

**BON AIR BAPTIST CHURCH
TOP MINISTRY EMPHASES
2011 TO 2015**

Overview

In recent years, our senior pastor has been underscoring the importance and power of six ministry emphases, which he refers to as the **M&Ms** (e.g., Mission Mindset, Multi-Site Movement). The Ministry Coordination Council (MCC) is presenting this document to the church to formally recognize and adopt these as our top ministry emphases for the next five years.

Background

In 2000, Bon Air Baptist Church adopted a **Strategic Direction**:

- I. To preach and teach the Word of God as revealed by Holy Scripture so that: a) non-believers will be confronted by the truth of the Gospel; b) developing believers will be instructed in the faith; and c) mature believers will be challenged in the faith.
- II. To offer varying styles of worship and programming consistent with biblical teaching so that an increasingly diverse body of believers may express their love for and devotion to God.
- III. To support believers and seekers in their journey of faith by creating an environment where relationships are characterized by Christ-like qualities of unity, trust, openness, caring, and the sharing of risks and resources and whereby disciples are nurtured so that the Kingdom of God is manifested in each believer.
- IV. To provide better counsel and support to those making a decision to follow Christ and those seeking church membership in order that church membership will be more meaningful.
- V. To help each believer identify his or her passion for ministry and to encourage the discovery, development, and use of spiritual gifts so that every disciple is doing the work of Christ.
- VI. To passionately evangelize diverse peoples in our community and the world beyond.
- VII. To establish multiple satellite congregations under the umbrella of Bon Air Baptist Church.

Along with God's spirit, this 2000 document was a powerful guiding force, and a number of important elements of today's life at Bon Air Baptist have grown out of this work done in 2000. These include MCC, the Gathering, the Joy of Belonging, the "Servant Profile" and the database of people's gifts and passions.

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Significantly, we believe the 2000 Strategic Direction is still reliable and should continue to guide our church for the near future. The ministry emphases described in this document are not intended to replace but to refocus and renew us within the 2000 framework.

Top Ministry Emphases (The M&Ms)

The top ministry emphases for our church over the next five years are summarized as follows, with more detail found at the referenced page number:

1. **Mission Mindset** to build on our missions legacy and seek effective means of being on mission both locally and internationally. (page 5)
2. **Multi-Site Movement** to strengthen our present campuses and seek to launch new campuses. (page 6)
3. **A Mejor Mañana** (a Better Tomorrow) to build and maintain bridges to future generations, with a special focus on children, students, and young adults. (page 7)
4. **Multi-Ethnic Mentality** to proactively work to open worship, membership, fellowship, and leadership to all, without regard to ethnicity. (page 8)
5. **Spiritually Mature Members** to provide meaningful opportunities for spiritual growth. (page 9)
6. **Member Mobilization** to continue to help members find their places of service in the church. (page 10)

Three of these can be linked directly to statements in the 2000 Strategic Direction: 2. Multi-Site Movement – VII; 4. Multi-Ethnic Mentality – VI; and 6. Member Mobilization – V. Three more are also prominent, though perhaps more subtle, in the 2000 document: 1. Missions Mindset; 3. A Mejor Mañana; and 5. Spiritually Mature Members.

It is important to understand that these six emphases are not the only things we highly value at Bon Air Baptist Church. They simply represent those that we will most emphasize and closely monitor over the next five years to best ensure we reach our vision.

Strategic Support

To realize our vision, the right organizational and financial resources must underlie all of the church's work and ministry activities. Consequently, in addition to the six ministry emphases, we will closely monitor our progress towards these high-level goals for strategic support:

1. Develop and implement a staff plan that has the "right people, right place, right mindset" to guide and lead the church.

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2. Refine the current governance structure so that ministry teams are empowered to make decisions under the leadership of the MCC co-coordinators and the church is informed of and is able to participate in these decisions.
3. Improve the aesthetics and functioning of our facilities at our campuses so that they will support and aid the ministries of the church.
4. Secure the church's financial future through a combination of increased stewardship education, promotion of offerings, and new revenue streams.

These goals are fundamental to a smoothly operating and thriving church, and are made even more important by our church's current size and expected growth.

Governance

This document is the product of more than six months of work. Church staff, deacons, the ad hoc Staff Structure Study Team, and MCC have prayerfully shaped this document. MCC, by virtue of its role in the church, has been the final arbiter regarding this document's content.

The church's Constitution and By-Laws state the following: "The Ministry Coordination Council, under the leadership of the pastor, is responsible for implementing and guarding the integrity of the mission, values and vision of Bon Air Baptist Church." Thus, MCC will be charged with overseeing the development and implementation of annual plans and goals associated with these emphases.

In March of each year, MCC will review our progress, celebrating ways in which the church has achieved its goals, and confirming that these top emphases are still right for our church. In addition, we expect that future decisions regarding budgets and personnel will reflect our choice of these emphases and high-level goals.

The Vision

A vision is "an idealized description of a desired outcome that inspires, energizes, motivates and helps us create a mental image of our target" (Heather Mackey). We are asking you to embrace these emphases and a future vision for our church. The process of communicating, understanding, and embracing these top emphases, if we do it well, will focus and release our energy to work together under God toward this common vision.

We believe that with the power of the Holy Spirit at work in and through us and the faithful implementation of the goals and plans that flow from these emphases, Bon Air Baptist will be an effective 21st-century church. And what might that look like?

In five short years, we envision the following:

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- A church where our character and behavior are noticeably more Christ-like to those inside and outside the church because of the increased number of transformed lives.
- A truly multi-generational church, with people of all ages worshipping, growing and serving together.
- A church that is passionately embracing the multi-site approach as a means to reach people and grow the church.
- A church with substantially more people in our worship services, small groups, Bible studies, and Sunday Morning Bible Study.
- A church that is reaching people beyond our circles by sharing our resources to help other churches and church planters.
- A church well on the way to reflecting the demographics of its various neighborhoods.

By God's power, it can be so.

Ministry Coordination Council (MCC)

Ministry Area	Staff Co-Coordinator	Lay Co-Coordinator
Senior Pastor	Travis Collins	-
Care	Norman Burnes	Zach Heafner
Church Administration	Steve Law	Fred Dunning
Deacon Chairperson	-	Lee Coble
Glocal	Valerie Carter	Nancy Lynch
Member Mobilization	Kakki Aydlotte	Alison Wakefield
Spiritual Development	Deborah Upton	Betsy Cobb
Strategic Planning Team Leader	-	Glenn Akins
Worship	Paul Honaker	Rhonda Sadler
WMU Director	-	Lois Bass
At Large Members	-	Matt Buckley Raynell Reid
Multi-Site	John Sawyer	-
Church Moderator	-	Steve Theisen

Note: This document was approved at the 9-15-2010 Business Meeting.

INDIVIDUAL EMPHASES AND HIGH-LEVEL GOALS

1. Missions Mindset

A missions mindset means building on our missions legacy and seeking effective means of being on mission in the twenty-first century both locally and internationally. This emphasis will encourage a willingness to do whatever it takes both as individuals and as a body to engage people outside our walls, and a commitment to meet people's needs, knowing that everyone's ultimate need is a heart transformation.

1. Implement a review process to evaluate all mission projects to help ensure our resources are properly directed.
2. Promote a missions mindset in the hearts and minds of the people so that individual and group participation in mission experiences increases.
3. Establish at least one ongoing, meaningful mission presence in another local community that is struggling spiritually and socio-economically.
4. Aim outreach opportunities through the recreation, prison, ESL, Weekday Preschool, Music and other outreach ministries to result in transformed lives and active church membership.
5. Aim to expand our relationship with international, national, state and associational mission partners and other partners.
6. Increase annual giving to domestic missions and international missions offerings as well as identifying new ways to meet human needs in the name of Jesus.
7. Improve return rate of first time visitors.

INDIVIDUAL EMPHASES AND HIGH-LEVEL GOALS

2. Multi-Site Movement

We are a “multi-site” church—*one church in multiple locations*. Through the Buford Road, NorthStar, James River and Robious Hall Campuses members of the one family of Bon Air Baptist Church meet for worship and ministry. This movement will strengthen our present campuses and launch new campuses so that we may go to where the people are for the purpose of helping people find their way to God through Jesus. We will also encourage our growing commitment to identity as one church in multiple locations.

1. Expand worship attendance at all campuses.
2. Educate people at all campuses on the value and mechanics of the multi-site movement.
3. Increase financial giving at all campuses through an ongoing stewardship emphasis.
4. Maximize the effectiveness of the multi-site movement by following the IPOD operating guidebook at each campus. (IPOD: Initial expectations, Priority elements, Optional ideas, and Discouraged practices).
5. Increase participation in discipleship groups, e.g., small groups, Bible study, and volunteer participation.
6. Maintain momentum in the multi-site movement by opening additional campuses.
7. Enhance the cooperation and teamwork among all campuses.

INDIVIDUAL EMPHASES AND HIGH-LEVEL GOALS

3. A Mejor Mañana (a Better Tomorrow)

We believe that it is our task to build and maintain bridges to future generations for the cause of Christ and the mission of the church. Therefore, we choose to have a special focus on the ministries to children, students, and young adults.

1. Discover and implement new ways to attract and engage young adults (ages 18 to 40) into our church family.
2. Develop meaningful relationships between generations so that our church family is a community where all generations learn from each other, fellowship together, and value the unique contributions each makes to the church body.
3. Further develop the Student Ministry into a Christ-centered community which effectively leads students to a place of spiritual health and wholeness.
4. Provide spiritual nurture and encouragement to those transitioning from student ministry into young adulthood whether they are here in the Bon Air family or living elsewhere.
5. Continue to develop the Children's Ministry into a recognized model for integrating faith and family, for helping children grow spiritually, and for being a conduit for bringing entire families into our church.

INDIVIDUAL EMPHASES AND HIGH-LEVEL GOALS

4. Multi-Ethnic Mentality

We embrace a multi-ethnic mentality because (1) it is the right thing to do; (2) we believe that churches that will be effective in the 21st century will be those in which a multi-ethnic culture exists; and (3) the world has come to us. Our objective is that worship, membership, fellowship, and leadership are open to all followers of Jesus regardless of the hue of their skin or the accent of their tongues.

1. Cultivate an environment where the congregation further appreciates the benefits of a multi-ethnic church.
2. Develop outreach methods that will attract more people of diverse ethnicities resulting in a greater ethnic diversity in our church family.
3. Recruit and prepare peoples of all ethnicities so that at each campus the leadership and membership reflect the demographics of its geographical context.

INDIVIDUAL EMPHASES AND HIGH-LEVEL GOALS

5. Spiritually Mature Members

We affirm that the faith journey is a life-long process of being transformed more and more into the likeness of Jesus. This does not happen without intentional effort on the part of each believer. The church will provide meaningful opportunities that facilitate such growth and to help our members understand the value of continuing to nurture their spiritual lives.

1. Create opportunities to help our members understand and practice worship as a way of life.
2. Continue to offer a diverse menu of classes, seminars, and retreat experiences to help our members better understand God's Word and apply biblical principles to everyday life.
3. Encourage the church family to engage in personal and group relationships that help us love each other, comfort each other during times of trial, serve together, and celebrate life events and spiritual milestones.
4. Broaden our small group ministry to include a wide variety of small group experiences (e.g., short-term, sermon-focused; ongoing; interest-specific).
5. Identify, train, and nurture small group leaders.
6. Utilize and promote the resources of the church library for the purpose of spiritual development.
7. Educate and encourage our church family to be watchful and responsive to the many opportunities God provides in our everyday lives for us to express His love through interactions with others.
8. Continue to use the concept of the 4 Cs of spiritual growth to communicate the ways we grow spiritually: Celebrate, Cultivate, Care, and Connect.

INDIVIDUAL EMPHASES AND HIGH-LEVEL GOALS

6. Member Mobilization

The Bible speaks of the church as a body. Every member of this body has a function, and should be fulfilling that role.

1. Significantly increase the number of church family members (church members, regular attendees, ongoing small group and Bible study members) involved in ministry either outside or inside the church.
2. Significantly increase the number of church family members (church members, regular attendees, ongoing small group and Bible study members) in our database who have identified their gifts, passions, skills and talents.
3. Equip young emerging leaders to assume places of service and leadership within and outside the church.
4. Educate ministry leaders on the spiritual gifts database to identify probable ministry volunteers and promote ongoing usage of the database.