

2023 STRATEGIC PLANNING TIMELINE HIGHLIGHTS

March: At the request of the Coordinating Council, and in keeping with its constitutional mandate, the Deacon Council initiated a process for identifying the church's priorities and creating a strategic plan for the next 5 years.

- Deacon Council began the process of soliciting suggestions for the Driving Questions that would guide the strategic plan: "What issues are the most pressing in the life of our church in the next five years?"
 - Input was sought from Deacon Council, Coordinating Council, ministerial staff, and other Pullenites

April

- Letter to the congregation explained the strategic plan process and called attention to the creation of a "2023 Strategic Plan" tab on Pullen's website
 - Included a document that defined the terms used in strategic planning
 - Included an option for anyone to submit questions and/or comments about the Driving Questions
- Deacon Council continued work on the Driving Questions by processing and refining the input from the Coordinating Council, ministerial staff, and individuals who submitted comments
- Initially, a draft of the Driving Questions was formulated and the congregation was informed that it had been posted on the church website. Questions and comments were encouraged and a process for doing so was established.

May

- Congregation received an emailed update on the strategic planning process
- More than 30 comments were received from the congregation and from those the Driving Questions were edited, following which the Deacon Council formalized six Driving Questions

June

- Congregational meeting for feedback on the Driving Questions was held on June 4
- As a result of the congregational input at that meeting, revisions to the Driving Questions were made again and then finalized.
- With the finalized six Driving Questions in hand, members of Deacon Council began research assignments for the Environmental Scan
 - Topics included : Membership & Demographics, Governance, Building and Grounds, Children and Youth, Finance, Worship and other Sunday activities, and Missions and Outreach.

- Research involved input from national research organizations, public and church records, internal reports and databases, as well as submissions by several Council & Committees leaders and other knowledgeable Pullen lay leaders

July

- Deacon Council's research for Environmental Scan continued

August

- Deacon Council finalized the 53 page Environmental Scan and shared it with the ministers and the Coordinating Council.
- Based on their feedback, revisions were made and the Environmental Scan finalized.

September

- Congregation was informed that Environmental Scan was posted on website, and questions and comments were encouraged. A few additional wording revisions and factual corrections were made based on that feedback.
- On September 23rd, the Deacon Council, Coordinating Council, and ministerial staff held a retreat to discuss the Environmental Scan, review input submitted independently by individual Pullenites, and do a full SWOT analysis (strengths, weaknesses, opportunities, threats) of the Environmental Scan. Following that analysis, they began work on envisioning a future for Pullen in 5 years. At this stage, ministerial participation was limited to listening to lay leaders, note-taking, and only providing informational input.
- After the retreat, the ministerial staff was asked to give voice to the lay leadership priorities established at the retreat by developing a draft Vision Statement.

October

- A FOCUS presentation on the strategic plan was given in worship by Deacon Council (October 8) to keep the congregation informed of the process.
- A draft Vision Statement that had been prepared by the ministerial staff was circulated to the Deacon Council and the Coordinating Council.
- A second retreat for the Deacons Council, the Coordinating Council and the ministerial staff was held to review the draft Vision Statement and begin a process for identifying Goals and Objectives (with possible strategies) to accomplish the future for Pullen that the Vision Statement embodied.

November

- Based on feedback from the lay leaders at the second retreat, the ministerial staff made final revisions to the Vision Statement and began a process of refining the Goals and Objectives that had been established at the retreat.
- Drafts of the Vision, Goals and Objectives from the ministerial staff were reviewed by the Deacon Council
- After its review and edits, the Deacon Council sent the Vision Statement and Goals and Objectives to Coordinating Council for their feedback and edited the documents as a result of that feedback.
- Deacon Council and Coordinating Council approved the Strategic Plan (the combination of the Vision Statement and the Goals and Objectives).

December

- The congregation was informed of the completion of the Strategic Plan (Vision Statement and Goals and Objectives), which was posted on the website. Comments and questions were encouraged.
- Congregation was informed in newsletter that there would be two Q&A sessions on the Strategic Plan (Vision Statement and Goals and Objectives), to be held January 3 and 14, before a congregational vote on January 21.