

# BWC YOUNG PEOPLE'S MINISTRY

## STRATEGIC PLAN OVERVIEW

Over the past 18 months, the Young People's Ministry (YPM) of The Baltimore-Washington Conference of the United Methodist Church (BWC) has been engaged in a process of developing a comprehensive strategic plan for the future of ministry with young people (specifically focusing on 11-35 year olds). The process has involved the participation of more than 400 stakeholders throughout the conference who have helped in the creation and revising of a strategic assessment report. This overview highlights the vision, values, strategic focus areas, and goals which are an essential part of the comprehensive strategic assessment report.

Learn more at [bwcumc.org/YPM](http://bwcumc.org/YPM)

### YPM's MISSION:

To activate, connect, and engage more young people as disciples of Jesus for the transformation of lives, churches, and communities.

### YPM's MISSION FOCUS AREAS:

1. **ACTIVATE**ing the call and leadership potential in young people and those who work with them by over-investing in young people and leadership development.
2. **CONNECT**ing people and ministries to one another by focusing less on building new programs and more on building and maintaining healthy connections.
3. **ENGAGE**ing young people inside and outside the church by shifting from seeing young people as recipients of ministry to seeing them as partners and agents of mission and ministry.

### YPM's VALUES: *DO NO HARM. DO GOOD. STAY IN LOVE WITH GOD.*

1. **Courageous Love:** We have been called by Christ into an inclusive love that celebrates differences, welcomes all, finds strength in hardship and conflict, and rejoices in victory.
2. **Respectful Urgency:** We have been invited to a work of incomparable importance, so we will embrace humility and faithfulness, taking care to do no harm in achieving our mission.
3. **Bold Innovation:** We are purposeful about creativity, invention, and experimentation in order to maximize the reach and effectiveness of each initiative designed to express the love of God.
4. **Faithful Openness:** We are rooted in God's love through Jesus Christ, who calls us beloved, and yet we are always learning more of the unfolding work of the Spirit.
5. **Restful Work:** We are eager to work hard for those things that matter most, while living in patient grace, including intentional rest.

# YOUNG PEOPLE'S MINISTRY 2021 GOALS

*\*with Learning Lab Opportunities*

The following three-year goals provide a clear, ambitious, tangible expression of the vision and values of Young People's Ministry in the Baltimore-Washington Conference and were designed collaboratively, in multiple iterations, while more than 400 stakeholders informed the nature of the goals, over 100 stakeholders across the conference worked to perfect these goals.

1. **Growing Local Church Youth Engagement:** By December 2021, 50 churches have increased the number of youth engaged in their churches to a new level of participation (From 0 youth to 1+, from 1-4 youth to 5+, from 5-15 youth to 16+, from 16-29 youth to 30+, from 30-49 youth to 50+, 50-99, 100-150, 150-200, 200-250+).
2. **Campus Ministry:** By December 2021, Over 500 college students are engaged through BWC connected ministries on at least 12 different campuses.
3. **Expanding Young People's Engagement Beyond the Local Church:** Between January 2019 and December 2021, an additional 2,000 youth and young adults (both from within the church and from outside the church) have participated in regional, district, conference or denomination-sponsored ministry events, including ROCK, camps, retreats, multi-cultural events, social justice programming, and other events.
4. **Young Adult Leadership:** At least 5 experiments in empowering young adults in leadership have been launched in 2021.
5. **Student Leadership:** By December 2021, at least 200 middle school and high school students participated in a leadership training event sponsored or referred by the conference in the previous year.
6. **Adult Leadership Development:** By December 2021, at least 250 adult leaders of youth participated in at least one leadership training event sponsored or referred by the conference.
7. **Innovation Systems:** A comprehensive process has been established for celebrating, cultivating, learning from and maximizing innovations in young people's ministry, launching at least 10 initiatives in from 2019-2021, with at least 3 of those initiatives in place for over a year.
8. **Special Needs Ministry:** All churches have been equipped to welcome families with a family member who has special needs. There is a church in every BWC district with an exemplar ministry for special needs children, youth, and young adults.
9. **Mental Health Resources:** All churches have knowledge about and ready access to robust mental health resources to help youth leaders at local churches address mental health issues, like anxiety, depression, and suicide, with their youth.