

## Strategic Goals - Weaknesses

### Community Outreach/Fellowship

Gather for fun /increase fellowship opportunities - non-threatening activities such as a hiking group, movie night, SJ Giant games, camping, picnic at the beach (16)

Plan events to mix multi-age categories (12)

Be more intentional in inviting new members/visitors to specific events - invest in the welcoming of new members (9)

Build on what the youth represents/ does well (small groups with common interests/more fellowship - hanging out) (8)

Strengthen senior activities (7)

Organize church-wide community outreach efforts to help the community (6)  
Involve members in faith-reflecting activities (bible study/community outreach/Tanzania) to spread the Word (5)

Engage the neighborhood (changing demographics) (6)

Know people in our congregation (5)

Know/communicate the volunteer needs of the congregation by email, announcements, visual reminders, charts (5)

Address specific needs and changes of the elderly (4)

Revival of small groups to engage people (4)

Improve ability to respond to people in need (1)

Offer a class that meets the needs of the community (1)

Address age gaps in programming (4<sup>th</sup> - 6<sup>th</sup> grades) (1)

### Worship

Introduce guests in front of the congregation (especially at Christmas/Easter) and personally hand out visitor gifts

Continue to ensure preaching is relevant to our lives (3)

Expanding special groups (e.g. musicians/dance/multimedia) (2)

Continue music variety and opportunity for members (1)

### **Education**

Offer classes that teach the Bible and faith topics (8)

Continue encouragement of a variety of bible studies (5)

Offer studies that appeal to general church population and motivate attendance (2)

Create programs that expand into age groups that are not covered (e.g. post high school/post college/young singles) (3)

Hold ongoing adult bible study that allows drop-in participation (2)

### **Facilities**

Have a physical place for congregating before and after worship (9)

Have a Welcome Zone laptop with a church representative to respond to guests (4)

Have multiuse space to help grow school/congregation (“hang out area/café”) (2)

### **Leadership**

Create a position for a dedicated person to work at connecting visitors, new members and existing members to be engaged in ministry (20)

Create a culture within the congregation that intentionally identifies, develops and empowers inspirational leadership (6)

### **Communication**

Communication should be expanded from Friday afternoon email to:  
~ Facebook

- ~ Outreach P.R.
  - ~ Multiple mediums
  - ~ Improve the Bethel website
  - ~ Understand how to best communicate to various groups (young adults/seniors)
- (10)