

BUMC Strategic Mission Action Plan Appendices

Berwyn United Methodist Church

*140 Waterloo Avenue
Berwyn, PA 19312*

Appendix A: BUMC CVI Results	2
Appendix B: BUMC Demographic Analysis	7
Appendix C: BUMC Positioning Statements	21
Appendix D: The BUMC Strategic Planning Timeline	23
Appendix E: BUMC Strategic Planning Team.....	25

April 2008

2.6



BERWYN UNITED METHODIST CHURCH

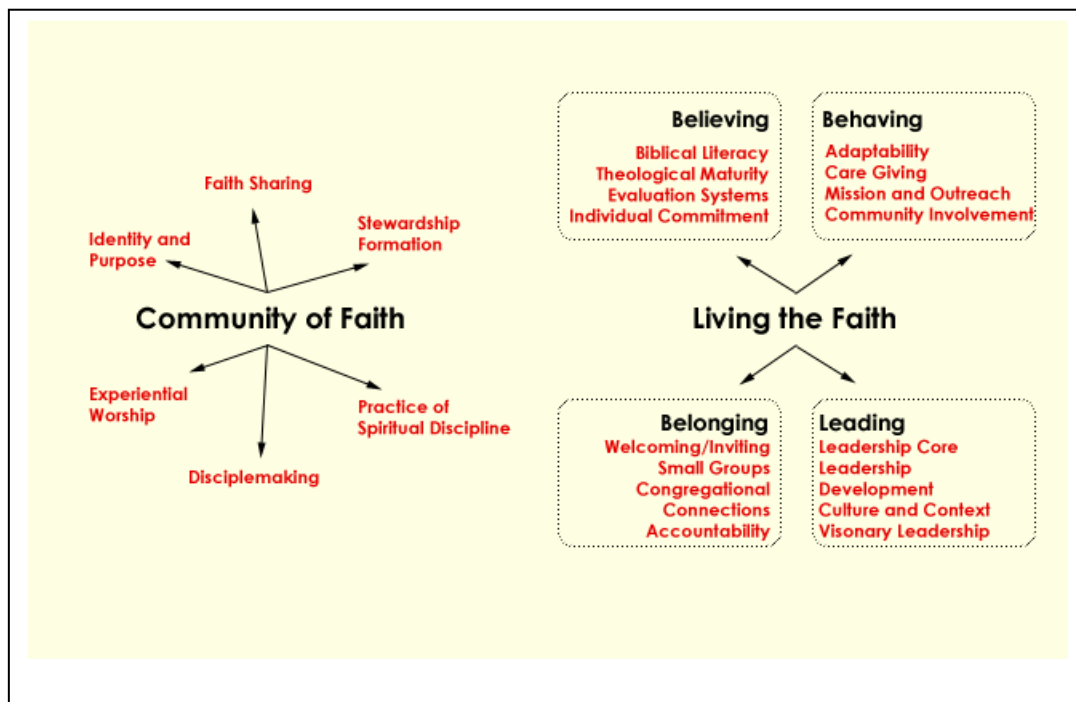
Strategic Mission Action Plan Appendices

2008

Appendix A: BUMC CVI Results

The Church Vitality Indicator™ is a congregational assessment and planning process. Through CVI, Church leaders discover where and how to invest their congregation's energy and passion for the future. The CVI will help us focus congregational resources on the areas of ministry that will produce the most results.

The CVI identifies a combination of vitality indicators, unique to our congregation, from among 22 possibilities. Six of these indicators - together called the Community of Faith - are common to every vital congregation. The other sixteen - together called Living the Faith indicators - help illuminate what makes BUMC unique from all others.



The indicators below are strong at BUMC

1. Experiential Worship

The congregation has meaningful worship services in which a wide variety of people experience the presence of God.

2. Evaluation System



BERWYN UNITED METHODIST CHURCH

Strategic Mission Action Plan Appendices

2008

These congregations offer a variety of worship experiences to provide meaningful worship for various people. The leaders of the congregation regularly monitor and evaluate the effectiveness of worship. They make adjustments so that people regularly experience the presence of God. Regular worship, a variety of worship experiences and participation in worship are understood as strong components of spiritual growth. These congregations teach people about worship and encourage worship leadership gifts among all ages.

3. Individual Commitment

Participants in these congregations are committed to developing their relationship with God and living faithfully every day. Worship is planned for a wide variety of people and individuals experience the presence of God. The congregation regularly evaluates worship to help people focus on God and strengthen their lives of service whether they are together or apart.

4. Care Giving

Congregations with this Focus Area value and offer worship opportunities that provide comfort, safety, nurture, and renewal, as in healing services, intercession, communion, petition, and commissioning. They encourage the use of Sabbath, retreats (and retreat settings) for rest and renewal. They will make worship a part of their on-going work in order to care for the participants at every level and arena of ministry. They will value and remember the worship, work, and heritage of those who have gone before.

5. Mission & Outreach

Congregations with this Focus Area value and practice worship that renews, refuels, and commits persons to service in the name of the community and church. They will use consecrations, commissioning, covenants, and other celebrations to ground persons for mission and ministry and to send them forth. They recognize the movement of God's call within the gathered church to be sent out as the scattered church. These congregations will welcome the larger community to experience worship and renewal as faithful partners. They seek God's will, direction, and focus to prioritize their work in the world.

6. Welcoming/Inviting

Congregations with this Focus Area use invitational worship, preaching, and teaching as an entry point into congregational life. Worship opportunities extend into the community. These congregations pay attention to the worship details that forge an overall impression on newcomers: greeting, ushering, the aesthetics of the worship space, accessibility, music, architecture, Christian symbology, and the layout of the worship experience.



BERWYN UNITED METHODIST CHURCH

Strategic Mission Action Plan Appendices

2008

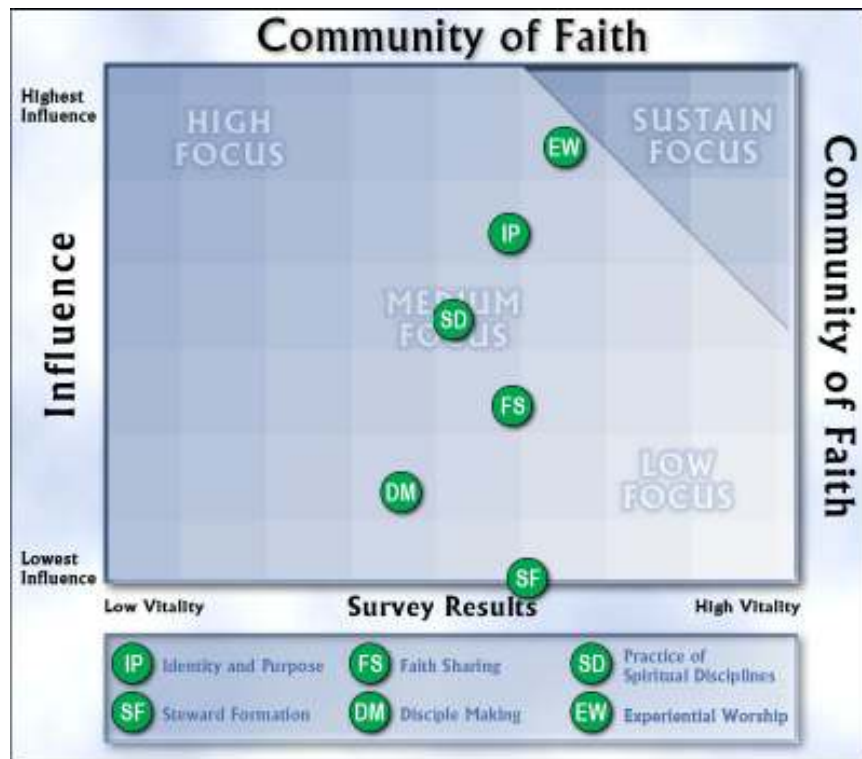
They attend also to the interactivity of worship so that it is participatory and interactive rather than passively performance-oriented. The liturgy and bulletin offer prompts to the order of worship so that newcomers are comfortably a part of the experience

7. Visionary Leadership

These congregations place a high value on meaningful worship experiences for a wide variety of people. Leaders help people understand God's vision for people who worship. The pastor and other leaders talk about the vision of a community that worships and lives a spiritual life together. The congregation monitors and evaluates worship services for their effectiveness in helping participants experience the presence of God.

8. Survey and Influence Discernment Results

The charts below indicate the strength areas as assessed through the CVI process. The ones closer to the upper right quadrant were shown to be of particular strength at BUMC.

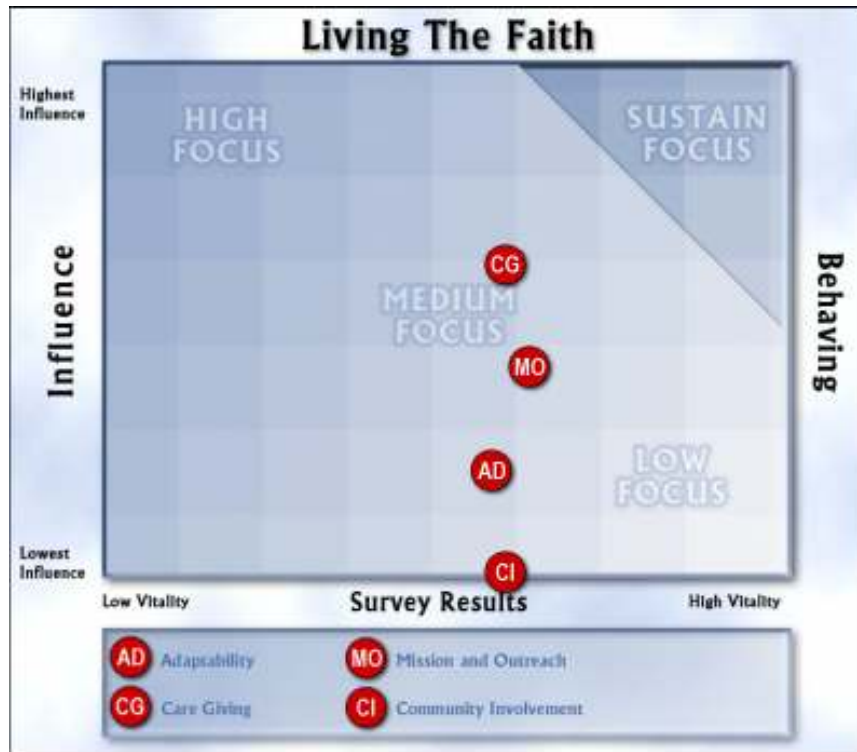




BERWYN UNITED METHODIST CHURCH

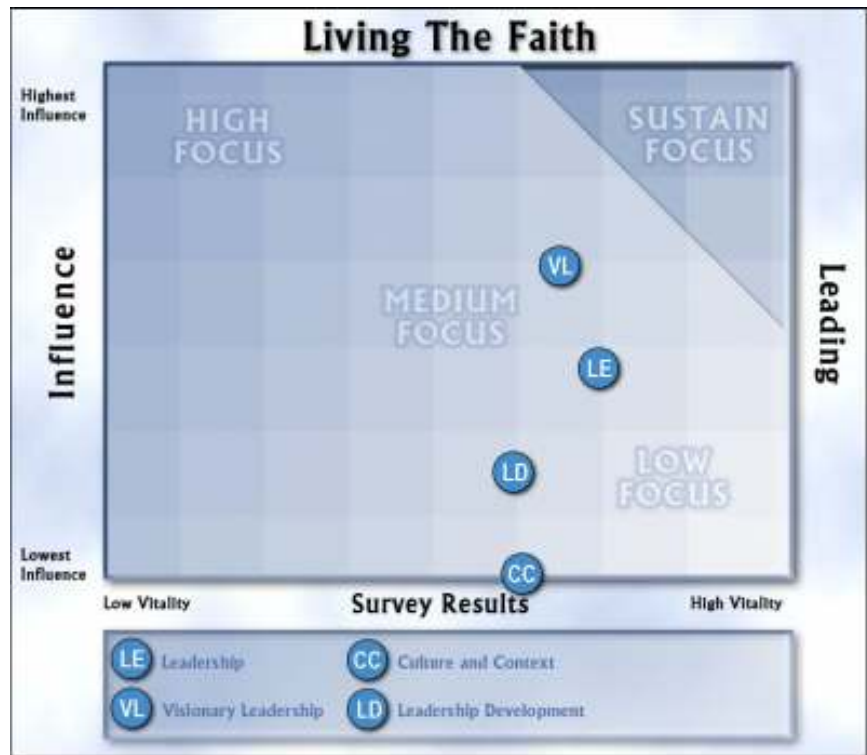
Strategic Mission Action Plan Appendices

2008





BERWYN UNITED METHODIST CHURCH
 Strategic Mission Action Plan Appendices
 2008





BERWYN UNITED METHODIST CHURCH

Strategic Mission Action Plan Appendices

2008

Appendix B: BUMC Demographic Analysis

Demographic segmentation divides a demographic based on characteristics like gender, age, income, education, race/ethnicity, and others. These statistics, analyzed with other factors, are important indicators of program needs and wants. For example, many churches are developing programs for older community, recognizing this segment is the fastest-growing age group in the U.S. As another example, the fastest-growing ethnic group in the U.S. today is the Hispanic population. This group constituted 47 percent of the population growth during the 1990's. In response, many churches are developing programs and services to address the wants and needs of this huge potential demographic. Other churches are redesigning their strategies for existing programs. Questions relating to demographics to consider when doing strategic planning include:

- What is our denomination's profile?
- What is our church's profile?
- Do our members differ from the denomination's segments?
- What is the demographic profile of people who participate in similar programs?
- Are some demographic groups growing more rapidly than others?
- What percentage of our programs are attended in comparison to other church's programs?
- What other demographic segments might attend the church's programs?

As we consider new programs, we must determine if our target demographic is large enough to sustain the program. Our church planners need to know the current, approximate size of the target demographic and its growth rate. Additionally, we need to consider changes occurring in the makeup of the demographic, which could indicate a rapid increase or decline in demographic size. Depending on the program, we may be able to justify a small niche demographic as long as other programs support the cost.

In addition to demographic descriptors, planners often segment community by psychographic factors such as:

- Personality
- Attitudes



BERWYN UNITED METHODIST CHURCH

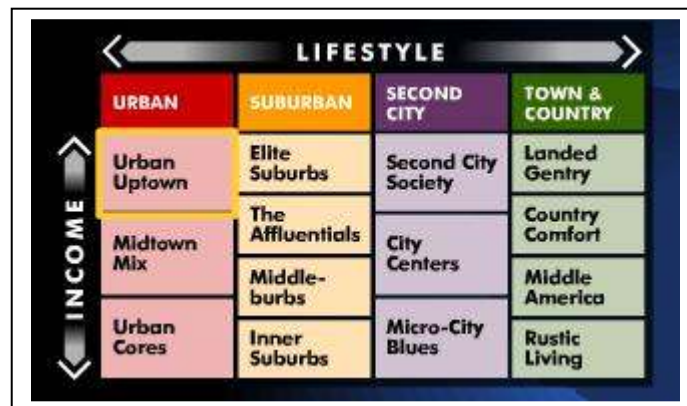
Strategic Mission Action Plan Appendices

2008

- Opinions
- Motivations
- Interests
- Lifestyles

Psychographic surveys include factors that are considered lifestyle choices such as preferences in hobbies, sports, and forms of entertainment. Other types of psychographic data include membership in clubs and, political and other organizational affiliations. Analyzing both the demographic and psychographic data together provide a more accurate profile of the demographic segments and will help us to plan a more successful strategy.

With the demographic segmentation information, we can better understand our congregants and prospects allowing us to target them more efficiently with tailored messages and programs. The demographic data from the Research Office of the General Board of Global Ministries (GBGM) divides the U.S. population into 14 different Social Groups based on urbanization and socioeconomic rank.



The dominant Social Groups within the 19312, 19087 and 19355 area codes are as follows:

- **Landed Gentry**

The Landed Gentry social group consist of wealthy Americans who migrated to the smaller boom towns beyond the nation's beltways. Many of the households contain Boomer families and couples with college degrees, professional jobs-they're twice as likely as average Americans to telecommute-and expansive homes. With their upscale incomes, they can afford to spend heavily on consumer electronics, wireless and computer technology, luxury cars, powerboats, books and magazines, children's toys and exercise equipment.

- **Elite Suburbs**

Elite Suburbs is a world of six-figure incomes, post-graduate degrees, single-family homes and managerial and professional occupations. The segments here are



BERWYN UNITED METHODIST CHURCH

Strategic Mission Action Plan Appendices

2008

predominantly white with significant concentrations of well-off Asian Americans. Befitting their lofty salaries, S1 members are big consumers of large homes, expensive clothes, luxury cars and foreign travel. Despite representing a small portion of the U.S. population, they hold a large share of the nation's personal net worth.

- **The Affluentials**

The Affluentials are one socioeconomic rung down from the Elite Suburbs-with a 25 percent drop in median income-but their residents still enjoy comfortable, suburban lifestyles. The median income is nearly \$60,000, the median home value is about \$200,000, and the mostly couples in this social group tend to have college degrees and white-collar jobs. Asian Americans make up an important minority in these predominantly white segments. As consumers, The Affluentials are big fans of health foods, computer equipment, consumer electronics and the full range of big-box retailers.

- **Country Comfort**

Country Comfort are filled with predominantly white, middle-class homeowners. In their placid towns and scenic bedroom communities, these Americans tend to be married, between the ages of 25 and 54, with or without children. They enjoy comfortable upscale lifestyles, exhibiting high indices for barbecuing, bar-hopping and playing golf as well as home-based activities such as gardening, woodworking and crafts. Reflecting their rural, family environment, they prefer trucks, SUVs and minivans to cars.

- **Middleburbs**

Middleburbs share a middle-class, suburban perspective, but there the similarity ends. Two groups are filled with very young residents, two are filled with seniors and one is middle-aged. In addition, S3 includes a mix of both, homeowners and renters as well as high school graduates and college alums. With good jobs and money in their jeans, the members of Middleburbs tend to have plenty of discretionary income to visit nightclubs and casual-dining restaurants, shop at midscale department stores, buy dance and easy listening CDs by the dozen and travel across the U.S. and Canada.

The demographic data also classifies the population into LifeStage Groups: 11 groups based on age and presence of children at home, as well as socioeconomic rank. The dominant Lifestage Groups within the 19312, 19087 and 19355 area codes are described below:

- **Accumulated Wealth**

Accumulated Wealth contain the wealthiest families, mostly college-educated, white-collar Baby Boomers living in sprawling homes beyond the nation's beltways. These large family segments are filled with upscale professionals-the group's median income is nearly six figures-who have the disposable cash and sophisticated tastes to indulge their children with electronic toys, computer games and top-of-the-line sporting equipment. The adults in these households are also a prime audience for print media, expensive cars and frequent vacations-often to theme parks as well as European destinations.

- **Affluent Empty Nests**

Americans in the Mature Years tend to be over 45 years old and living in houses that have empty-nested. The four wealthiest segments in this group are classified Affluent Empty Nests, and they feature upscale couples who are college educated, hold executive and professional positions and are over 45. While their neighborhoods are found across a variety of landscapes-from urban to small-town areas-they all share a propensity for living in large, older homes. With their children out of the house, these consumers have plenty of disposable cash to finance active lifestyles rich in travel, cultural events, exercise equipment and business media. These folks are also community activists who write politicians, volunteer for environmental groups and vote heavily in elections.

- **Midlife Success**



BERWYN UNITED METHODIST CHURCH

Strategic Mission Action Plan Appendices

2008

Midlife Success typically are filled with childless singles and couples in their thirties and forties. The wealthiest of the Younger Years class, this group is home to many white, college-educated residents who make six-figure incomes at executive and professional jobs but also extends to more middle class segments. Most of these segments are found in suburban and exurban communities, and consumers here are big fans of the latest technology, financial products, aerobic exercise and travel.

- **Striving Singles**

Striving Singles make up the most downscale of the Younger Years class. Centered in exurban towns and satellite cities, these twentysomething singles typically have low incomes-often under \$25,000 a year-from service jobs or part-time work they take on while going to college. Housing for this group consists of a mix of cheap apartment complexes, dormitories and mobile homes. As consumers, the residents in these segments score high for outdoor sports, movies and music, fast food and inexpensive cars.

- **Conservative Classics**

College educated, over 55 years old and upper-middle-class, the six segments in Conservative Classics offer a portrait of quiet comfort. These childless singles and couples live in older suburban homes with two cars in the driveway and a wooden deck out back. For leisure at home, they enjoy gardening, reading books, watching public television and entertaining neighbors over barbecues. When they go out, it's often to a local museum, the theater or a casual-dining restaurant like the Olive Garden or Lone Star Steakhouse.

- **Young Achievers**

Young Achievers, a lifestage group of twentysomethings who've recently settled in metro neighborhoods. Their incomes range from working-class to well-to-do, but most residents are still renting apartments in cities or close-in suburbs. These seven segments contain a high percentage of Asian singles, and there's a decidedly progressive sensibility in their tastes as reflected in the group's liberal politics, alternative music and lively nightlife. Mainstream Singles segments are twice as likely as the general population to include college students living in group quarters.

The demographic data is combined to identify, understand current local congregants and prospects. They define households in terms of 66 demographically and behaviorally distinct lifestyle categories across the United States.



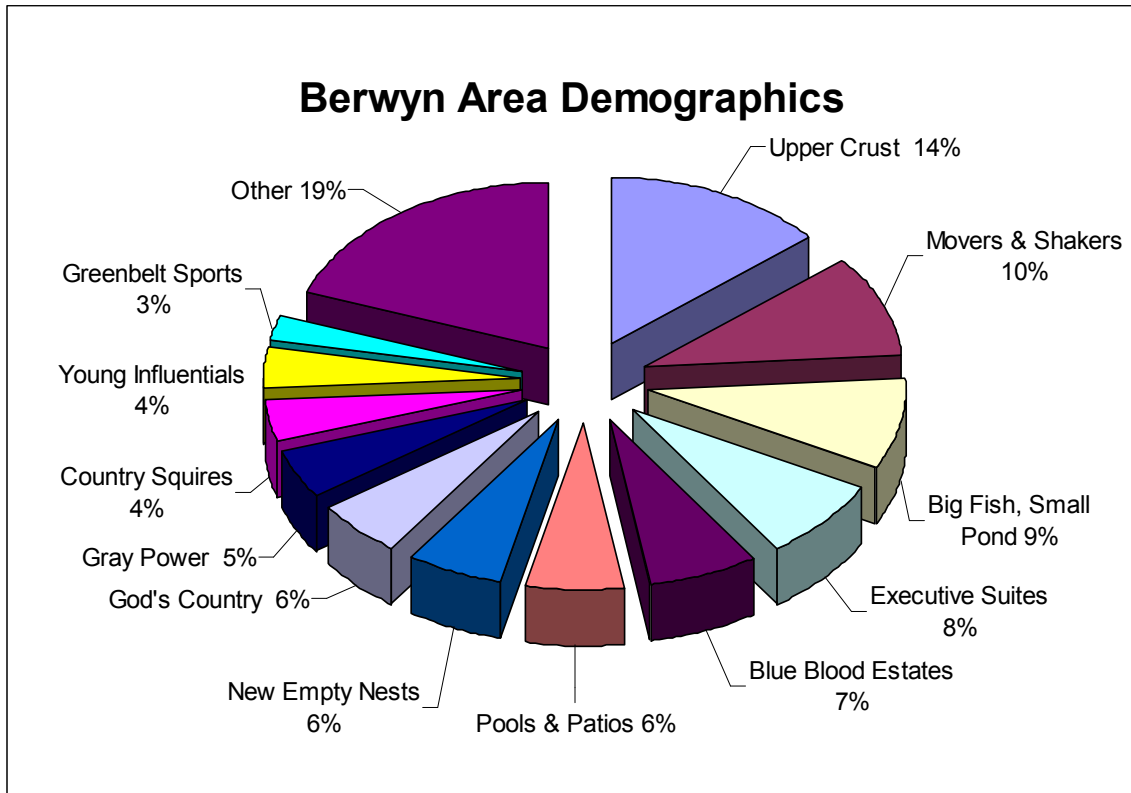
BERWYN UNITED METHODIST CHURCH

Strategic Mission Action Plan Appendices

2008

The subset of dominant lifestyle categories specific to the Berwyn area five-mile radius are shown in the table below.

Social Groups	Lifestyle Categories	Ranking in Berwyn Area	Percent of Local Population
Elite Suburbs			
	01. Upper Crust	1	14%
	02. Blue Blood Estates	5	7%
	03. Movers & Shakers	2	10%
	06. Winner's Circle	13	2%
The Affluentials			
	08. Executive Suites	4	8%
	14. New Empty Nests	7	6%
	15. Pools & Patios	6	6%
Landed Gentry			
	05. Country Squires	10	4%
	09. Big Fish, Small Pond	3	9%
	11. God's Country	8	6%
Country Comfort			
	23. Greenbelt Sports	12	3%
Middleburbs			
	21. Gray Power	9	5%
	22. Young Influentials	11	4%





BERWYN UNITED METHODIST CHURCH

Strategic Mission Action Plan Appendices

2008

The detailed lifestyle analysis for the top four lifestyle categories, including the ministry preference and participation characteristics are shown on the next four pages.



BERWYN UNITED METHODIST CHURCH
Strategic Mission Action Plan Appendices
2008

UM LIFESTYLE PROFILE & PROGRAM SUGGESTIONS



Prizm NE* Cluster 01

Upper Crust

The nation's most exclusive address, Upper Crust is the wealthiest lifestyle in America—a haven for empty-nesting couples over 55 years old. No segment has a higher concentration of residents earning over \$200,000 a year or possessing a postgraduate degree. And none has a more opulent standard of living.

Demographics	
<i>Racial/Ethnic Composition:</i>	Mostly White (93%).
<i>Age:</i>	Three-fourths 55-64.
<i>Family Life:</i>	Most married with no children under 18 in home
<i>Dominant Occupations:</i>	Primarily professionals, management/business/financial.
<i>Education:</i>	Over 70% college graduates or more.
<i>Household Income:</i>	Median income \$110,142.
Lifestyle Choices	
<i>Home:</i>	Ninety-four percent own their home. Three-fourths have lived in their home 5+ years.
<i>Money:</i>	Shop at high end stores including Talbot's, Neiman Marcus, Saks Fifth Ave., and Nordstrom. Own/lease luxury car such as Mercedes. Desire and have expensive clothes and gadgets.
<i>Time / Activities:</i>	Travel extensively both foreign and domestic. Take cruises, own time share and vacation/weekend homes, belong to country club.
<i>Favorites:</i>	News radio, Bloomberg Network radio, all talk radio, soft contemporary radio. Watch news oriented TV including BBC America, CNN, Dow Jones Money Report. Read daily newspaper, Wall Street Journal, New York Times, Money, Forbes, USA Today, the Oprah Magazine, Travel and Leisure, Food & Wine.
Reaching Them through Worship	
<i>Music:</i>	Quality and variety are important. They tend to be traditionalists in church music.
<i>Participation:</i>	Some may be willing to do singing (not as part of choir), acting in short skits, or other things like readings. They will be "in and out" according to their business and vacation schedules. They are the ultimate consumers and are difficult to have as committed and loyal participants.
<i>Sermon:</i>	Must be good (entertaining as well as challenging and educational). They know what's happening in the world and need help in knowing how their faith affects and is affected by world events.
<i>Time:</i>	They travel a lot and may have periods of intense work schedules. Several opportunities for worship, including small group limited time meetings, can be appealing.
Reaching Them through Church School	
<i>Importance:</i>	This is not one of their high priorities. They can be attracted by short term classes but the topic and presenter must be targeted to their interests.
<i>Seasons:</i>	These are important because they can and do look for the "ideal spot" for each season.
<i>Learning Styles:</i>	Electronics is the way they receive most of their information although they read a lot.
<i>Content:</i>	"Hot" topics of the moment with an emphasis on ethics and morality may be attractive to them.
Reaching Them with Creative Church Programs	
<p>Activities that involve their own creativity without pressure such as meals with games like charades or talents or hobbies to show may be used. Involvement in worship services as part of a special musical group or play can be attractive to them. Some may be interested in visiting mission projects and reporting back as part of one or more of their travel experiences. This will need to be very specific and not take a great deal of their time in the field.</p>	

*UM Lifestyle Profile, copyright 2007 by the Office of Research, General Board of Global Ministries of the United Methodist Church, 475 Riverside Drive, Room 300, New York, NY 10115. (212) 870-3840.
<http://research.gbqm-umc.org> * Prizm NE is a copyrighted product of Claritas, Inc.*



BERWYN UNITED METHODIST CHURCH
Strategic Mission Action Plan Appendices
2008

UM LIFESTYLE PROFILE & PROGRAM SUGGESTIONS



Prizm NE* Cluster 03

Movers and Shakers

Movers & Shakers is home to America's up-and-coming business class: a wealthy suburban world of dual-income couples who are highly educated, typically between the ages of 35 and 54, often with children. Given its high percentage of executives and white-collar professionals, there's a decided business bent to this segment. Movers & Shakes rank number-one for owning a small business and having a home office.

Demographics	
<i>Racial/Ethnic Composition:</i>	White, Asian, Mix.
<i>Age:</i>	Primarily between 35 and 54.
<i>Family Life:</i>	Couples often with children.
<i>Dominant Occupations:</i>	Management and professional.
<i>Education:</i>	College graduates many with graduate degrees.
<i>Household Income:</i>	Median income \$99,130
Lifestyle Choices	
<i>Home:</i>	Mostly own their home. About half have lived in their homes for 5+ years.
<i>Money:</i>	They shop at stores like Bloomingdales, Banana Republic, Comp USA, Nordstrom, and Lord and Taylor, order online, selective in their eating out with Cheesecake Factory, California Pizza, Fuddrucker's, Au Bon Pain, and Houlihan's.
<i>Time / Activities:</i>	They travel a lot for business and recreation, enjoy active recreation including golf and vacation spas. They own/lease European luxury.
<i>Favorites:</i>	They like alternative rock radio, radio on the internet, jazz radio, all news radio and soft contemporary radio. They read Wall Street Journal daily, New York Times, Forbes, Fortune, Travel & Leisure, and USA Today. Watch Sundance Channel, Movie Channel, E! Entertainment, Seinfeld, Comedy Central, BBC America, Bravo, MTV, and HBO.
Reaching Them through Worship	
<i>Music</i>	Contemporary may be important especially if the young people are involved in the programs.
<i>Participation:</i>	These are active type people who are selective in what they spend time on. They may be interested in participating in choir and especially in performance type programs although a bit reluctant to doing "solo" but willing to be part of a group with others.
<i>Sermon:</i>	Must be good (entertaining as well as challenging and educational). They get their news and insights from secular sources on a daily basis and can be affected by sermons that outline how their faith affects and is affected by world events.
<i>Time:</i>	They travel a lot and several opportunities for worship, including small group limited time meetings, will be important. They could be attracted to an active education program in which their insights and experiences could be shared. They will pick and choose congregations based on convenience and breadth of programs.
Reaching Them through Church School	
<i>Importance:</i>	This is a crucial part of the church program for those who have young people at home. The availability of adult education opportunities will be a positive.
<i>Seasons:</i>	Those who can will travel with the appropriate season. Work schedules will determine their availability.
<i>Learning Styles:</i>	They are immersed in a learning environment which stresses visuals and "learning packs" of discs and manuals. Good presentations and discussion will work.
<i>Content:</i>	It has to be challenging to break into their routine of work both at home and away. They expect the youth and children's programs to be built around denominational curricula.
Reaching Them with Creative Church Programs	
<p>Opportunities for fellowship such as meals with programs that challenge and entertain may be attractive to this group. This might be musical, dramatic, or small group discussions around an issue they might face in the community or family.</p> <p>They are active and need programs that involve them for limited times. Of particular interest will be programming that doesn't conflict with some of their favorite activities such as attending sporting events. Helping with projects for a specific time (a weekend to help with a construction/repair project, assisting in food collection and/or distribution) can be very useful projects.</p>	

*UM Lifestyle Profile, copyright 2007 by the Office of Research, General Board of Global Ministries of the United Methodist Church, 475 Riverside Drive, Room 300, New York, NY 10115. (212) 870-3840.
<http://research.gbqm-umc.org> *Prizm NE is a copyrighted product of Claritas, Inc.*



BERWYN UNITED METHODIST CHURCH
Strategic Mission Action Plan Appendices
2008

UM LIFESTYLE PROFILE & PROGRAM SUGGESTIONS



Prizm NE* Cluster 08

Executive Suites

Executive Suites consists of upper-middle-class singles and couples typically living just beyond the nation's beltways. Filled with significant numbers of Asian Americans and college graduates-both groups are represented at more than twice the national average-this segment is a haven for white-collar professionals drawn to comfortable homes and apartments within a manageable commute to downtown jobs, restaurants and entertainment.

Demographics	
<i>Racial/Ethnic Composition:</i>	White, Asian, Mix.
<i>Age:</i>	Two thirds 35 to 54.
<i>Family Life:</i>	Households with out kids 18 and younger living at home.
<i>Dominant Occupations:</i>	Management and professionals
<i>Education:</i>	53% college graduates with 16% having graduate degrees.
<i>Household Income:</i>	Median income \$71,804.
Lifestyle Choices	
<i>Home:</i>	75% own their own home. 60% have lived in their home less than 5 years.
<i>Money:</i>	Shop at Express, Saks Fifth Avenue, Banana Republic, Victoria's Secret, Comp USA. Orders from ebay.com, videos by internet, barnesandnoble.com, buys Apple iPod. Buys from Cheesecake Factory, Houlihan's, and California Pizza Kitchen. Own/lease Volkswagen, BMW.
<i>Time / Activities:</i>	Air travel for business. Go to professional basketball games, go snowboarding, downhill skiing, mountain bicycling, exercise club, in-line skating. Domestic vacations for golf.
<i>Favorites:</i>	Listen to ABC ESPN radio, alternative rock, classic rock, all news radio, Bloomberg Network. Watch VH1, MTV, Independent film channel, BBC America, E! Entertainment, TV ice hockey, Seinfeld, Dow Jones Money Report, subscribe to digital cable. Read Wall Street Journal, Fortune, Vogue, Esquire, New York Times, Entertainment Weekly, USA Today.
Reaching Them through Worship	
<i>Music:</i>	Their taste in music will be contemporary of a more mellow type. They also want music that's familiar to them.
<i>Participation:</i>	These are persons who have "moved up" and "moved out" to suburbia recently. Their interest is more toward the city with its entertainment, cultural, and educational opportunities than suburbia. Since this is the competition for time, any activity in which they participate must be challenging and helpful to their personal or professional life. Music might be possible for some of them.
<i>Sermon:</i>	Must be good to excellent. They come to the service with a background of seeing good entertainment which includes ethics and morals. They expect to be challenged and not talked down to. They will need to know what is expected of them from the sermon.
<i>Time:</i>	A service that moves quickly and follows to a point is expected. They need multiple opportunities for worship rather than a single service.
Reaching Them through Church School	
<i>Importance:</i>	Many will not see church school as important. Short term classes may be attractive.
<i>Seasons:</i>	They are attuned to the seasons and will take their holidays seriously. A regular year round program will be needed to catch those who stay home or have "off season" holidays.
<i>Learning Styles:</i>	Multi-media, self teaching are normal parts of their training. Some adaptations to these techniques will be necessary.
<i>Content:</i>	Relationships, ethics, moral development, faith development, and faith expression are topics that may be important to these persons.
Reaching Them with Creative Church Programs	
<p>Many of these people will have little time or interest in programs that cater to families per se. They need programs for singles and couples who do not have the issues of children and teenagers to deal with. Get acquainted, interest group, and social evenings will be to their liking. Strong adult education programs may be interesting so long as the topics deal with issues raised in current best sellers (non-fiction) or by interest groups in the political arena. They can lead and will volunteer for short term assignments for programs, skits, discussions, and fund raising for special causes so long as the time needed is limited.</p>	

*UM Lifestyle Profile, copyright 2007 by the Office of Research, General Board of Global Ministries of the United Methodist Church, 475 Riverside Drive, Room 300, New York, NY 10115. (212) 870-3840.
<http://research.gbqm-umc.org> *Prizm NE is a copyrighted product of Claritas, Inc.*



BERWYN UNITED METHODIST CHURCH
Strategic Mission Action Plan Appendices
2008

UM LIFESTYLE PROFILE & PROGRAM SUGGESTIONS



Prizm NE* Cluster 14

New Empty Nests

With their grown-up children recently out of the house, New Empty Nests is composed of upscale older Americans who pursue active—and activist—lifestyles. Nearly three-quarters of residents are over 65 years old, but they show no interest in a rest home retirement. This is the top-ranked segment for all-inclusive travel packages, the favorite destination is Italy.

Demographics	
<i>Racial/Ethnic Composition:</i>	Mostly White.
<i>Age:</i>	65+
<i>Family Life:</i>	Households with out kids 18 and younger living at home.
<i>Dominant Occupations:</i>	Mostly retired
<i>Education:</i>	45% college graduates with 23% having graduate degrees.
<i>Household Income:</i>	Median income \$69,595.
Lifestyle Choices	
<i>Home:</i>	Most own their own home. 83% lived in their homes for 5+ years.
<i>Money:</i>	Shop at Talbots, Nordstrom, Costco, Lord & Taylor. Own/lease Mercedes, Acura/Infiniti/Lexus, Volkswagen. Own timeshare residence, weekend/weekend home. Buys from Friendly's, Olive Garden, Bennigan's, White Castle, Cheesecake Factory. Orders from Land's End, L.L. Bean, Readers Digest Association, barnesandnoble.com, QVC.
<i>Time / Activities:</i>	Take cruises, belong to country club, civic club, veterans club, religious club, frequent foreign travel, use all inclusive travel packages.
<i>Favorites:</i>	Radio: Bloomberg Network, news/talk radio, all talk radio, NPR. Watch NBC Meet the Press, Wall Street Journal Report, figure skating, Jeopardy!, 60 Minutes, tennis, horse racing, bowling, ABC Good Morning America. Read AARP, New Yorker, newspapers.
Reaching Them through Worship	
<i>Music</i>	Their taste will be traditional but they will be interested in some contemporary music so long as it isn't too loud.
<i>Participation:</i>	This group has been a key element in the church including worship. Besides attending they lead, sing, read, usher, and help prepare the sanctuary for worship.
<i>Sermon:</i>	Their interest in sermon is to relate religion to daily activities. Most have developed a working faith that they can add to if the sermon is useful. They will find more important things to do if the sermon is dull or boring.
<i>Time:</i>	One hour on Sunday is enough although some might like a week night prayer group.
Reaching Them through Church School	
<i>Importance:</i>	This will be an important group for these active members. It continues to provide them with a support group as they go through another change in their life.
<i>Seasons:</i>	They are still tied to the seasonal calendar although not as slavishly as when children were at home. Now they can be away without penalty.
<i>Learning Styles:</i>	They are most interested in discussion led by an experienced and trusted leader.
<i>Content:</i>	Living one's faith in whatever situation one is in.
Reaching Them with Creative Church Programs	
<p>These are the people the congregation has depended upon for leadership and programming over the years. They will be giving up responsibilities and urging younger persons to "do their share". They are more interested in social events that they can help plan. Programs may include all sorts of activities such as golf outings, bowling, visiting historical sights, seeing fall foliage. Some may use their expertise to help with problem areas in church programming and do short term events such as training, teaching, gardening around the church, and supervising redecoration activities. They are interested in age-specific groups but don't like to be relegated to "old people's groups". They may like active groups such as book clubs, quilting, birding, and teas with a purpose.</p>	

*UM Lifestyle Profile, copyright 2007 by the Office of Research, General Board of Global Ministries of the United Methodist Church, 475 Riverside Drive, Room 300, New York, NY 10115. (212) 870-3840.
<http://research.gbqm-umc.org> *Prizm NE is a copyrighted product of Claritas, Inc.*



BERWYN UNITED METHODIST CHURCH

Strategic Mission Action Plan Appendices

2008



02 Blue Blood Estates

Blue Blood Estates is a family portrait of suburban wealth, a place of million-dollar homes and manicured lawns, high-end cars and exclusive private clubs. The nation's second-wealthiest lifestyle, it is characterized by married couples with children, college degrees, a significant percentage of Asian Americans and six-figure incomes earned by business executives, managers and professionals.

Social Group: [Elite Suburbs](#)

Lifestage Group: [Accumulated Wealth](#)

2006 Statistics:

US Households: 1,094,703 (0.98%)

Median HH Income: \$115,814

Lifestyle Traits

- Shop at Talbot's
- Take a skiing vacation
- Architectural Digest magazine
- Scientific American magazine
- Audi A8

Demographics Traits:

Ethnic Diversity: White, Asian, Mix

Presence of Kids: HH w/Kids

Age Ranges: Age 45-64

Education Levels: Graduate Plus

Employment Levels: Management

Homeownership: Mostly Owners

Urbanicity: Suburban

Income: Wealthy

Income Producing Assets: High



15 Pools & Patios

Formed during the postwar Baby Boom, Pools & Patios has evolved from a segment of young suburban families to one for mature, empty-nesting couples. In these stable neighborhoods graced with backyard pools and patios--the highest proportion of homes were built in the 1960s--residents work as white-collar managers and professionals, and are now at the top of their careers.

Social Group: [The Affluentials](#)

Lifestage Group: [Conservative Classics](#)

2006 Statistics:

US

Households: 1,470,884 (1.31%)

Median HH Income: \$69,382

Lifestyle Traits

- Shop at high-end department stores
- Buy 1950s nostalgia music
- Sunset magazine
- American Experience TV

Demographics Traits:

Ethnic Diversity: White, Asian, Mix

Presence of Kids: HH w/o Kids

Age Ranges: Age 45-64

Education Levels: College Grad

Employment Levels: Professional

Homeownership: Mostly Owners

Urbanicity: Suburban



BERWYN UNITED METHODIST CHURCH

Strategic Mission Action Plan Appendices

2008

- Mercury Mariner SUV
- | | |
|--------------------------|-----------|
| Income: | Upper-Mid |
| Income Producing Assets: | High |



11 God's Country

When city dwellers and suburbanites began moving to the country in the 1970s, God's Country emerged as the most affluent of the nation's exurban lifestyles. Today, wealthier communities exist in the hinterlands, but God's Country remains a haven for upper-income couples in spacious homes. Typically college-educated Baby Boomers, these Americans try to maintain a balanced lifestyle between high-power jobs and laid-back leisure.

Social Group: [Landed Gentry](#)
Lifestage Group: [Midlife Success](#)

2006 Statistics:

US Households: 1,735,899 (1.55%)
 Median HH Income: \$83,827

Lifestyle Traits

- Travel for business
- Take a golf vacation
- Skiing magazine
- Outdoor Life Network
- Toyota Land Cruiser SUV

Demographics Traits:

Ethnic Diversity:	Mostly White
Presence of Kids:	HH w/o Kids
Age Ranges:	Age 35-54
Education Levels:	College Grad
Employment Levels:	Management
Homeownership:	Mostly Owners
Urbanicity:	Town/Rural
Income:	Upscale
Income Producing Assets:	High



21 Gray Power

The steady rise of older, healthier Americans over the past decade has produced one important by-product: middle-class, home-owning suburbanites who are aging in place rather than moving to retirement communities. Gray Power reflects this trend, a segment of older, midscale singles and couples who live in quiet comfort.

Social Group: [Middleburbs](#)
Lifestage Group: [Conservative Classics](#)

2006 Statistics:

US Households: 1,027,524 (0.92%)
 Median HH Income: \$51,053

Lifestyle Traits

- Shop at Lord & Taylor
- Belong to a veterans' club

Demographics Traits:

Ethnic Diversity:	Mostly White
Presence of Kids:	Mostly w/o Kids
Age Ranges:	Age 65+
Education Levels:	College Grad



BERWYN UNITED METHODIST CHURCH

Strategic Mission Action Plan Appendices

2008

- US Senior Open (Golf) TV
- Masterpiece Theatre
- Buick LaCrosse

Employment Levels: Mostly Retired
 Homeownership: Mostly Owners
 Urbanicity: Suburban
 Income: Midscale
 Income Producing Assets: Above Avg.



05 Country Squires

The wealthiest residents in exurban America live in Country Squires, an oasis for affluent Baby Boomers who've fled the city for the charms of small-town living. In their bucolic communities noted for their recently built homes on sprawling properties, the families of executives live in six-figure comfort. Country Squires enjoy country club sports like golf, tennis and swimming as well as skiing, boating and biking.

Social Group: [Landed Gentry](#)
 Lifestage Group: [Accumulated Wealth](#)

2006 Statistics:

US Households: 2,152,742 (1.92%)
 Median HH Income: \$102,263

Lifestyle Traits

- Order from online retailers
- Go skiing
- Family Fun magazine
- Pay-per-view movies
- Lexus SUV

Demographics Traits:

Ethnic Diversity: Mostly White
 Presence of Kids: HH w/Kids
 Age Ranges: Age 35-54
 Education Levels: Graduate Plus
 Employment Levels: Management
 Homeownership: Mostly Owners
 Urbanicity: Town/Rural
 Income: Upscale
 Income Producing Assets: High



22 Young Influentials

Once known as the home of the nation's yuppies, Young Influentials reflects the fading glow of acquisitive yuppiedom. Today, the segment is a common address for young, middle-class singles and couples who are more preoccupied with balancing work and leisure pursuits. Having recently left college dorms, they now live in apartment complexes surrounded by ball fields, health clubs and casual-dining restaurants.

Social Group: [Middleburbs](#)
 Lifestage Group: [Young Achievers](#)

2006 Statistics:

US Households: 1,638,017 (1.46%)

Demographics Traits:



BERWYN UNITED METHODIST CHURCH

Strategic Mission Action Plan Appendices

2008

Median HH Income: \$47,717

Ethnic Diversity: White, Black, Asian, Mix

Lifestyle Traits

- Play racquetball
- Buy rap music
- Vibe magazine
- King of the Hill in syndication
- Mazda 3

Presence of Kids: HH w/o Kids

Age Ranges: Age <45

Education Levels: College Grad

Employment Levels: White Collar, Mix

Homeownership: Renters

Urbanicity: Suburban

Income: Midscale

Income Producing Assets: Below Avg.



23 Greenbelt Sports

A segment of upscale exurban couples, Greenbelt Sports is known for its active lifestyle. Most of these middle-aged residents are married, college-educated and own new homes; about a third have children. And few segments have higher rates for pursuing outdoor activities such as skiing, canoeing, backpacking, boating and mountain biking.

Social Group: [Country Comfort](#)

Lifestage Group: [Young Achievers](#)

2006 Statistics:

US Households: 1,612,141 (1.44%)

Median HH Income: \$57,042

Lifestyle Traits

- Go snowboarding
- Go horseback riding
- North American Hunter magazine
- American Experience TV
- Subaru Impreza

Demographics Traits:

Ethnic Diversity: Mostly White

Presence of Kids: HH w/o Kids

Age Ranges: Age 35-54

Education Levels: College Grad

Employment Levels: White Collar, Mix

Homeownership: Mostly Owners

Urbanicity: Town/Rural

Income: Upper-Mid

Income Producing Assets: Above Avg.



BERWYN UNITED METHODIST CHURCH

Strategic Mission Action Plan Appendices

2008

Appendix C: BUMC Positioning Statements

A compelling Vision and Mission can be translated into Goals which are realized through Strategies implemented as Initiatives to generate Results. A vision statement is description of what Berwyn is like if we are true to our mission. It is a reflection of the inner personal needs, values, and motivations of the members. One of the exercises used by the Strategic planning team to realize a vision Berwyn from the mission was writing positioning statements.

Positioning Statement¹: BUMC

For <demographic, type of person or family we are trying to attract>

who <compelling reason to join, need or characteristic of that demographic>

the Berwyn United Methodist Church

is a <type of congregation>

that provides <need satisfaction or benefit>.

Unlike <primary alternative>

our church <unique characteristic or differentiation>

A well-suited positioning statement will have the following characteristics with respect to the church community for which is it written:

- It fits with the capabilities
- It fits with the culture
- It fits with the reputation

¹ Concept from Geoffrey A. Moore, author of “Crossing the Chasm”



BERWYN UNITED METHODIST CHURCH

Strategic Mission Action Plan Appendices

2008

The Strategic Planning team wrote several positions statements from different points of view.

Positioning Statement for BUMC #1

For **faithful** Christians
who **seek spiritual growth and maturity,**
the Berwyn United Methodist Church
is a **welcoming, nurturing family**
that provides **fellowship and community.**
Unlike **social clubs and organizations,**
our church **focuses on the spiritual development and growth
of humankind.**

Positioning Statement for BUMC #2

For **ecumenical** Christians
who **have broad world views,**
the Berwyn United Methodist Church
is a **an enabling and empowering congregation**
that provides **a spiritual atmosphere.**
Unlike **more rigid denominations,**
our church **is accepting of other faiths and theological
diversity.**

Positioning Statement for BUMC #3

For **seeking** Christians
who **are on a journey of faith,**
the Berwyn United Methodist Church
is a **faith building environment**
that provides **opportunity for learning, spiritual growth and
outreach to humankind.**
Unlike **some more narrowly-focused places to worship,**
our church **embraces sojourners of all levels.**

Positioning Statement for BUMC #4

For **social-conscious** Christians
who **seek to engage in the transformation of society,**
the Berwyn United Methodist Church
is a **a champion for peace, justice fairness and social issues**
that provides **hands-on opportunities in struggling/fighting
for justice.**
Unlike **government bureaucracy,**
our church **does not turn a blind eye to those whose needs
are greatest.**



BERWYN UNITED METHODIST CHURCH

Strategic Mission Action Plan Appendices

2008

Appendix D: The BUMC Strategic Planning Timeline

Below is an outline of the activities leading up the BUMC Strategic Ministry Action Plan.

CVI Program Administration

CVI Planning

- February, 2007: First Meeting of the newly-chartered Evangelism Committee
- Thursday, March 8, 2007, Decision to implement CVI
- Thursday, March 15, 2007 April Lighted Cross Announcement
- Wednesday, March 21, 2007, CVI Program Planning
- Tuesday, April 10, 2007, CVI Survey Planning

CVI Implementation

- Sunday, April 22nd – May 13 CVI Implementation Surveys available on the Web and in the church lobby
- Friday, May 11, 2007 CVI Training Session, Tindley Temple, Philadelphia
- Tuesday, May 15, 2008 Invitations to church leadership for CVI review meeting
- Thursday, May 24, 2007 CVI Survey Results review, Influences Discernment meeting

CVI Results Publication

- August 19, 2007 CVI Results Posted on the Web Site and announced in the Lighted Cross

Strategic Planning

Faith Exploration, Vision Brainstorming Sessions, Vision Statement Draft

- Sunday, September 16, 2007
- Sunday, September 30, 2007
- Wednesday, October 3, 2007
- Friday, October 5, 2007 Seminar on church renewal, Diane Butler Bass at Moravian Theological Seminary in Bethlehem, Pa
- Tuesday, October 23 Obtained demographic analysis for the Berwyn area from UMC GBGM.
- Tuesday, November 6, 2007
- Tuesday, November 13, 2007
- Sunday, November 18, 2007
- Tuesday, November 27, 2007

Vision Statement Communication



BERWYN UNITED METHODIST CHURCH

Strategic Mission Action Plan Appendices

2008

- Tuesday, December 4, 2007 Shared Vision Statement draft with Ad Board
- Wednesday, January 2, 2008 Vision Statement refinement
- Thursday, January 10, 2008 Communications Planning
- Sunday, January 20, 2008, Sermons at both services on Vision Statement and Strategic Planning to Congregation by Mike Benton and Jim Tiede
- Sunday, January 27th, 2008 General congregational meeting during church school hour for a 'town hall' type Q&A and brainstorming on the vision statement, and strategic planning
- Friday February 15, 2008 Article describing the Vision Statement and process in March Lighted cross

Strategic Objectives Planning

- Sunday, Feb 10, 2007
- Tuesday, Feb 26, 2007
- Tuesday, March 4, 2007
- Monday, March 17th, 2008

Strategic Objectives Matrix, CVI Mapping, Demographic Mapping, Resource Planning

- Wednesday, April 2, 2008
- Tuesday, April 8, 2008
- Monday, April 21, 2008 Final Strategic Ministry Action Plan Draft preparation and review
- Friday, April 25, 2008 Strategic Ministry Action Plan document distributed to members of Ad Board
- Tuesday, April 29, 2008, Strategic Ministry Action Plan presented to Ad Board



BERWYN UNITED METHODIST CHURCH

Strategic Mission Action Plan Appendices

2008

Appendix E: BUMC Strategic Planning Team

The following people have worked over the past year, sharing their faith and their dreams for what Berwyn United Methodist Church can become so that a renewal of spirit can enliven us and strengthen our work, our sense of direction and our lives.

Mike Benton
Karis Ponce
Amy Dwyer
Ann West
Barbara Emery
Keith Emery
Judy Fisk
Brian Donadio
Cindy Shallcross

Claudia Gonzales
Luisa Murino
Janelle Larson
Joy Fuerst
Jan Polaski
Marge Smink
Nancy Atcheson
Jim Tiede
Phil Ponce