

St. James
African Methodist Episcopal Church
San Jose, CA

2023 - 2027 STRATEGIC PLAN



ST. JAMES
AME Church

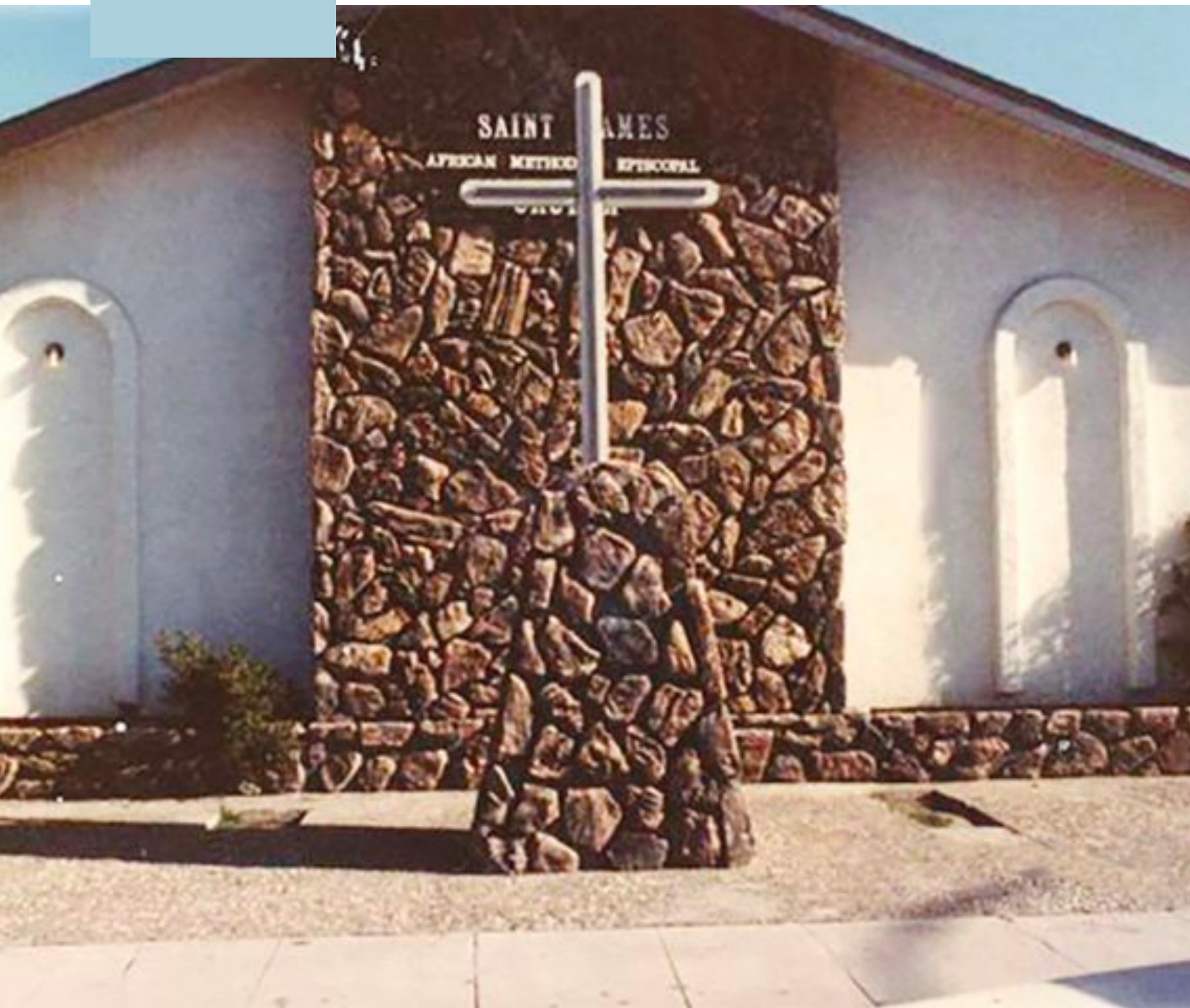


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ST. JAMES
AME Church

Pastor Rev. Dr. Hugh K. Wesley and First Lady Vivian Wesley

MESSAGE FROM OUR PASTOR

"Then the Lord answered me and said: Write the vision; make it plain on tablets, so that a runner may read it. -Habakkuk 2:2

Greetings in the Name of the LORD,

The 2023-2027 Strategic Plan represents the people of God "casting the vision" for the future of Saint James African Methodist Episcopal Church of San Jose, California. It is a labor of love, of faith, and of hope.

Lady Vivian and I hope this plan will inform, enlighten, and challenge St. James to "press for the mark of the high calling in God through Christ Jesus", as we seek to not only address the needs of the community we serve, but to be a place of solace, faith, and fellowship.

To God be the Glory!

Rev. Dr. Hugh K Wesley,
Senior Pastor
ST. James AMEC, San Jose, CA



BACKGROUND

The African Methodist Episcopal Church initially grew out of the Free African Society (FAS) established in Philadelphia in 1787. When officials at St. George's Methodist Episcopal Church pulled blacks off their knees while praying, FAS members discovered just how far American Methodists would go to enforce racial discrimination against African Americans. Hence, these members of St. George's made plans to transform their mutual aid society into an African congregation.

Edgar Middleton started the San Jose AMEC in December of 1960. With help from his sister, Josephine Young, a niece, Mary Simpson, and a handful of other people, they began. Once organized, on April 13, 1961, prayer meetings and Bible Study were first held in the home of Mrs. Young. The group named the mission Searchlight. Later, the organization was called the San Jose Mission.

The first Sunday service was held at a Seventh Day Adventist building on Twelfth Street on August 13, 1961. In August of 1962, with the strong support and guidance of Presiding Elder Richard Allen Washington, St. James A.M.E. Church was officially entered into the Northern California Conference under Bishop Howard T. Primm. At the 1964 Northern California Conference, San Jose Mission's name was changed to Saint James A.M.E. Church.

Fast forward to today, and the Church has seen a lot of change in the last 60 years. Community demographics are changing, religious affiliations are on the decline, and the onset of the COVID-19 pandemic made the church learn how to gather and worship in virtual spaces. Amidst all of this change, the St. James AME Church knew it needed to change as well to meet the shifting needs of a shrinking congregation and to find creative ways to grow.

OUR COMMUNITY

Our church is located in East San Jose-Mayfair Community. This neighborhood serves an important role in California history as home to labor leader and civil rights activist, Cesar Chavez, from 1948-1962. One block from his house, Cesar Chavez organized at Our Lady of Guadalupe Church, which is a National Historic Landmark. In addition to being part of this historical neighborhood, our church is located in a low-income, culturally diverse, underserved community with a high rate of childhood poverty and individuals with less than a high school education. The most prevalent language spoken is Spanish (43.1%), followed by English, Vietnamese, Tagalog (the first language of the Philippine region), and Chinese.

Our current church membership is 76% female and 96% African American. 72% of members have children, most of them adults, and 52% report having grandchildren, most of them under the age of 12. 36% of our church community is married, while 24% are widowed, 4% divorced, and 36% single and never married. The most common educational level for our members is some high school, while 12% have a bachelor's degree, 16% have an associate's degree, and 16% have some college education. Over half of our congregation owns the home they live in, over 90% of which are located within a 30 minute drive of the church. Over 80% of our members have been with us for 20 years or more.

METHODOLOGY

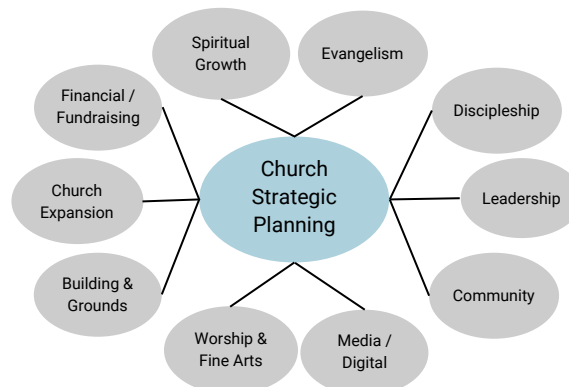
During the pandemic, the Church's leadership team decided to engage its congregation and begin a strategic planning process. They issued two surveys, conducted a SWOT (strengths, weaknesses, opportunities, and threats) analysis, and held working sessions to develop a vision and goals for the Church. You can find the SWOT analysis and final visioning graphics in the appendix of this plan. The timeline below shows each of these engagement activities.

Figure 1:

- Summer 2021:** Basic Profile Survey
- Autumn 2021:** Church Facility Feedback Survey
- Autumn 2021:** Return to Church Feedback
- Winter 2021:** Church Values Workshop
- January 2022:** Church Visioning Sessions

Several key themes arose from these engagement efforts that the rest of the plan has been developed around. Those themes can be seen in Figure 2 below.

Figure 2:



2023- 2027 STRATEGIC PLAN



ST. JAMES
AME Church

Values

1. We are faithful in attending weekly services to enrich our faith walk.
2. We believe that Jesus Christ is the way to salvation and a personal relationship with God.
3. We encourage believers through God's word.
4. We empower believers for ministry through identification and discernment of their spiritual gifts.
5. We encourage fellowship with one another as a means for displaying God's Love.
6. We engage both traditional and non-traditional methods of teaching.
7. We equip believers with knowledge to spread the gospel through the practice of evangelism.
8. We strive to give God our best in all that we do.
9. We glorify God through our sacrificial giving both individually and collectively to ensure that there are sufficient financial resources to carry out the ministries of God's church.
10. We understand we have a purpose in God to serve others affected by hunger, homelessness, disease, and natural disasters.

Vision

St. James African Methodist Episcopal Church is striving to be a vibrant fellowship drawing and engaging people by providing solace and solutions.

Mission

St. James African Methodist Episcopal Church is a spirit filled family committed to sharing Christ, making a difference in the lives of people.

GOAL 1: GROW AND EXPAND THE CHURCH THROUGH EVANGELISM AND COMMUNITY OUTREACH

Objective 1.1: Increase our Church membership to by 1 new member per month through the end of 2027 through evangelism.

Strategy 1.1.1: Evangelism through community engagement and outreach

Tactic 1.1.1.1: Develop a better understanding of our community and its needs

Evaluate the most significant changes in our community (i.e., demographically, economically, spiritually, psychologically and physiologically) and consider opportunities for expanded ministry on an annual basis.

Tactic 1.1.1.2: Connect with community organizations that share similar goals and values

Potential partnerships include:

- La Roca Partnership
- St. Paul Fellowship
- Our Lady of Guadalupe Fellowship
- Fellowship with the Temple
- San Jose State Partnership to connect with students

Tactic 1.1.1.3: Provide programs and services to meet community needs

Potential services include:

- Spanish classes
- ESL classes
- Food Ministry
- Resource Center
- Van reservations for appointments and shopping
- Internet access for the community
- Tutoring/mentoring

GOAL 1: GROW AND EXPAND THE CHURCH THROUGH EVANGELISM AND COMMUNITY OUTREACH

Tactic 1.1.1.4: Provide evangelism workshops and training for church members biannually

Key tenants of these workshops should include:

Welcome Everyone

Welcome every person who walks through the church doors with genuine appreciation—visitors and members alike. Make ‘being welcoming’ the top priority. Ensure welcome messages are posted on the church website homepage, social media, and in service bulletins to spread this message even more. If possible, welcome gifts for visitors that contain helpful information and free goodies are also helpful.

Engage to Grow

Engage with new and existing members as often as possible, especially following services. Create space and time to personally meet, greet and talk with visitors and old friends before or after services or church events.

Make an Impression

Impress your neighborhood, visitors and members with welcome signs, lovely interior and exterior decor, effective and instructive signage and landscaping that expresses who you are as an organization. Beautiful church buildings, spaces and gardens speak to visitors and invite them to wander in and check them out.

Recognize Newcomers

Recognize visitors during the service (generally without asking them to stand) and use these moments to openly express gratitude that they have joined in worship today. Offer a sincere welcome and thanks that they are there. Welcome messages can also be posted in digital service media and bulletins as a regular practice.

Follow Up

Follow up in a timely and friendly manner with visitors and members to establish and build stronger relationships, inspire deeper connections and to engage and invite. There are many ways to do this, both in person and via email, phone calls, and snail mail.

GOAL 1: GROW AND EXPAND THE CHURCH THROUGH EVANGELISM AND COMMUNITY OUTREACH

Outreach and Networking

Reach out and network with existing members to learn more about them and their needs, to obtain helpful feedback, understand attendance rhythms and gauge overall satisfaction rates. Again, there are many options for doing this type of focused outreach, including online surveys and traditional church communication channels.

Consistent Communication

Communicate regularly with your church community via email, social media or text messaging about upcoming services and events. Many churches have a weekly or monthly print or electronic newsletter, and some even share mid-week service reminders that include bonus content about the week's lessons and teachings. Offer new or existing members the option to sign up for your electronic newsletter or mailing list as a simple and effective way to stay in touch and share information.

Personal Invitations

Personally invite visitors to attend services or community events by encouraging members to reach out to their friends, families, co-workers or neighbors with a friendly and personal welcome. Just being invited can make all the difference. And remember to repeat the invitation and keep it open, knowing that it may take time before someone is able to accept.

Learn to Invite

Teach the congregation how to invite new people to join services and events. Creating a special program or training where members can learn how to welcome and invite can be helpful. And doing this training together as a group creates an interactive and community building opportunity. Crafting simple phrases or one-liners about your church's mission and its community, and practicing how to use these phrases, will support the invitation process and help members feel more at ease with it.

Pray and Be Excellent: "Pray until your heart aches and the tears flow."

Growing a church and boosting its attendance is serious business, and is worthy of attention, investment, and prayer. It is also the business of creating a welcoming environment where newbies and longtime members alike are drawn to your excellence. Be excellent in welcoming, inviting, and attending to people who come to your services. It is good to remember that where our focus goes, things grow.

GOAL 1: GROW AND EXPAND THE CHURCH THROUGH EVANGELISM AND COMMUNITY OUTREACH

Tactic 1.1.1.5: Find unique ways to reach out to and engage with our community and neighborhood.

This outreach may include:

- Send out postcards to members and neighbors
- Make visits to convalescent homes or members who are hospitalized
- Go to the park and pass out blessing bags, lunch bags, offer prayer and welcome people to church
- Have an abbreviated church service outside in the park, making sure prior to the service to pass out flyers and invite people
- Walk the San Antonio neighborhood and share postcards and flyers to invite people to church
- Have annual family and friends' day to equip members enabling them to reach out to and evangelize every home within a one-mile radius

Strategy 1.1.2: Evangelism through digital outreach and growth

Tactic 1.1.2.1: Keep digital engagement tools like the website and social media current and active

Update all website and social media channels regularly to ensure service schedules and event times are accurate, and so the church's mission is clearly highlighted and easily understood. The website is our organization's face in the world, and nearly all visitors will use the church website to find the location and service times, especially during the holidays.

The increasing number of accessible and easy-to-use online tools and the power of social media provide churches with the penultimate solution to connect, invite and grow their congregations. Coupled with essential personal invitations and friendly encouragement, churches really do have the power and opportunity at their fingertips to positively impact their attendance on a weekly, monthly, and yearly basis.

GOAL 1: GROW AND EXPAND THE CHURCH THROUGH EVANGELISM AND COMMUNITY OUTREACH

Tactics 1.1.2.2: Develop a digital communications strategy that integrates into the church's digital presence

Pieces of this strategy can include:

- Social media content schedule
- Live streaming services on Facebook
- Facebook advertising for church programming
- Posting all church announcements on the website and facebook page
- Evaluating and improving the use of Zoom for services and programming
- Developing a weekly or monthly email newsletter

Strategy 1.1.3: Increase the space and function of Church facilities

Tactic 1.1.3.1: Partner with neighboring organizations (such as the school) to use their parking lots for church services

Tactic 1.1.3.2: Use the church van to offer transportation to church

Tactic 1.1.3.3: Research the opportunity to rent a different property with parking and classrooms for church programming

GOAL 2: IMPROVE THE CHURCH'S FINANCIAL SUSTAINABILITY & OPERATIONAL EXCELLENCE

Objective 2.1: Improve our financial stability so our income is equal to or greater than our expenses by the beginning of 2024.

Strategy 2.1.1: Improve our financial planning

Tactic 2.1.1.1: Establish a financial vision for the Church and publish it annually

Having an updated and public financial vision and plan for each year will help to keep Church members apprised of the Church's financial picture. Monthly updates can be published to monitor progress of the financial vision and drive fundraising.

Tactic 2.1.1.2: Establish the annual budget one month prior to the annual conference

Focus the Church's budget planning around the New Year Conference, allowing the Church to present it at the conference and receive feedback. The Church can then host a meeting following the conference for budget adjustments.

Tactic 2.1.1.3: Ensure the Church's financial team has access to the skills, resources, and tools they need for financial planning and budgeting

Make sure the financial team is trained on the latest technology and create a backup system for the financial team and for members to be cross-trained.

Strategy 2.1.2: Increase fundraising as a source of church income

Tactic 2.1.2.1: Establish a fundraising committee of at least 3 people to plan and run Church fundraisers

Tactic 2.1.2.2: Develop a signature fundraiser for the Church to be hosted annually, with rewards for those who raise the most money

Tactic 2.1.2.3: Develop a fundraising match program for members whose jobs allow for match donations

GOAL 2: IMPROVE THE CHURCH'S FINANCIAL SUSTAINABILITY & OPERATIONAL EXCELLENCE

Objective 2.2: Make the Church our members' charitable giving priority, giving at least 3% of annual household income each year.

Strategy 2.2.1: Increase member tithing

Tactic 2.2.1.1: Develop and host a tithing workshop to encourage members to give to the Church and help them plan to do so consistently

The tithing workshop should include a segment on estate planning, automatic giving from their monthly income, and donation planning.

Tactic 2.2.1.2: Publish the congregation's giving with new developments and successes so members know where their money is going and the impact it has for the Church

Objective 2.3: Procure the necessary funding for a Church facility that meets our needs.

Strategy 2.3.1: New facility planning

Tactic 2.3.1.1: Get the current Church facility appraised in order to determine how much it can be sold for

Tactic 2.3.1.2: Research and identify new potential facilities and how much they would cost to rent or buy

Strategy 2.3.2: Fundraising & grant research

Tactic 2.3.2.1: Develop a fundraising campaign for the Church facility

Allow donors to designate their funds to different allocations such as moving equipment, rent or security deposit, down payments, etc.

Tactic 2.3.2.2: Research and apply to grants that can be used for acquiring a new facility

GOAL 2: IMPROVE THE CHURCH'S FINANCIAL SUSTAINABILITY & OPERATIONAL EXCELLENCE

Objective 2.4: Streamline church operations to improve service and safety.

Strategy 2.4.1: Develop documents to standardize church operations and safety protocols

Tactic 2.4.1.1: Develop an operations manual with standard operating and financial procedures for the church

Tactic 2.4.1.2: Create a new member orientation handbook

Tactic 2.4.1.3: Develop an emergency operations plan that includes COVID-19 and other public health safety protocols

Strategy 2.4.2: Digitize record keeping to ensure long-term security of the church and its property

Tactic 2.4.2.1: Locate and digitize all records in the "church vault," including building and van deeds, mortgage documents, and any other important legal and financial documents

Tactic 2.4.2.2: Create and maintain a digital inventory of church equipment and furniture

GOAL 3: PROMOTE KNOWLEDGE AND UNDERSTANDING OF GOD'S WORD BY ENHANCING CHURCH PROGRAMMING

Objective 3.1: Develop programs and services that engage all members of the Church

Strategy 3.1.1: Increase member engagement & feedback

Tactic 3.1.1.1: Develop methods for members to provide feedback on Church programming

This could include allowing members to give input to the church report for the annual conference and publishing a copy of it for them to see, an annual 360 feedback survey for the pastor, and annual evaluations for feedback improvements needed for worship service and programming and membership wants/needs for new programming.

Tactic 3.1.1.2: Ensure members are able to be active in the Church in the way that best suits and most interests them

To do this, the Church can create a skills inventory of the members and keep it updated, as well as a membership roster to capture where members are currently involved in the church and how they may like to be involved in the future. It is also important to ensure all members have the opportunity to serve in some leadership capacity for different ministries and committees.

Strategy 3.1.2: Develop new programming to meet membership needs

Tactic 3.1.2.1: Create programming to enhance the spiritual foundation and growth of our members and assist them to mature in God's Word

This programming may include:

- Tuesday Fasting
- Hour of Power
- Prayer Workshops
- Informational brochures of prayer
- Providing opportunities to pray in worship services and church meetings
- Focused bible studies: family, youth, young children, singles, married, etc.

GOAL 3: PROMOTE KNOWLEDGE AND UNDERSTANDING OF GOD'S WORD BY ENHANCING CHURCH PROGRAMMING

Tactic 3.1.2.2: Develop a senior ministry to target our senior members' needs

This programming may include:

- Providing activities for keeping active and involved
- Providing services to enrich the golden years
- Tapping experiences and wisdom for sharing with youth members and connecting across generations

Tactic 3.1.2.3: Develop programs and services to promote family wellness

This programming may include:

- Parenting strategies
 - Parenting workshops
 - Interactive Family Living Workshop
 - Family gathering events
- Opportunities to foster families' spiritual growth
 - Encourage daily family devotions
- Healthy lifestyles
 - Establish Health Workshops
 - Exercise Activities: line dancing, walking
 - Provide on-going health resources and information
- A ministry for building relationships

Tactic 3.1.2.4: Have the choir sing every Sunday and allow members to experience different genres of music

GOAL 3: PROMOTE KNOWLEDGE AND UNDERSTANDING OF GOD'S WORD BY ENHANCING CHURCH PROGRAMMING

Strategy 3.1.3: Ensure that the Church leadership commits to actively serving in at least one ministry of the church for an average of at least one hour per month

Tactic 3.1.3.1: Host an annual leadership retreat with the pastor

Tactic 3.1.3.2: Ensure leadership attends regular leadership training opportunities

Objective 3.2: Grow our youth ministry to 12 members by the beginning of 2024.

Strategy 3.2.1: Develop new youth programming to attract young members to the Church

Tactic 3.2.1.1: Provide an enriching and productive environment that will facilitate recruiting and retaining new youth members

Tactic 3.2.1.2: Increase attendance in Sunday School by providing better resources and teachers and making it a fun experience for youth

Tactic 3.2.1.3: Implement a children's choir to sing at least once a month during Sunday service



LOOKING FORWARD

With the previous goals, objectives, strategies, and tactics identified for the next five years, the Church's work has just begun. In order to implement the strategic plan, the Church must identify a timeline for each strategy and tactic, assign owners and champions to execute on the actions, and measure progress against the objectives over time. Templates for developing an action plan and timeline have been included in the Appendix of this report.

As the Church continues forward on its path, it shall be guided by SWEEPS: Service, Worship, Evangelism, Education, Pastoral Care, and Stewardship.

"Where there is no vision, the people perish" – Proverbs 29:18

Members of the Strategic Planning Committee

- Rev Hugh Wesley
- Catherine Cooper
- Diane McAfee
- Guyonna McCullough
- Helen Ellison
- Janet Anderson
- Linda Bowers
- Mike Keita
- Ora Battle
- Ruby Wood
- Tracy Bowers

And our thanks to others who may have participated one time or otherwise gave input.

2023-2027 STRATEGIC PLAN HIGHLIGHTS



ST. JAMES
AME Church

Vision

St. James African Methodist Episcopal Church is striving to be a vibrant fellowship drawing and engaging people by providing solace and solutions.

Mission

St. James African Methodist Episcopal Church is a spirit filled family committed to sharing Christ, making a difference in the lives of people.

Goals & Objectives

Grow and Expand the Church through evangelism and community outreach

Improve the Church's Financial Sustainability & Operational Excellence

Promote knowledge and understanding of God's Word by Enhancing Church Programming

Goal	Objective	Strategy	Tactic		
1. Grow and Expand the Church through evangelism and community outreach	1.1: Increase our Church membership to by 1 new member per month through the end of 2029 through evangelism	1.1.1: Evangelism through community engagement and outreach	1.1.1.1: Develop a better understanding of our community and its needs 1.1.1.2: Connect with community organizations that share similar goals and values 1.1.1.3: Provide programs and services to meet community needs 1.1.1.4: Provide evangelism workshops and training for church members biannually 1.1.1.5: Find unique ways to reach out to and engage with our community and neighborhood		
		1.1.2: Evangelism through digital outreach and growth	1.1.2.1: Keep digital engagement tools like the website and social media current and active 1.1.2.2: Develop a digital communications strategy that integrates into the church's digital presence		
		1.1.3: Increase the space and function of Church facilities	1.1.3.1: Partner with neighboring organizations (such as the school) to use their parking lots for church services 1.1.3.2: Use the church van to offer transportation to church 1.1.3.3: Research the opportunity to rent a different property with parking and classrooms for church programming		
		2. Improve the Church's Financial Sustainability & Operational Excellence	2.1: Improve our financial stability so our income is equal to or greater than our expenses by the beginning of 2024	2.1.1: Improve our financial planning	2.1.1.1: Establish a financial vision for the Church and publish it annually 2.1.1.2: Establish the annual budget one month prior to the annual conference 2.1.1.3: Ensure the Church's financial team has access to the skills, resources, and tools they need for financial planning and budgeting
				2.1.2: Increase fundraising as a source of church income	2.1.2.1: Establish a fundraising committee of at least 3 people to plan and run Church fundraisers 2.1.2.2: Develop a signature fundraiser for the Church to be hosted annually, with rewards for those who raise the most money 2.1.2.3: Develop a fundraising match program for members whose jobs allow for match donations
				2.2.1: Increase member tithing	2.2.1.1: Develop and host a tithing workshop to encourage members to give to the Church and help them plan to do so consistently 2.2.1.2: Publish the congregation's giving with new developments and successes so members know where their money is going and the impact it has for the Church
			2.3: Procure the necessary funding for a Church facility that meets our needs	2.3.1: New facility planning	2.3.1.1: Get the current Church facility appraised in order to determine how much it can be sold for 2.3.1.2: Research and identify new potential facilities and how much they would cost to rent or buy
					2.3.2.1: Develop a fundraising campaign for the Church facility

Goal	Objective	Strategy	Tactic
		2.3.2: Fundraising & grant research	2.3.2.2: Research and apply to grants that can be used for acquiring a new facility
	2.4: Streamline church operations to improve service and safety	2.4.1: Develop documents to standardize church operations and safety protocols	2.4.1.1: Develop an operations manual with standard operating and financial procedures for the church
2.4.1.2: Create a new member orientation handbook			
2.4.1.3: Develop an emergency operations plan that includes COVID-19 and other public health safety protocols			
2.4.2: Digitize record keeping to ensure long-term security of the church and its property		2.4.2.1: Locate and digitize all records in the "church vault," including building and van deeds, mortgage documents, and any other important legal and financial documents	
	2.4.2.2: Create and maintain a digital inventory of church equipment and furniture		
3. Promote knowledge and understanding of God's Word by Enhancing Church Programming	3.1: Develop programs and services that engage all members of the Church	3.1.1: Increase member engagement & feedback	3.1.1.1: Develop methods for members to provide feedback on Church programming
			3.1.1.2: Ensure members are able to be active in the Church in the way that best suits and most interests them
		3.1.2: Develop new programming to meet membership needs	3.1.2.1: Create programming to enhance the spiritual foundation and growth of our members and assist them to mature in God's Word
			3.1.2.2: Develop a senior ministry to target our senior members' needs
			3.1.2.3: Develop programs and services to promote family wellness
			3.1.2.4: Have the choir sing every Sunday and allow members to experience different genres of music
	3.1.3: Ensure that the Church leadership commits to actively serving in at least one ministry of the church for an average of at least one hour per month	3.1.3.1: Host an annual leadership retreat with the pastor	
		3.1.3.2: Ensure leadership attends regular leadership training opportunities	
	3.2: Grow our youth ministry to 12 members by the beginning of 2024	3.2.1: Develop new youth programming to attract young members to the Church	3.2.1.1: Provide an enriching and productive environment that will facilitate recruiting and retaining new youth members
			3.2.1.2: Increase attendance in Sunday School by providing better resources and teachers and making it a fun experience for youth
3.2.1.3: Implement a children's choir to sing at least once a month during Sunday service			

SWOT Analysis

Strengths

- Website
- Thriving Sunday Program
- Bible study
- Spiritually enlightening prayer ministry m-f
- Technology presence on Facebook, zoom
- Spirit filled congregation
- No mortgage
- We are self-reliant
- We are overcomers
- We have a congregation that reaches to others to make them feel welcomed to our church (Gods church)
- We are loving and care for each other
- Seasoned members
- We have a van to transport
- Tenant relationship and fellowship with La Roca
- Sunday School
- Active WMS
- Long history here SCC
- Good standing with the AME church-

Weaknesses

- Limited contact with the community
- Limited parking
- Small congregation of seniors
- Very few youth (children and teens)
- Church administrator is not available 24/7
- Small working population
- Very few specialized ministries
- Limited technology
- Poor marketing
- Minimum security
- No office hours
- No rooms for private conversations
- Limited room for storage
- Diversity (membership)
- Interaction with other churches
- We reach out to who we know
- No visitations of governmental officials

Opportunities

- Agreement with Second Harvest Food Bank
- Boosting the ZOOM/Facebook Account
- Stream/Post church recordings
- Creating both an outreach/evangelism plan
- Earn a certificate for AME SAT
- Establish parking at the local school
- Program series -Hour of Power/Revival/
- Quarterly church -outside of the church or other location
- Have the church property appraisal
- Become visionary
- Strengthen a technology team
- Sponsoring workshops on church growth
- Define the community where the church is located
- Conduct community outreach
- Using the van, the community
- Allow the community to utilize an separate internet bandwidth
- Partner with La Roca, Cleo, Mary to learn Spanish and outreach
- Explore what the schools and CBO's need in the area (Mayfair/ MACSA, INC. (Mexican American Community Services)
- To relocate the church
- Have resources at the church i.e. a resource center PG &E, rent paid, Grantmakers, clothing, sports for children, reading programs etc.
- Bring students to the church via the van to eat
- Build fellowship with St. Paul and Temple

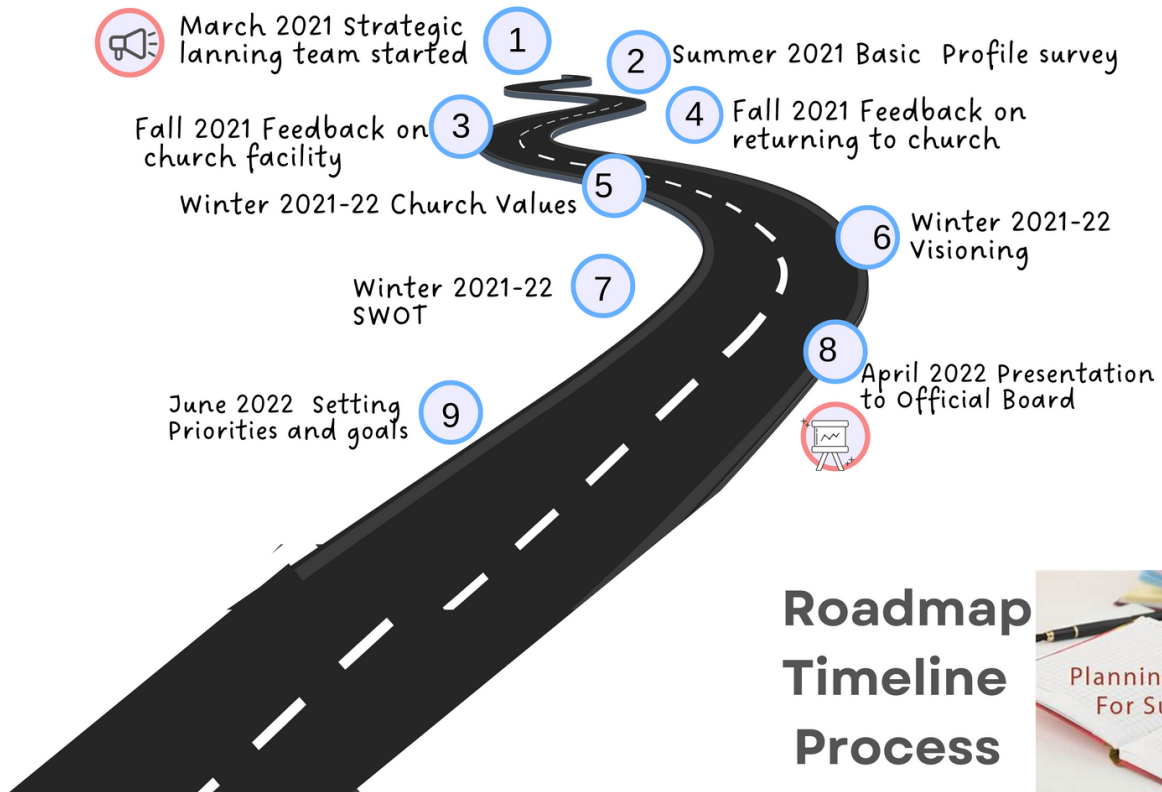
Threats

- Fear
- Covid
- Complacency
- Small membership population-No growth
- Limited age diversity
- No long-term plan for financial sustainability
- Traffic on East San Antonio
- Limited parking spaces on East San Antonio
- Missing out on community-based opportunities-not engaged with neighborhood or affairs impacting African Ancestry community presence i.e., social action in SCC
- No marketing plan or specialist
- Not being a learning organization

Vision & Roadmap



Strategic Planning...lets continue the discussion Thursday, June 16, 2022 at 7:00 pm



STEPS FOR ACTION PLANNING AROUND YOUR STRATEGIC PLAN

Step 1:

Review your goals, objectives, strategies, and tactics. Take note of which of these items are measurable and trackable. In this plan, the objectives have key measurements tied to them.

Step 2:

Create a data system to track progress on your objectives over time (an Excel sheet will do!). Set up a table with an objective in each row and monthly measurements in each column for the strategic plan period (see year 1 provided below).

Step 3:

Review each strategy and tactic and develop a timeline for them. Set an achieve-by date for each strategy, and mark when each tactic within that strategy needs to be completed in order to meet that deadline.

Step 4:

Assign your champions. Each strategy should have a leadership team member in charge of managing and executing it. This doesn't mean that the strategy champion does every tactic or activity to execute that strategy themselves, but is in charge of coordinating tactic activities between themselves and other church members to ensure it is completed on time and with quality.

Step 5:

Host quarterly performance meetings with the leadership team to check in on objective, strategy, and tactic progress for each goal. Review the data tracking sheet, discuss progress on tactical activities, and identify any roadblocks that are delaying progress and how to address them.

Sample Data Tracker

St. James AMEC Strategic Plan 23-28 Objective Tracking: Year 1												
Objective	Jan 23	Feb 23	Mar 23	Apr 23	May 23	Jun 23	Jul 23	Aug 23	Sep 23	Oct 23	Nov 23	Dec 23
1.1: Increase our Church membership by 1 new member per month through the end of 2027 through evangelism												
2.1: Improve our financial stability so our income is equal to or greater than our expenses by the beginning of 2024												
2.2: Make the Church our members' charitable giving priority, giving at least 3% of annual household income each year												
2.3: Procure the necessary funding for a Church facility that meets our needs												
2.4: Streamline church operations to improve service and safety												
3.1: Develop programs and services that engage all members of the Church												
3.2: Grow our youth ministry to 12 members by the beginning of 2024												

Sample Timeline

