

INCREASING MINISTRY PARTICIPATION THROUGH EFFECTIVE RECRUITMENT AND RETENTION

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

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July 9, 2018

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THE ORGANIZATION

The Park Church

- Three Locations in the Charlotte Area
 - Two Worship Services (All Locations / Each Sunday)
 - Saturday Worship Service
 - All Worship Services Are Streamed Live
- Over 20 Ministries, along with Several Community Events

PURPOSE

Needs Assessment of Ministries & Outcomes (November 2015)

- More Volunteers Needed
- Improved Communication
- Signs of Burnout

SCOPE



- Encourage new members to volunteer in various church ministries.
- Target existing members who are unengaged in ministry participation.

APPROACH

Analysis of New Member Orientation (Observation/Report, 11/2016)

- Redesigned New Member Orientation (February 2017)

Step Up Engagement Ministry

- Conducted Quarterly New Member Surveys
- Hosted Ministry Fairs
- New Member Assimilation Process Created, Reviewed, and Revised

TIMELINE OF EVENTS

June 2016

First Meeting
with Church
Leadership/Staff

January 2017

Pastor called for
congregation to
Step Up and
Serve

July 2017

Step Up
Engagement
Ministry Created

November 2017

Survey Results
Presented at Church
Leadership Meeting

March 2018

Survey of Sept. –
Dec. 2017 New
Members Conducted

October 2016

Attended and
Observed
KCIO/PLACE
Weekend

February 2017

KCIO/PLACE
Redesigned

October 2017

Survey of New
Members Conducted

February 2018

New Member
Assimilation Process
Created (Flowchart)

April 2018

New Member
Assimilation Process
Reviewed and Revised
(Flowchart)

SURVEY RESULTS

Basic Survey Information

Invitations ?



10 clicked through (47.6%) ?

0 opted out ?



Responses ?



Invitations ?

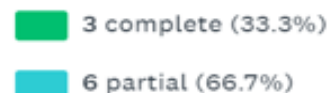


9 clicked through (22.5%) ?

0 opted out ?



Responses ?



61 total survey sent out
19 total responses

Critical Activities

30 Days

Contact via phone, new members that did not provide an email address

Confirm email address for those bounced back, contact via phone, if needed

Follow-up with finance department on new member giving

60 Days

Contact via phone, new members with unopen surveys

Outline new members focus group/case study process for 2018

Ministry shadow with First Friends volunteers and ministry leaders

90 Days

Confirm dates for 2018 quarterly ministry fair/fellowship with ministry leads and Kingdom team and new member feedback forums

Establish Step Up Engagement Ministry benchmarking goals for 2018

Follow-up with survey participating and address survey findings

STEP UP ACTION PLAN 2018

Specific Activity	Timeline	Persons Responsible	Formative Assessment Method	Goal	Indicator Of Success
Redesign website and/or research new website designers	First Quarter 2018	Church Leadership / Media Ministry	Throughout the year	Cleaner looking / Better organized website	Increased traffic / Better communication of scheduled events
Improve communication between ministry staff & new members	November 2018	Church Staff /Ministry Leaders / Media Ministry	Throughout the year	Keep new members informed of / engaged in all activities (location, dates, times)	Increased volunteer participation & retention / Overall church membership
Interactions / experiences within the church (spiritual growth)	November 2018	Church staff / Congregation	Throughout the year	Continue providing a great church experience	Increased volunteer participation & retention / Overall church membership
Recruitment of volunteers	November 2018	Church staff / Congregation	Throughout the year	Increase the number of volunteers	Increased volunteer participation / Church Membership
Implementation of churchwide survey	Calendar year of 2018	Church Staff /Ministry Leaders /Congregation	Throughout the year	Gain feedback from church membership	Increase in new membership & retention of current members
Continue leadership development of ministry leaders	November 2018	Church Leadership / Church Staff /Ministry Leaders	Throughout the year	Continue to improve in volunteer management	Increased volunteer participation & retention / Overall church membership

STRATEGIC PLANNING CYCLE

