

World Changing Idea: Turn the Church Inside Out

We will offer multifaceted ways to worship which truly reflects the diversity of Christ's body on earth in order to reach, engage and build an expanded community of disciples as we Proclaim God's word in 21st Century ways.

1. Utilize Virtual Technologies

Desired Outcome: Leverage the use of technology to encourage worship participation by building an online campus, utilizing video for offsite using "real time" or pre-recorded worship services.

Goals by 2016:

- Create an online campus where people can attend worship while out of town, or unavailable to attend worship on campus, as well as offer visitors a low risk easy access opportunity to see St. Luke's with an increased off campus attendance of 10%.
- Opportunities for groups to worship off campus: in homes, in specific populations such as nursing homes, special needs and in strategic communities.
- Utilize upgraded technology and facilities to provide opportunities for innovative worship elements that teach, connect, celebrate vision: drama and video more consistently, members can participate electronically, satellite from other locations
- Reduce worship service repetition and ability to add alternative "styles and cultures" due to additional seating capacity and permanency of worship elements in one place. Provides adequate rehearsal space, time for visual set up, reduces weekly set up time of staff to open up time for innovative production

Who is responsible? IT, Tech Director, Proclaim Mission Essential Leader, Marketing Director, Church Council and Support Teams (Capital Campaign)

2012 Major Focus:

Continue to video messages as started during 12 Words. Research best practices regarding online worship and online campus communities work with a contract group to determine online ministry goals. Work on web design to find ways to add attendance tracking, external welcome and information and giving features. Finalize decisions regarding CW worship venue and other technological upgrades to current worship venues. Begin vision casting, and steps necessary to roll out Capital Campaign by winter

2. Cultivate New Worship Opportunities

Desired Outcome: Offer new worshipping opportunities to reach communities underrepresented in our current worshipping congregation. Reflect diversity to build a diverse body of Christ worshipping in multiple ways.

Goals by 2016

- Worshipping congregation diversity mirrors Central Florida diversity with an average weekly worship attendance reflecting at least 20% non white participants.
- Worship leadership (pastors, musicians, liturgists etc) reflects the diversity of Central Florida
- Worship experiences meet styles and needs of targeted groups of people: young adult worship, spirited worship, contemplative worship etc. offered both on and off campus.

Who is Responsible? Proclaim Mission Essential and Design Team supporting leadership of those in Reach, Deploy, Guide and Nurture strategies.

2012 Major Focus:

Create opportunities for diversity of leadership during current worship services through guest pastors and musicians, testimonies and sharing regarding ministries by members who represent current diversity. Research best practices and begin focus groups to finalize a strategy for target marketing and creating a culture of current worship, and begin preparing for a new 11 worship experience.

3. Increase regularity of worship attendance

Desired Outcome: Offer intentionally developed worship in multifaceted ways to increase and encourage regularity of worship attendance.

Goals by 2016

- Increased overall worship attendance both on and off campus by 25%
- 40% of active congregation worshipping on or off campus a total of 3 times per month

Who is Responsible? Leadership Team, Worship Design Team, All Strategy Leaders, Marketing

Major Focus for 2012

Outlined throughout the first steps in Reach and Nurture strategies of congregational connection, develop a worship attendance follow up system for visitors who sign pad, and to follow up in a quarterly way on those who miss worship on a consistent basis. Worship Design team and Marketing develop overarching strategy for education and celebration of vision.