible”
Matthew 19:26.*

God gives the vision. We want nothing more, nothing less, nothing else than what God wants. From the very beginning, MBBC committed to the burden of knowing the will of God and rallying around the vision He gives us, and becoming what He wants us to become. In the fall of 2015, we embarked on the journey to discern God's vision for our church and discover what He calls us to accomplish in the future. The process was up to us, but the outcome was fully in the hands of God.

“ ‘Come, follow me’ Jesus said” Matthew 4:19.

THE PROCESS

MBBC partnered with Dr. Bill Wilson from the Center for Healthy Churches to lead us in the visioning process. The church assembled and commissioned the Vision 2020 team to guide the entire church membership in the journey to discover God’s vision for MBBC. The Vision 2020 team members are:

Billy Bates (Chair)

Renee Fenn

Doral Atkins

Lauri Jordan

Bob Baker

Marty Lloyd

Meredith Cale

Gil Murdock

Dave Carder

Chuck Redden

Baker Crow

Mary Scott

Doug Dortch



Dr. Wilson introduced the team to the spiritual visioning process using the Appreciative Inquiry (AI) model. This method concentrates on identifying the best positive attributes of our church, those things we value the most, and focusing on how we can magnify and intensify those strengths. Dr. Wilson rightly called what we were embarking upon “an exciting and surprising journey.” The involvement of the entire church congregation was critical to the success of this journey.

*“For I know the plans I have for you’ declares the Lord”
Jeremiah 29:11.*

Along the journey, we would gather and absorb diverse foundational input from many sources, not only from our church family, but also from our community and political leaders. We wanted to include, as well, information on our church heritage, the historical background of our city, and demographic data on our area population and its projected needs.

THE PREPARATION

Our Vision 2020 team entered into a covenantal commitment to seek deeply God's guidance whereby we dedicated ourselves to participate with openness, honesty and trust. Our congregation prepared for this visioning process by reading the book *40 Days of Prayer: Preparing Ourselves for God's Calling* by Mark Tidsworth. A communication plan preparing the church body for their role was executed; it included a sermon series, Sunday Morning Bible Study lessons, preparation and presentation of testimonies by video vignettes and ongoing print and online communication.

“What no eye has seen, what no ear has heard, and what no human mind has conceived . . . the things God has prepared for those who love him” I Corinthians 2:9.

The Vision 2020 team scheduled a series of three meetings for the full church membership and began communicating the process. The meetings would progressively examine our past, our present and our future. The team met frequently to plan, prepare, discuss, and above all, to pray for God's guidance.

“I lift up my eyes to the mountains, where does my help come from? My help comes from the Lord, the Maker of heaven and earth” Psalm 121:1-2.

THE CONVERSATIONS

OUR PAST

Conversation #1 : How Did We Get Where We Are Today?

Where you have been is a good starting point for where you are going. Consequently, our first congregational meeting focused on our church's past. We shared our personal stories and explored how they interconnected. Those inspiring connections highlighted MBBC's strengths and successes which are so important in our lives. If we took the things we are already doing well and built extravagantly on them, where would it lead us? A large timeline of our church and community history was displayed and helped us visualize the foundation upon which we are building our future.

"He brought me out into a broad place . . . because he delights in me" Psalm 18:19.

On a Saturday morning in early January 2016, over 200 of our church family met and answered these three questions:

What brought you to MBBC?

What keeps you at MBBC?

What are the core traits of MBBC?

The answers were moving and let us know who we are as a congregation, the gifts and assets that make us distinct and unique. Here are the most frequent responses given:

What Brought You to MBBC?

- ◆ Someone invited me - a Sunday School class, a friend a staff member
- ◆ The family centered ministries – Children’s (like ELC and daycare), Youth, Music
- ◆ Church is warm, inviting, friendly – made me feel welcomed and at home
- ◆ Convenience, location, proximity to my community
- ◆ Mission opportunities – I was looking to serve
- ◆ Style and format of worship – multiple services, time of services

What Keeps You at MBBC ?

- ◆ The people, friendships, relationships, fellowship; I feel loved here; they care about me
- ◆ Mission emphasis and focus for all members of the family; a place to follow Christ’s call to service
- ◆ Love my Sunday School class or small group; it keeps me connected
- ◆ Programs, activities and ministries for children, ELC, daycare, youth and music
- ◆ Strength of the staff, the ministers, the preaching, incredible leadership
- ◆ It meets my spiritual needs; like-minded Christians here; a Christ-centered congregation

What are the core traits of MBBC?

- ◆ Congregation of caring and compassionate Christ followers
- ◆ Multi-generational and family-oriented setting that presents multiple opportunities to grow our faith
- ◆ Missions and service are a priority and include both spiritual and material generosity
- ◆ Strong, stable staff; leadership with a vision
- ◆ Strong, Scripture-based theology
- ◆ Sunday School Bible teaching and small groups are priorities
- ◆ Emphasis on children, youth and family



MOUNTAIN BROOK BAPTIST

1940's

1950's

1960's

1970's

United States & World Events

1933-1945 Franklin D. Roosevelt	1945-1953 Harry S. Truman	1953-1961 Dwight D. Eisenhower	1961-1963 John F. Kennedy	1963-1969 Lyndon B. Johnson	1969-1974 Richard Nixon	1974-1977 Gerald Ford	1977-1981 Jimmy Carter
<ul style="list-style-type: none"> 1941 Pearl Harbor bombed 1941-1945 WWII 1945 United Nations established 1946 Dead Sea Scrolls discovered 1948 State of Israel established 1949 NATO created 	<ul style="list-style-type: none"> 1950-1953 Korean War 1952 Polio vaccine developed by Jonas Salk 1952 C.S. Lewis' Mere Christianity published 	<ul style="list-style-type: none"> 1954 First successful organ transplant (kidney) 1955 McDonald's hamburgers opens first restaurant 1955 Rosa Parks/Montgomery bus boycott 1957 Soviet Union launches Sputnik-beginning of space race 1959 Alaska and Hawaii become states 	<ul style="list-style-type: none"> 1961 Bay of Pigs invasion 1962 Astronaut John Glenn first American to orbit the earth 1964 Civil Rights Act abolishes segregation 1966 Assassination of President Kennedy 1967 First Super Bowl - Green Bay 35 Kansas City 10 1967 First heart transplant surgery performed in South Africa 1968 Assassinations of Martin Luther King and Bobby Kennedy 	<ul style="list-style-type: none"> 1969 Astronaut Neil Armstrong walks on moon 1972 Texas Instruments introduces first handheld calculator 1973 Roe v. Wade decision 1974 President Nixon impeachment and resignation 	<ul style="list-style-type: none"> 1975 Hank Aaron breaks Babe Ruth home run record 1976 Apple is formed 1977 Death of Elvis Presley 1979 Iran hostage crisis 1979 Smallpox eradicated 		

Mountain Brook & Birmingham Events

<ul style="list-style-type: none"> 1942 City of Mountain Brook Incorporated 1946 Crestline Elementary School built 	<ul style="list-style-type: none"> 1951 The Club opened 1955 The Birmingham Zoo opened 1955 Office Park becomes nation's first office park 1956 Mountain Brook Junior High School built 1959 Mountain Brook Board of Education formed 	<ul style="list-style-type: none"> 1962 Birmingham Botanical Gardens opens 1963 16th Street Baptist Church Bombing 1964 Brookwood Forest Elementary School built 1964 Emmet O'Neal Library founded 1965 Howard College was renamed to Samford University 	<ul style="list-style-type: none"> 1968 First class of graduating seniors at MBHS 1968 Governor Albert P. Brewer became 47th Governor 1969 Cherokee Bend Elementary School built 1969 The University of Alabama in Birmingham established as UAB 1970 Red Mountain Expressway Built 1973 Mountain Brook Police Officer Freddie Jackson Harp died in line of duty 	<ul style="list-style-type: none"> 1975 MBHS Football State Champions 1976 MBHS Football State Champions 1979 Moulton Creek Elementary School built
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Mountain Brook Baptist Church & Congregation Events

<ul style="list-style-type: none"> 1942-The Home Mission Board supports the establishment of a Baptist Church in Mt. Brook. April 21 / 1944 - James O. Colley called by James Aders, Superintendent of City Missions for Birmingham, to be the first Pastor of the church that is to be formed April 25 / 1944 - Local Residents meet at Crestline School to write a petition to organize a Baptist Church July 17 / 1944 - Organizational meeting at the home of Colquitt Cole; the church named itself Mt. Brook Baptist Church August 3 / 1944 - Dedication of the New Church Meeting House on 108 Jackson Ave. October 1 / 1944 - First Sunday School organized - 70 attended October 22 / 1944 - Eleven men ordained as Deacons November / 1944 - MBBC voted into the 111 year old B'ham Baptist Association November / 1944 - WMU organized at MBBC December / 1944 - First Deacons Meeting 1944 - 58 CHARTER Members 1944 - 70 Enrolled in Sunday School 	<p>James O. Colley 1944-1947</p>  <ul style="list-style-type: none"> 1946 - First GA group started April / 1946 - First Annual Church Revival held April 22 / 1946 - MBBC church purchased 3.46 acres of property on Montevallo Road for \$18,500 March 31 / 1947 Pastor James O. Colley retirement April / 1947 - Chapel Building Fund Campaign launched. Projected cost \$98,000 	<p>William E. Waterhouse 1948-1959</p>  <ul style="list-style-type: none"> 1/14/1951 - New Chapel Dedication Ceremony 12/24/1951 - Christmas Eve; The New Chapel conducted its first service 1952 - First organ placed in the Chapel 1953 - Junior Deacon Board launched 1953 - First Part time Youth Director hired 1954-1955 - Fellowship Hall, Sunday School Education Building Built 1954 - 60 Overbrook Road property is purchased 1955 - Two morning worship services begin April 15 / 1949 - Church called William E. Waterhouse as pastor. November 9 / 1949 - Sunday Evening worship and Wednesday weekday Bible study August / 1949 - Sunday Evening worship, Young People's Union, and Wednesday weekday Bible study inaugurated. Enrollment was 52. October 16 / 1949 - The Chapel began construction  	<p>Dotson M. Nelson, Jr. 1961-1981</p>  <ul style="list-style-type: none"> 1961-1962 - 66 Overbrook Road property acquired; it later became Missionary Residence #1 (White House) December / 1963 - First Living Nativity Performance organized by Junior Deacons 1963 - 1968 - Choir Enrollment increased from 96 to 300+ May 28 / 1961 - Dr. Dotson M. Nelson called as pastor from FBC Greenville, SC 1961 - Temporary Sanctuary built in Fellowship Hall August / 1961 - Sunday School Training and Leadership Training Courses of Study implemented 1963 - Hand Bell Choir Created 1963-1965 - New Sanctuary Building Campaign - Budget \$1,000,000 1965 - MBBC Kindergarten created August / 1965 - Groundbreaking Ceremony for the Main Sanctuary 1964 - Church Library Created 1969 - First annual choir tour and retreat 1969 - Interim Ministers, principally Dr. Mabry Luceford 1961 - 796 Enrolled in Sunday School  	<ul style="list-style-type: none"> 1971 - Easter Worship Service televised 1971 - Missionary Residence #2 acquired - 3411 Montevallo Rd (Yellow House) 1972 - MBBC spearheads Billy Graham Crusade 1972 - Family Life Institute held (Focus on the Family) 1973 - 66 Overbrook Road designated as Missionary Residence #1 1974 - Children's Church Program launched 1975 - Construction of the Dotson M. Nelson, Jr. Christian Life Center 1975 - James D. Moebes called as Assistant Minister 1979 - M.P. Moller Organ company organ installed in the Chapel representing a total of 367 pipes 1972 - Sunday School Attendance 819 EASTER 
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BAPTIST CHURCH TIMELINE

70's	1980's	1990's	2000's	2010's	
<p>Ronald Ford 1977-1981 Jimmy Carter</p> <ul style="list-style-type: none"> 1975 Hank Aaron breaks Babe Ruth home run record 1976 Apple is formed 1977 Death of Elvis Presley 1979 Iran hostage crisis 1979 Smallpox eradicated 	<p>1981-1989 Ronald Reagan</p> <ul style="list-style-type: none"> 1981 Launch of MTV 1981 Attempted assassination of President Reagan 1981 Royal Wedding of Prince Charles and Diana Spencer 1982 First CD player released by Sony 1985 Crestline Elementary Arson Fire (MBBC hosted the school while school was being rebuilt) 	<p>1989-1993 George H. Bush</p> <ul style="list-style-type: none"> 1990 Hubble space telescope launched 1991 First World wide website publicly debuts 1993 "Winter Storm of the Century" 1994 End of apartheid in South Africa - Nelson Mandela elected president 1994 United States pronounced polio free 1995 Oklahoma City bombing 1995 Hurricane Opal 1995 Heather Whitestone became the first Miss America with a disability 1996 Summer Olympics - Birmingham hosted Soccer Event at Legion Field 	<p>1993-2001 Bill Clinton</p> <ul style="list-style-type: none"> 1998 Google is founded 1998 U.S. House of Representatives votes to impeach President Clinton 1999 Columbine school shooting 2001 911 terrorist attacks 2001 Apple debuts iPod 2003 Space shuttle Columbia explosion 2004 Launch of Facebook 2005 Hurricane Katrina 2005 Launch of YouTube 2006 Population of U.S. reaches 300 million 2007 Death of Saddam Hussein 2007 Apple releases I-Phone 2007 Launch of Twitter 2008 Stock market crash 	<p>2001-2009 George W. Bush</p> <ul style="list-style-type: none"> 2001 - Present Afghanistan War 2003 - 2011 Iraq War 2004 Hurricane Ivan 2004 Vulcan's 100th Birthday 2004 Condoleezza Rice appointed U.S. Secretary of State 2005 Natalee Holloway disappearance in Aruba 2005 Birmingham-Southern University celebrates 150th Anniversary 	<p>2009-2016 Barack Obama</p> <ul style="list-style-type: none"> 2011 Death of Bin Laden 2011 World population reaches 7 billion 2011 Apple launches I-Pad 2011 Royal Wedding of Prince William and Catherine Middleton 2011 Paris terrorist attack 2015 California terrorist attack 2012 Hubble Space Telescope launched 2012 BP Gulf oil spill 2012 Tuscaloosa tornado 2012 Tuscaloosa Tornado 2012 MBHS Basketball State Champions 2012 MBHS Volleyball State Champions 2013 Boston Marathon terror attack 2013 Ebola first diagnosed in U.S. 2014 MBHS Volleyball State Champions 2015 Baptist Health Systems and Tenet's Brookwood Medical Center formed joint venture
<p>1975 MBHS Football State Champions</p> <p>1976 MBHS Football State Champions</p> <p>1979 Mountain Brook Elementary celebrated 50th Anniversary</p> <p>Freddie Jackson Harp died in line of duty</p>	<p>1985 Crestline Elementary Arson Fire (MBBC hosted the school while school was being rebuilt)</p>	<p>1993 "Winter Storm of the Century"</p> <p>1995 Hurricane Opal</p> <p>1995 Heather Whitestone became the first Miss America with a disability</p> <p>1996 Summer Olympics - Birmingham hosted Soccer Event at Legion Field</p>	<p>2004 Hurricane Ivan</p> <p>2004 Vulcan's 100th Birthday</p> <p>2004 Condoleezza Rice appointed U.S. Secretary of State</p> <p>2005 Natalee Holloway disappearance in Aruba</p> <p>2005 Birmingham-Southern University celebrates 150th Anniversary</p>	<p>2012 Tuscaloosa Tornado</p> <p>2012 MBHS Basketball State Champions</p> <p>2012 MBHS Volleyball State Champions</p> <p>2013 Boston Marathon terror attack</p> <p>2013 Ebola first diagnosed in U.S.</p> <p>2014 MBHS Volleyball State Champions</p> <p>2015 Baptist Health Systems and Tenet's Brookwood Medical Center formed joint venture</p>	
<p>James D. Moebes 1981-2011</p> <ul style="list-style-type: none"> 1980 - Christmas Eve Candlelight Service Implemented 1980 - ChurchGrowth Seminar taught June 1 / 1981 - James D. Moebes called as 4th Pastor of MBBC 1981 - Cooperative gifts increased to 24% May / 1981 - Retirement of Dr. Dotson M. Nelson, Jr. as a farewell gift to him, the church retired all the church debt 1981 - Dr. Dotson M. Nelson, Jr., became Pastor Emeritus April / 1983 - Land purchased by MBBC for establishment of a second Mission Church, Meadowbrook Baptist Church 1984 - Builders for Christ implemented February / 1985 - Constituting Ceremony for Meadowbrook Baptist Church 1986 - Music Director created a Fine Arts Series <p>1981 - 1,145 Enrolled in Sunday School</p> <p>1988 - 1,808 Enrolled in Sunday School</p>	<p>J. Douglas Dortch 2011-Present</p> <ul style="list-style-type: none"> October / 2011 - Dr. J. Douglas Dortch called as Pastor March / 2012 - MBBC provides manpower, supplies and financial assistance to victims of the tornado outbreak in the State of Alabama 2012 - Endowment Trust amounted to \$1,256,081 February / 2013 - Senior Adult Choir formed, "Mellow Brook Singers" October / 2013 - Mission Conference held - "The Whole Gospel for the Whole World" December 21 / 2013 - 50 Year Anniversary Celebration of MBBC Living Nativity April / 2014 - MBBC hosts the first annual Family Missions Golf Tournament August / 2014 - MBBC 70th Anniversary celebrated. Higher Ground, A Celebration of 70 Years written by members Catherine and Lee Allen August / 2014 - Church Budget \$3,090,057 2014 - "Cooks On A Mission" start cooking to raise money for Missions, local and MBBC based. <p>2010 - Church Membership 1,996</p> <p>2015 - 1,196 Enrolled in Sunday School</p> <p>2015 - Church Membership 2005</p>				

OUR PRESENT

Conversation #2: What Are Our Most Important and Fruitful Ministries?

Our second meeting, on a Sunday afternoon in late January, focused on our present ministries and programs. Over 230 participants were asked to examine a listing of our current ministries and rank them by value and effectiveness. Attendees were then asked to take a deeper dive and discuss in detail a ministry that is really working well, as well as a ministry that could be modified for greater impact and usefulness. Responses on our ministry strengths, opportunities and priorities were clear and insightful.

“Now to each one the manifestation of the Spirit is given for the common good” 1 Corinthians 12:7.

What are our ministry strengths, areas with which you are comfortable?

Sunday School/Small Groups/Bible Study

Children’s programs

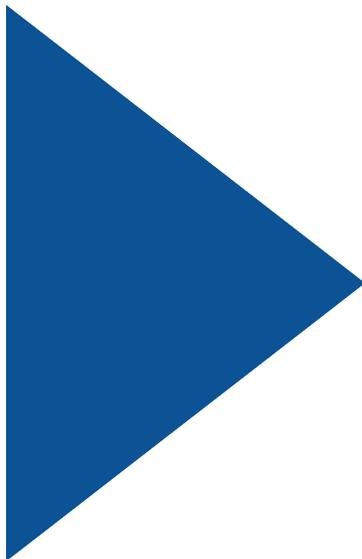
Contemporary Worship

Student/Youth/College Ministry

Missions programs

Outreach/Hospitality/Greeting

Traditional Worship



What are our ministry opportunities needing more focus and fine-tuning?

Buildings and facilities

Wednesday Night Service

Communication and Website

Outreach/Hospitality/Greeting

What ministries should be our priority in the next 5 years?

Missions

Sunday School/Bible Study/Small Groups

Children's Ministries

Outreach/Hospitality/Greeting

Contemporary Worship

Student/Youth Ministry

OUR FUTURE

Conversation# 3: What Are Our Dreams? Where do we see our church in five, ten or more years from now?

Our third congregational meeting, a Sunday lunch in March following a combined worship service, merged our past and present insights, and asked us to see into the future. Vision is imaginative. You cannot simply create a detailed description of a meaningful vision. You have to dream first. So we closed our eyes and dreamed God-sized dreams of who and what we could become at our best and brightest usefulness for God's kingdom.

"We see things so wondrous they can't be explained" Habakkuk 1:5.

Conversations ensued between the 300+ members gathered around tables describing what could be if we let go and let God work. Each group analyzed their visions and insights until provocative proposals emerged. It was the job of the Vision 2020 team to take all of the information gathered and dreams dreamed over the previous months and absorb, filter, blend, sharpen and condense them down to key common areas of focus.

We recognize that a vision is dynamic, not static. The details of a vision, how it is conveyed and implemented, can change over time. Therefore, they should be periodically revisited, reviewed and adjusted. But any change should only deal with the perimeter of the vision, not its core purpose.

What follows are the God-sized dreams for MBBC, the visions He gave us and only He can accomplish. These dreams are intended to be Spirit-led and inspired so that our trust is not in our own abilities, but rather in the power of God to lead and direct our congregation into a new era.

*“Where there is no vision, the people perish”
Proverbs 29:18.*

GOD-SIZED DREAMS

The God sized dreams presented in this document are the direct result of the spiritual discernment process that allowed all members of MBBC to offer their vision for our church. The essential God-sized dreams that emerged are presented here as Provocative Proposals. The Provocative Proposals were used as the basis for developing dynamic strategic plans to fulfill faithfully our God-given dreams and make our visions become reality.

To help us accomplish our dreams and implement our Provocative Proposals, we outlined them as SMART goals.

Components of a **SMART** goal:

Strategic - There is a specific objective.

Measurable - There are metrics to measure progress.

Achievable - The goal is attainable.

Responsible - Accountable responsibility is assigned.

Timetable - There is a timeframe.

GOD-SIZED DREAMS

WORSHIP

DISCIPLESHIP

OUTREACH

MISSIONS

FELLOWSHIP

STRUCTURES

WORSHIP

Provocative Proposal:

The Sunday worship experience at MBBC sets the tone and reflects everything we're about as a congregation, and serves to build and unify the fellowship. Both the traditional and contemporary services are based on effective Bible preaching, inspirational music, and innovative methodologies, with an aim toward the nurture, awakening, and development of Christian faith across generational lines. The presence of the Holy Spirit in our worship is so strongly sensed and participants are so deeply inspired that they regularly invite family, friends, and neighbors, which results in a widespread level of participation.

Thumbnail Proposal:

We worship God.

WORSHIP

STRATEGIC OBJECTIVES:

1. Conduct periodic evaluations of our church's worship ministry in order to gauge its level of inspiration, innovation, and instruction.
2. Work toward creating a sense of unity in our worship, while preserving the distinct worship experience of each service.
3. Explore new technologies that allow for worship participation at times and in places that are separate from when and where a particular service is held.
4. Offer special worship activities that allow for more focused ministry objectives which the regular Sunday schedule might not be able to support.
5. Explore the possibilities of live streaming webcast.

Thumbnail Proposal:

We worship God.

WORSHIP

STRATEGIC OBJECTIVE #1:

Strategic Objective #1: Conduct periodic evaluations of our church's worship ministry in order to gauge its level of inspiration, innovation and instruction.

Metric: Observe worship services (contemporary and traditional) at other churches at least six times per year in order to enable an evaluation of our present worship service and to ensure that our offered worship experience is at the highest level.

Achievable: These observations can be done in person or via the web by watching a service.

Responsible: Members of the ministerial staff will be responsible for implementing this objective.

Timetable: Begin these observances in January 2017.

Thumbnail Proposal:

We worship God.

WORSHIP

STRATEGIC OBJECTIVE #2:

Strategic Objective #2: Work toward creating a sense of unity in our worship, while preserving the distinct worship experience of each service.

Metric: Strive to include more common elements in each service with respect to the style of presentation: elements may include children's sermons, identical scripture readings, occasional shared responses and the Apostle's Creed. We should strive for consistency among time frames (*lengths of each service*) and offering collection methods as much as possible.

Achievable: Many hymns and choruses have been arranged for use in worship services outside their original context. Our congregation is familiar with these arrangements and we have used them in both our services. We have also included other worship elements that have enabled us to attain a level of consistency, all with positive results.

Responsible: Church staff and worship planners will be responsible for implementing this objective.

Timetable: Beginning in final quarter of 2016.

Thumbnail Proposal:

We worship God.

WORSHIP

STRATEGIC OBJECTIVE #3:

Strategic Objective #3: Explore new technologies that allow for worship participation at times and in places that are separate from when and where a particular service is held.

Metric: Procure estimates for the cost of upgrading our video capabilities in both services, including estimates on how to retrofit the Chapel and Hudson Hall for the same technology capabilities and audio needs.

Achievable: Such technology upgrades become available each year. Our church has the financial resources to implement.

Responsible: Task the Nominating Committee with appointing an Ad Hoc Committee designed for this purpose in conjunction with the Audio/Sound Committee.

Timetable: Form committee in the final quarter of 2016 and start task in 2017.

Thumbnail Proposal:

We worship God.

WORSHIP

STRATEGIC OBJECTIVE #4:

Strategic Objective #4: Offer special worship activities that allow for more focused ministry objectives which the regular Sunday schedule might not be able to support.

Metric: Begin discussions about reviving a fine arts series (several concerts throughout the year) to allow special worship times and emphases in order to bring new people into the church. Also, explore the possibility of bringing in a “specialist teacher” to utilize in-depth book studies of the Bible, possibly on Wednesday evenings or Sunday mornings.

Achievable: We have had good success with periodic activities of this sort. Moreover, our hosting the Hull-Holley Lecture Series and employing a “Theologian in Residence” have been initiatives our church has received well.

Responsible: Members of the ministerial staff will be responsible for implanting this objective.

Timetable: Begin in January 2017.

Thumbnail Proposal:

We worship God.

WORSHIP

STRATEGIC OBJECTIVE #5:

Strategic Objective #5: Explore the possibilities of live streaming webcast.

Metric: Begin intentional budget forecasting for the implementation of live web streaming of our 9:00 worship service starting in 2018, allowing for the careful consideration of equipment needs, monetary costs of such equipment, and the personnel needed to make streaming possible.

Achievable: Many churches have begun live streaming of their services, a number of which are of the same size, or smaller, than ours. The technology is certainly available for us to move in this direction.

Responsible: Task the Nominating Committee with appointing an Ad Hoc Committee for this purpose, in conjunction with the Audio/Sound Committee.

Timetable: Begin obtaining pricing and consultation in 2017 for launch of the webcast in 2018 to coincide with the new budget year.

Thumbnail Proposal:

We worship God.

DISCIPLESHIP

Provocative Proposal:

MBBC is a spiritually literate, passionately devoted fellowship of Christ-followers who hunger for a deeper experience with God. We provide regular opportunities for members to learn the foundational spiritual disciplines and encourage their practice, both individually and corporately. These opportunities take place at times that are most convenient for participants, utilizing the various channels and technologies, which allow for maximum flexibility.

Thumbnail Proposal:

We follow Jesus.

DISCIPLESHIP

STRATEGIC OBJECTIVES:

1. Commit to a program to discover, develop, identify and grow the spiritual gifts of MBBC members.
2. Provide small group experiences for every life stage group in the church, both on Sunday mornings as well as throughout the week.
3. Offer opportunities for members to learn the foundational spiritual disciplines of Christian faith, as well as core Christian teachings and the basics of Baptist history.
4. Research and offer online courses in discipleship development that provide users flexibility in accessing them for their spiritual growth.
5. Target practical needs in our congregation and plan events that address them.
6. Invite guests as short-term leaders on matters of faith in which they have special insight or appeal.
7. Create a “mentor/apprentice” model of discipleship for the purpose of growing the next generation of MBBC disciples.
8. Conduct periodic evaluation of our church’s age-graded ministries in order to gauge the level of inspiration, innovation and instruction.

Thumbnail Proposal:

We follow Jesus.

DISCIPLESHIP

STRATEGIC OBJECTIVE #1:

Strategic objective #1: Commit to a program to discover, develop, identify and grow the spiritual gifts of MBBC members.

Metric: Create one program per year for this objective.

Achievable: Have at least fifty percent of the church body (adults and youth) complete a spiritual gifts inventory questionnaire. Develop a Sunday Morning Bible Study focus once a year to allow members to answer the questionnaire. Have all new members complete the questionnaires as a part of new member orientation. New youth will complete the questionnaires as they enter the youth department. Several good tools are available to help us achieve this objective, and we will find one that is the most appropriate for our church.

Responsible: The assignment for this task will fall to the staff member overseeing discipleship.

Timetable: Begin implementation of this objective by January 2017.

Thumbnail Proposal:

We follow Jesus.

DISCIPLESHIP

STRATEGIC OBJECTIVE #2:

Strategic Objective #2: Provide small group experiences for every life stage group in the church, both on Sunday mornings as well as throughout the week.

Metric: Identify and conduct an assessment of existing small groups and formulate a master plan that leads to the creation of multiple small groups that are accessible and applicable to every demographic within the church.

Achievable: Many churches have seen success in forming small groups of all kinds: life stage, interest-based, etc. While we have a strong Sunday Morning Bible Study ministry that provides such opportunities throughout each life stage in our church, we can enhance our discipleship ministry by offering additional groups that meet at times and places that might be even more appropriate for a larger segment of our membership.

Responsible: Task the Nominating Committee, in consultation with the ministerial staff, with approving an Ad Hoc Committee on Small Groups Ministry.

Timetable: Bring a recommendation to the church by the Semi-Annual Church Conference in July 2017.

Thumbnail Proposal:

We follow Jesus.

DISCIPLESHIP

STRATEGIC OBJECTIVE #3:

Strategic Objective #3: Offer opportunities for members to learn the foundational spiritual disciplines of Christian faith, as well as core Christian teachings and the basics of Baptist history.

Metric: Offer at least one such course per year in each of these categories, utilizing existing discipleship times, as well as online opportunities. The courses should be structured in a way to allow learning opportunities for members at all levels of Christian maturity.

Achievable: Because discipleship is a dynamic, lifelong process, offering such opportunities is essential in enabling us to be the strongest expression of a church that claims to be Christian in the best form of our Baptist tradition.

Responsible: The assignment for this task will fall to the staff member overseeing discipleship.

Timetable: Begin implementation of this objective in January 2017.

Thumbnail Proposal:

We follow Jesus.

DISCIPLESHIP

STRATEGIC OBJECTIVE #4:

Strategic Objective #4: Research and offer online courses in discipleship development that provide users flexibility in accessing them for their spiritual growth.

Metric: Offer at least one online course per quarter.

Achievable: Advances in technology and the increased popularity of various online platforms make this objective a necessary endeavor. Not only are there numerous outside resources we could tap for this purpose, we also have an abundance of “in-house” talent to achieve this objective.

Responsible: Task the Nominating Committee, in consultation with the ministerial staff, with approving an Ad Hoc Committee on Online Discipleship Ministry.

Timetable: Bring a recommendation to the church by the Semi-Annual Church Conference in July 2018.

Thumbnail Proposal:

We follow Jesus.

DISCIPLESHIP

STRATEGIC OBJECTIVE #5:

Strategic Objective # 5: Target practical needs in our congregation and plan events that address them.

Metric: Offer a ministry initiative that targets two such needs per year, one in the fall and one in the spring.

Achievable: Our members have requested help in better translating their faith into their everyday life. We have had good success in the past when we have offered such events.

Responsible: The assignment for this task will fall to the staff member overseeing discipleship.

Timetable: Begin implementation of this objective in January 2018

Thumbnail Proposal:

We follow Jesus.

DISCIPLESHIP

STRATEGIC OBJECTIVE #6:

Strategic Objective #6: Invite guests as short-term leaders on matters of faith in which they have special insight or appeal.

Metric: Make a positive impact on the theological literacy of the church by designing at least one educational lecture series per year, utilizing local and national experts to address subjects, from a scriptural standpoint, that are topical and relevant to the issues of the day.

Achievable: Our larger community is blessed with many such resources upon whom we can call for such assistance. We also are fortunate to have designated financial resources available for implementing this objective.

Responsible: Task the Nominating Committee, in consultation with the ministerial staff, with appointing a Transformational Learning Ministry Team to develop such a program.

Timetable: Bring a recommendation to the church by the Semi-Annual Church Conference in July 2017.

Thumbnail Proposal:

We follow Jesus.

DISCIPLESHIP

STRATEGIC OBJECTIVE #7:

Strategic Objective #7: Create a “mentor/apprentice” model of discipleship for the purpose of growing the next generation of MBBC disciples.

Metric: Offer two mentor/apprentice gatherings per year that include every professional category represented in our church.

Achievable: Our membership is comprised of virtually every profession in our community, many of whom would benefit and enjoy such a ministry.

Responsible: Task the Nominating Committee, in consultation with the ministerial staff, with appointing a Mentor/Apprentice Ministry Team for implementing this objective.

Timetable: Begin the implementation of this objective in January 2019.

Thumbnail Proposal:

We follow Jesus.

DISCIPLESHIP

STRATEGIC OBJECTIVE #8:

Strategic Objective #8: Conduct periodic evaluation of our church's age-graded ministries in order to gauge the level of inspiration, innovation and instruction.

Metric: Evaluate multiple programs at other churches for best practices in order to enable an evaluation of our present age-graded ministries to ensure they are operating at the highest level.

Achievable: This evaluation can be done by independent research and networking, both locally and regionally.

Responsible: Task the Nominating Committee with appointing an Ad Hoc Committee to work with the ministerial staff to achieve this objective.

Timetable: Begin evaluations January 2017.

Thumbnail Proposal:

We follow Jesus.

OUTREACH

Provocative Proposal:

Our church is composed of contagious believers in Jesus who are intentional about sharing their faith through word and deed in everyday life. They see the places where they live, work, and play as “mission fields,” and are ever alert to opportunities for bearing witness to Jesus with clarity and integrity. To that end, every ministry area at MBBC teaches its members how to draw people to Jesus and our fellowship through creative, innovative means. When new people come to our church, we have structures and processes in place to make them feel welcome, with careful attention to building a relationship with them.

Thumbnail Proposal:

We share Christ.

OUTREACH

STRATEGIC OBJECTIVES:

1. Introduce members to ways of sharing their faith in relational, non-threatening, non-coercive ways.
2. Create a welcoming environment in everything we do that is unsurpassed by others in strategically placed venues conducive to greeting and conversation.
3. Follow up with all guests and prospects within one week of their first experience at MBBC.
4. Create a member and prospect database that is specific to demographics, employment, neighborhoods, school systems, ages of children and other factors that can be used in connecting members to prospects and guests.
5. Develop a prayer team, whose chief responsibility is to pray for those on our active prospect list.
6. Develop creative outreach ministries that promote evangelism for our current cultural context.
7. Develop creative social media communication plan that upgrades the church website, along with other social media platforms, in order to engage prospects for the purpose of developing and deepening relationships with them.

Thumbnail Proposal:

We share Christ.

OUTREACH

STRATEGIC OBJECTIVE #1:

Strategic objective #1: Introduce members to ways of sharing their faith in relational, non-threatening, non-coercive ways.

Metric: Create non-threatening fellowship opportunities outside the church walls at least two times per year, and implement the same number of Evangelism Training programs.

Achievable: Many new resources are available to help us implement this objective, either in individual or group settings.

Responsible: Task the Nominating Committee with appointing an Ad Hoc Committee on Evangelism with consultation from the Outreach Minister.

Timetable: Evangelism Training classes will be offered by the beginning of 2018.

Thumbnail Proposal:

We share Christ.

OUTREACH

STRATEGIC OBJECTIVE #2:

Strategic Objective #2: Create a welcoming environment in everything we do that is unsurpassed by others in strategically placed venues conducive to greeting and conversation.

Metric: Create a Welcome Connection Ministry Team and hire a part-time Outreach Coordinator with responsibilities in assisting the designated minister while updating current print media and website to create an appealing image to the community. Evaluate and assess the need for a designated welcoming area for meeting guests.

Achievable: We have many members with gifts in outreach and connections who would find deep fulfillment in participating in a Welcome Connection Ministry Team. Meanwhile, the addition of a Outreach Coordinator would ensure that our promotion materials, both print and online, as well as signage would be appealing to prospective members.

Responsible: Task the Nominating Committee with appointing an Ad Hoc Welcome Connection Ministry Team, along with consultation from the Personnel Committee and Senior Minister. Evaluation of welcoming area will be handled by Structures Committee.

Timetable: All forms of communication (written/online) to be completed by June 2017 and Welcome Connection Ministry Team and Outreach Coordinator in place by January 2019. Welcome area assessment to follow Structures Strategic Objective #6 timetable.

Thumbnail Proposal:

We share Christ.

OUTREACH

STRATEGIC OBJECTIVE #3:

Strategic Objective #3: Follow up with all guests and prospects within one week of their first experience at MBBC.

Metric: Activate the Reaching People committee to connect prospect with at least seven other members who either already have a relationship with them or that share similar interests with the prospect. Strive towards the goal of making such connections with at least 75% of all prospects.

Achievable: Studies show that every prospect should be able to identify seven friends in the first six months in order to move deeper into the community life of a church. Using members who already have a relationship with the prospect as well as matching members to prospects utilizing a database will allow prospects to engage with the church.

Responsible: Task the Reaching People Ministry Team, in consultation with the outreach staff and eventually the Outreach Coordinator.

Timetable: New format to begin by January 2017, with addition of database by July 2017.

Thumbnail Proposal:

We share Christ.

OUTREACH

STRATEGIC OBJECTIVE #4:

Strategic Objective #4: Create a member and prospect database that is specific to demographics, employment, neighborhoods, school systems, ages of children and other factors that can be used in connecting members to prospects and guests.

Metric: Develop an internal electronic database platform that allows MBBC to connect members to prospects using inside or outside consultants.

Achievable: The demographic and biographical data on MBBC members is readily accessible and can be electronically stored and organized to quickly cross-reference common traits between prospects and members.

Responsible: Task the Reaching People Ministry Team, in consultation with the outreach staff and ultimately the Outreach Coordinator.

Timetable: Database to be in place by July 2017.

Thumbnail Proposal:

We share Christ.

OUTREACH

STRATEGIC OBJECTIVE #5:

Strategic Objective #5: Develop a prayer team whose chief responsibility is to pray for those on our active prospect list.

Metric: Task a designated group of Deacons to form a prayer team and coordinate their efforts with the church's Outreach Coordinator.

Achievable: Every Monday after contact is made with a prospect, the Outreach Coordinator will follow up with members of the Deacon Prayer Team in order to give information on visiting prospects. As a praying church, our Deacon body will participate in its implementation enthusiastically.

Responsible: The Minister, and eventually the Outreach Coordinator, will work with the Deacon Prayer Team in order to implement this objective.

Timetable: Implementation to begin by January 2017.

Thumbnail Proposal:

We share Christ.

OUTREACH

STRATEGIC OBJECTIVE #6:

Strategic Objective #6: Develop creative outreach ministries that promote evangelism in our current cultural context.

Metric: Create one new outreach ministry per year in one of three areas of emphasis: Education, Healthcare and Mountain Brook School System.

Achievable: Evaluate current programs and ministries that MBBC is currently involved in the community as well as considering community feedback received during research to maximize community needs with individual member's talents/abilities/connections.

Responsible: Evangelism Committee to work closely with Outreach Minister in implementing this objective.

Timetable: Implementation to begin by January 2018.

Thumbnail Proposal:

We share Christ.

OUTREACH

STRATEGIC OBJECTIVE #7:

Strategic Objective #7: Develop creative social media communication plan that upgrades the church website, along with other social media platforms, in order to engage prospects for the purpose of developing and deepening relationships with them.

Metric: Have one dedicated page on the church website that would appeal to the questions, concerns, and needs of prospects. In addition to this website page, develop an outreach strategy for an MBBC presence on every social media platform.

Achievable: We have numerous church members who are active on all such platforms and could serve as resources to our church's communications staff for realizing this objective.

Responsible: Task the Nominating Committee with appointing an Ad Hoc Committee on Outreach to work closely with the Outreach Minister and Communications Coordinator in implementing this objective.

Timetable: Implementation to begin January 2017.

Thumbnail Proposal:

We share Christ.

MISSIONS

Provocative Proposal:

Our church identifies pressing needs in our community, nation, and world, and organizes its membership to address them. Every member knows and has embraced God's call in his or her life and has discovered ways to live into it. Corporately, we focus our resources on ministries, locally, nationally and internationally based, that reflect the Kingdom of God. Missions at MBBC is in our spiritual DNA, involving every demographic in ways that bring our church together intergenerationally so that even as we seek to bless others in Jesus' name, we too are blessed.

Thumbnail Proposal:

We serve others.

MISSIONS

STRATEGIC OBJECTIVES:

1. Emphasize the importance of every member's involvement in some area of ministry beyond MBBC.
2. Promote intergenerational interaction in as many missional endeavors as possible.
3. Identify one area in local, national, and global missions, and see what impact our church might have in focusing our resources towards those particular areas by taking a "deep dive" with those missions.
4. Become a significant and meaningful provider of missionary work locally, nationally and internationally by focusing on underserved populations whose lives are threatened financially and medically.
5. Encourage small groups (including Sunday Morning Bible Study groups) throughout the church to adopt a missional endeavor.

Thumbnail Proposal:

We serve others.

MISSIONS

STRATEGIC OBJECTIVE #1:

Strategic Objective #1: Emphasize the importance of every member's involvement in some area of ministry beyond MBBC.

Metric: Survey MBBC membership and identify who is involved in ministries outside of MBBC as a component to the spiritual gifts inventory questionnaire; incorporate the sharing of personal mission stories as a regular part of our worship at MBBC to provide inspiration to others and to encourage others to participate in missions endeavors (these could be live or taken as videos and put on the website/shown in the services – or both).

Achievable: Upon the completion of the surveys, a Missions Committee member or Missions Sub-Committee will follow up with members who are identified as missionally gifted as well as those involved in missions beyond MBBC to coordinate and maximize plugging members into an area of service.

Responsible: Task the Missions Committee with implementing this objective.

Timetable: Begin compiling a survey to accompany the spiritual gifts inventory by January 2017; begin the presentation of personal mission stories in the first three months of 2017.

Thumbnail Proposal:

We serve others.

MISSIONS

STRATEGIC OBJECTIVE #2:

Strategic Objective #2: Promote intergenerational interaction in as many missional endeavors as possible.

Metric: Survey and count the number of people we have who are currently serving in this type of intergenerational mission endeavor (taking a census of who is currently involved in this type of group). Then plan at least one intentional mission opportunity per year to maximize intergenerational interaction with a goal of developing at least 25% more participants (year to year) in mission projects whose participation is based on their spiritual goals.

Achievable: We believe the missional spirit of our congregation points to our ability to implement these goals, particularly if we begin our work six months after the surveys have been completed.

Responsible: The Missions Committee will be responsible for the implementation of this objective.

Timetable: Have this objective implemented by the fall of 2017.

Thumbnail Proposal:

We serve others.

MISSIONS

STRATEGIC OBJECTIVE #3:

Strategic Objective #3: Identify one area in local, national, and global missions, and see what impact our church might have in focusing our resources towards those particular areas by taking a “deep dive” with those missions.

Metric: Identify one area in local, national, and global missions on which to focus. (One example that our Vision 2020 Missions Committee shared is the idea of a focusing our efforts on a global summit held in Birmingham for the purpose of training foreign ministry leaders – MBBC could host the summit and members could provide housing and meals and we could partner with Beeson, Samford, and other sister churches to provide classes and training for foreign ministry leaders).

Achievable: Within six months, the Missions Committee should determine where our focus should be directed.

Responsible: The Missions Committee will be responsible for implementing this objective.

Timetable: We intend to accomplish this objective by the fall of 2017, and then continue it every year thereafter.

Thumbnail Proposal:

We serve others.

MISSIONS

STRATEGIC OBJECTIVE #4:

Strategic Objective #4: Become a significant and meaningful provider of missionary work locally, nationally, and internationally by focusing on underserved populations whose lives are threatened financially and medically.

Metric: Work with our city leaders and medical field connections to create support groups and equip the underserved populations with resources they need.

Achievable: Completed community research shows that both our community and surrounding areas need more assistance with the elderly and families struggling financially.

Responsible: Task the Nominating Committee with appointing an Ad Hoc Committee to meet this objective in conjunction with the Missions Committee.

Timetable: Have this objective in place by December 2018.

Thumbnail Proposal:

We serve others.

MISSIONS

STRATEGIC OBJECTIVE #5:

Strategic Objective #5: Encourage small groups (including Sunday Morning Bible Study groups) throughout the church to adopt a missional endeavor.

Metric: Strive to have a minimum of 75% of our small groups involved in a missional endeavor.

Achievable: We believe this goal is achievable by determining how many small groups/Sunday Morning Bible Study groups already have a missional focus and by promoting and assisting each small group to engage in some form of missional focus.

Responsible: The Missions Committee will work with Sunday Morning Bible Study classes and the Small Groups Ministry to achieve this objective.

Timetable: We intend to determine which groups have adopted current missional ministries by June 2017. By January 2018 we hope to have all groups identify some missional endeavor to adopt.

Thumbnail Proposal:

We serve others.

FELLOWSHIP

Provocative Proposal:

Our church is a true fellowship, offering the encouragement and support that each believer needs in the course of his or her faith journey. A relational element is at the center of every ministry activity. Periodic gatherings call the church together for the purpose of facilitating life as one body. Even as our church seeks to grow larger and reach more people for Christ, we recognize the importance of growing smaller at the same time, creating small group experiences that promote spiritual intimacy and allow people to develop meaningful relationships with one another.

Thumbnail Proposal:

We love one another.

FELLOWSHIP

STRATEGIC OBJECTIVES:

1. Include a relational element in every ministry activity.
2. Plan periodic fellowship activities that serve no other purpose than building our church's sense of community.
3. Look for ways to have members share their stories with the church so that we better understand one another's faith journeys.

Thumbnail Proposal:

We love one another.

FELLOWSHIP

STRATEGIC OBJECTIVE #1:

Strategic Objective #1: Include a relational element in every ministry activity.

Metric: Include relational elements in 100% of all ministry activities.

Achievable: Our goal is also to increase knowledge and understanding of fellowship opportunities and the importance of building relationships within the congregation. We can measure this objective by asking the following questions: “Were the conditions right for fellowship to occur in this ministry activity (was there adequate time, did we have the right tools, was the space used conducive for fellowship to occur)?”

“As you participated in this ministry activity, did you establish a new relationship or deepen an existing relationship?”

Responsible: Task the Nominating Committee with appointing an Ad Hoc Committee on Fellowship Ministry in consultation with the Minister of Connections, to work jointly with leaders in each ministry area towards achieving this strategic objective.

Timetable: Begin educating our members on the importance of building community and relationships in January 2017. Each ministry area should assess their degree of relational effectiveness, giving careful attention to the conditions for fellowship to occur, beginning in January 2017. Review the current ministry and fellowship-related activities on the calendar in order to assess the relational level of each activity in January 2017.

Thumbnail Proposal:

We love one another.

FELLOWSHIP

STRATEGIC OBJECTIVE #2:

Strategic Objective #2: Plan periodic fellowships activities that serve no other purpose than building our church's sense of community.

Metric: Plan at least three such fellowship opportunities each year.

Achievable: By strategically planning events that appeal to the membership these events will bring us closer together.

Responsible: Task the Minister of Connections and Fellowship Ministry Team with implementing this objective.

Timetable: Begin several "no frills" fellowship activities in January 2017. Focus on helping our Sunday Morning Bible Study teachers to devote time to fellowship in their groups and assisting them in knowing how to build community within Sunday Morning Bible Study classes and small groups in January 2017. Keep the large major fellowship events we have (Fall Festival, End of Summer Celebration, Thanksgiving Luncheon) and make sure that we have a focus on fellowship and community building within those events. Assess this goal by December 2017 and make changes for subsequent years. Explore ways to incorporate intergenerational fellowship activities for community building in the life of our church. Bring recommendations to the ministerial staff for implementation by the June 2018.

Thumbnail Proposal:

We love one another.

FELLOWSHIP

STRATEGIC OBJECTIVE #3:

Strategic Objective #3: Look for ways to have members share their stories with the church so that we better understand one another's faith journeys.

Metric: Work toward the goal of having at least 50 stories shared each year.

Achievable: Between both worship services, Wednesday night and other special events, there are multiple opportunities to present member stories.

Responsible: Task the Minister of Connections and Fellowship Ministry Team with implementing this objective.

Timetable: Begin capturing stories of member faith journeys in January 2017. Begin a cycle of retreats that include every demographic in our church by January 2019. Begin videoing incoming Deacons as they share their testimonies at the Deacon Ordination service in January 2017. Have a video screen in both worship spaces for sharing member stories by January 2020. Begin capturing in some way every member's testimony in some form by January 2018.

Thumbnail Proposal:

We love one another.

STRUCTURES

Provocative Proposal:

MBBC has in place the systems and structures that keep our church moving forward. We organize for effectiveness, with the work of ministry apportioned out to committees, ministry groups, and advisory councils. Every ministry position has a job description, as do all committees, ministry groups, and advisory councils. Structures, systems, and programs that have run their course are routinely phased out and replaced by more relevant ones. We also invest ourselves in developing our lay leaders so that they are fully prepared to use their gifts in advancing the mission of our church. Such investment not only involves existing leaders, but also emerging leaders so that we have in place a system by which future leaders will continue to be developed and empowered. Our facilities represent the highest quality of functionality, providing a warm and welcoming environment, while also serving as a springboard for transformational ministry to our community.

Thumbnail Proposal:

We make ministry possible.

STRUCTURES

STRATEGIC OBJECTIVES:

1. Align church structures for the purpose of facilitating the implementation of our visioning plan.
2. Restructure church organizational systems to allow for greater flexibility, responsiveness, and effectiveness.
3. Create a process by which emerging leaders are identified, trained, and given opportunities to serve.
4. Provide facilities that, while warm, welcoming, and accessible to members and guests, are functional in terms of serving the church's ministry objectives.
5. Develop a staffing plan that reflects the church's ministry aims and ensures their implementation.
6. Conduct comprehensive reviews of all ministry programs and activities every three years, including programs, ministries, policies, and procedures, and revise or discontinue those that have lost their relevance or effectiveness.

Thumbnail Proposal:

We make ministry possible.

STRUCTURES

STRATEGIC OBJECTIVE #1:

Strategic objective #1: Align church structures for the purpose of facilitating the implementation of our visioning plan.

Metric: Include aspects of the visioning plan in 100% of church structures.

Achievable: Each aspect of our church structure should be connected in some way with our visioning plan. This connection should be evident in our budget development, our committee work, our staffing strategy, our building plan, and our governing documents.

Responsible: Task the Nominating Committee, in consultation with the Deacon Executive Committee, with appointing an Ad Hoc Committee on Structures for this purpose.

Timetable: Bring a recommendation to the church by the Semi-Annual Church Conference in July 2017.

Thumbnail Proposal:

We make ministry possible.

STRUCTURES

STRATEGIC OBJECTIVE # 2:

Strategic Objective #2: Restructure church organizational systems to allow for greater flexibility, responsiveness, and effectiveness.

Metric: Evaluate the role of all committees with the goal of reducing their number to only those that are essential to the implementation of the visioning plan.

Achievable: Transition all non-essential committees to ministry teams or advisory councils, which will streamline our structures for greater effectiveness in implementing our visioning plan.

Responsible: Ad Hoc Committee on Structures

Timetable: Bring a recommendation to the church by the Semi-Annual Church Conference in January 2017.

Thumbnail Proposal:

We make ministry possible.

STRUCTURES

STRATEGIC OBJECTIVE #3:

Strategic Objective #3: Create a process by which emerging leaders are identified, trained, and given opportunities to serve.

Metric: Two emerging leaders classes per year that result in a growth in the number of leaders by 25%.

Achievable: We have seen a number of strong and dedicated young people led to our church in recent years, many of whom are ready and eager to participate in the leadership structures of our church.

Responsible: Task the Nominating Committee, in consultation with the ministerial staff, with appointing an Ad Hoc Committee on Emerging Leaders for this purpose.

Timetable: Offer the initial classes in January 2018.

Thumbnail Proposal:

We make ministry possible.

STRUCTURES

STRATEGIC OBJECTIVE #4:

Strategic Objective #4: Provide facilities that, while warm, welcoming, and accessible to members and guests, are functional in terms of serving the church's ministry objectives.

Metric: Complete a space and facilities needs assessment that leads to a comprehensive master plan for the church and a possible capital campaign for its implementation.

Achievable: We are blessed with the necessary resources to meet this objective, both in terms of facilities and finances.

Responsible: Task the Nominating Committee, in consultation with the Deacon Executive Committee, with appointing an Ad Hoc Space and Facilities Needs Assessment Committee, a potential Capital Campaign Committee, and a potential Building Committee for this purpose.

Timetable: Bring a recommendation to the Executive Committee and Deacons by June 2017 and to the Semi-Annual Church Conference in July 2017.

Thumbnail Proposal:

We make ministry possible.

STRUCTURES

STRATEGIC OBJECTIVE #5:

Strategic Objective #5: Develop a staffing plan that reflects the church's ministry aims and ensures their implementation.

Metric: Have a staff liaison for every recommendation of the Vision 2020 Plan.

Achievable: We have a talented ministerial staff, capable of overseeing the implementation of this visioning plan. Future staff hires should represent our ongoing commitment to the plan's implementation as well.

Responsible: Task the Personnel Committee, in consultation with the Senior Minister, with developing such a plan.

Timetable: Bring a recommendation to the church as a part of the Budget Development process in the fall of 2017 for implementation in 2018.

Thumbnail Proposal:

We make ministry possible.

STRUCTURES

STRATEGIC OBJECTIVE #6:

Strategic Objective #6: Conduct comprehensive reviews of all ministry programs and activities every three years, including programs, ministries, policies, and procedures, and revise or discontinue those that have lost their relevance or effectiveness.

Metric: Review all ministry programs and activities every three years.

Achievable: Circumstances change in the life of every church. This objective will ensure that we have consistency between our policies and our practice, which reflects our commitment to excellence throughout our church structures.

Responsible: Task the various committees, ministry groups, and advisory councils with this responsibility.

Timetable: Begin the initial review in January 2017.

Thumbnail Proposal:

We make ministry possible.

EXECUTIVE SUMMARY

	Provocative Proposals	Thumbnail Proposals
Worship	The Sunday worship experience at MBBC sets the tone and reflects everything we're about as a congregation, and serves to build and unify the fellowship. Both the traditional and contemporary services are based on effective Bible preaching, inspirational music, and innovative methodologies, with an aim toward the nurture, awakening, and development of Christian faith across generational lines. The presence of the Holy Spirit in our worship is so strongly sensed and participants are so deeply inspired that they regularly invite family, friends, and neighbors, which results in a widespread level of participation.	We worship God.
Discipleship	MBBC is a spiritually literate, passionately devoted fellowship of Christ-followers who hunger for a deeper experience with God. We provide regular opportunities for members to learn the foundational spiritual disciplines and encourage their practice, both individually and corporately. These opportunities take place at times that are most convenient for participants, utilizing the various channels and technologies, which allow for maximum flexibility.	We follow Jesus.
Outreach	Our church is composed of contagious believers in Jesus who are intentional about sharing their faith through word and deed in everyday life. They see the places where they live, work, and play as "mission fields," and are ever alert to opportunities for bearing witness to Jesus with clarity and integrity. To that end, every ministry area at MBBC teaches its members how to draw people to Jesus and our fellowship through creative, innovative means. When new people come to our church, we have structures and processes in place to make them feel welcome, with careful attention to building a relationship with them.	We share Christ.
Missions	Our church identifies pressing needs in our community, nation, and world, and organizes its membership to address them. Every member knows and has embraced God's call in his or her life and has discovered ways to live into it. Corporately, we focus our resources on ministries, locally, nationally and internationally based, that reflect the Kingdom of God. Missions at MBBC is in our spiritual DNA, involving every demographic in ways that bring our church together intergenerationally so that even as we seek to bless others in Jesus' name, we too are blessed.	We serve others.
Fellowship	Our church is a true fellowship, offering the encouragement and support that each believer needs in the course of his or her faith journey. A relational element is at the center of every ministry activity. Periodic gatherings call the church together for the purpose of facilitating life as one body. Even as our church seeks to grow larger and reach more people for Christ, we recognize the importance of growing smaller at the same time, creating small group experiences that promote spiritual intimacy and allow people to develop meaningful relationships with one another.	We love one another.
Structures	MBBC has in place the systems and structures that keep our church moving forward. We organize for effectiveness, with the work of ministry apportioned out to committees, ministry groups, and advisory councils. Every ministry position has a job description, as do all committees, ministry groups, and advisory councils. Structures, systems, and programs that have run their course are routinely phased out and replaced by more relevant ones. We also invest ourselves in developing our lay leaders so that they are fully prepared to use their gifts in advancing the mission of our church. Such investment not only involves existing leaders, but also emerging leaders so that we have in place a system by which future leaders will continue to be developed and empowered. Our facilities represent the highest quality of functionality, providing a warm and welcoming environment, while also serving as a springboard for transformational ministry to our community.	We make ministry possible.

	Strategic Objectives	Timetable
Worship	<ol style="list-style-type: none"> 1. Conduct periodic evaluations of our church's worship ministry in order to gauge its level of inspiration, innovation, and instruction. 2. Work toward creating a sense of unity in our worship while preserving the distinct worship experience of each service. 3. Explore new technologies that allow for worship participation at times and in places that are separate from when and where a particular service is held. 4. Offer special worship activities that allow for more focused ministry objectives which the regular Sunday schedule might not be able to support. 5. Explore the possibilities of live streaming webcast. 	<ol style="list-style-type: none"> 1. January 2017 2. 4th Quarter 2016 3. January 2017 4. January 2017 5. January 2018
Discipleship	<ol style="list-style-type: none"> 1. Commit to a program to discover, develop, identify and grow the spiritual gifts of MBBC members. 2. Provide small group experiences for every life stage group in the church, both on Sunday mornings as well as throughout the week. 3. Offer opportunities for members to learn the foundational spiritual disciplines of Christian faith, as well as core Christian teachings and the basics of Baptist history. 4. Research and offer online courses in discipleship development that provide users flexibility in accessing them for their spiritual growth. 5. Target practical needs in our congregation and plan events that address them. 6. Invite guests as short-term leaders on matters of faith in which they have special insight or appeal. 7. Create a "mentor/apprentice" model of discipleship for the purpose of growing the next generation of MBBC disciples. 8. Conduct periodic evaluation of our church's age-graded ministries in order to gauge the level of inspiration, innovation and instruction. 	<ol style="list-style-type: none"> 1. January 2017 2. July 2017 3. January 2017 4. July 2018 5. January 2018 6. July 2017 7. January 2019 8. January 2017
Outreach	<ol style="list-style-type: none"> 1. Introduce members to ways of sharing their faith in relational, non-threatening, non-coercive ways. 2. Create a welcoming environment in everything we do that is unsurpassed by others in strategically placed venues conducive to greeting and conversation. 3. Follow up with all guests and prospects within one week of their first experience at MBBC. 4. Create a member and prospect database that is specific to demographics, employment, neighborhoods, school systems, ages of children and other factors that can be used in connecting members to prospects and guests. 5. Develop a prayer team, whose chief responsibility is to pray for those on our active prospect list. 6. Develop creative outreach ministries that promote evangelism for our current cultural context. 7. Develop creative social media communication plan that upgrades the church website, along with other social media platforms, in order to engage prospects for the purpose of developing and deepening relationships with them. 	<ol style="list-style-type: none"> 1. January 2018 2. June 2017 3. January 2017 4. July 2017 5. January 2017 6. January 2018 7. January 2017

	Strategic Objectives	Timetable
Missions	<ol style="list-style-type: none"> 1. Emphasize the importance of every member's involvement in some area of ministry beyond MBBC. 2. Promote intergenerational interaction in as many missional endeavors as possible. 3. Identify one area in local, national and global missions, and see what impact our church might have in focusing our resources towards those particular areas by taking a "deep dive" with those missions. 4. Become a significant and meaningful provider of missionary work locally, nationally and internationally by focusing on underserved populations whose lives are threatened financially and medically. 5. Encourage small groups (including Sunday Morning Bible Study groups) throughout the church to adopt a missional endeavor. 	<ol style="list-style-type: none"> 1. 1st Quarter 2017 2. 4th Quarter 2017 3. 4th Quarter 2017 4. December 2018 5. January 2018
Fellowship	<ol style="list-style-type: none"> 1. Include a relational element in every ministry activity. 2. Plan periodic fellowship activities that serve no other purpose than building our church's sense of community. 3. Look for ways to have members share their stories with the church so that we better understand one another's faith journeys. 	<ol style="list-style-type: none"> 1. January 2017 2. January 2017 3. January 2017 January 2018
Structures	<ol style="list-style-type: none"> 1. Align church structures for the purpose of facilitating the implementation of our visioning plan. 2. Restructure church organizational systems to allow for greater flexibility, responsiveness, and effectiveness. 3. Create a process by which emerging leaders are identified, trained, and given opportunities to serve. 4. Provide facilities that, while warm, welcoming, and accessible to members and guests, are functional in terms of serving the church's ministry objectives. 5. Develop a staffing plan that reflects the church's ministry aims and ensures their implementation. 6. Conduct comprehensive reviews of all ministry programs and activities every three years, including programs, ministries, policies, and procedures, and revise or discontinue those that have lost their relevance or effectiveness. 	<ol style="list-style-type: none"> 1. July 2017 2. January 2017 3. January 2018 4. June 2017 5. 4th Quarter 2017 6. January 2017

THE NEXT STEPS



A Vision 2020 Implementation Team will be appointed to coordinate the work of the committees, ministry teams and ministry staff. This team will be tasked with oversight in carrying out God's mission as contemplated in the Vision 2020 report. Church members expressing an interest will be recruited to participate in the implementation process.

QUESTION/ANSWER SESSION

SEPTEMBER 28, 2016

HERITAGE HALL

6 PM



VOTE TO ADOPT VISION 2020

OCTOBER 2, 2016

IN WORSHIP SERVICES



IMPLEMENTATION OF THE VISION

COMMITMENT CARD



I would like to help make this vision come true.

Please check the box(es) next to the vision(s) you feel God is leading you to:

- WORSHIP**
- DISCIPLESHIP**
- OUTREACH**
- FELLOWSHIP**
- MISSIONS**
- STRUCTURES**

Name: _____

Phone Number: _____

Email: _____

**“What no eye has seen, what no ear has heard,
and what no human mind has conceived . . . the
things God has prepared for those who love him”
1 Corinthians 2:9.**

FAQs

Why is a plan like this one necessary?

The church's ministry context is constantly evolving, which requires a congregation like ours on occasion to think strategically about how we might fulfill God's mission more effectively. This plan is an attempt to "redream" our ministry plans for the next five to seven years, an optimum window for a rapidly changing time such as the one in which we are ministering today.

How will the plan be implemented?

The plan stipulates committees, ministry teams, and ministry staff who will be responsible for the plan's implementation. A Vision 2020 Implementation Team will be appointed to oversee their work and ensure the plan's implementation.

How will the church keep up with the plan's implementation progress?

The Vision 2020 Implementation Team will give quarterly updates to the Deacons and a standing report at the church's Semi-Annual Church Conference in January and July. They will also provide more frequent reports through the church's e-newsletter.

How can I participate in the plan's implementation?

The Vision 2020 Team has developed a commitment card for members to register their interest in participating in the plan's implementation.

What costs will be incurred as a result of the plan's implementation?

Any expenditures beyond what has been adopted by the church through the regular budget process will come to the Deacons and the church for approval, as stated in our church bylaws.

Will there be a Capital Campaign as a part of the plan's implementation?

While there is no such campaign being recommended immediately, we do anticipate that an assessment of our church campus will result in some type of capital campaign for the purpose of facilitating the plan's implementation.

FAQs

What new changes will come out of the plan's implementation?

We anticipate that some church structures will be tweaked in order to provide for a more nimble and responsive ministry approach. Some ministerial staff will have their responsibilities adjusted in order to reflect our church's ministry vision. The plan calls for an Ad Hoc Committee on Structures to address this objective.

Why wasn't my suggestion included in the list of recommendations?

The congregational conversations resulted in over 700 responses, observations, and suggestions. The Vision 2020 Team considered each of them, focusing on those that received the most expressions. Those suggestions not included in this report will be passed on to the Vision 2020 Implementation Team, as well as to the various committees and ministerial staff who will be responsible for the plan's implementation.

Does this plan represent an exhaustive list of future ministry initiatives?

No, this plan does not represent an exhaustive list of future ministry initiatives. As the various committees begin their work on the proposals listed in this plan, they may see the need for unforeseen ministry initiatives, which will come before the church through the appropriate channels.

What is the approval process for the plan's implementation?

The church is receiving the Vision 2020 Team's report on September 25. A Question/Answer session will be held on Wednesday, September 28, at 6:00 PM. The church will vote on the plan's adoption on Sunday, October 2, at both morning services. Any expenditures associated with the plan's implementation will be included in the church's adopted budget for 2017, which will come before the church in November, 2016. Expenditures not included in the church budget will be considered by the Finance Committee and the Deacons, consistent with our church's Financial Policies and Procedures and bylaws, and by any recommendations that might come before the church in its Semi-Annual Church Conference in January and July.

OUR RECOMMENDATION

The Vision 2020 Team recommends that MBBC adopt the plan for ministry as presented and move forward by organizing implementation teams based on the following six God-sized dreams: Worship, Discipleship, Outreach, Missions, Fellowship, Structures.