



THE ENGAGEMENT WORKING GROUP REPORT TO THE PCC BOARD OF TRUSTEES

Date: February 11, 2019

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Objectives

Overall charge: To make recommendations to the Board of Trustees based upon the Engagement Team's findings and report.

To that end, this report:

- Recommends specific action steps.
- Identifies who will accomplish/be responsible for implementing each action step.
- Recommends a start date and timeline for completion.

In addition, the report:

- Recommends structural changes to institutionalize and ensure that the engagement process continues, both in terms of future membership growth and in terms of moving current members from "somewhat engaged" to "engaged."
- Identifies other actions for the Board of Trustees to consider and undertake going forward.

Introduction

The Engagement Process was undertaken in 2017-2018 to ensure that Piedmont Community Church is the best it can be now and that it remains a vibrant and strong Christian community for the next 100 years. The work resulted in a wealth of information both about what our congregants think works well and what needs improvement. Members were generous with their opinions, ideas, praise and wishes. All involved, including this Engagement Working Group (EWG), are still digesting the data. But the themes are clear in many respects. They demonstrate our desire to provide an oasis based on the principles of kindness, justice, and humility embodied by Jesus, and a culture of caring for each other and the greater world. This requires that we provide multiple opportunities for the diverse needs of congregants: to serve, to be served, to be in community, to learn, to lead, and to worship together in both joyful and challenging times.

One useful way to categorize the Engagement Team’s findings is by examining the survey results according to the Five Elements of Engagement. The following chart contains one summary. The numbers are percentages that reflect whether the respondents “Agree” or “Strongly Agree” with the question. For example, 87.37 percent of respondents agree that they have opportunities to learn and grow at PCC, whereas 55.26 percent agree the Children’s programs are satisfying and 53.96 percent “feel heard.”

I Am Growing 86.61	I have opportunities to learn and grow at PCC. 87.37
	I feel my participation at PCC enriches my spiritual life. 85.85
I Make A Difference 75.34	At PCC, I regularly have the opportunity to serve in fulfilling ways. 82.52
	I feel that my participation is important to PCC. 68.16
I Am Receiving 75.24	My spiritual needs are met at PCC. 81.15
	I find the PCC sermons inspiring and spiritually satisfying. 78.84
	I find the music at PCC inspiring and spiritually satisfying. 89.26
	I find the PCC Children’s programs inspiring and spiritually satisfying for my child(ren). 55.26
	I find the PCC Youth programs inspiring and spiritually satisfying for my teen(s). 69.56
	I find the PCC service to the broader community inspiring and spiritually satisfying. 77.40
I Belong 73.77	Aside from family members, I have a close friend at PCC. 74.27
	I want to invite/have invited someone to participate in the life of PCC. 58.82
	PCC is a community where spiritual growth is important and encouraged. 76.21
	I am aware of the ways I can give and receive as a member of PCC. 85.78
I Am Recognized and Appreciated 61.71	I am appreciated and recognized for my service at PCC. 59.02
	The leaders of PCC care about me as a person. 72.14
	As a member of PCC, I feel heard. 53.96

I. Action Steps, Those Responsible & Timelines: The What, Who and When

Since the information-gathering concluded in 2018, staff and lay leaders have taken steps to respond to the information gathered, but many opportunities remain. In this report, we use five categories to list action steps not yet undertaken or completed that we feel will provide real value as we continue to think about and implement ways to grow engagement at PCC. Some of the steps overlap with other categories. All are suitable for institutionalizing by incorporation into the 2019 version of the Board of Trustees' Strategic Plan. Each step is followed by a note identifying who is in charge and when the step should begin and/or be completed. We used this method instead of giving each a priority number when that concept did not prove to be as useful.

A. Growth and Connecting

What can be done to attract members and encourage their active participation in church life? Or put another way, what can we do to facilitate connections and foster relationships? The key to long-term vibrancy and sustainability is to increase the numbers of members, and we particularly need young people and families to become actively involved in PCC. We believe that the primary focus of engagement-related efforts should be this demographic, and therefore offer two lists. The first addresses families and children and the second includes everyone.

PCC currently employs a Director of Children's Ministry in a half-time position. As an aside, we note that the necessary expansion of this ministry may not be viable without changes to and/or an increase in staffing.

Specifically for families and children:

1. Create and facilitate a group of parents to advise the CE Board on the needs and wishes of parents of **elementary school-age and younger children**. Ideas to consider: smaller age groups, music, consistent teachers who "own" the curriculum, tapping into knowledge of former teachers, looking at what other churches are doing, utilizing groups such as MOPS to create groups for mothers with preschoolers and others (see: <https://www.mops.org>), scheduling weekly mom's play date/meet ups for kids to play and moms to socialize, and instituting programs designed with parental input that are launched with fanfare to build excitement.

Who? CE Board, Director of Children's Ministries

When? Highest priority. Form group no later than April 30, 2019 and recommend initial changes no later than June 30, 2019.

2. Create and facilitate a group of parents to advise the CE Board on the needs and wishes of parents of **middle school-age children**. Ideas to consider: continuing the confirmation experience using small groups and giving the older children opportunities to work with the younger children.

Who? CE Board, Pastor of Student Ministries, youth interns, & program leaders.

When? Form group no later than June 30, 2019 and implement changes timely.

3. Create and offer a camp experience or Vacation Bible School for children.

Who? CE Board, Director of Children's Ministries.

When? Present plan by April 30, 2019 and implement summer 2020.

4. Renovate, redecorate and beautify the CE Building.

Who? BOT Building and Grounds Committee, working with CE Board, Director of Children's Ministries, Pastor of Student Ministries.

When? Begin immediately, formulate a plan and create a timeline for completion.

For everyone:

5. Create a New Member Inclusion Program to integrate new members into the PCC community. (Although beneficial to all new members, this is crucial to meaningfully connect young families.) Clarify what it means to be a member and include in the new member orientation. Consider creating a "member covenant agreement."

Who? Pastoral Staff, Volunteer Connecting Team

When? Begin immediately and complete by September 30, 2019.

6. Create and promote more small groups within the congregation to facilitate more meaningful personal relationships and opportunities for spiritual growth.

Who? Pastoral Staff to organize new volunteer team.

When? Begin immediately and complete first phase by September 30, 2019.

7. Create new groups specifically for women and hold quarterly events. For example, a women's tea, quarterly Bible study, Christmas get-together, or host events using "If Gathering" (<https://www.ifgathering.com/>) to draw new women into the PCC community.

Who? Pastoral Staff to organize new volunteer team of women members.

When? Begin immediately and complete by September 30, 2019.

8. Provide post-worship service events on Sundays. One idea: a potluck lunch following the 10:30 a.m. service on the first Sunday of each month.

Who? Pastoral Staff to organize new volunteer team.

When? Begin immediately and implement by June 30, 2019.

9. Arrange transportation for seniors and others without ready access to church services and events.

Who? Board of Deacons

When? Ongoing.

10. Expand the numbers of those who minister to seniors.

Who? Minister of Visitation, Board of Deacons

When? Begin immediately and complete by June 30, 2019.

11. Offer retreats for adults.

Who? Pastoral Staff and new volunteer team.

When? Begin immediately and offer retreat in Fall 2019.

12. Provide a form of leadership training to incoming board members and group leaders.

Who? Board of Trustees, Current (and maybe past) President of the Board + pastoral staff

When? After June 2019 Annual Meeting and prior to first meeting of new boards.

B. Congregational Enrichment and Spiritual Growth

1. Integrate prayers from congregants into the worship services.

Who? Pastoral Staff and Prayer Circle

When? Begin ASAP.

2. Create systems for congregants to notify the pastors of the needs of others, of concerns they have, and of ideas for new ministries and initiatives.

Who? Pastoral Staff

When? Begin ASAP

3. Implement a pilot program that provides office hours for pastors.

Who? Pastoral Staff

When? Begin ASAP

C. Community Outreach and Missions

The results revealed that the opportunities for service provided by PCC are very important to congregants.

1. Make outside/community service opportunities group events by serving at the same site and organizing transportation.

Who? Pastoral Staff, MAT, CE Board

When? Begin immediately

2. Create more service opportunities for children and parents to work together.

Who? Pastoral Staff, MAT, CE Board

When? Begin immediately

3. Continue last year's workdays/plant clean-up events at PCC and encourage/foster family participation.

Who? Buildings and Grounds Committee with CE Board members.

When? Begin with 2019 Spring Workday and continue twice yearly.

4. Vitalize our relationship with sister church Imani.

Who? Pastoral Staff, Music Minister, MAT

When? Begin with planning next scheduled Imani/PCC event

D. Communication Improvements – Internal & External

Effective and clear communications, including transparency of PCC operations to the degree appropriate, increases engagement and builds and strengthens community ties.

1. Provide regular updates to the congregation about key governance issues, financial updates and the strategic plan.

Who? Board of Trustees, including Board President and Committee Chairs, Business/Financial Manager and the Director of Communications & Marketing.

When? Begin immediately and ongoing.

2. Develop a marketing plan designed to reach young people and families.

Who? Director of Communications & Marketing, CE Board member(s) & volunteers

When? Provide by September 30, 2019.

3. Highlight small groups and service opportunities on the website and in e-blasts.

Who? Director of Communications & Marketing.

When? Begin immediately and ongoing.