

Creekside Christian Church

COVID Adjusted Vision 2020 (F)

August 18, 2020

MISSION: We exist to glorify God by turning people into fully devoted followers of Christ.

STRATEGY: Pathway: Connect → Grow → Serve → Reach (all in an environment of Worship)

RATIONALE: The current COVID crisis has hit Creekside with unprecedented challenges and will deliver us in to a very different world on the other side of it. While we're seeing incredible diligence in ministry and continued generosity and ownership of the mission by so many, we must also recognize that this crisis is accelerating a lot of changes that were already affecting the church (i.e., diminishing engagement, decrease in giving trends, disinterest among younger generations, emphasis on digital over physical, etc.). The simple fact is that our previous ministry assumptions and structure will not be effective in our current crisis and post-COVID world. If we continue to operate as we always have, we'll find ourselves obsolete very quickly. The church is the custodian of God's kingdom in this world and nothing will prevail against it. But we must do everything we can to offer the unchanging truth of the gospel to a rapidly-changing world around us.

VISION: With this in mind, during this COVID season, we will seize this opportunity to set Creekside up for stronger ministry on the other side of this crisis.(We expect this season may last 6 months or more).

Church-wide Objectives and SMART Goals

Specific, Measureable, Achievable, Reviewable, Time-Defined

Pursue the Disengaged

1. Beginning September 1, complete and log 400 Weekly, Meaningful Interactions with members, regular attenders or guests (reciprocal actions/direct involvement with someone or something).
2. As a result of the above interactions, identify Significant Ministry Opportunities or Themes to address, and by October 30, 2020, develop a plan to address them.
3. By November 30, 2020, each department/ministry will host at least one creative (County Health Order Compliant) event/opportunity or make at least one similar ministry adjustment for Face-to-Face Engagement among Our People.

Significantly Enhance our Digital Strategies

1. Clearly articulate strategies and assign responsibilities according to the Engagement Funnel/Pathway by September 15, 2020.
2. Allocate one additional staff person and resources to accomplish articulated goals and strategies by October 15, 2020.
3. Identify at least one way we have resourced and supported each department as they enhance their digital strategies in line with our Engagement Funnel/Pathway by November 30, 2020.

Maintain an awareness of the original 2020 Vision Objectives: Raise the Passion for the Great Commission, Pursue Young Families and Improve Guest Experience.

Facilitate each objective in at least one way in the next 6 months to a year.