

**BILTMORE BAPTIST CHURCH**

**STRATEGIC INTENTIONS**

**AND**

**MINISTRY EXPECTATIONS (2014)**

*WE EXIST TO GLORIFY GOD BY  
DEVELOPING DISCIPLES WHO  
REACH UP,  
REACH IN,  
REACH OUT*

Proverbs 21:5, 31 (ESV)

<sup>5</sup> *The plans of the diligent lead surely to abundance, but everyone who is hasty comes only to poverty.*<sup>31</sup> *The horse is made ready for the day of battle, but the victory belongs to the LORD.*

## INTRODUCTORY COMMENTS

**The purpose of Biltmore Baptist Church is to glorify God. We will intentionally focus on being faithful to several Biblical fundamentals to the glory of God and His great Son.** Jesus said in Matthew 28:18-20: <sup>18</sup> ... *“All authority in heaven and on earth has been given to me.* <sup>19</sup> *Go therefore and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit,* <sup>20</sup> *teaching them to observe all that I have commanded you. And behold, I am with you always, to the end of the age.”* It is obvious that it focuses on making ‘disciples’ of the Lord Jesus Christ. When you look at the basic characteristics of a disciple, they center around 1) walking with/worshipping Christ; 2) living in community with others; 3) ministering to both the church and the world. This is summarized by *Reaching Up, Reaching In, Reaching Out.*

The goal of this effort is two-fold.

1. To provide an uncomplicated process to effectively make disciples of Christ through the ministry of Biltmore Baptist. To take the complexity of life and ministry and communicate a basic discipleship process that everyone can understand and articulate as needed.

An uncomplicated process will help provide focus for our church, alignment for our staff and clarity for our members.

2. To provide some details and accountability of how the process works for the 2014 calendar year.

Note: This macro strategic plan for the overall church is supported by divisional action plans explaining the specific “hows.”



Pastor Bruce

Ephesians 3:20-21 (ESV)

<sup>20</sup> *Now to him who is able to do far more abundantly than all that we ask or think, according to the power at work within us,* <sup>21</sup> *to him be glory in the church and in Christ Jesus throughout all generations, forever and ever. Amen.*



# biltmore

BAPTIST CHURCH

*we exist*

**TO GLORIFY GOD**

*by*

**DEVELOPING DISCIPLES WHO**





## REACH UP (in worship)

The goal of the corporate worship services is for people to unashamedly adore God's great Son, Jesus Christ. Worship is the act of ascribing worth directly to God. Psalm 96:7-8 (ESV) <sup>7</sup> *Ascribe to the LORD, O families of the peoples, ascribe to the LORD glory and strength!* <sup>8</sup> *Ascribe to the LORD the glory due his name; bring an offering, and come into his courts!* It is the magnification of God and the minimization of self. John 3:30 (ESV) <sup>30</sup> *He must increase, but I must decrease.*"

A person's worship experience will be precipitated by a friendly, energetic and informed "First Impressions" team. The action of this team should communicate "*We are so glad you are here.*" The first level will be in the parking and will usually make the first impression on both our guests and members. Greeters will also be at all main entrances to welcome worshippers.

The lobby areas outside the Worship Centers will be a warm and inviting place with an easily identifiable Information Center. The lobby will be designed to welcome first-time guests effectively, as well as create an atmosphere conducive to fellowship. All information will be current, and attempt to avoid religious jargon and "insider information."

The worship services at BBC will be both vertically directed and relevant to our cultural context. We will be theologically conservative as well as current with our methods. Authenticity and excellence will characterize the services, with a view toward congregational participation. Our focal point will be the preaching of God's Word that moves people to life change through the power of the Holy Spirit. The music and media ministry will assist the Lead Pastor in leading God's people in worship by utilizing fresh and high quality music selections. Most of the songs will be sung to the Lord, not just about the Lord. Video, platform appearance, bulletin layout, etc. will also consistently assist in communicating the primary theme of that weekend's teaching from God's Word.

- We will continually ask the questions: "*Does this display Jesus Christ?*"  
*"Does this make people see how awesome God is?"*

The Pastor Reception area will continue to be utilized after each service to greet our first-time guests. Information in the gift bag will be strategic, current and consistent with our mission.

The worship structure (music, message, etc.) will be the same at all campuses. The growth and maturation of the college worship venues, prison venues, children's AMP services and Thursday Vertical service on the Arden campus will be consistently examined and improved.

Our worship services are the primary 'front door' of the church and therefore will be the focus of most of our mass communication. Our mass communication will include television commercials, radio spots, mail-outs, theater advertising, as well as an easy to navigate website. Our use of social media (Facebook, Twitter, etc.) will be strategic and expanding. The live webcast of our worship service will be expanded and refined.

We will position ourselves to grow our annual average worship attendance from 5850 in 2013 to exceed 6300 in 2014.

The worship services, attendees and leaders will be undergirded and supported by an organized churchwide intercessory prayer ministry led by God's 1300. Other prayer support will include PowerPoint prayer during all corporate worship services and prayer for all major events (HoopLA, mission trips, VBS, etc.).

## REACH IN (to others)

The Connect Group (CG) is the largest organization at the church. It will be the primary means of assimilating people into the church community. High priority will be placed on the quality and accountability of this ministry. Other small groups (Woman to Woman, Man to Man, God's 1300, etc.) will serve as additional assimilation means, but will also assist people in linking with a Connect Group as appropriate.

Evangelism and discipleship are equal in priority because both bring more glory to God. We pursue better disciples, which brings more glory to God; and, in turn, better disciples are more effective evangelists where they live.

The continual, successful birthing of Connect Groups (including home Connect Groups) will be the main component of growing this ministry. That means that our Connect Groups must be developing Great Commission leaders. New classes with equipped and motivated leadership will reach people. Sermon-based curriculum will be used in an increasing number of Connect Groups to provide unity, focus and family participation. Home (cell) Connect Groups will also be launched where most effective. Sending out leaders to other areas of service will also be championed. Particular attention will be given to the development of Connect Groups on the East and Franklin Campuses.

We must develop a 'leadership factory' culture. *And what you have heard from me in the presence of many witnesses entrust to faithful men who will be able to teach others also.* (2 Timothy 2:2 ESV) This will be done through intentional recruiting and discipleship of lay leaders by staff and other lay leaders. Goals will be set at start of each calendar year. These goals will be evaluated three times a year (end of spring, summer, fall by divisional supervisor) in order to evaluate the status and progress. These goals will be SMART (strategic, measurable, attainable, results-based, time-bound). Teamwork between the divisions will be emphasized. Goals will include leadership recruitment, attendance, and 'sending' to other ministry areas.

The *Starting Point* class will be taught by Pastor Bruce at regular intervals at all campuses. This class will be highly publicized and invites both visitors as well as those who have already applied for membership. *Starting Point* will also provide the tracking necessary to measure our assimilation effectiveness. Assimilation will be primarily measured by two criteria: 1- active involvement in a CG; and/or 2- participation in a ministry (usually connected to the church). Each division/ministry will be accountable for effectively engrafting each new member into the corporate body.

Wednesdays @ Biltmore and Thursday Growth Classes will continue to be utilized and expanded in our discipleship process.

We will position ourselves to grow our average Connect Group attendance from 3,400/week in 2013 to exceed 3,800/week in 2014.

The Connect Group class times, leaders and attendees will be undergirded and supported by an organized churchwide intercessory prayer ministry led by God's 1300.

## REACH OUT (ministry)

We will communicate that the natural progression of a disciple is to put action to his/her beliefs - i.e. that reaching out to our world and serving in ministry is the norm for a Christian. This will be communicated consistently as a value and explicitly at the *Starting Point* class. Each new member at *Starting Point* will express an interest in a particular ministry(s). The appropriate staff member will contact them about their interest within a two-week time frame. PLACE ministry will serve as a resource/training aid for ministries.

Our outreach efforts begin in the greater Asheville area. With much of our evangelism and follow-up tied to our Connect Groups, it is crucial that all CGs have follow-up processes. We will train people both with annual training in the CGs as well as utilizing/expanding the existing Evangelism Explosion ministry. Our LOVE LOUD efforts will continue and expand. (Matthew 5:16)

We will use strategic special events that provide inroads to our community, as well as occasions for members to invite people (ex. - LOVE LOUD, HoopLA, Christmas Eve). These events will always be done with high quality and adequate publicity. Appropriate follow-up will always be done. With the apartments under construction around the Arden Campus, preparation will be made to reach out to them.

The principles for everyday/lifestyle evangelism will also be communicated regularly. Although not an exact measure, baptisms will be the main measuring tool for our evangelism efforts. The goal is to increase these from 600 in 2013 to over 650 in 2014.

Plans will also be made to launch another campus in 2015.

The hosting of the SBC Pastors Conference in Baltimore in June will produce a great opportunity to minister to thousands of pastors and churches around the country.

The missions division will continue to look ahead with a three to five year strategy that will facilitate Connect Groups' continued growth in mission maturity. The strategy will prioritize the actual "engagement" of missions by Biltmore members. The foreign mission partnerships that we will focus on will: 1) be where there is great lostness; 2) emphasis/goal of indigenous churches being planted; 3) have an increasing connection with the International Mission Board (IMB). There will also be the intentional facilitating of our Connect Groups organization to be mobilized into local mission efforts. The main focuses for 2014 will continue to be on our Guatemala and Kenya partnerships.

The training of pastors in Kenya (Maasai people) will continue, with goal of planting at least two indigenous churches there in 2014. The equipping center in Kenya should be self-supporting by the end of 2014.

We will emphasize SBC missionaries/partnerships. The goal will be to have our designated mission focus become assimilated into our church's vision.

The outreach/ministry efforts will be undergirded and supported by an organized churchwide intercessory prayer ministry led by God's 1300. Strategic prayer efforts will be continually evaluated to facilitate maximum participation.

## Personnel

We will continue to attempt to hire and develop the best personnel in the country. This begins in the hiring process and continues in the developmental and evaluation phases. Individual expertise will be valued and team players will be championed. Pastors need to be able to lead more out of personal relationship/respect than position relationship.

It is imperative that each ministerial staff member be able to recruit, train, motivate and evaluate capable lay leadership in their respective areas. Volunteers should be equipped to function with excellence in their chosen role of ministry as well as have the ability to reproduce themselves. Each ministry is to be developing lay leaders who are Kingdom-minded and Great Commission focused. Our success in ministry is tied to the success of our lay leaders. The ability to recruit, train, motivate, implement and evaluate will be of main importance in both performance evaluations of current ministerial staff as well as future staffing positions. (Ephesians 4:11-13; 2 Timothy 2:2; Matthew 4:18-22)

Emphasis on properly staffing for the fastest growing areas of our ministry will be prioritized.

The intern program will be emphasized and expanded in 2014. The priority will be put on identifying and then training Biltmore members who are called into full-time ministry. A formal agreement will also be completed with Southeastern Seminary and/or Liberty University.

We will continually refine our staffing structure to best operate in a multi-site ministry. This could include a 'global' staffing level.

## Long Range Planning

The Senior Pastoral Team, Long Range Planning Team, as well as the overall Leadership Team will continue to address future development of the Church campus in keeping with the vision and purpose of the Church. This includes capital improvement recommendations and exploring additional campus opportunities and church plants.

The continued growth/maturation of the East Campus and Franklin Campuses will be prioritized.

The long term relationship and strategy with our church plant, Journey Church in Morganton, will be clarified and implemented in 2014. This could include autonomy, affiliation, or a church campus.

We will continue to seek and explore additional campus locations in the greater Asheville area with the goal of launching another site early in 2015.



## NUMERICAL HISTORY AND GOALS

	2006	2007	2008	2009	2010	2011	2012	2013	GOALS 2014
Worship	3707	3365	3600	4100	4770	5035	5402	5850	6300
CG	2398	2326	2400	2550	2597	2824	3053	3400	3800
Baptisms	322	319	400	400	473	450	457	604	650