

Central United Methodist Church

1 Church

2 Worship Experiences

Congregational Development Plan Presentation

November 9, 2024

Congregational Development Team:

Rev. Olu Brown - Facilitator

Mike Watkins – Co-Facilitator

Rev. Tillman

Pamela Perkins Carn

Cindra Taylor

Rae Jordan Batiste

Therese Cotton

Tavis Tinsley

Tina Allen

Effie Chisolm

Vision: “A Christ-Centered,
Radically Inclusive,
Intergenerational congregation
that uses its Spiritual Gifts to
meet the needs of our unique
surrounding Community.”



Background

Central UMC has experienced significant decline in in-person worship attendance for more than 10 years.

- 2011 to 2017: From 338 to 196 (down 142)
- 2018 to 2019: From 196 to 207 (up 11)
- 2020: Pandemic hits, online worship grows exponentially
- 2021: In-person 47, Online 486
- 2022: In-person 78, Online 328
- 2023: In-person 100, Online 365
- 2024: In-person 114, Online 463





Community Changes

- North: New developments in West Midtown, Vine City
- East: Downtown expanding westward
- South: Northside Drive development
- West: Residential developments in AU Center
- **Unique Opportunity:** Central UMC is uniquely positioned to serve this diverse and growing community.

Executive Summary

The NEXT Congregational Development Team envisions Central UMC becoming an “intergenerational congregation” with two worship experiences:

- Traditional: 8am
- Non-Traditional: 11am

Objectives of the Plan

1. Expand Worship Options
2. Engage New Demographics
3. Enhance Spiritual Growth
4. Strengthen Community Ties



Target Audience

- Young adults (18-35)
- Families with children
- Young Professionals
- Unchurched individuals
- Current members seeking different worship styles



Community Needs



NON-TRADITIONAL
WORSHIP EXPERIENCE



FLEXIBLE SERVICE TIMES

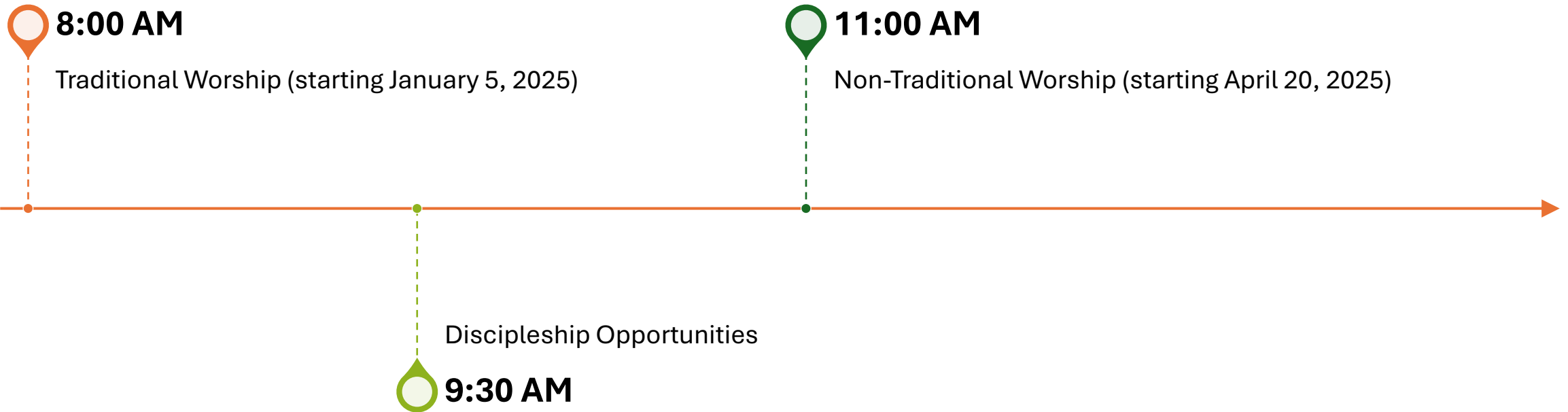


ENGAGING SERMONS AND
MUSIC



COMMUNITY ENGAGEMENT
AND INVESTMENT

Sunday Schedule





Service Styles

- Traditional Worship:
Retains key traditional elements
- Non-Traditional Worship:
Modern music and informal atmosphere

Traditional Worship

- Rotating Choirs
- Pipe Organ
- Clergy robed in chancel
- Engaging sermons
- Planning team for traditional worship



Non-Traditional Worship

- Worship Band
- Multimedia Integration
- Interactive Sermons
- Childcare and Youth Programs
- Planning team for non-traditional worship





Implementation Plan Traditional Worship

- 1. Planning Phase:** Nov 2024 to Dec 2024
- 2. Preparation Phase:** Dec 2024 to Jan 2025
- 3. Launch:** January 5, 2025



Implementation Plan Non-Traditional Worship

- 1. Planning Phase:** Nov 2024 to Feb 2025
- 2. Preparation Phase:** Feb 2025 to Apr 2025
- 3. Launch:** April 25, 2025



Evaluation and Success Metrics

- **Evaluation and Success Metrics:**
- Attendance growth over time
- Engagement levels over time
- Spiritual impact assessments
- Community reach

Potential Needs for Subsequent Phases



IN-PERSON AND VIRTUAL
DISCIPLESHIP MODEL



OPTIMIZE MINISTRY
OFFERINGS



DEVELOP A CAMPUS
PLAN

Conclusion

- Central UMC is poised to meet the diverse needs of the community.
- Two new worship experiences can deepen spiritual impact and grow the church community.
- Exciting opportunities await with community support and involvement.

