

MISSION FOCUS POINT REPORT

April 2020

I. INTRODUCTION

The Mission Focus Point in the Intentional Interim Process asks the congregation to update its Mission Statement, create a Vision Statement, and develop a ministry plan to guide the church and its new pastor in accomplishing thoughtful initiatives going forward. To accomplish this, the Leadership Team made several recommendations of its own and created five study groups to help create a ministry plan.

II. MISSION STATEMENT

The Leadership Team recommends the following as our mission statement:

The Mission of Melrose Baptist Church is to share Christ's love as we serve others. We will fulfill our mission by the power of the Holy Spirit through worship, fellowship, discipleship, and missions.

This will be accomplished through Spirit-led worship, loving fellowship, strong discipleship, and good stewardship.

III. VISION STATEMENT

A vision statement sets forth hopes and aspirations to be achieved in the foreseeable future. The Leadership Team suggests the following vision:

1. Adequate staff in place
2. Establish a working social media communications team
3. Strengthen our mission efforts by partnering with Cooperative Baptist Fellowship, Baptist General Association of Virginia, and local Organizations
4. Establish a long range planning committee to develop plans for future building projects which may include renovations of front office and hallway for a large welcome center leading into the sanctuary, increased parking in front with a covered portico, and a mission activities center
5. Increase efforts to reach young families and build community through multi-generational programs and activities

IV. MINISTRY PLAN

The proposed ministry plan is divided into five major areas:

- **Christian Education**
- **Outreach**
- **Caring Ministries**
- **Music and the Arts**
- **Age-related Ministries**

The Study Groups developed summaries of existing efforts and ministries upon which they based their conclusions and recommendations. The background data is included here by reference and available upon request.

A. **Christian Education Study Group**

The Christian Education Study Group was asked to identify existing educational activities of the church including number of classes, number of participants, schedules, and teaching materials. Problem areas and gaps identified and recommendations for new or revised efforts presented.

The Study Group identified the following areas of need:

- (1) Surveys of the congregation to obtain feedback regarding requested programs, activities, etc.
- (2) Community outreach programs regarding divorce, grief, and financial counseling
- (3) Concern was expressed regarding the low number of Sunday School enrollment in the Pre-school classes
- (4) Concern regarding the availability of substitute Sunday School Teachers
- (5) Provide an index or process to identify written materials in the church, or available commercially, for individual/group studies.

Recommendations:

- (1) Annual surveys should be conducted to provide the congregation an opportunity to share needs and request programs. The results of these surveys should be evaluated by the Church Council to determine the validity of addressing the indicated need and appropriate resources available to address the need.
- (2) An individual position and/or committee should be created to develop and oversee the educational opportunities within the church such as:
 - (a) Bible Study
 - (b) Discipleship training
 - (c) Life skills training (financial, grief, marriage enrichment)
 - (d) Educational outreach opportunities for the church and surrounding community
- (3) The Youth Council should develop needed guidelines for allowing attendance to the “5th BLOCK” activities. Such guidelines should include information sheets required to be completed by participants to ensure availability of basic demographic information, parental permission, medical information, etc. This needs to be done immediately.
- (4) A committee should be appointed to investigate a process to identify written materials in the church or available commercially for individual/group studies.

B. Outreach Study Group

The Outreach Study Group was asked to identify existing evangelistic outreach efforts to bring the “Melrose Story” to the general public in order to share Christ and serve others. The Group was to recommend activities, programs, and projects to reach out to our community and beyond. This should include the use of advertising, social media, and present efforts to communicate with and inform our congregation about congregational and denominational opportunities.

The Study Group set forth two sets of recommendations—(1) Outreach Activity, Program, and Project Recommendations, and (2) Overall Recommendations.

(1) Outreach Activity, Program, and Project Recommendations:

- (a) Pioneer Club (Children’s Committee)
- (b) Parent Night Out/Date Night (Children’s Committee and Youth Council)
- (c) Coffee/donut morning during Kingdom Kids drop-off, could be done in front of church for community (Mission Activities Council)
- (d) Young Family Classes/support (Staff)
- (e) Single Parent support (Staff)
- (f) Grief Support/Information (Staff)
- (g) Scripture-based financial series/class (Staff)
- (h) Online video series available on our website containing Bible-based series, life-inspiring series/helpful series, etc. (Staff)
- (i) Leaving the property to sponsor community projects, day mission work at Rescue Mission, food bank, etc. for all ages and abilities to participate (Mission Trips Committee)
- (j) Community yard sale/flea market, sell parking lot spaces as a mission fundraiser (Mission Activities Council)
- (k) Trunk or Treat –New and revised (Children’s Committee)
- (l) Food Truck Friday for the community featuring multiple trucks (Special Events)
- (m) Provide meals to people in the community (Mission Activities Council)
- (n) Feed America Food Truck—community outreach (Mission Activities Council)
- (o) Upward Program—using outside facility (Recreation Committee)
- (p) Adopting a school/staff (Mission Activities Council)

- (q) Feeding a pre-game meal to Northside sports teams (Baptist Men)
- (r) Oktoberfest (Children's Committee and Youth Council)
- (s) Easter Egg Hunt/Event (Children's Committee and Youth Council)
- (t) VBS (Children's Committee)
- (u) Food Pantry with literature about the church with each visit (Benevolence Committee)

(2) Overall Recommendations:

- (a) Establish a Communications Committee as a Standing Committee with responsibility for the full implementation of REALM; ensure communication means for all members of the congregation including all ages and interests; work with a potential "Communications Coordinator" to manage social media, church website, church sign, announcement slides, mailings, e-mail, advertising, update use of media outlets for cancellations, etc.
- (b) Rebranding: developing a church-wide slogan; updated/current church logo; and implementation through church literature, signage, social media; to be developed by an Ad Hoc committee.
- (c) Create staff position of Communications Coordinator (as mentioned above) to be responsible for the development and dissemination of all communications to and about the church. Responsible for social media, Church website, church calendar, REALM, church sign, announcements slides, Church Messenger, Sunday bulletin, mailings, advertisement, event management, AV equipment, and working with all committees in communications area.

C. Caring Ministries Study Group

The Caring Ministries Study Group was tasked with identifying activities relating to member care; its efficiency and effectiveness; sufficient follow-up and reporting; and recommending new activities.

The Study Group compiled three lists.

(1) Current efficient and effective activities:

- (a) Bereavement Team (volunteers)
- (b) Hospital visitation and follow-up (Deacons)
- (c) WMU (WMU Director and WMU Council)
- (d) Stitch and A Prayer Group (volunteers)
- (e) College students (Sunday School class—care packages/cards)
- (f) Cradle Roll (SS Preschool Division director—Bible/Certificate)
- (g) Grief Support Team (Deacons)
- (h) Greeting Team (Deacons)
- (i) Pastoral Care Team (Deacons)
- (j) Security Team (Deacons)
- (k) Baby Dedication

(2) Current activities needing improvement or revision:

- (a) Sunday School classes need a system for keeping up with class members contacting those who are sick, absent, or facing surgery.
- (b) Homebound Ministry needs a way to publicize opportunity to be a homebound visitor; who should be on the list; documentation of date/time/results of visits. Assign to Homebound Ministry Team.
- (c) “5th BLOCK” needs required registration with parental consent, greater structure, written rules/consequences, more volunteers from the church body. Assign to Youth Pastor and Youth Council.
- (d) Publicize Deacons’ Helping Hands ministry.
- (e) LAAF should do hands-on projects. A volunteer Senior Activities Director is needed to work with LAAF Council.

- (f) New Members Team could provide notebooks, list of available ministries, opportunities for involvement, etc. Assign Deacon Fellowship Team.
- (g) Van Ministry needs more promotional publicity.
- (h) Congregation needs to know about the availability of the Food Pantry should they need it; coordinate through church office.

(3) Suggestions for future activities that could be started immediately:

- (a) Send birthday cards to children and youth K-12—assign Youth Minister or Sunday school teachers.
- (b) Foster Grandparent Program. Couple interested children and senior adults for visits and continuing contact—assign Youth Minister and a Senior representative to identify participants.
- (c) Weeknight Bible study for college students and young Singles —assign Senior Pastor.
- (d) Establish home groups for Bible study other than at traditional times—assign Sunday School Director and Council.
- (e) Conduct a Sunday School member ministry interest Survey.

D. Music and Arts Study Group

The Music and Arts Study Group Identifies full range of opportunities for musical training and artistic presentation in worship and other church activities. Considers and recommends creative new or revised programming and staffing.

In its report the study group listed past and current activities which are available for review and are referenced herein. Proposed new programs are:

- (1) Organize regular drama team (actors, costumes, music, etc.)

- (2) More videos on screen: artwork, communion, new music
- (3) Paint night (age-specific or fundraiser)
- (4) All Saints' Day—sermon, projector art, and history about those who have passed away
- (5) Pentecost—history of Christian church—sermon, skit, history
- (6) Sign language (Ty and Ben Lawson)
- (7) Concert for younger adults
- (8) Coffee House with inside entertainment
- (9) Stick ministry—all ages
- (10) Art appreciation—church members' work on screen
- (11) Melrose Art Gallery (themes, families, Sunday school classes)
- (12) Visions of the Nativity display, evening together
- (13) Story-telling ministry
- (14) Modern dance

The study group considered the following:

- (1) Need more church involvement in music and arts events—publicity; attract new people into organizations; step out of comfort zone; teach about the value of arts and music.
- (2) Inquire of new pastor's involvement in hymn selection.
- (3) Recommend future Minister of Music capability in arts, drama, and education to minister across all age groups; needs piano ability; change title to Music and Arts Minister.
- (4) Use local college and university students with music and art programs to support our efforts (maintenance, painting, etc).
- (5) Use a chorus at the end of each service to underscore the message or theme of the service.

- (6) Create Arts, Music, and Drama Committee with description of responsibilities, perhaps a separate committee for each with a representative to larger full committee or council.
- (7) Consider all day festivals (4th of July, Thanksgiving, Christian Band Day).
- (8) Worship music blended including traditional to contemporary.
- (9) Suggest different worship experience on Sunday evenings (monthly; different music ensembles, themes, genres).
- (10) Discuss use of choir robes by Sanctuary Choir- wear all the time or for special services, seasonal observances; contemporary or too formal, how viewed by guests.

E. Age-related Ministries Study Group

The Age-related Ministries study group identifies special programming centering on children, youth, and senior adults (other than Bible Study). Median-aged adult programing should be considered. Intergenerational Opportunities will be identified. Any problem areas and gaps will be noted and recommendations for new program approaches will be presented. This study group could be broken down into children, youth, and adults. Appropriate level of staffing should be considered.

This study group listed current programming for all age groups with an evaluation of each. The review is included here by reference and available for review. The following activities were considered:

- (1) Children:** Choir, CIA, VBS, Music Camp, Craft Buddy with Kingdom Kids, Easter Egg Hunt, Oktoberfest, Christmas Parade, Field Trips, Parents Night Out.
- (2) Middle and High School:** Appalachian Outreach; Eagle Eyrie (Senior High, Junior High, Discipleship Weekend, Music Camp); Meet Me at the Pole; Fields of Faith; Lock-ins; Parents Night Out; Progressive Dinners; Volleyball; Easter Egg Hunt Activities; Yard Sale; Mission

Opportunities; Church Service Participation (AV equipment, music, nursery); Youth Sunday; Christmas Parade; Field Trips; Teaching and leading VBS, Oktoberfest; Sunday night activities (SOY, Dinners); Christmas Parade; “5th Block; Wednesday evening activities.

- (3) Young Adult (HS graduates -25):** Chaperone Appalachian Outreach; Leadership/teaching VBS; Outreach from Pierced Footprints class; Help with Discipleship Weekend for Youth.
- (4) Mid-Adult (26-55):** Parents Night Out; Supervisor Role (providing meals for children and youth; VBS; Children/youth field trips, Chaperone children and youth camps, lock-ins, mission trips.
- (5) Senior Adult (55+):** LAAF; Melrose Tours (day trips, plays, restaurants); Single Senior Dinner; Sonshine Choir.
- (6) Multi-generational:** Stitch and a Prayer; Superbowl Party; Pinewood Derby; Food Pantry; Pool Party; Cornhole Tournament; Operation Christmas Child; Stamp Out Hunger; Caroling; Backpack Ministry; Keystone Community Center and Friendship House.

The study group provided the following summary:

As we took a close look at the programs that we currently offer, we found that many areas such as children, youth, and senior adults have many activities that were offered and most were well attended. We quickly saw a deficit in the young adult and middle adult age groups. These areas are low in attendance and need increased programming in order to raise interest in these age groups. The multi-generational activities cover two or more age groups and are a vital area of our Church. Most of the programs we offer have been successful and only need slight adjustments.

Recommendations (with suggested responsible party):

(1) Children

- (a) Add family Eagle Eyrie retreat, a family Bible study group – (Children’s Minister, separate from Youth Minister)

- (b) Family Mission Projects—
(Children's Minister, separate from Youth Minister)
- (c) Family Life Center for sports and outreach programs—
(funds, Facility Manager)
- (d) More field trips (also open to entire church)—
(Children's Minister, separate from Youth Minister)

(2) Youth: Middle and High School

- (a) Continue current programs—
(Youth Minister separate from Children's Minister)
- (b) Additional sport teams (similar to associational volleyball that
can be played in conjunction with church or association)—
Gym/Family Life Center

(3) Young Adult

- (a) Seminars to help with life transitions (finance, job search)—
(Committee that would identify topics and organize)
- (b) Break activities for students returning home, e.g., Paintball,
mission projects—(Family Mission Minister)
- (c) Field trips, e.g., Concerts, visit colleges, adopt a team by
visiting teams which have our members in them—
(Family Mission Minister)
- (d) Create work groups, e.g., baby-sitting, yard work, cleaning,
etc., to help college students earn money when home—
(Family Mission Minister)

(4) Mid-Adult

- (a) Small group Bible and book study—
(child care; Family Minister)

- (b) Tournaments/Events, e.g., golf, cornhole, Putt-Putt, Art show—(Family Minister)
- (c) One-time classes offered to adults of any age, e.g., cooking, baking, photography, painting, crafts, etc.—(church member instructors; family life center, Family Minister)

(5) Senior Adult

- (a) Handicapped equipped van—(need more CDL licensed drivers)
- (b) Melrose Tours—restructure financial accounting to go through Church Office
(Senior adult minister or staff member to organize)
- (c) AV system/speakers needed for LAAF and other programs to supplement what we have—
(Expert to ensure that what we have works)

(6) Multi-generational

- (a) Field trips that all ages can attend, e.g. Red Sox games, Hockey games, concerts—(Family Minister to organize and plan)
- (b) Adopt a Senior—(families that would be willing to send cards and treats to seniors)

The study group provided the following summary:

We have found many programs that would be great to try and see if they would be beneficial to our congregation. There are also needs in the areas of Children's Minister, Youth Minister, Family/Senior Minister that need to be addressed. It is suggested that there be separate positions for Children and Youth. In addition, the study group would like to recommend a facility that could house a gym and additional classrooms to be used for church activities. A handicapped accessible van is also a recommendation due to the fact that some of the vans we currently have cannot meet the needs of members in wheelchairs.

V. SUGGESTED PRIORITIES

In its review of these reports, the Leadership Team recommends implementation of the following initiatives for each of the next three years:

First Year:

- Look at and address staffing needs both professional and lay people
- Address communication and media needs (online presence, internal/external communication, and updating media equipment) and create new position of Communications Coordinator and enlist a Communications team
- Provide an interest survey for Congregation (providing an opportunity for members to get more involved in areas of interest)
- Enlarge our efforts and develop ways to reach young families
- Create a sense of community by developing multi-generational programs and activities

Second-Third Years:

- Address current and future transportation needs
- Create a Long Range Planning Committee for future building projects of structural additions
- Expand additional programming (particularly ages 18-55)
- Organize additional church-wide events and mission projects