

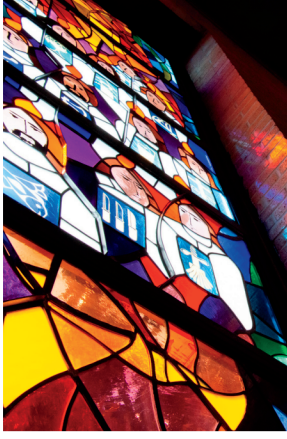


Year Two

CLARITY
+ *courage*

The Vision of the
University United Methodist Church





Beloved,

What a dynamic year of ministry together this has been!

I continue to be so proud and heartened by who you are, the church we are, and the one 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.**

Through carrying out this Vision process, we received your guidance and feedback and identified three main focus areas of ministry we would give our full attention to through the end of 2025, 1) membership growth and engagement; 2) children and youth ministries; and 3) worship. We are close to completion of our first 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 you will see from our priorities, goals, and "big risks" for the next three years, 2023 has served as the beginning of an awakening in our church. **God is opening new pathways every day for University UMC 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. We need your help to move our church forward into the **bright future** that God surely has in store for us.



With Great Hope,

Rev. Katie McKay Simpson
Senior Minister

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 engaged 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.

In the year 2023 UUMC Achieved These...

Key Strategies

1. Contracted with a media and branding agency, TILT, a Baton Rouge-based communication design firm to lead us through a "refresh" of our graphic design and web presence.

2. Hired a new communications director to lead all marketing and communications efforts with a focus on maximizing the reach, engagement, and impact of UUMC's witness.

3. Hired a new Welcome and Engagement Director to experiment with new recruitment strategies and attract and connect potential new members to the life of the church.

4. Conducted an assessment of all software and support for tracking engagement, along with research and consideration of new options.

5. Strengthened connections and communication with preschool parents to actively invite new people and engage new families.

6. Re-launched Genesis College Class and restored the vital connection and partnership with the Wesley Foundation and its' students.

7. Started University 101 as an initial "front door" class to direct new people into a deeper relationship with the congregation.

Key Strategies

UUMC Envisions for 2024...

1. Rollout of new UUMC brand and visual identity in January 2024.

2. Strengthen the hospitality team training and mid-week follow up process for guests.

3. Implement a welcome center staffed by Hospitality team volunteers to engage visitors with UUMC materials and deeper relational connections.

4. Creation of Communications volunteer team to collaborate with our director and drive deeper engagement through the production of videos, opportunities for witness, and media campaigns.

5. Pilot an online check-in system for members and guests to sign-in for Sunday mornings and other worship services.

6. Rollout at least one new small group offering and/or educational offering each quarter for guests to engage.

7. Recruit Sunday school classes and small groups to host one new fellowship event each quarter.

8. Accomplish our One Big Risk - Start an "online discipleship portal to expand our reach of teaching formation and spiritual practices.



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.



In the year 2023 UUMC Achieved These...

Key Strategies

1. Increased the volunteer base by 16 people in Children's Ministry and 14 people in Youth Ministry and offered formal training to equip these leaders to serve.

2. Partnered with six other church youth ministries to offer weekly shared worship and programming during the summer months of 2023.

3. Made initial investment of facility improvements in the youth and children's ministry area for air conditioning to provide stability for the future.

4. Increased connections to the parents of UMPEA by inviting them to join our children's chapel each month along with other invitations to special events throughout the year.

5. Conducted external research on outreach to schools and began work towards licensing our youth area for use with the UMPEA afterschool program. This will enable an integration of our youth ministry and improve offerings to students in the Lab School during the week.

6. Established a partnership with Front Yard Bikes to create a long-term relationship to support their mission to change the lives of youth in our community.

Key Strategies

UUMC Envisions for 2024...

1. Assess our youth ministry to ensure we are empowering youth to partner with God's actions in the world around them.

2. Host educational sessions to help parents impact the faith journey of their children.

3. Engage the parents in their children's spiritual journey, through the Parent Cue app.

4. Develop mental health resources and programs designed to help youth navigate the difficult challenges they are facing in other areas of their life (i.e., school, friend groups, social media, adversity and change). Use as an outreach tool for children/youth not presently engaged.

5. Deepen our work on mission activities such as help with Front Yard Bikes, bead recycling, write cards to shut ins, sing at St James Place at Christmas, clean up around the lakes, participate in the breast cancer walk, participate in Rise Against Hunger and other mission dinner activities.

6. Continue plans and execution of facility changes to Youth ministry area for revitalization of that program and to create more versatility for community use.

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 13% by October 2023.

In the year 2023 UUMC Achieved These...

Key Strategies

1. Hired Coordinator of New Worship Initiatives to begin our Incubator for Worship Communities. First worship services have begun periodically for students at the Wesley Foundation, with other experimental services to come through the end of the year.

2. Engaged the Director of Congregational Vitality of the Louisiana Conference to train our staff and consult on new worship trends and possibilities for satellite congregation or a series of smaller, interconnected off-campus missional communities.

3. Trained and equipped our Hospitality Team for service every Sunday morning to connect and welcome new families.

4. Recruited a more stable and consistent sound board operator to improve sound quality both in the sanctuary and online.

5. In the last stages of creating a new website which will help us:

- present the existing offerings (sermon archive, devotionals, witness videos, and other teachings) in one digital space which will be attractive, topically filed, and easily accessible.
- move the primary "home" of our live stream service to be hosted on our website rather than on social media channels to make the services more easily found and sermon archives searched.

The new website will launch by the end of 2023.

Key Strategies

UUMC Envisions for 2024...

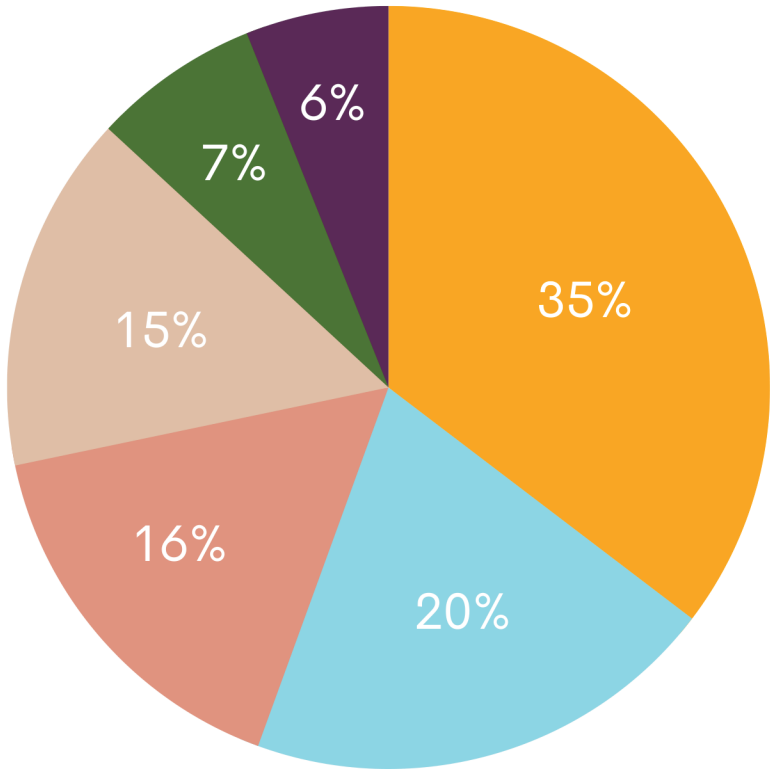
1. Offer worship experiences monthly utilizing different styles and venues to begin building a base of interest and support of new people in our surrounding mission field. We will focus our initial effort in the LSU community and Southdowns area throughout 2024.

2. Re-imagine our 8:30 a.m. worship service offering to reach new people.

3. Invest in resources and strategies to further expand and improve our live-stream presence and following.

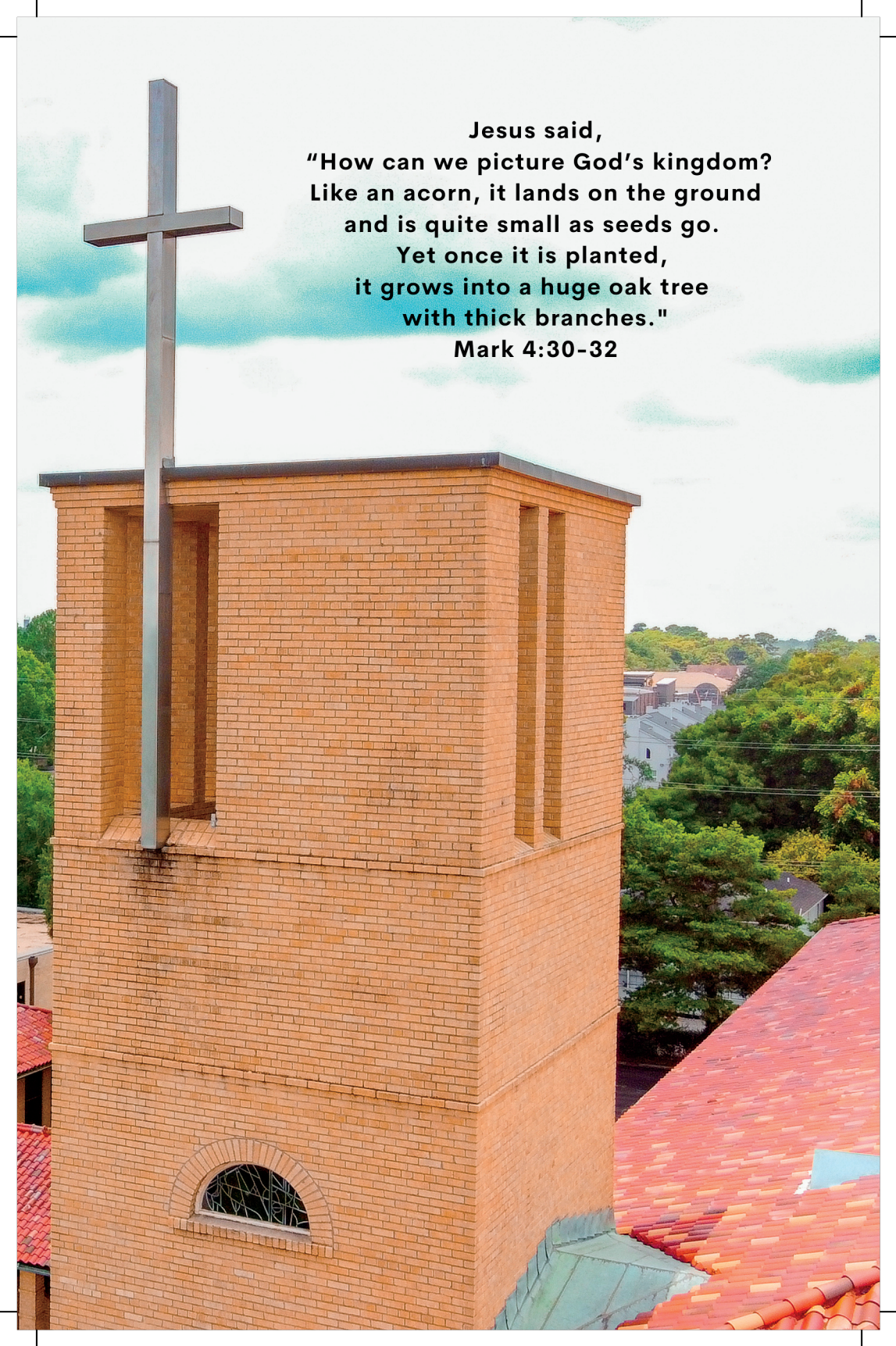
4. Launch a campaign to grow engagement in the Music Ministry.

5. Continue to improve tracking system for attendance in all worship expressions on and off campus. We will also capture analytics to assess media strategy to grow regular engagement in our online offerings.



PROPOSED 2024 BUDGET

MINISTRY AREA	%	BUDGET
■ FACILITIES	35%	\$457,866.90
■ DISCIPLESHIP FORMATION	20%	\$260,719.78
■ ADMINISTRATION	16%	\$213,480.05
■ WORSHIP & MUSIC	15%	\$192,216.42
■ MISSIONS	7%	\$92,847.67
■ LA ANNUAL CONFERENCE	6%	\$81,800.00
TOTAL	100%	1,298,930.81



**Jesus said,
"How can we picture God's kingdom?
Like an acorn, it lands on the ground
and is quite small as seeds go.**

**Yet once it is planted,
it grows into a huge oak tree
with thick branches."**

Mark 4:30-32



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



@uumcbr