Century 3 Engagement Builders Team Meeting - March 31, 2022

Secretary: Jeff Haupt

Present: Rev. Jim Peich, Tina Sayers, Tiffany Conway, Kenna Marcus, Denise McCartney, Chris Kennedy, Doug Christopher, Jeff Haupt

Absent: Izzy Massey

Opening prayer – Pastor Jim

1) **Reviewed and discussed team goals**

2) **Brainstorm session – Steps to Achieve goal #1 (identify the needs/preferences of the groups of people…)**
   a. Demographics of the community vs the church – what are our strengths and weaknesses?
   b. Understand generational needs and preferences (ie. Empty nesters, young adults, young families, etc)
   c. Learn patterns in lifetime attendance/population gaps
   d. What attracts new people (community) to church?
   e. Determine the needs within the community not necessarily in "church" (Pastor Jim gave an example of a church in Kentucky offering laundry cleaning as service to community)
   f. What role will/can our facilities, ministries and people play in attracting/serving the community?
   g. Share our discoveries with the congregation
   h. What is our "radius" (geography) for potential people?
   i. Learn how people want to engage (hybrid, online)
   j. Who is <u>not</u> our audience?
   k. Definite "diversity"
   l. Define why people engage with church and why <u>should</u> people engage with church
   m. What assumptions are we making?
   n. What is out global responsibility as "church"?
   o. Define our true purpose
   p. Are we engaging our congregation enough?
   q. What are the barriers that prevent our congregants from feeling valued/involved?
   r. Get to know our congregation
   s. What are fair expectations of people?

3) **Discussion led by Kenna regarding goal #2 (Offer best-in-class digital presence…)**
   a. We looked at our church website along with other church websites to determine strengths, weaknesses and opportunities
      i. Our website needs added accessibility functionality
      ii. We need to focus on the mobile interface as trends show more and more people are accessing websites via mobile devices
      iii. What navigation models are most user-friendly ("hamburger", grid, drop-down, etc)
      iv. Videos are a plus and provide a warm welcome
      v. Our website menus/organization is a bit difficult to use
      vi. Some websites are more casual and simply look less like "church"
   b. We are utilizing a website consultant to help with recommended changes/improvements

4) **Homework for next meeting**
   a. What do you want to see on our Manchester UMC website? What would make it easier to use/navigate?
   b. Research the other church websites and report back on what you like or dislike

Closing Prayer – Kenna Marcus

Next Team Meeting - TDB