WIN TEAM UPDATE: DISCIPLESHIP
July 2018 – Manchester UMC

PRIORITY:	**Grow the number of people connecting in Christian community and living more missionally.**
GOAL:	Clear and simple pathways/bridges are available and used to help 500 people at MUMC take a next step on their faith journey.
LEADER:	Jeff Haupt
WIN TEAM:	Mike Clement, Linda Lange, Jim Clark, Tiffany Conway, Sara Mata and Kendrith Beebe

A. Briefly describe the most helpful resources your WIN Team is using to gain relevant information:
- Analytics from current data management system
- Church staff and ministry/group leaders

B. Based on your learnings, briefly describe what trends/realities your WIN Team sees working in our favor:
- An increased variety/diversity, frequency and connectiveness of MUMC's various programs (new classes offered for parents, new one-time series, improved connection w/ COF preschool, etc)
- Personnel additions/changes – Pastor Jim, Pastor Winter, Beth, Autumn, Tiffany (full time MUMC)
- Increased and more targeted marketing/promotion for various ministries and programs

C. Based on your learnings, briefly describe what trends/realities your WIN Team sees working against us:
- Capturing and using the data – our current data management system seems to be holding us back
- Declining attendance/participation in overall church activities (not specific to MUMC) – there's a lot of church happening outside of the walls…we have to adapt/evolve to be part of it!

D. Briefly describe the 5 most impactful insights/discoveries/lessons your WIN Team has uncovered so far:
- Our goal is really just to track participation, trusting that those activities will cause spiritual growth to take place. This gives us a more specific focus.
- We have been challenged by who exactly is/should be included in the "500" and what exactly justifies a "next step" on their faith journey.
- We need to start small with just a few, select groups and ministries. From that we can expand outward.
- We want to gather qualitative info (testimonials, etc) in additional to the quantitative tracking.
- Our current data management system will not allow for easy tracking and will be a significant hurdle for us when we are ready to take it to the next level.

E. Describe how your WIN Team recommends that we define/measure/count progress toward the goal:
- We would like to start with a "pilot" program using X of ministries. The proposed list is as follows…
  - New Member classes
  - Confirmation Class / MUMY
  - Choir (Chancel and Childrens)
  - Disciple Classes
  - Senior Adult Classes (Ralph Burns)
  - Young Adult Ministries (specifics TBD)
  - Volleyball
  - Greeters
  - Vacation Bible School (track per family)
  - Meals & Ministries
  - Friday Morning Parent Group
  - Christmas Tree Lot
- These were chosen based on the following criteria…
  - Established groups/ministries that already have a good "baseline"
  - Represents a broad/diverse cross-section of our church's congregation
  - Can be measured/tracked either with analytics and/or ministry leadership
- Our initial criteria for the "500" would be first-time participants in any one of these groups/ministries.
- Our proposed time-frame for this "pilot" program is Sept 1, 2018 to Sept 1, 2019
- While we plan to re-evaluate the progress/groups along the way, we welcome more specific criteria/recommendations from the leadership board.
- We feel it is important that regardless of how we end up measuring the goal, that we recognize and celebrate the progress along the way. Perhaps we'll have milestones for such – 100, 250, etc.

F. Does your WIN Team feel the goal is achievable or does it need to be adjusted up or down? Why?
- The initial goal of 500 seems achievable but until we can confidently track and measure it we won't know for sure. To be determined.

G. Provide 5 strategies your WIN Team has identified (or seriously considering) to help achieve the goal:
- Use of pilot program to monitor and track specific groups/ministries.
- A strong request for a new data management system to enable us to expand our scope/abilities.
- Gather qualitative info (testimonials) via surveys, personal interviews, etc.
- Solicit updated profile info from congregation – imperative if/when new data system is in place.
- A discipleship incentives/referral program – opt in approach
- More targeted marketing/promotion

H. Describe how your WIN Team will monitor/measure each strategy to see if it is successful (Lead Measures)
- Much of what we're planning is consequential so our best indicator for progress will be if/when we are able to progress though the various strategies we have outlined.

I. What are some "quick wins" (easy steps), if any, that your WIN Team suggests we take now?
- Launch our pilot program so we can get the ball rolling and see where it goes
- Seriously consider switching to a more sophisticated data management system
- Encourage/establish better member profile info – email addresses, DOBs, etc
- Re-enforce and remind all groups/ministries of the importance of attendance tracking

J. What else would your WIN Team like the Leadership Board to know about your efforts?
- We have had a few hurdles/challenges along the way with how the data collection process will work as well as what/who exactly we should be tracking.
- We have created a revised goal to help give us clarity and more specific focus, without changing the primary goal assigned to us. It is as follows…
- Grow the number of people connecting in Christian community and living more missionally (by 500), trusting that through those activities, the Holy Spirit will cause spiritual growth to take place.