Improving Ministerial Effectiveness in a Multi-Site Church

a Consultancy Project in Partial Fulfilment of the Requirements for the Degree of Doctor of Education in Organizational Leadership

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Mission

The Park Church exists to extend the Love, the Life and the Lordship of Jesus Christ to everyone, in every way, in every place, and at every time the opportunity is given.

• Sr. Pastor - Claude Richard Alexander, Jr.
• 3 locations in Charlotte, NC
• Own and operate The Park Expo and Conference Center
• Website – www.theparkministries.org
*Denotes activities within the scope of the consultancy project.
## Scope of Work (2015)

<table>
<thead>
<tr>
<th>Objective</th>
<th>Specific</th>
<th>Measurable</th>
<th>Achievable</th>
<th>Relevant</th>
<th>Time-Bound</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase attendance of church life-groups</td>
<td>Increase life group attendance through creation of new life groups and availability. Goal is to increase attendance to 30% by end of 4th quarter of 2015 and to 50% by end 2nd quarter 2016</td>
<td>Success will be measured based on current number of life-group offerings and current overall attendance</td>
<td>Gather metrics # of life-groups and attendance creation of new groups. Launch of new life groups and schedule. Track attendance and responses; adjustments as needed</td>
<td>Increased membership in life groups will allow member to feel more connected to the church and less likely to leave and join another church</td>
<td>1st benchmark (July-Sept 2015) 2nd benchmark (Dec 2015) 3rd benchmark (June 2016)</td>
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<tr>
<td>Increase attendance and effectiveness of online worship</td>
<td>Increase presence of online ministry by 10% each quarter (effective QT1 2016)</td>
<td>Track online attendance and new members each month from July 2015-Dec 2016</td>
<td>Creation of Connect Better team designed to reach out to online worshipers. Increase online presence through the week: i.e. bible study, revival; ON Demand access</td>
<td>Ability to adapt to new trends in worship experience. To meet the demands of busy lifestyles and advanced technology</td>
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## Objective

### Improve ministerial effectiveness and impact
- Identify specific areas of development within each ministry
- Survey to be administered to all ministry leaders and participants
- Top 2/3 items will be notes for each ministry
- Better understanding of ministry needs will allow for actions plans to meet the need
- Survey period (10/20 - 11/18/2015)

### Redesign KCIO new member assimilation to support PLACE and ministry participation
- Allow member sufficient time to complete PLACE
- Increase number of new members that become active in ministries
- Creation of a timeframe that will support PLACE and individual spiritual gifts/impact on church
- Increased participation will increase ministries ability to serve/impact community
- Jan-17

### Increase effectiveness of communication channels to streamline ministry communication and reduce confusion
- Ensure that all communication avenues have common and up to date information
- Consistency of message among various communication streams (website, church newsletter, etc.)
- Work to ensure that all information avenues reflect the same message
- Inconsistent messages could lead to confusion and miscommunication that could impact participation
- Jun-17
Formula for Cultural Change

CHANGE = V x G x F x CT

Gaps
Vision

First Steps
Creative Thinking

ADAPTATION OF THE GLEICHER CHANGE MODEL
2017 Call to Action
“Step Up”

- Make The Park Church your #1 non-profit volunteer commitment
- Invite others to church
- Become relationally connected
- Dedicate to the studying of the Bible
Gaps to Achieving the Vision

- Volunteer and leader burnout in ministries
- Ministries need additional volunteer support
- Inconsistencies in ministry onboarding processes
- No feedback on new member experience
Action Steps to Close Gap

- Hiring of Step Up Engagement Specialist
- Creation of Step Up Engagement Ministry
- Ministry standardizations
New Approaches for Success

- Step Up Engagement Ministry Activities
  - Quarterly New Members Surveys
  - Quarterly Ministry Fairs

- Revised New Member Onboarding Process

- Targeted research across religious sector for best practices
Survey Criteria

- 7 question survey to be administered every quarter
- Survey population will consist of new members
- Incentive will be provided for participation
- Survey window - 10 days
- Questions designed to capture engagement, areas of success, and opportunity
Survey Questions

Q1: Are you currently attending The Park Church?

Q2: Are you actively serving in a ministry or volunteering in activities at The Park Church?

Q3: Do you believe your ministry service or volunteer activities support the vision and mission that God has given to The Park Church?

Q4: Reflecting on your interactions/experiences at The Park Church, since joining, what is going well and /or what challenges are you facing?
Q5: Please tell us specifically, what we can do to improve your overall experience and assist you and your family in meeting your spiritual needs?

Q6: What do you identify as a suggestion for The Park Church leadership team to consider that could lead to greater engagement and active participation from our church members?

Q7: Which of the following best describes your current occupation?
Results

Invitations
- 29 opened (40.8%)
- 34 unopened (47.9%)
- 7 bounced (9.9%)
- 18 clicked through (25.4%)
- 1 opted out

TOTAL INVITATIONS: 71

Responses
- 11 complete (61.1%)
- 7 partial (38.9%)

TOTAL RESPONSES: 18
## Critical Activities

<table>
<thead>
<tr>
<th>30 Days</th>
<th>60 Days</th>
<th>90 Days</th>
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<tbody>
<tr>
<td>Contact via phone, 9 new members that did not provide an email address</td>
<td>Contact via phone, 34 new members with unopened surveys</td>
<td>Confirm dates for 2018 quarterly ministry fair/fellowship with ministry leads and Kingdom team and new member feedback forums.</td>
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<tr>
<td>Confirm email address for 7 bounce back, contact via phone, if needed</td>
<td>Outline new members focus group/case study process for 2018</td>
<td>Establish Step Up Engagement ministry benchmarking goals for 2018</td>
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<td>Follow-up with finance on new member giving</td>
<td>Ministry shadow with First Friends volunteers and ministry leaders</td>
<td>Follow-up with survey participants and address survey findings</td>
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<tr>
<td>Specific Activity</td>
<td>Timeline</td>
<td>Persons Responsible</td>
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<td>-----------------------------------------------------</td>
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<td>-------------------------------------------------------------------------------------</td>
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<td>Implementation of church-wide survey</td>
<td>Q2, 2018</td>
<td>Owners: Step Up Engagement Ministry Champions: Mike Rankins, Bishop Alexander</td>
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<td>Stakeholder: Church congregation</td>
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<td>Re-launch of leadership development for ministry leaders</td>
<td>Q1-Q4, 2018</td>
<td>Owners: Step Up Engagement Ministry Champions: Mike Rankins, Bishop Alexander</td>
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<td>Stakeholder: All ministry leaders</td>
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<tr>
<td>Step Up Ministry Activities (Surveys, Focus Groups, Ministry Fairs)</td>
<td>Q1-Q4 2018</td>
<td>Owners: Step Up Engagement Ministry Champions: Mike Rankins, Author Wilson</td>
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<td>Stakeholders: All ministry leaders</td>
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<tr>
<td>Redesign website and/or research new website design Ensure timely updates to church website</td>
<td>Q1 2018</td>
<td>Owner: Kevin Wilson Champions: Mike Rankin, Author Wilson</td>
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<td>Stakeholders: Church Leadership</td>
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<tr>
<td>Create streamline engagement and assimilation process for all ministries. Create accountability structure for each ministry</td>
<td>Q1 2018</td>
<td>Owner: Step Up Engagement Ministry Champion: Kim Morrison, Mike Rankins, Kevin Wilson</td>
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<tr>
<td></td>
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<td>Stakeholders: All Ministries</td>
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Reflection

Change is inevitable, growth is optional - John C Maxwell
Acknowledgements

The Park Church
Jay Human, Keesha Lewis and Tiffany Lyles
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Ross/Martin Family


References


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