

Executive Summary

2011 Strategic Planning Conference

The fourth Strategic Planning Conference of the Church of God (previously known as “Visioning Conference”) convened in Nashville, Tennessee, September 13–15, 2011. Previous conferences identified the goals and values of the movement, while this conference focused on specific changes that we should make in pursuit of these values. With this in mind, the **central strategic question** for the conference was, “How can the Church of God move forward within this decade to bring glory to God and expand the Kingdom?” Conference presenters addressed **four components of that question**:

- How can we help our churches live out our Strategic Values?
- How can we best develop our future, emerging, and experienced leaders, in and through our churches, colleges, state assemblies, mentoring resources, and other means?
- How can we best organize ourselves locally, regionally, nationally, and globally, in order that ministry is delivered in the most effective manner? What new or renewed structures need to be considered?
- How can the Church of God move forward from here?

At the conclusion, Church of God Ministries (CGM) General Director Ronald V. Duncan identified six major areas in which conference participants called for substantial change or greater emphasis: (1) “GC Squared” (Great Commission x Great Commandments) as the prism in which all ministries are viewed, (2) importance of discipleship and leadership, (3) covenant relationship, (4) resources and tools, (5) the imperative of healthy Relationships, and (6) a compelling vision.

Dr. Duncan outlined several steps to act upon the recommendations of the SPC: (1) Transformational Teams will meet in mid-October 2011 to review the outcomes of this meeting and consider how to implement them. (2) “Focus 40” enrollment packets will be sent out in mid-November 2011 to enlist congregations toward a forty-day prayer focus on those who don’t know Christ with a God-sized goal to see 25,000 people come to Christ in 2012. (3) As 2012–13 CGM budgets are prepared this fall, the Church of God Ministries staff will consider how their resources can be best aligned with recommendations of the SPC. (4) At their January 2012 meeting, the Regional Pastors and Overseers will be asked to engage with the outcomes of the SPC. (5) At their March 2012 meeting, the Ministries Council will be asked to review these recommendations for further implementation steps—e.g., whether any CGM ends policies should be revised in light of these discussions.

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