

CCBC Elder Council Three Year Strategic Plan

2024 – 2026

Introduction:

God has richly blessed CCBC over the past three (post-pandemic) years by guiding us through the development and faithful execution of our Spirit-led Mission and Vision Statements. During this time, we have pursued more opportunities to reach out to the community (both “churched” and “unchurched”), resulting in significant attendance growth at Worship Services as well as Sunday morning Bible Study classes filled to capacity. The Elder Council and Church staff are committed to building upon this foundation and acting as faithful stewards of God’s resources by maximizing the effective use of the facilities and finances entrusted to us.

This Three Year Strategic Plan is prayerfully offered to the Congregation as the direction we believe God is leading us to take. While it represents the cooperative efforts of the Elders and staff to set specific priorities for the future of our church, consistent with the **Discipleship Pathway** as represented in our **Mission Statement** and **Vision**, we recognize that “The heart of man plans his way, but the LORD establishes his steps” (Proverbs 16:9). The goals and tasks outlined below may evolve or modify over time, as God leads, but are intended to map out a strategic direction and the required action steps to get there. But we know that we cannot accomplish all that God has for us without the full support of our Church family at its willingness to serve.

We humbly and prayerfully submit this plan at this time.

2024 (beginning in second half of 2023):

- Add a third Sunday Morning Worship Service in a time slot between the current first and second services. (**Discipleship Pathway: Connect**)
 - Existing seating capacity is 188 (plus choir loft seating) in the chapel and approximately 500 in the Worship Center.
 - Recognizing the seating capacity constraints in the 10:30 Worship Service, church staff pulled together an independent team of attendees of that service to evaluate the issues, consider options and offer recommendations. The Elder Council relied heavily on their report in its deliberations.

- A third service is necessary to accommodate the growing attendance at the 10:30 service, at times, pushing actual attendance beyond the 80% of capacity benchmark, recognized as an inhibiting factor for new visitors. Consistently exceeding that 80% benchmark will be one of the two “trigger points” for setting a date to add the third service.
- Three services will allow for a maximum attendance (at all three services) of approximately 1,000-1,200.
- Adding another service also doubles the room availability for Sunday Bible Study groups by being able to schedule classes during the second and third services, allowing attendees to still choose the style of worship they prefer.
- The addition of a third service will require a significant increase in volunteers (ushers, teachers, children workers, technical/sound booth workers, praise band members, etc.). At least 50% of those volunteers must be identified **before** setting a start date for the new service. That is the second “trigger point”.
- The Elder Council approved moving forward with detailed planning of a third service in anticipation of reaching the noted “trigger points” in the second half of 2023. Issues still to be studied and addressed include:
 - Impact on parking (including possibility of purchasing additional parking)
 - Specific timing of the three services on Sunday morning
 - Interim actions to alleviate current space constraints on Sunday mornings (modifying seating configurations, adjusting use of unused/underutilized spaces and opening up additional rooms for Bible Study classes).
- During 2024, establish an additional position (as budgetary funding permits), to recruit and hire a “Next Generation Pastor” to minister to teens, high schoolers, college students and young adults (ages 18-24) (**Discipleship Pathway: Connect, Become, Serve**)
 - Recognizing that younger families (that Next Generation who are joining CCBC in record numbers) require not only children’s classes

and programs but also quality offerings for their older children and young adults in the household, CCBC presently has very limited resources invested in that area. This group is under constant and pervasive cultural attack in their schools and workplaces. They need sound Biblical and doctrinal teaching as well as social interaction with others sharing similar perspectives.

- The focus of this individual will be to engage with these age groups where they are; in their schools, during athletic events and after-school activities, clubs and community events and business organizations. The goal is to create an exciting, encouraging and spiritually uplifting environment that will not only retain these young people within our church but will attract their unchurched peers.
- The position is anticipated to be filled by July 1, 2024, assuming that the FY 2024 Budget can accommodate that extra half-year expenditure and the full-year cost can be accommodated in FY 2025.
- Build up our base of volunteers to serve at all levels. **(Discipleship Pathway: Serve)**
 - Expand the understanding of the “Leadership Pipeline” concept within our congregation so that they become familiar with the concept and can self-assess where they are and where they are going with their Christian growth. This should be done both in the Bible Study groups and from the pulpit (as part of a sermon).
 - Encourage our current leaders to move forward into new and expanded roles including teaching, mentoring, becoming a deacon or elder.
 - Offer training and mentoring to members who are potential candidates for the future role of Deacon or Elder.
 - To achieve more effective financial resource management in the arcane world of Not-For-Profit accounting and budgeting by staff and volunteers, develop and provide a group training program (in 2023).
 - All leaders need to be trained to focus volunteer involvement on the quality of the activities they are involved in rather than the quantity in order to avoid “burn out”, encouraging “sabbaticals” to stay fresh and renewed.

- Expand and improve programs, services and facilities for children.
(Discipleship Pathway: Connect, Become)
 - Expand our Church School by one grade (1st grade) in the fall of 2024.
 - Providing opportunities for parents of current CCBC preschoolers to keep their children in a Biblically based teaching environment for another year.
 - Adding a first grade class not only builds up that next generation but will provide more seats for those not currently enrolled while reaching out to more young families in our community.
 - Study the feasibility, cost and funding possibilities of moving the children’s playground nearer to the Children’s wing of the building.
- Actively expand methods for reaching out to retirees and older adults in our community. **(Discipleship Pathway: Connect, Share)**
 - Considering that the Crystal Coast has become a very desirable retirement community, older individuals are arriving continually, adding to that already disproportionate demographic of over 55 residents. While some of these people have been church-goers in the past and will be seeking a church home here, many are in the same need for Christ as most other residents of our region. Reaching out effectively to this group must continue to be an important part of our mission. To do so, our plan is to:
 - Expand upon the New Neighbor Mailing program by developing a more comprehensive list of “endorsed” local service providers (Auto repair, plumbers, electricians, furniture stores, doctors, dentists, etc.) on a “Services Card” along with the coupons and CCBC materials in gift bags for members to give out to recent retirees moving into our community, whether through the New Neighbor Mailing program or as ad hoc ambassadors within their own neighborhoods (especially the gated communities).
 - In relation to the above, recruit “ambassadors” who live within the gated communities who will introduce themselves to the

new residents and provide them with the gift bag and possibly some other homemade item (cookies, homemade bread, etc.).

- Include the CCBC QR Code on material we hand out along with the wording “Sponsored by CCBC”.
- Develop targeted outreach activities to support and engage with local military retirees.
- As space permits, continue to develop and offer short term, “gateway” Sunday Morning Bible Studies to bring more of our attendees (especially of the 10:30 service) into the habit of being part of a close community of believers. **(Discipleship Pathway: Become)**
 - Survey (or focus-group) younger families in the 10:30 service to determine why they may not be participating in small group or Sunday morning Bible Studies.
 - Recruit and train additional class leaders.
 - Provide interesting teaching materials, video series, etc.
 - Actively promote those new offerings on Sunday mornings, on the web site and in electronically distributed materials.
 - Identify unused spaces that can be put into service on Sunday mornings.
- Leverage existing local events, festivals, fairs and activities to reach out to our community rather than (or in addition to) developing and implementing our own. **(Discipleship Pathway: Connect, Share)**
 - Local sponsored events bring much larger numbers of people into contact with us. Staffing booths and other involvement at those events will be more effective at reaching out than what we can do on our own site.
 - Offering our parking facilities for those attending special events in Cape Carteret and having our people act as volunteers can be another point of contact for reaching out and connecting with the community.
 - Encourage Bible Study Groups and other groups within the church to “adopt” annual festivals and events, to develop the manner in which

we will participate and to staff booths and functions while offering a friendly outreach to our guests.

- Place a greater emphasis on being a church committed to Missions **(Discipleship Pathway: Share)**
 - Increase church-wide communications and visibility regarding CCBC involvement in missions (IMB, NC and regional).
 - Have IMB schedule missionaries on leave to visit our church and provide opportunities for them to share on Sunday Mornings in both worship and during Bible Study classes.
 - Encourage CCBC attendees to participate in international and regional missions with active promotion of these opportunities, financial support and reports back to the congregation.
 - Develop an opportunity for our youth to participate in a regional or international mission trip during 2024 or 2025.
 - Whenever outside missionaries are visiting our church be sure they are recognized and introduced from the pulpit.
- Evaluate how CCBC could offer assistance to other regional Atlantic Baptist Association churches that appear to be struggling to recover from the challenges of the pandemic in areas of leadership, finances and attendance. **(Discipleship Pathway: Serve)**
 - Contact the Association to determine feasibility and receptivity of such assistance.
 - Consider developing “teaching teams” within CCBC to go out and assist struggling area churches as needed.
 - Considering hosting a conference for area pastors with the Malphurs Group leading them through a shortened version of the process that helped us.

2025:

- Investigate and determine the feasibility of creating a full K-12 Church School. **(Discipleship Pathway: Serve)**
 - Identify extent of demand

- Delineate academic requirements
- Determine staffing requirements
- Determine legal implications for CCBC
- Determine best corporate structure
- Begin partnering with local churches on events and services (**Discipleship Pathway: Serve**)
- Begin the process of actively encouraging our youth and young adults to consider futures in mission work, participate in short term mission trips and provide financial assistance and support when they become a fulltime missionary. (**Discipleship Pathway: Share**)

2026:

- Building upon the success of Upward Basketball, determine the benefits and requirements of offering another “Upward” program (such as soccer) and, if doable, implement. (**Discipleship Pathway: Connect, Share**)
- Investigate feasibility utilizing technology to create “satellite” churches in Eastern NC where populations do not currently support a fully functioning church or a fulltime pastor. (**Discipleship Pathway: Serve**)
- **If** the feasibility study for creating a K-12 Church School proves positive, move forward with next steps of: (**Discipleship Pathway: Serve**)
 - Locate an adequate facility
 - Pursue “legacy donors” committed to Christian education to fund the acquisition of the facility
 - Develop a viable funding model for tuition and operating costs
 - Determining the phase-in of grade levels