

WIN Team Meeting Minutes
May 23, 2018

Attendees: Winter Hamilton, Nicki Reinhardt-Swierk, Chessey Brenton, Heather Kellenberger, Phil Wiseman, Emily Gauvain, Jim Peich, Sarah Healey, Christy Fareel

Absent: Nick McGeehon

1. Review Roles, responsibilities and identify minutes' taker (Nicki)
2. Recap last meeting and report on homework
 - Winter:** Notes from Church of the Resurrection. You can find these notes on the Google Drive.
 - Jeremy:** Hospitality best practices. Couching events-space for connecting before and after the service. Good to "get with the times." Problem with political polarization. Need to have changing hospitality practices. Church hurt friend talked about hypocritical religious people—the church isn't even a real place (it isn't authentic). Importance of church self and secular self matching up.
 - Chessey:** Visited Parenting Resources (parent community space in S. Grand neighborhood). They were awesome and we want to partner with them. They are looking for organizations to host meetings in their space to help cover bills and rent.
 - Gossiping and hypocrisy of Christians turned friend off from church.
 - Shared list of existing first time experiences (on Google Doc).
 - Need to add single parents to our target population. We have great places to help with that.

Where do we see the young people on our first time experience list?

- Weddings/Baptism
- Young adult events
- Children and family ministries (if they have kids)
- Adult/Young Adult classes
- Worship
- Need them at welcoming
- Who do we see? Pastor, people (worshippers, fellowshippers), lay reader, screens, bulletin/newsletter, greeters, musicians, ushers, acolytes, Communion Stewards, Alter Guild. Donuts and coffee.
- How many people under the age of 35? (Usually some in choir, lay readers, youth in the service)
- Importance of Parking Lot and signage (Could we get a map?)

We have to change the culture to hit everything on the list

Homework Continued

Sarah: Sent a link to Google Drive folder. If you need help using Google Drive, she is here to help tonight. We need to upload everything, even a few sentence ideas.

Phil: Looked at Instagram. Has a feeling, we'll end up changing our social media policy. Currently using facebook advertising. We've been using Instagram to feed Facebook (in

order to boost the relevance of post and lower advertising costs). Better way to use Instagram to reach young adults. We need to do better targeting of young adults, so we will talk to our social media agency for ideas.

-What do we want to be identified as? Young adults? Young adult Christians? Young adult ministry? College students? **We need to have a conversation about identity.**

-need to make tags relevant to young people and relevant to the post

-Use of facebook group (need policy/people to monitor/moderate)

Nicki: Notes from As We Gather (to be included in google doc)

Heather: Wrote questions for survey in college student—They've been added to the google doc. Heather asks that we all look over the questions.

. Didn't get a chance to visit The Gathering yet.

Emily: We're the 6th church to come up for "Churches for young adults in St. Louis"

-Emily struggled to find a cohesive opinion on attendance. We need to understand what information we want to collect. We should aware that folks are coming for a reason—they may have an immediate need or struggle. Could we find a way to include prayer request in or around attendance pad

-Don't just think about what we need from them—What do they need from us?

-Need to include age box to check

-prayer request/comments/name/number/service/Do you want to talk to someone/Do you want to sign up for/area to send me info on. . .

-“I'm new”

-Key items to communicate: It's our responsibility to know you, help us out? Include the why people want to fill this out. Be honest that this is about numbers. We can't measure out success without it. Like the language of lives we're touching (will be put on google docs)

-Could also use check-ins on social media and selfies

What are the steps to having an experience?

-Why is this first time experience a goal? What is the end goal? Are we trying to get people to MUMC or have experience outside the building that contributes to the success of Manchester UMC.

-First experience as a way to measure/a step on the way to a culture of young adults.

-From Jim: Dating analogy (Awareness—Encounter/Approach—Connection/Chemistry—Acceptance/Intersection—Deep Relationship)

-Upstream, we are trying to get people curious. Pre-steps to getting to the location/meeting is getting them interested enough to dig deeper.

3. Discuss data/information gathered by WIN team members

4. Discuss if proposed 2021 goal is reasonable or needs to be adjusted up or down

5. Discuss how the goal will be measured/counted

6. Identify yearly milestones to achieve 2021 goal (e.g. by the end of 2018, we will have)

Awareness—Encounter/Approach—Acceptance/Chemistry—Relationship Building—Deep Relationship

- What counts is when the person has some **response**. It isn't at the awareness point.
- needs to be a **measurable** encounter. How are we measuring it?
- What is our baseline to measure against? We don't have one because we haven't been measuring it.
- ****We need to define what a response is****
- Will have to train other ministry areas to take these demographics.
- This will take time. It could take us a whole year to get a baseline.
- JIM: If a "response" (first-time experience) happens at a non-religious event/activity that MUMC has coordinated, is the group comfortable that we get to count it: GROUP: YES!!

7. Brainstorm short- and long-term strategies to achieve 2021 goal

By end of 2018 Have a strategic plan for data gathering. Need to pilot and test before we solidify the plans.

8. Homework Assignments for next meeting

- a. **Everyone** list 3 things other churches are doing to be hospitable for young people
- b. **Everyone** look over Heather's questions on the google doc (Provide feedback)
- c. **Nicki** upload as we gather and asset map questions/strategies to revisit next meeting.
- d. **Everyone** collect connect card samples
- e. **Nicki** will visit Gathering Maplewood and Webster
- f. **Heather** will visit The Element
- g. **Emily** will visit the Crossing
- h. **Christy** will visit Gathering Clayton
- i. **Nicki** make a list of what counts as an experience that can be added to (color coded spreadsheet)
- j. **Heather:** Working definition sheet for response/experience. We all need to look at it and tweak it.