



## Introduction

Parkside Baptist Church has experienced the joys of being used by God for over 70 years. Believing that God has more He wants to do in us and through us, we entered a season of corporate and prayerful mission and vision planning in 2022. Under the tutelage of Dean Dickens, the Parkside family began a process of developing a strategic long-range plan to guide us over the next 3-5 years. Prayerfully, we allowed God to show us the current and coming needs of the Denison/Texoma area and how the gifts, talents, abilities, and resources of the Parkside family could be strategically organized and strengthened to make a maximum gospel impact.

## Why do we need a Mission/Vision Plan?

As God is faithful to reveal to us the ways we need to go into the next few years, Parkside will be able to join God in the work He wants us to do. Having God’s plan and being mindful of it as we move forward will help us to focus our efforts, personnel, facilities, ministries, and resources to get God’s work done.

The Lord is calling us up into more because more is coming to Denison and to the Texoma area. The population in our area will be growing dramatically in the next decade, possibly doubling in size. The projected growth will include people of all ages who need Jesus. How will we reach them, make space for them, disciple them not just to know Jesus but to become fully developing followers of Jesus?

Parkside is already seeing growth in people of all ages coming to join our fellowship. The following chart shows you what we can expect if our current rates of growth are maintained...

	Worship Attendance	Sunday School Attendance
Jan/Feb/Mar 2022	372	
End of 2022 (last 8 wks)	441 (69 or 18%)	312 (70%)
End of 2023	510-520	357
End of 2024	579-613	405
End of 2025	648-723	453

A Mission/Vision plan is important for Parkside to guide us in identifying areas that we must take next steps in to make sure that all who come our way will have the opportunity to gather, grow and go to their fullest God given potential.

## Our Process

In this process, the body has been supported and led by an amazingly unselfish Mission/Vision Team. Members of the team are...

- Penny Andrews- Chairperson
- Linda St Clair
- Sharon King
- Tom Henslee\*
- Shannon Rosas\*
- Bruce Taylor
- Jeremy Pilcher
- Rosanna Pilcher
- Vija Kelly
- Joe Powell
- Tiffany Powell
- Kari Uber
- Angela Taylor
- Jason Kepler\*

This team prayerfully and diligently helped us to take over 500 suggested ministry ideas from the Parkside family and bring them into 9 common areas. The Parkside ministerial staff took the 9 commonalities and looked at how to best calendar and coordinate them into the context of Parkside. Finding a way to begin launching new initiatives and ministries without harming or destroying the ongoing ministries that must stay strong was the goal of staff as they considered their recommendations. The Mission/Vision Team took the recommendations of the staff and prayerfully discussed it to see if the plan honors the 9 commonalities that the Parkside family identified.

We are now at the final step of presenting and leading our church to adopt the plan that will help us move forward in the coming years.

## Vision and Mission Statement

The Vision and Mission Statements of our church will help us to define WHY and HOW we do what we will do as a church.

The Vision Statement is a clear and challenging statement that declares what we believe God wants to accomplish through us. We understand that ultimately God is at work in us to accomplish the Great Commission in a Great Commandment expression. Our Vision Statement puts those two great statements into our context...

The Parkside Family seeks to be a great church  
for the Glory of God  
by living out the Great Commandment  
of loving God and loving others  
with all we have,  
and carrying out the Great Commission  
of going into all our world  
to share the good news of Jesus.

The Mission Statement is our declaration of what we will do to make the Vision come to pass. The newly proposed Mission Statement is...

For the glory of God, we will  
GATHER to connect with God and with those who love Him,  
GROW biblically as fully developing followers of Jesus,  
GO in the power of the Holy Spirit to connect our world to Jesus Christ.

## 500 ideas, 9 Commonalities, 1 Strategic Plan

Over 500 ministry ideas were submitted by the Parkside family. A complete list was emailed to the church in June 2022. These ministry ideas were found to have 9 commonalities by the Mission/Vision Team. The 9 commonalities were...

Discipleship  
Missions/Evangelism  
Kids and Student Ministry  
Young Adult Ministry  
Relational Assimilation  
Intergenerational Mentoring  
Community Outreach (events and web/social media)  
Recreation (ROC and outdoor opportunities)  
Facilities Use and Updates

Each of these 9 areas are areas Parkside must continue to grow and expand in if we want to continue to make a growing gospel impact on our growing community. At the same time there are already things that God has led us to do that are having a great gospel impact and are bearing fruit. A great and growing church must “add to” without “taking away” from essential and fruitful ministries already in play as it develops a strategic plan of action.

### Strategic 3 Year Plan (Commonality View)

First we will look at each of the 9 Commonalities individually, discussing specific issues and recommendations related to each commonality.

#### DISCIPLESHIP

Discipleship is the process of helping people grow biblically as fully developing followers of Jesus. Parkside has historically done this through Sunday School groups for all ages and through Bible study groups that meet on other times during the week. Sunday night has been a prime time for Discipleship groups to meet and has traditionally been well attended.

There are 3 levels of maturing we would like to strategically develop and provide a pathway of regular discipleship opportunities in...

- **First Steps-** groups for new believers, new members, baptism, and helps for a daily walk with God.
- **Transformational Steps-** these come in two categories...
  - **Basic Bible Understanding-** these would be groups that gather to study a book or topic of the Bible
  - **Recovery-** these would be groups that gather to help someone overcome an area of bondage such as addiction, finances, divorce care or grief recovery.
- **Maturing Steps-** these groups would ready people for leadership opportunities in the church, prepare people for going on mission trips, and training people to share their faith effectively.

**Recommendation** is that we develop and provide a pathway of discipleship opportunities for first steps, transformational steps, and maturing steps so that people can become fully developing followers of Christ. These discipleship classes will begin being developed and offered January of 2023. We do not want to prevent discipleship groups from meeting at other times than Sundays, but we must be mindful of how childcare and facilities are asked to support non-Sunday groups.

A full buildout might look like this...

First Steps	Transformational Steps	Maturing Steps
New Believers Gatherings	Gatherings on topics such as parenting, marriage, men's/women's studies, stewardship, SHAPE, etc...	Leadership gatherings for Sunday School leaders, deacons, other church leadership
Baptism Gatherings	Bible books and important passages from the Bible	Mission Trip preparation gatherings
Gatherings to learn How to Have a Quiet Time	Freedom- Addictions, finances, divorce, grief, etc...	Evangelism gatherings to learn how to effectively share our faith with others
Membership Class gatherings for those who are wanting to join		

Our Discipleship Pathway must be launched out of healthy Sunday School groups. Sunday School groups will be the place where every member should find a small group of people who love them and will help them grow biblically, minister to them, and work to bring others into the group. From these small group experiences, people are launched into places on the pathway that will help them grow to be a fully developing follower of Jesus.

**Recommendation** is for our church to convert our NOMINATING COMMITTEE into a GROW COMMITTEE who will work with church staff and Sunday School coordinators to oversee the coordination of Sunday School and Discipleship plans and leadership.

## MISSIONS/EVANGELISM

All our gathering and growing should lead to going in the power of the Holy Spirit to connect our world to Jesus Christ. Missions is what we do to connect with a world with needs and by meeting those needs it gives us opportunity to share the message of Jesus (evangelize).

Parkside has always had a big heart for missions both local and around the globe. Over the last 10 years we have given over one million dollars to the International Mission Board, the North American Mission Board, and to Texas Missions. This does not include thousands of dollars we have given to local mission causes. We regularly send people from our church to do mission projects locally, nationally and internationally as individuals are made aware of needs and we are able to respond.

Yet our mission giving and our mission sending is more opportunistic than strategic. We do not have a strategic goal of increasing our budget giving to missions to achieve a certain percent. We do not monitor how many Parkside members were involved in a mission opportunity each year and have a strategy to increase it. We do not have a system that qualifies and establishes mission partners and strategically finds ways to inform our church of how to pray for them, how to give to them, and moves people to go and serve with them. We also do not have a strategic plan that helps us remain balanced in what we are doing and giving locally, nationally and internationally.

**Recommendation** is for Parkside to create a strategy-based approach to missions. Parkside would elevate Missions Council to Committee status with a charge to help us know, give and go with strategic partners locally, nationally and internationally in ever increasing ways. Those selected to be on the Missions Committee should be actively engaged one or more of the many current mission groups and organizations that help Parkside members to impact our world with the gospel (both locally and globally).

Because each Parkside member is called to share the good news of Jesus, EVANGELISM training needs to be a priority.

**Recommendation** is to develop (as one of our Discipleship Pathway growth areas) regular trainings for Parkside members to grow in how to share their faith, and Parkside members should be challenged to make EVANGELISM a priority in every endeavor possible.

## KIDS AND STUDENT MINISTRY

According to DISD, a strong amount of the growth we will experience in our area in the near future will include kids and students. If we reach and shepherd these kids and help them to gather, grow and go in Jesus name... we will not only continue to see many kids come to begin a relationship with Jesus, we will also send them into the world as young adults who are ready to be world changers for Jesus.

Currently we barely have the volunteers we need for the numbers we have... much less the more that is coming. We must create a growing army of volunteers who are happy to serve our kids and grow them to become fully developing followers of Jesus. We must create new strategies to communicate with volunteers, train and equip them, and inspire those who work with our kids and students to create a place where they are loved and inspired in the things of the Lord. To do this well technology and safety and security measures must always be looked at and improved.

**Recommendation** that Parkside create a new leadership team or committee for Kid's Ministry. Those selected will work with the children's minister to create the best plan for all children's programming and creating the volunteer army needed to minister to our kids with safety, security and spiritual growth.

As for our Student Ministry, it seems unwise to make specific plans to be accomplished within the next 3-5 years until we can hire our next Student Minister. Jason has led us in many steps that have solidified and put our student ministry in a better place in relationship to Wednesday night and Sunday night discipleship.

**Recommendation** is we hold off on Student Ministry next steps until our new Student Minister is on board and can lead in our next steps of growth.

**Recommendation** is that a consultant be brought in ASAP to assess safety and security concerns in relationship to processes and room placement of kids and student ministry gatherings. In 2023, safety and security changes should be implemented as well as tech updates needed for kids and student classrooms.

## Young Adult Ministry-

One of the most exciting growth areas for Parkside in the last two years is the growth we have seen in the area of Young Adults. By providing quality kid and student ministry opportunities for the children of Young Adults, and by providing Sunday School opportunities that previously were not offered, Young Adults are coming in greater numbers. As more Young Adults move into our area, more ministry to Young Adults and their families is important.

**Recommendation** to add two more Young Adult Sunday School groups and to increase the number of groups each year for the next three years.

**Recommendation** to make a Marriage Enrichments Weekend and a Parenting Enrichment Weekend annual events on the church calendar.

**Recommendation** is to begin discussions in 2024 to explore whether a weekday preschool organization such as LIONHEART could be a way to minister to the Young Adults of Denison and their families through our facilities.

## RELATIONAL ASSIMILATION

Assimilation is how we move people from their first visit into membership. We need a team that will develop a plan to stay in play with guests that keep returning, helping them to move into membership, and then helping our current members get to know them and build relationships with them.

We do this now through our Sunday School groups, and we need to keep that going. But for those who do not get into Sunday School quickly we need to find ways to build relationships. As people join the church we need to do a better job of taking their pictures to get them into our data base and to show those faces to people who worship in a different worship gathering than they do. We also need to have a new member fellowship 3-4 times a year for all church members to come and begin to get to know and embrace the new members who come.

**Recommendation** is that Parkside create an Assimilation Team to move people from their first visit(s) at Parkside toward membership through strategies that are relational and personal.

## INTERGENERATIONAL MENTORING

Parkside is a church where people of all ages are encouraged to gather, grow and go. We are strengthened as the younger are influenced by the wisdom of the elders, and as the elders gain understanding from the younger on how things continue to change in this fast-paced world we currently live in. A great number of people mentioned that we need to find ways to increase the opportunities for intergenerational gatherings where mentoring can take place.

**Recommendation** is that the Men's and Women's Ministries of Parkside expand their ministries to include more ways that older and younger adults can gather for opportunities of intergenerational fellowship and Bible Study.

**Recommendation** is that Sunday School groups periodically make time to meet intergenerationally with Sunday School groups of a different age during the church year.

## COMMUNITY OUTREACH

These last two years, Parkside has begun a greater emphasis on reaching into our community. We have strengthened our web presence and social media presence because most people visit our church first through the website before coming in person. Through our Saturday outdoor Easter gathering, Summer Music events, Easter Egg and Pumpkins in the Park, taking our Christmas program to the Rialto, our support of community gatherings of the churches, and our strong support of local mission partners such as Texoma Homeless Shelter and Center Cross Ministries we are increasing our gospel influence and we are proving that we are in the city for the city.

There are more ways that Sunday School groups, teams and committees of our church, and men's and women's ministries can find places in our city that we can collaborate with rather than compete. Coming along side schools, city wide events, community service organizations, city of Denison events, and sports organizations in our area are ways we can build bridges with the gospel into the people of our area who need a relationship with him.

**Recommendation** is that each current ministry of Parkside explore and increase efforts to do some of what they do outside the walls of our church in and for our community.

## RECREATION (ROC USEAGE AND OUTDOOR OPPORTUNITIES)

The ROC (Recreation Outreach Center) of Parkside is a wonderful facility and gives us a great place not only to gather as church family, but also to outreach into our community from. Community participants who are not members of our church currently gather in great numbers for Pickleball in the mornings, and many use the walking track and gym for exercise. We host athletic groups for Taekwondo and Camp Gladiator each week, and we also host large community gatherings such as the Jacket Football Breakfast on gamedays and organizations such as the Denison Chamber and Texoma Work Force Solutions. Each of these brings people onto our campus where the Lord plants seeds in unchurched hearts about their need for Jesus and a church family.

**Recommendation** is to establish a Church Recreation Team that will plan for expanding recreational opportunities and maximize the use of ROC facilities both for our church and for our community. They would also expand opportunities to provide recreation opportunities outside the walls of the church through activities like fishing and golf.

## FACILITY USE AND UPDATES

There are ways we can use our current space most efficiently to host 700 attendees on Sunday morning in Worship and Sunday School, but it will take doing serious space studies and a willingness for the Parkside family to not be territorial about places they are used to gathering. Ultimately, we will either need to plan to build more space on our property or have a church starting plan that would seek to send out 200 or so Parksiders every 3 years to begin new churches in areas where a healthy church presence is lacking in nearby areas.

**Recommendation** is for Parkside to create an ad hoc Facilities Assessment Team in January 2023 to look over all current facility upgrades needing attention and make recommendations to address these in 2023.

**Recommendation** is to return to a schedule that will create 2 Sunday Schools and 2 Worship Gatherings back to back (flip/flop schedule). This will create needed space for Sunday School, help for preschool volunteerism, and create two vibrant intergenerational worship gatherings on Sunday mornings.

The benefits are...

- We can double the classrooms needed for Adult Sunday School
- We can organize Sunday School groups to meet at specific times that will create a more balanced and inspiring multi-generational experience in both Worship gatherings
- We can organized the needed army of Kid's volunteers into TWO teams instead of THREE to consolidate workers
- This would provide at least 3 years of adequate space for the projected numbers we will be hosting in Worship and Sunday School gatherings.

**Recommendation** is that in 2024 we bring in a consultant to do a space study for future facility needs that may need to be added.

## **The Strategic 3 Year Plan (Calendar View)**

### **Fall 2022-**

- Adopt this Strategic Long-Range Plan
- Finish the work to place all current committees and councils into either a committee or team. This will include adding any new committees or teams that we do not currently have but need to do future work, and adapting our bylaws to line up with these changes.
- Get our student minister hired and ministering
- Select our new Kid's Ministry committee/team.
- Create Assimilation Team to build the plan and lead the work of relational assimilation that will hopefully be in place by Easter 2024.
- Create Recreation/Roc Team to begin work of expanding recreational ministries over the next 3 years.

### **Plans for Winter/Spring of 2023**

- Discipleship Pathway begins. Studies and workshops will mostly be done on Sunday nights from 5-6:30PM.
- Missions Committee begins their work with Pastor Jeff to develop the mission strategy to KNOW/GIVE/GO in increasing ways LOCALLY/NATIONALLY/INTERNATIONALLY.
- Ad Hoc Team begins an assessment of current facility upgrades needed.
- Kid's Ministry Committee/Team begins to develop the plan that will recruit, train and serve kids through a massive volunteer army of Parksiders.
- Parenting Workshop brought back.
- Easter begins new strategy for Assimilation.
- Begin 2 Worship/2 Sunday School flip flop.
- Go from 2 Young Adult Sunday School gatherings to 4.
- Hire a consultant to do a safety/security assessment for kid and students processes and where they are in our buildings.

### **Plans for Fall 2023**

- Continue expansion of Sunday night discipleship pathway
- Kids' new Wednesday night discipleship begins
- Mission strategy officially adopted by church
- Kid's Ministry plan for volunteer leaders begins
- Host a Marriage Enrichment Workshop
- Implement changes that need to be made from the safety/security assessment for kids and students.

### **Plans for Winter/Spring 2024**

- Begin prayerfully exploring our future expansion plans and hire consultant to do a study of what and when needed facility additions or improvements are anticipated.
- Call an Ad Hoc Team into service that will lead us to
- Mission Strategy begins
- Expand Discipleship Pathway opportunities
- Parenting Workshop
- Begin discussions with LIONHEART as a possible weekday childcare provider.
- Expand Young Adult Sunday School gatherings

### **Fall 2024**

- Host Marriage Enrichment
- Expand Discipleship Pathways
- Use this time to make adjustments and evaluate how we are making progress in the areas of our SLRP

### **Winter/Spring 2025**

- Expanding Discipleship Pathways
- Mission Partner Expansion with plans for several Mission Trip opportunities
- Expand Young Adult Sunday School gatherings
- Host Parenting Workshop
- Begin our planning for funding and expanding any facility needs agreed upon through the previous years facility assessment

### **Fall 2025**

- Discipleship Pathway should be built out
- Mission Strategy should be seeing more people and more dollars dedicated to going
- Host Marriage Enrichment

## **Defining and Achieving Success**

Parkside is a great church. Our gatherings, our growing and our going is already happening and bearing fruit through what we are already allowing God to do in us and through us. These next three years will be a beautiful symphony of continuing to do the current fruitful things and adding emphasis and energy to our church ministries with additions in the 9 areas that we have identified.

Success is not just in having more people, but seeing more people gather to connect with God and those who love Him, seeing more people grow biblically as fully developing followers of Jesus, and see more people going in the power of the Holy Spirit to connect the world to Jesus Christ.

Every member must find his or her places of service. Some of the things God calls us to do will be found in serving others, while other things God calls us to do will be done to grow ourselves. Each member cannot and should not try to do everything, but we must be convinced that God put us in this body for such a time as this to gather, grow and go.

We will need accountability to keep our eyes on the prize. The Strategic Long Range Planning Committee will be the heart of this working with our Senior Pastor.

These plans have been made prayerfully, seeking to hear from God as much as we can about our future. We do our best to know what is coming and to prepare for it, but there are things that we do not know. We must stay flexible, and we must be willing to bend but not break as we proactively do our work for these efforts will put us in a great position to grow a church family that loves God with all we have, loves others with all we have, and is always open to ways God shows us how to gather, grow and go for the Glory of God alone!