

Amarillo United Methodist Church

Strategic Action Plan and Budget 2023-2024



October 2023
Updated January 2024

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AMARILLO UNITED METHODIST CHURCH

October 8, 2023

Dear Amarillo UMC Family:

Submitted for your review and consideration is the 2023-2024 Amarillo United Methodist Church Strategic Action Plan and Budget. The document includes values, mission, and vision statements; 10 immediate priority strategies; five near-term priority strategies; two long-term priorities; and a strategy calling for the development of a comprehensive communications plan. The document also includes a corresponding proposed budget for 2024 articulating both expenditures by line item and revenue by source. For financial clarity purposes, a current year 2023 estimated budget and a projected 2025 budget are also included.

The development of this Strategic Action Plan and Budget began with the initial thoughts and aspirations of Pastor Burke. Input from the entire congregation was sought and received via a congregational survey which was conducted in early September. Survey response was outstanding and results are summarized in the Appendix. On September 16, your Leadership Council participated in an extensive facilitated planning session to distill and articulate the strategies ultimately included in this plan. Thanks are due to Linda Pitner, Carol Lovelady, and Hollis Parker for facilitating our efforts and drafting the document.

A draft of the Strategic Action Plan and Budget was reviewed and amended by the Leadership Council at its meeting on September 19. Final Leadership Council review and approval were completed on October 8.

The Leadership Council is pleased with the participatory process used to develop the Strategic Action Plan and Budget. We sincerely thank the congregation for its valuable input. In closing, your Leadership Council recommends the approval of the 2023-2024 Amarillo UMC Strategic Action Plan and Budget by the Amarillo UMC Charge Conference at its meeting on October 18, 2023.

May the fruits of this document serve our mission field in a manner pleasing to our Heavenly Father.

Respectfully submitted,

Amarillo UMC Leadership Council

Amarillo United Methodist Church Values, Mission, and Vision

The United Methodist Church - The Churches: Book of Discipline, Section 1, ¶ 120 – *The Mission*

“The mission of the Church is to make disciples of Jesus Christ for the transformation of the world. Local churches and extension ministries of the Church provide the most significant arenas through which disciple-making occurs.”

The Amarillo United Methodist Church will fulfill the mission of the United Methodist Church through AUMC’s values, mission and vision.

OUR VALUES: (The foundation from which we do all of our work)

Amarillo UMC embraces:

- Authenticity, sincerity and genuineness in our relationship with God, each other and the community.
- Love, care and grace as a community of faith.
- Welcoming and encouraging all as we connect with God and each other.

OUR MISSION: (Our purpose)

In keeping with the heritage of the United Methodist Church, Amarillo UMC reaches and serves all people with Christ’s love and grace through open hearts, open minds and open doors.

OUR VISION: (What we aspire to)

Amarillo UMC aspires to reflect God’s kingdom as a safe, joyful spiritual home for all people.

IMMEDIATE PRIORITIES

Action Plan Items to be in place by December 31, 2023 and ongoing in 2024

Unless named as a Team Leader or Team Member, the Pastor is a voting ex-officio member of all work teams.

STRATEGY 1 – WORSHIP ACTION PLAN

“The regular gathering of the public worship of God generally on the Lord’s Day, Sunday.” – UMC
Amarillo UMC worship includes Sunday morning services with a message/sermon, Children’s Church (currently in a pilot program), Children’s Time, Music, Ushers, Communion, Acolytes, Hospitality, Invitation, Technology (Live Stream, Sound, In-Sanctuary Visual). Participation in worship includes the laity across all ages along with the Pastor.

Responsible Party/Parties: Worship Work Team

- **Team Members:**
 - **CoTeam Leaders – Pastor, Lynn Brack, Kay Porter**
 - Music Director, Caisey Fowler
 - Youth Representative, TBD
 - Hospitality Work Team Leader, Teresa Hoard
 - Lay Leader, Cathy Coberly
 - Children’s Leader, Ken Knight
 - Office Manager, Melissa Stovall
 - Livestream Coordinator, Alex Ricarte

Resources Required:

- Budget Resources**
 - Salaries (Pastor, Music Director, Organist/Pianist, Musicians, Office Manager)
 - Facility (Rent)
 - Equipment (Sound, Live Stream, Audio/Visual)
 - Materials/Supplies (Bulletins, Children’s Packets, Name Tags, Sign-In Sheets, Communion Supplies, Offering plates, Acolyte Robes, etc.)
- People Resources**
 - Ushers/Greeters
 - Acolytes
 - Live Stream Production Volunteers
 - Hospitality Volunteers
 - Communion Servers
 - Laity Volunteers
 - Choir
- Equipment Resources**
 - Live Stream Equipment
 - Sound Equipment

- Audio/Visual Equipment

Other Resources

- Facilities

Communications Plan: A comprehensive communications plan will be developed by the Communications Work Team to establish a “brand” and include internal and external communications strategies for Worship.

Timeframe: Sundays and ongoing

STRATEGY 2 – SUNDAY SCHOOL ACTION PLAN

Group classes lead by a teacher (clergy and laity) for all ages held on Sunday morning including Confirmation Classes.

Responsible Party/Parties: Sunday School Work Team

- **Team Members:**
Co-Team Leaders – Pastor, Lynn Brack, Education Coordinator, Margie McNeir
 - Adult Representative, Mike Jones
 - Youth Representative, Carly Powell
 - Children Representative, Ken Knight
 - Nursery Work Team Leaders, Becca Ellery and/or Audrey Ricarte

Resources Required:

- Budget Resources**
 - Facility (Rent)
 - Equipment (Audio/Visual)
 - Supplies/Materials
 - Curriculum
 - Confirmation Class expenses
 - Safe Sanctuary Training
 - Background Checks
- People Resources**
 - Teachers
- Equipment Resources**
 - Audio/Visual
- Other Resources**
 - Facilities

Communications Plan: A comprehensive communications plan will be developed by the Communications Work Team to establish a “brand” and include internal and external communications strategies for Sunday School including Confirmation.

Timeframe: Sundays and ongoing

STRATEGY 3 – NURSERY ACTION PLAN

Care and classes for ages 0-4.

Responsible Party/Parties: Team Members:

Co-Team Leaders – Becca Ellery and Audrey Ricarte

- Office Manager, Melissa Stovall

Resources Required:

- Budget Resources**
 - Salaries (Nurse workers)
 - Supplies/Materials
 - Curriculum
 - Training – Safe Sanctuary
 - Background Checks
 - Equipment
- People Resources**
 - Paid Nursery Workers
 - Volunteers
- Other Resources**
 - Facilities

Communications Plan: A comprehensive communications plan will be developed by the Communications Work Team to establish a “brand” and include internal and external communications strategies for Nursery.

Timeframe: Sundays (Worship and Sunday School), Wednesday Activities, some events and ongoing

STRATEGY 4 – YOUTH GROUP ACTION PLAN

Activities for 6th through 12th grade youth generally held on Wednesday evening in partnership with St. Luke but could include special activities and events at other times.

Responsible Party/Parties: Youth Group Work Team

- **Team Members:**

- Team Leader – Carly Powell**

- Pastor, Lynn Brack
 - Laity (Adults and Youth), TBD
 - St. Luke Partnership Representatives, as appropriate

Resources Required:



Budget

- Salaries (Paid Youth Director eventually)
 - Supplies/Materials
 - Curriculum
 - Training – Safe Sanctuary
 - Background Checks
 - Equipment
 - Mission/Outreach Opportunities (Local)
 - Transportation



People

- Youth Group Volunteers (Adults)



Other Resources

- Facilities
 - Transportation

Communications Plan: A comprehensive communications plan will be developed by the Communications Work Team to establish a “brand” and include internal and external communications strategies for Youth Group.

Timeframe: Wednesday evenings, other specific event times, and ongoing

STRATEGY 5 – MUSIC MINISTRY (CHOIR/MUSIC) ACTION PLAN

Music including choir, soloists, and instrumental included in Worship.

Responsible Party/Parties: Music Ministry Work Team

- **Team Members:**
 - Team Leader - Music Director, Caisey Fowler**
 - Pastor, Lynn Brack
 - Choir President, TBD
 - Office Manager, Melissa Stovall
 - Livestream Coordinator, Alex Ricarte

Resources Required:

- Budget Resources**
 - Salaries (Music Director)
 - Music and Music Library Supplies
 - CCLI Copyright License(s)
 - Robes
 - Organist/Pianist
 - Paid Guest Musicians
 - Materials/Supplies
 - Staff/Scholarship Singers

- People Resources**
 - Choir Volunteers
 - Staff/Scholarship Singers
 - Organist/Pianist
 - Guest Musicians

Communications Plan: A comprehensive communications plan will be developed by the Communications Work Team to establish a “brand” and include internal and external communications strategies for Music Ministry.

Timeframe: Sundays, Wednesdays and ongoing

STRATEGY 6 – HOSPITALITY AND WELCOMING ACTION PLAN

Providing an authentic welcoming environment and atmosphere for visitors, members, guests and friends to enhance their worship experience, encourage fellowship, and help build the congregational community. Also includes follow-up with visitors and guests and meals/food related to congregational care.

Responsible Party/Parties: Hospitality Work Team

- **Team Members:**

- Team Leader – Teresa Hoard**

- Congregational Care Work Team Leader, Hollis Parker
 - Head Usher, Ridge McNeir
 - Laity including Youth, TBD

Resources Required:

- Budget Resources**

- Training/Field Trip – possibly Church of the Resurrection
 - Consultant – possibly Church of the Resurrection
 - Supplies/Materials
 - Meals

- People Resources**

- Volunteers
 - Ushers/Greeters

Communications Plan: A comprehensive communications plan will be developed by the Communications Work Team to establish a “brand” and include internal and external communications strategies for Hospitality/Welcoming.

Timeframe: Sundays, Wednesdays, Special Events, Congregational Care Occasions, and Ongoing

STRATEGY 7 – CONGREGATIONAL CARE ACTION PLAN

Identification of births, deaths, hospitalizations, weddings, graduations, significant awards, homebound, and other appropriate events of the congregation members and how the church can reach out to and serve those within the congregation in need. Also includes establishing a Prayer Team.

Responsible Party/Parties: Congregational Care Work Team

- **Team Members:**
 - Team Leader – Hollis Parker**
 - Office Manager, Melissa Stovall
 - Prayer Team Coordinator, Carol Lovelady
 - Laity, TBD

Resources Required:

- Budget Resources**
 - Supplies/Materials
 - Meals

- People Resources**
 - Volunteers

Communications Plan: A comprehensive communications plan will be developed by the Communications Work Team to establish a “brand” and include internal and external communications strategies for Congregational Care.

Timeframe: Ongoing

STRATEGY 8 – OUTREACH/MISSIONS ACTION PLAN

Service to the community noting K-12 Schools/Hamlet Elementary School, Food Insecurity, Homelessness and Downtown Women’s Center, NAACP Religious Affairs Committee Participation, Hospital Chaplain assistance, Missionary Support and UMCOR as initial areas most interested in by the congregation.

Responsible Party/Parties: Outreach/Missions Work Team

- **Team Members:**
 - **CoTeam Leaders– Melynn Elliott, Linda Pitner**
 - Youth Group Work Team Leader, Carly Powell
 - Small Group Work Team Leader, TBD
 - Laity, TBD

Resources Required:

- Budget Resources**
 - Designated Funds in Budget
 - K-12 Schools/Hamlet
 - Homelessness/Downtown Women’s Center
 - Food Insecurity
 - Missionary
 - UMCOR – Meals/Housing for Work Teams

- People Resources**
 - Volunteers

Communications Plan: A comprehensive communications plan will be developed by the Communications Work Team to establish a “brand” and include internal and external communications strategies for Outreach/Missions.

Timeframe: Ongoing

STRATEGY 9 - PARTNERSHIPS WITH ST. LUKE ACTION PLAN

Participate in identifying and implementing partnership opportunities with St. Luke to serve both congregations and the community as well as coordinating facility use, special events and worship events.

Responsible Party/Parties: Partnerships Work Team

- **Team Members:**

- **Team Leader –Lane Boyd**

- Office Manager

May also include as needed:

- Lay Leader, Cathy Coberly
- Hospitality Work Team Leader, Teresa Hoard
- Mission/Outreach Work Team Leader, Melynn Elliott and/or Linda Pitner
- Youth Group Work Team Leader, Carly Powell
- Other Work Team Leaders, as needed
- St. Luke Representatives

Resources Required:

- Budget Resources**

- Materials /Supplies
- Meal Subsidy

- People**

- Volunteers

Communications Plan: A comprehensive communications plan will be developed by the Communications Work Team to establish a “brand” and include internal and external communications strategies for Partnerships with St. Luke.

Timeframe: Ongoing

STRATEGY 10 - COOKING TEAM ACTION PLAN

Participate in coordination and partnership with St Luke to prepare Wednesday night meals. In addition, work with the Hospitality Work Team, Congregational Care Work Team, and Church Social Functions Work Team to provide meals needed by those work teams.

Responsible Party/Parties: Cooking Work Team

- **Team Members:**
 - Team Leader – Gena Ray**
 - Office Manager, Melissa Stovall
 - Include as needed:
 - Hospitality Work Team Leader, Teresa Hoard
 - Congregational Care Leader, Hollis Parker
 - Church Social Functions Work Team Leader, TBD
 - St. Luke Representatives

Resources Required:

- Budget Resources**
 - Materials /Supplies
- People**
 - Volunteers

Communications Plan: A comprehensive communications plan will be developed by the Communications Work Team to establish a “brand” and include internal and external communications strategies for the Cooking Team.

Timeframe: Ongoing

STRATEGY 11 - ADMINISTRATION/BUSINESS ORGANIZATION ACTION PLAN

Identifying and implementing the administration and business functions in order to manage the business aspects of the Church including:

A. Budget (Due prior to Charge Conference)

Responsible Party/Parties: Team Leader – Finance Chair, Sam Lovelady

- Treasurer, Mike Jones
- Leadership Council Chair, Gary Pitner
- Trustee Chair, Steve Hoard

B. Policies and Procedures (Accounting, Personnel, Etc.)

Responsible Party/Parties: Team Leader – Treasurer, Mike Jones

- Leadership Council Chair, Gary Pitner
- Lane Boyd
- Hollis Parker, as needed
- Laity with appropriate experience as needed

C. Stewardship Campaign (October-November TBD)

Responsible Party/Parties: Team Leader – Mike Jones, Pastor, Lynn Brack

- Laity as needed

D. Charge Conference Preparation and Execution (Oct. 18)

Responsible Party/Parties: Team Leader – Pastor, Lynn Brack

- Office Manager, Melissa Stovall

E. Nominations Committee (Nominations Committee will hold over to 2024 and extend their initial term for a full year beyond 2023. The current Leadership Council (2023) will continue through 2024.)

Responsible Party/Parties: Team Leader – Pastor, Lynn Brack

- Lay Leader, Cathy Coberly
 - Class of 2023 – Gregg White, Melissa Stovall, Gary Pitner
 - Class of 2024 – Austen Jones, Jennifer White, Steve Hoard
 - Class of 2025 – Carol Lovelady, Teresa Hoard, Mike Jones
- Classes will hold over through the Charge Conference of 2024.

F. Pastor Evaluation (Due Nov. 15)

Responsible Party/Parties: Team Leader – SPRC Chair, Gregg White

- SPRC (Leadership Council)

Resources Required:

Budget Resources

- Printing
- Material and Supplies

- Office Supplies

- Equipment (Computers, Copier, Telephones, Internet, etc.)

People Resources

- Stewardship Campaign Volunteers
- Hospitality Volunteers (Charge Conference)

Communications Plan: A comprehensive communications plan will be developed by the Communications Work Team to establish a “brand” and include internal and external communications strategies for Administrative/Business Organization such as promoting Charge Conference, etc.

Timeframe: Annually and ongoing

NEAR-TERM PRIORITIES

Action Plan Items to be in place and functioning by December 31, 2024

Unless named as a Team Leader or Team Member, the Pastor is a voting ex-officio member of all work teams.

STRATEGY 1 – SMALL GROUPS ACTION PLAN

Groups focused on a specific purposes/interest, including but not limited to Women’s, Men’s, Seniors, and Young Adults.

Responsible Party/Parties: Small Groups Work Team

- **Team Members:**

- **Team Leader - TBD**

- Pastor, Lynn Brack
- Office Manager, Melissa Stovall
- Women’s Representative, TBD
- Men’s Representative, TBD
- Senior’s Representative, TBD
- Young Adult Representative, TBD
- Outreach/Mission Work Team Leader, Melynn Elliott and/or Linda Pitner

Resources Required:

- Budget Resources**

- Materials/Supplies
- Curriculum

- People Resources**

- Individual Small Group Leader Volunteers

- Other**

- Possibly Facilities

Communications Plan: A comprehensive communications plan will be developed by the Communications Work Team to establish a “brand” and include internal and external communications strategies for Small Groups.

Timeframe: Ongoing and dependent upon activity as groups may be short-term or long-term.

STRATEGY 2 – FUTURE FACILITY ACTION PLAN

Defining AUMC Building needs and beginning the search process for such existing facilities or new build concept including land as well as identifying financial requirements for a future facility.

Responsible Party/Parties: Future Facility Work Team

- **Team Members:**

- **Team Leader - Trustee Chair, Steve Hoard**

- Leadership Council Chair, Gary Pitner
 - Finance Chair, Sam Lovelady
 - SPRC Chair, Gregg White
 - Business Manager/Treasurer, Mike Jones
 - Lay Leader, Cathy Coberly
 - Pastor, Lynn Brack
 - Others with expertise as needed

Timeframe: Ongoing through 2024

STRATEGY 3 – CHURCH SOCIAL FUNCTIONS ACTION PLAN

Church activities focused on the entire congregation to assist in building fellowship.

Responsible Party/Parties: Church Social Functions Work Team

- **Team Members:**
 - Team Leader – TBD**
 - Office Manager, Melissa Stovall
 - Laity, TBD

Resources Required:

- Budget Resources**
 - Materials/Supplies
 - Designated funds in budget

- People Resources**
 - Volunteers

- Other Resources**
 - Possibly Facilities

Communications Plan: A comprehensive communications plan will be developed by the Communications Work Team to establish a “brand” and include internal and external communications strategies for Church Social Functions.

Timeframe: Ongoing and dependent upon activity as groups may be short-term or long-term.

STRATEGY 4 - ADMINISTRATION/BUSINESS ORGANIZATION ACTION PLAN

Identifying and implementing the administration and business functions in order to manage the business aspects of the Church including:

A. Budget (Fall 2024 – Finance Committee Meeting - Leadership Council Meeting)

Responsible Party/Parties: Team Leader – Finance Chair, Sam Lovelady

- Business Manager/Treasurer, Mike Jones
- Leadership Council Chair, Gary Pitner
- Trustee Chair, Steve Hoard
- SPRC Chair, Gregg White

B. Policies and Procedures Review and Updates/Additions (Accounting, Personnel, Safe Sanctuary, Etc.)

Responsible Party/Parties: Team Leader – Leadership Council Chair, Gary Pitner

- Finance Chair, Sam Lovelady
- Business Manager/Treasurer, Mike Jones
- SPRC Chair, Gregg White
- Lane Boyd
- Hollis Parker as needed
- Laity with appropriate experience as needed

C. Stewardship Campaign (Fall 2024)

Responsible Party/Parties: Team Leader – Pastor, Robert Burke

- Laity as needed

D. Charge Conference Preparation and Execution (Fall 2024)

Responsible Party/Parties: Team Leader – Pastor, Robert Burke

- Office Manager, Melissa Stovall

G. Nominations Committee (Nominations for the Class of 2027 and 2025 Leadership Council due prior to Charge Conference.)

Responsible Party/Parties: Team Leader – Pastor, Robert Burke

- Lay Leader, Cathy Coberly
 - Class of 2024 – Gregg White, Melissa Stovall, Gary Pitner
 - Class of 2025 – Austen Jones, Jennifer White, Steve Hoard
 - Class of 2026 – Carol Lovelady, Teresa Hoard, Mike Jones
- Classes from 2023 were held over for the Charge Conference of 2024.

E. Pastor Evaluation (Due Fall 2024)

Responsible Party/Parties: Team Leader – SPRC Chair, Gregg White

- SPRC (Leadership Council)
- Pastor, Robert Burke

F. Strategic Action Plan Review and Plan Update

Responsible Party/Parties: Team Leader – Leadership Council Chair, Gary Pitner

- Leadership Council
- Pastor, Robert Burke

G. Monitor Finances and Budget

Responsible Party/Parties: Team Leader – Finance Chair, Sam Lovelady

Finance Committee (Leadership Council)

Resources Required:

- Budget Resources**
 - Printing
 - Materials and Supplies

- People Resources**
 - Stewardship Campaign Volunteers
 - Hospitality Volunteers (Charge Conference)

Communications Plan: A comprehensive communications plan will be developed by the Communications Work Team to establish a “brand” and include internal and external communications strategies for Administrative/Business Organization such as promoting Charge Conference, etc.

Timeframe: Annually and ongoing

COMPREHENSIVE COMMUNICATIONS PLAN

Create a comprehensive communications plan to establish a “brand” and include internal and external communications action items as prioritized in each the Immediate and Near-Term Priority Strategies listed in the AUMC Strategic Plan and Budget (this document).

Responsible Party/Parties: Communications Work Group

- **Team Members:**

- Team Leader – Communications Work Team Leader, Rebecca McCoy**

- Consultant, TBD
 - Leadership Council Chair, Gary Pitner
 - Office Manager, Melissa Stovall
 - Pastor, Robert Burke
 - 2-3 Laity, TBD

Resources Required:

- Budget Resources**

- Consultant
 - Design
 - Printing
 - Website/Social Media
 - Media Buys
 - Apps
 - MailChimp
 - Canva Graphics
 - Postage
 - Signs
 - Color Copier
 - Materials/Supplies

- Equipment**

- Color Copier
 - Possibly Computer

Timeframe: Put work group in place by December 31, 2023 and work on plan and implementation throughout 2024.

Long-Term Priorities

Action Plan Items to be reviewed and considered for implementation beyond 2024

1. Contemporary Service
2. Amarillo College, West Texas A&M University, and Texas Tech – Amarillo Campus Initiatives