

Example of a Comprehensive Wesley Foundation Strategic Plan for 2025

Goals- the Wesley Foundation's strategic plan for the next five years is encompassed in the five following goals and supporting objectives. Each academic year initiatives will be developed to work toward meeting the 2025 objective. All of the information below is in draft format and is intended as a working plan to be presented to the Board at the August/September Board meeting.

1. Faith Formation- Expand programming that is focused on increasing and strengthening faith through inviting and equipping students to explore, engage, and embody an active faith in God.
 - 2025 Supporting Objectives: Wesley "Explore" will equate to 10% of the campus and the "Engage/Embody" will equate to 1% of the campus.(Unduplicated)
 - AY 2019-2020 Initiatives for Consideration:
 - Initiative: Develop an intentional strategy to reach the campus. Starting with the demographics in our vision/values statement identify the underrepresented groups (as an example)
 - Gender: How do we include males?
 - Nationalities: How do we include international students?
 - Sexual Orientations: How do we include the LGBTQ students?
 - Races: How do we include African American, Hispanic/Latino, Asian/Pacific Islander, and multi-racial students
 - Faith and Theological Identities: How do we include more students without professed Christian identity
 - Initiative: Identify who we are currently communicating with by reconciling the Wesley Listserv, the Student Facebook page, those on other media lists (Instagram/Twitter), those who have participated in Wesley sponsored Explore events to develop a "master list" of students. Expand these lists with incoming freshmen. Use the master list to a) get program/event recommendations, b) communicate programs and events c) determine who is not participating and why.
 - Initiative: Set participation objectives for regularly scheduled activities, events and programs that will incrementally lead to the 2025 objectives. At periodic Student Leadership Team meetings evaluate participation success and where objectives are not being met identify necessary corrective actions.
 - AY 2019-2020 Traditional Programmed Actions
 - a) Conduct a branding campaign designed to target new students and incoming freshmen
 - b) Prepare promotional materials to give out to all new students attending events.
 - c) Set funding aside for creation and printing of all materials, goody bags, T shirts and giveaway items.
2. Campus Transformation – Engage in partnerships to build missional communities that will transform the campus of William and Mary based prayer, the gospel of Jesus and social justice.

- 2025 Supporting Objective: Develop working partnerships with other campus ministries and religious organizations participating in faith-based and social justice causes that will favorably impact 80% of the student body.
 - AY 2019-2020 Initiative for Consideration: As part of the normal program planning for the year be intentional about identifying other campus ministries, faith groups and social action groups for partnership. Also identify the groups that the Wesley “core” of students are involved with as part of their normal campus life. At the conclusion of each semester provide an estimate of the number of groups and the campus impact and community impact of this involvement.
 - *Definition of Core Students. The core could be equated church membership, or those who consider Wesley as their primary ministry on campus, attended events regularly and when they graduate, will be on your alumni contact list.*
3. Financial Stability- Create and maintain a fiscally and organizationally strong ministry that supports the current and future needs of the William and Mary Wesley Foundation.
- a. 2025 Supporting Objective: Develop initiatives and action plans that will increase the overall annual income to a minimum of \$75,000. (A number exclusive of the campus minister’s salary and benefits and exceeds annual expenses by 10% allowing investments for future contingencies or endowment funds)
 - b. AY 2019-2020 Initiatives for Consideration:
 - a) Ensure the “donor” list is accurate. As a minimum, this list should include alumni, previous board members, district UMM and UMW groups, and district churches.
 - b) Annual Campaign Donor Loyalty Program. Identify donors from the past four years for an appreciation contact. This is for contact other than the immediate thank you and tax deduction letter. This is a board program. Of the donors, board members will select approximately 10-15 alumni/friends to express appreciation through a selected means (letter/email/personal). The intent is to let our donors know more than once a year the impact of their giving.
 - c) Annual Campaign Asking Individuals for Specifics: Develop four (or five?) specific ask lists from the data base. The annual letter will include a card asking for a specific amount and how it will be used.
 - d) Annual Campaign Asking Church Groups for Specifics: Ask UMM and UMW groups for a specific amount and provide specifics on how the gift will be used.
 - e) Investment Funds and Reserves: Evaluate the current investment and endowment funds and prepare recommendation regarding investment objectives, continued investment in the United Methodist Foundation, how the interest should be used, and annual campaign objectives for growing each fund.
 - a. Wesley Foundation Endowment Fund
 - b. Wesley Foundation Investment Fund
 - f) Campus Ministry Grants: Investigate the opportunity for utilizing grants to meet the financial needs pertaining to campus outreach, missions, student leadership development or property enhancement and the sources identified at

www.wesleyboardresources.org Provide recommendations to the board for action at the November 2020 meeting.

4. Communications- Strengthen relationships with students, faculty/staff, alumni, friends of Wesley, and District Churches and Church Groups by utilizing all appropriate methods of contact.
 - a. 2025 Supporting Objectives: Develop a fully integrated communications system and related initiatives that build an effective missional relationship with 10% of the student body, 5% of the undergraduate faculty, all area UMC churches, 10% of the District Churches and church groups, and 80% of the alumni and friends listed in our database.
 - b. AY 2019-2020 Initiatives for Consideration:
 - a. Wesley Foundation Website Redesign: Revise the website utilizing design software such as WordPress, Joomla, Drupal ensuring compatibility with the other social media software and content. The site will serve the needs of students, alumni, friends of Wesley and the board.
 - b. (Primary Supporting Church/s): Appoint a student and board member to act as communications coordinator to ensure their web site reflects current Wesley Foundation information and that information regarding Wesley campus ministry items of interest to the church members are included in the newsletter and weekly bulletins.
 - c. District Church/Church Group Presence: Develop a plan for AY 2019-2020 and beyond to bring awareness of the Wesley Story as a district ministry and a plan for the district to be involved in the ministry.
5. Property and Facilities- Maintain and update the Wesley House, the property and equipment that best serve the changing needs of the campus ministry, the residents and the community.
 - a. 2025 Supporting Objectives: Resolve 95% of all maintenance issues, meet 80% of the identified needs of the campus ministry, and implement a facilities use plan that produces sufficient income to cover the costs of maintenance and adds 10% of the annual maintenance budget to the reserve fund.
 - b. AY 2019-2020 Initiatives for consideration:
 - a. Inspection Items: Resolve all open items by October 1, 2020 or identify a specific date for resolution.
 - b. Identify current and projected Fellowship Hall, Basement, and Residential Living area needs and a schedule for planned replacement, upgrades that can be included in annual local and BHECM property grant requests.