



Year Three

CLARITY + *courage*

**The Vision of the
University United Methodist Church
*Strategic Plan 2025***





OPEN *Hearts.*
OUTWARD *Faith.*



Beloved,

What a difference a year makes! I continue to be so proud and heartened by who you are, the church we are, and the church we are becoming by God's grace. You will see in this booklet a report of the unfolding narrative of the areas God has collectively called us to focus on as we live with "open hearts and an outward faith." In 2023, we received your guidance and feedback and identified three ministry focus areas we would give our full attention to through the end of 2025. We are close to the completion of our second of three years living into this Vision, and we will continue to cherish your prayers and especially welcome your help through your financial gifts, time, and talent.

As we enter Year Three of our Vision process, I have on my heart the old gospel tune by Kenneth Morris that says,

"I thank you Jesus...
I thank you Jesus, I thank you Lord...
For you brought me from a mighty, a mighty long way!"

As you will see from our goals set and achieved, we have come a long way and made fantastic progress. Perhaps you can even see and feel the results at this point with some of the changes that have been made. God is opening new pathways every day for University United Methodist Church to serve our community. We are called to "Clarity and Courage" in faith to make our world better, bolder, and more hopeful.

I hope you hear God calling you to commit through prayer, service, and financial sacrifice as we enter our third and final year. We need your help to finish strong and move our church forward into the bright future that God surely has in store for us.



With Great Hope,

A handwritten signature in blue ink, reading "Katie McKay Simpson".

Rev. Katie McKay Simpson
Senior Minister



1 Membership Growth & Engagement

Our Goals

- **Enhance UUMC's digital and online presence** by improving existing platforms, and channels and pursuing new avenues for reach and engagement of 100 new attendees each month by December 31, 2025.
- **Retain 75% of new members** and have them engaged in at least one area of UUMC within 90 days of joining.
- **Improve engagement of current members**—75% of current members attend worship, a small group, or church missions/events* at least once a month.

*53% of new members up until September 2024 are active in Worship, Grow, and Serve. A total of 46 new members have joined since 2022.

In the year 2024, UUMC Achieved These... *Key Strategies*

1. Created a marketing volunteer team that assists the communications director in improving and driving engagement by analyzing, producing, and organizing content specifically tailored to each audience of UUMC.

2. Launched the new brand and visual identity including a new logo, new messaging, and collateral that strengthens our connection as a congregation and improves our ability to reach into the community.

3. Improved our social media profiles by creating consistency through the design of each platform, targeting our messaging and content based on audience, and eliminating digital clutter to engagement.

4. Launched a new website providing a clean interface and layout of information that encourages users to explore and engage with the offerings of UUMC and that serves as our digital front door to our church.

5. Revamped University 101, a quarterly gathering for new members and guests to enhance relationships with church staff and exposure to education and engagement opportunities.

6. Strengthened Hospitality Team engagement and revamped the welcome table with a television and pertinent information for guests, new members, and current members.

7. Launched Planning Center as our new Church Management System and launched Clearstream Texting Service to improve communications, information management, and data tracking/reporting

Key Strategies **UUMC Envisions for 2025...**

1. Continue maximizing the rollout of the new brand and messaging through social media, updated signage, creation of new collateral and resources, video production, and media campaigns.

2. Drive new traffic to the newly developed website to increase our reach and enhance our reputation.

3. Maximize the use of Planning Center to enhance user engagement, collect necessary contact information, and track membership statistics to drive decision-making.

4. Continue rolling out new small group offerings and hosting fellowship events to improve membership recruitment and engagement.

5. Continue revamping the onboarding process for new members to maximize their first 90 days at UUMC.

6. Rollout a new UMPEA visual brand, messaging, web page, and supporting resources to better align the Preschool & Aftercare with UUMC and promote new member recruitment.

ACCOMPLISH OUR ONE BIG RISK

Use the new website to offer educational content and engage members in their discipleship journey.



2

Children & Youth Ministries

Our Goals

- **Grow UUMC's youth ministry by 30* and the children's ministry by 40** by December 31, 2025.
- **Improve children and youth programming** to enhance engagement, participation, and impact on their spiritual journey. Our goal is for 75% of our children or youth to engage in at least one event per month.



*There was an increase in Active Children by 33%; Active Youth by 100%.

In the year 2024, UUMC Achieved These... *Key Strategies*

1. Surveyed families to assess the discipleship effectiveness of our programs/events.

2. Developed new check-in protocols to enhance our ability to care for children and their families.

3. Invested in technology to support the children check-in protocols.

4. With the help of the Mission's Committee, we assisted Front Yard Bikes at a major workday for their Terrace Street Park location.

5. Deepened our partnership with other churches by setting a district retreat for February 2025.

6. Created and promoted the calendar of events through the Summer of 2025.

Key Strategies UUMC Envisions for 2025...

1. Assess our facilities for areas of needed improvement.

2. Contact Contractors to receive estimates for the cost of the needed improvements.

3. By August 2025, make the minimum needed improvements to ensure the facility can become licensed for use by the afterschool program.

4. Create a strategy for the remaining needed improvements across Children and Youth areas across campus.

5. Create and provide resources that empower parents to guide their children's faith development.

6. Organize an out-of-state mission trip to strengthen the faith of our teenagers and encourage them to invite friends.

**ACCOMPLISH
OUR ONE BIG RISK**

Partner with either Front Yard Bikes or our afterschool program, to provide support to the work they do with teenagers in our community.

3



Worship

Our Goals

- **Improve in-person and online worship attendance** by 25% each year over the next three years.
- **Expand UUMC's worship offerings** in non-traditional ways to reach new and previously disengaged community members.

*Increased our worship attendance by 28% since October 2022.

In the year 2024, UUMC Achieved These... *Key Strategies*

1. Invested resources to expand further and improve our livestream presence and following, such as bringing the live feed to be housed on our new website. This further fine-tuned analytics to know our online audience.

2. Launched a campaign in the Fall of 2024 to grow engagement in the Music Ministry of our Sunday morning services.

3. Greatly improved tracking system for attendance in all worship services and on campus events that also allows us the technological infrastructure for tracking services off-campus.

4. Conducted research on the surrounding 70802 and 70808 areas to better understand our mission field.

5. Invested in improvements to the Fellowship Hall for church events to have better audio and visual quality, and for more possibilities of services to be held in that space.

Key Strategies UUMC Envisions for 2025...

1. Build a lay-led team for execution and as a follow-up system for new worship communities launching in 2025.

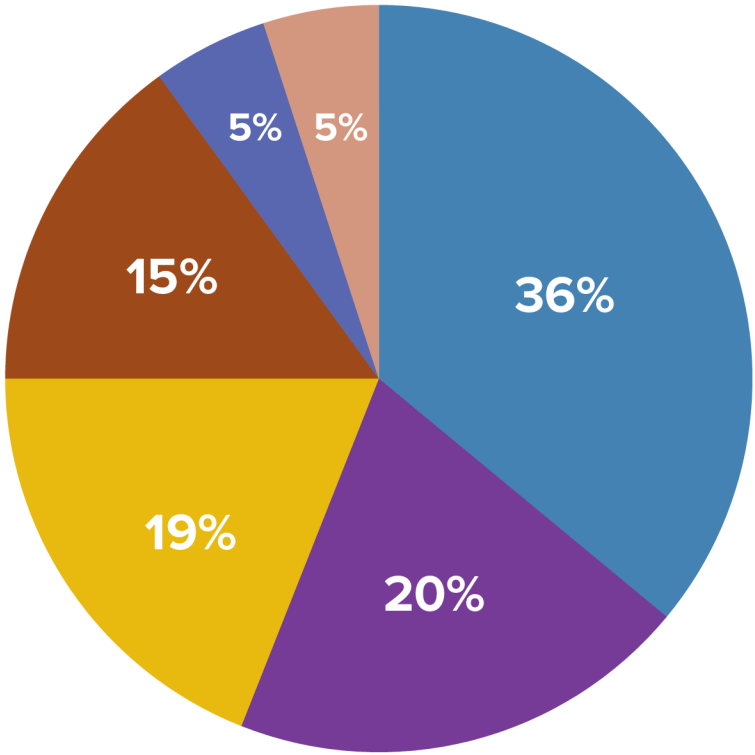
2. An online community that will meet regularly to attract non-religious or nominally religious persons to engage in ministry outside of our church facility.

3. Will install a third camera and other improvements for the livestream to feature the bell choir area and offer more views to livestream participants.







4. Will recruit online “shepherds” to improve the engaged online experience on our website and social platforms. This will be helpful particularly for first-time guests so the engagement with participants is in real-time and not after the fact.

**ACCOMPLISH
OUR ONE BIG RISK**

Start a monthly non-traditional service in-person and off-campus beginning in February of 2025.

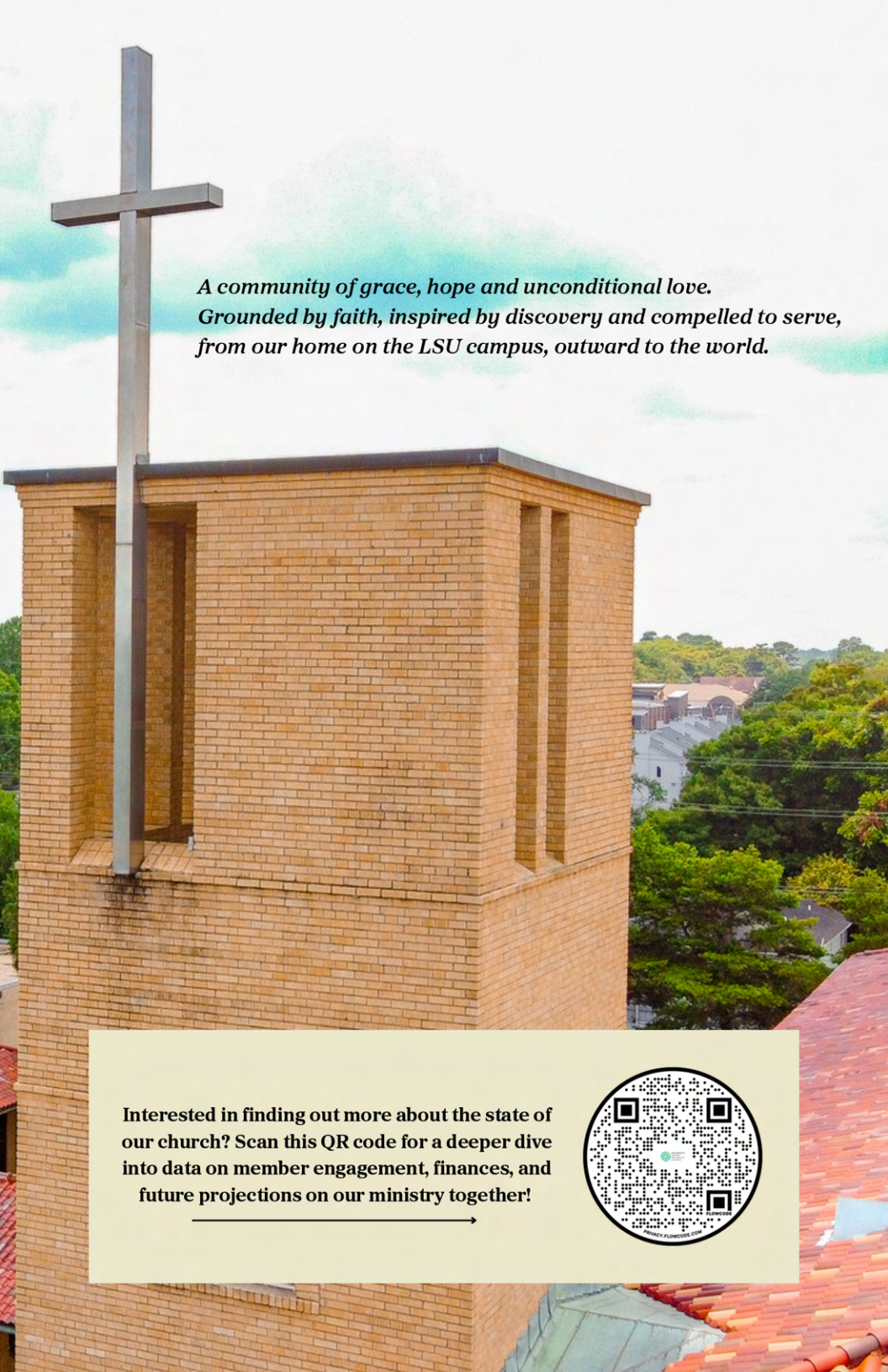


PROPOSED 2025 BUDGET

MINISTRY AREA	%	BUDGET
 FACILITIES	36	\$471,995.59
 DISCIPLESHIP FORMATION	20	\$261,851.55
 ADMINISTRATION	19	\$248,458.18
 WORSHIP & MUSIC	15	\$192,565.06
 MISSIONS	5	\$62,384.51
 LA ANNUAL CONFERENCE	5	\$65,608.00

TOTAL	100%	\$1,302,862.89
--------------	-------------	-----------------------

*Vision is also being funded with non-budgetary funds



*A community of grace, hope and unconditional love.
Grounded by faith, inspired by discovery and compelled to serve,
from our home on the LSU campus, outward to the world.*

Interested in finding out more about the state of our church? Scan this QR code for a deeper dive into data on member engagement, finances, and future projections on our ministry together!





UNIVERSITY
UNITED
METHODIST
CHURCH

OPEN *Hearts.* OUTWARD *Faith.*

3350 Dalrymple Drive | Baton Rouge, LA 70802
PHONE: (225) 344 - 0343 | FAX: (225) 344 - 0530
UNIVERSITYMETHODIST.ORG



@uumcbr