



COMMUNITY CHURCH  
*of the Verdes*

**Report of the Community Church of the Verdes Strategic Planning Committee  
to the  
Community Church of the Verdes Board of Trustees**

The Strategic Planning Committee presents for your review and consideration a five-year strategic plan which you requested. The committee met several times via zoom, and in-person to identify strategic issues facing the Community Church of the Verdes. We used SWOT analysis and Gap Analysis methods to identify significant areas of strategic concern. We developed a questionnaire to extract ideas, behaviors, characteristics, and thoughts from church members. The questionnaire was distributed by email and in paper form (available at the church office and church services). The results are tabulated and reflected in the strategic plan document. Enclosed for your review is the strategic plan and a summary of the survey results. We look forward to discussing this plan with you.

We thank you for the opportunity to serve our church family in this work. It has been rewarding to get to know each other in this work and to get to understand our church family in a better way.

The Strategic Planning Committee

Curt Hage (chair)

Tim Gabrielse

J Hunter Peacock

Kathie Sankey

Jan Stegmann



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### Community Church of the Verdes 5-Year Strategic Plan

#### **Vision Statement:**

*To be a Christ centered church that enables individuals to grow closer to God and to serve others with loving and compassionate hearts.*

#### **Strategic Statements:**

##### **1. Bring people to know God and His teaching.**

We will accomplish this goal by:

- a. Preaching Bible-based, Gospel messages in our worship services
- b. Providing an excellent music ministry
- c. Providing pastoral care to members of our community dealing with personal issues such as health, grief, family concerns.
- d. Teaching Bible based Gospel messages through our education ministry e.g., Church-sponsored Bible studies, lecture series.
- e. Supporting mission ministry demonstrating God's commandment to love others as much as we love ourselves
- f. Being a sharing, caring, thankful and forgiving congregation

##### **2. Provide well trained professional personnel and trained volunteers to deliver this message and service to our congregation.**

- a. Ordained clergy as necessary to support our strategic goals
- b. Office staff to support daily operations, including volunteers as needed
- c. Financial record keeping and reporting
- d. Building and property care and maintenance
- e. Technical expertise needed to support our strategic goals
- f. Music director



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### **3. Strengthen membership.**

- a. Utilize printed and electronic media i.e. local newspapers, HOA Newsletters, street signs, sign monuments, email to share announcements of church activities and events
- b. Utilize streaming services to broadcast our worship services
- c. Establish and maintain a church database that will include a church directory for members, staff, committees, etc.
- d. Establish an on-line process for members to make financial contributions
- e. Enhance/refresh church website
- f. Contact/invite new residents in surrounding areas

### **4. Provide and maintain physical buildings and facilities to provide identity and support to fulfill our mission.**

- a. Maintain our church sanctuary
- b. Provide support for our music ministry i.e. piano, organ
- c. Utilize audio/video systems to enhance message delivery
- d. Maintain our chapel as a place of worship, quiet refuge and prayer
- e. Maintain our Fellowship hall as a gathering place for fellowship, bible study, other mission related activities
- f. Provide office and workspace for our staff and the staff of St. Dominic Mission
- g. Maintain our library
- h. Maintain parking, handicap access, signage, lighting
- i. Maintain Memorial Garden

### **5. Involve our membership in fulfilling our ministry and mission**

- a. Support the Board of Trustees to govern our activities
- b. Utilize volunteers in committees to support the various activities and responsibilities necessary to support our staff



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**See a summary of the survey results on the next page**

## **Survey Summary**

A total of 74 questionnaires were returned to the Long-Range Planning committee. The committee viewed the total returned as sufficient for our needs.

### **1. Please share your age:**

We are an aging congregation with 42% of the respondents in the age group of 70 to 79, with 36% of the respondents 80 to 89.

### **2. Please indicate the type of resident you are here in the community:**

53% of the respondents indicated that they are full time residents of the area, while 47% of the respondents indicated they were seasonal residents.

### **3. Please tell us how often, on average, you attend Sunday service at Community Church of the Verdes:**

Of the respondents who answered that they attend the services in person, 86% responded that they attend every week. 7% responded that they attend twice a month.

Of the respondents who answered that they use the online service, 31% responded that they view it every week.

### **4. Since the onset of Covid-19, if you use online streaming of the church service more than attendance in person:**

Of the respondents who answered, 17% cited their health as the main reason for not attending church service, 16% mentioned the discomfort of being in large crowds, and 9% mentioned that it is easier than going in person.



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**5. What additional features or changes would you like to see on the church's website? Check all that apply.**

71% of the respondents asked for a *Directory of Church Members and Staff*, 41% asked for the ability to donate online, and 37% asked that the appearance of the website be refreshed.

**6. What social media do you currently use? Check all that apply**

71% of the respondents mentioned that they use Facebook, while 52% use YouTube, and 19% use Instagram.

**7. How would you like the church to communicate with you in the future? Check all that apply:**

Overwhelmingly, 96% asked that the church communicate thru e-mail, while 32% they also prefer Text Messaging.

**8. In addition to attending Sunday morning worship service or online streaming of the service, how involved are you in CCV ministries or activities, Check all that apply:**

Without getting into the details of all of the numbers, the survey showed that we have a very active church membership. There were a few surveys returned that showed members willingness to get involved in new committees. If the survey showed their optional name, these names will be supplied to the various committee chairs.

**9. Are there adequate options for you to participate in Bible Studies?**

87% responded that there are adequate options for participation in Bible studies. Of the few who made comments regarding the Bible studies, we carefully considered all of them in our discussions.



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### **10. What do you see as opportunities or areas of improvement for our church?**

There were numerous responses to this question, with the majority of comments centering on the growth opportunities within the larger community of the Verdes. Additional comments were on the topic of the music program and use of social media.

### **11. List your two top priorities for The Community Church of the Verdes over the next five years.**

Overwhelmingly, the highest number of comments were for the church to grow and or maintain the membership.

### **12. What do you feel are the strengths of CCV? Rank 1 thru 5 with 5 being the highest:**

Of the respondents who answered this, they provided the following ranking, however all five strengths were very closely ranked:

1. Preaching – the highest ranked
2. Music
3. Pastoral care
4. Fellowship
5. Bible Studies