STRATEGIC PLAN
2018 - 2022

Chesapeake Conference of Seventh-day Adventists
Growing Healthy Churches and Schools
Jesus called His followers together before He ascended to heaven and gave them the Great Commission, to go and tell the world about Him. The first generation of Christians turned the world upside down with the message of Jesus, proclaimed through the power of the Holy Spirit.

Today, the commission from Jesus is even more relevant and the power of the Holy Spirit is still able to bring transformation to us individually, and our churches and schools collectively. The strategic plan you will see in the following pages gives expression to the directive from Jesus. Hundreds of our members and leaders have contributed to shaping the priorities and plans to reach the Chesapeake territory and beyond with the message of hope in Jesus and His soon return.

Each one of us has spiritual gifts we are called to use in joining together to accomplish this work. Give prayerful consideration to the ways God wants to use you to be a part of His plan for preparing the world for His return.

Sincerely Yours,

Rick Remmers
President
OUR MISSION
To reach the Chesapeake region with the distinctive, Christ-centered Seventh-day Adventist message of Hope and Wholeness.

OUR VISION
Fulfilling the Great Commission through vibrant, healthy churches and schools.

OUR PRIORITIES
- Evangelism and Outreach
- Children’s and Youth Ministries
- Adventist Education
- Young Adult and Family Life Ministries
- Leadership Development and Training
METHOD & MEANS USED TO DEVELOP STRATEGIC PLAN

The development of a renewed Strategic Plan for Chesapeake began with Conference Administration at the beginning of the quinquennium in May 2017. In October of that same year, the newly elected Conference Executive Committee met with Conference Administrators at Mt. Aetna Camp and Retreat Center for a spiritual retreat where the focus of the three-day event was seeking the Lord’s guidance to determine the path forward in Chesapeake. While reflecting on the successes and blessings of the past, the Committee looked to the future, and prayerfully considered the next steps that would enhance the spiritual experience of our churches and schools and advance the gospel in our territory to expand the Kingdom of God.

At the retreat there was much study, discussion and planning, facilitated by the use of various analytical tools, including an Appreciative Inquiry study, a Strengths, Weaknesses, Opportunities and Threats (SWOT) Analysis, Core Values Clarification and a Priorities Determination instrument. The gathered data was compiled and collated by the Conference secretary, then analyzed for recurring themes and patterns. What emerged from this process was later compared to, and combined with, similar data gathered from several other key groups and individuals in the Conference over several months.

Other groups from which input and data were solicited and gathered included Conference Department Directors, School Principals, Teachers, Pastors, Local Church Leaders and the general membership of the Chesapeake Conference. In order to specifically reach a cross-section of the last two groups on this list an email survey was out sent to which 227 individuals responded by answering the general survey questions, and in writing comments and observations. This valuable input, combined and merged with the other gathered information and data, was carefully analyzed, weighted, and ranked according to theme and frequency of occurrence. What emerged was a clear, balanced picture of the values, preferences, and priorities that were essential to the formulation of this Strategic Plan and reflective of the Conference mission, vision and values statements.
OUR CORE VALUES

SPIRITUAL

- The Bible as our guide and authority for Christian living and belief.
- The life and teachings of Jesus as our pattern for living and from which is derived our understanding of mission and purpose.
- The spiritual practices of corporate and personal worship, Bible study and prayer.
- Spreading the gospel through teaching, preaching, witnessing and evangelism at home and abroad.
- The spiritual and practical education of children and youth for a life of service here and hereafter.
- The indwelling of the Holy Spirit from whom we receive spiritual gifts to build up the Church and equip its members for service.
- Following the biblical principles of living a healthy and wholesome lifestyle.
• Fostering the virtues of biblical morality, honesty, integrity and accountability to God and to one another.

• Respect for the dignity and equality of humanity by virtue of being created in the image of God.

• The practice of biblical stewardship in all aspects of life, including the management of time, talent, material blessings and respect for God’s creation.

• Love, compassion, caring, generosity, respect and affirmation of worth towards others.

• The practice and promotion of servant-leadership as exemplified by the life of Christ.

• Investment in the training and empowerment of others to fulfill the Great Commission.

• Unity, while embracing our diversity.

• Engagement in teamwork and collaboration in the spirit of fellowship.

• Building trust and respect for one another in all relationships.

• Ensuring safe places for worship and learning.

“Love is patient, love is kind. It does not envy, it does not boast, it is not proud. It does not dishonor others, it is not self-seeking, it is not easily angered, it keeps no record of wrongs. Love does not delight in evil but rejoices with the truth. It always protects, always trusts, always hopes, always perseveres.”

1 Corinthians 13: 4-7
EVANGELISM AND OUTREACH

• Plant at least ten new churches in the Chesapeake Conference, with at least three church plants in the Baltimore-metro area.

• Increase Conference-wide baptisms by at least 50% in this quinquennium.

• Develop a digital outreach ministry with content that is adaptable to various broadcast platforms and technologies.

• Empower local church leaders to implement North American Division Adventist Community Services (ACS) strategies. Equip and train key area leaders and churches in order to develop and motivate members, and non-members, in the implementation of ACS strategies.

• Refresh and develop more effective disaster response protocols and procedures for Conference churches. Build and train a Conference Disaster Response Specialist Team to respond to disasters that occur within Chesapeake territory, and coordinate efforts with sister organizations and appropriate government agencies.

• Encourage churches to regularly conduct evangelistic initiatives in their respective communities (and area-wide collaborative efforts where feasible), including traditional and creative methods of outreach, and incorporate into the events the principles of healthful and wholesome living.
CHILDREN’S AND YOUTH MINISTRIES

- Form seven Youth Ministries Regions in the Conference to better meet the needs of local churches by providing opportunities for youth leadership training, evangelistic outreach, domestic and foreign mission trips, community service, recreational fellowship and youth community building.

- Establish a core team of at least 100 Youth Activities Volunteers to further develop youth ministry objectives in all regions of the Conference.

- Provide youth ministry activities, events, training and resources designed to assist churches in the orientation of youth to the unique spiritual and cultural aspects of the Seventh-day Adventist Church.

- Provide training seminars and skills development opportunities for local church Children’s Ministries leaders, Adventurer Club leaders, and Pathfinder leaders (Teen Leader Training).

- Improve and expand the Outdoor Education program at Mt. Aetna Camp and Retreat Center to better meet the growing needs of Chesapeake schools and churches.

- Work diligently toward gaining 100% compliance with the Conference Child Safety and Protection Program (Verified Volunteers) in our churches and schools.
• Continue to train pastors and volunteers for Fun Learning About God (FLAG) Camp ministry in churches and promote the Summer Camp ministry at Mt. Aetna Camp and Retreat Center.

• Develop a Conference sponsored scholarship fund program for Chesapeake children to attend Chesapeake Conference schools.

• Promote the training of Conference educators for academic excellence in our schools and encourage an intentional focus on the spiritual growth of all students and their families.

• Encourage churches and/or church districts to open schools where needed and feasible, with a goal of opening three new schools. Give careful consideration and study to the reopening of schools that have been closed in recent years.

• Develop effective governance protocols and training for Chesapeake’s Early Childhood Development Centers.
YOung ADULT & FAMILY LIFE MINISTRIES

• Form seven Young Adult Ministry Regions within the conference to more effectively minister to local churches by providing guidance for outreach, evangelism, mission service, community service, social activities and young adult community building opportunities.

• Enhance and improve the Mt. Aetna Camp and Retreat Center (MACRC) facilities and program offerings so that each MACRC guest may experience a more vibrant relationship with God by studying His creation and by means of spiritually focused Outdoor School opportunities.

• Develop five Regional Family Councils in the Conference with at least one couple in each area that is certified by the North American Division Family Ministry Program.

• Increase the number of churches that have active men’s and women’s ministry programs by providing training resources for local church leaders.

• Continue to conduct Conference-wide annual women’s ministry retreats.

• Enhance the annual Camp Meeting and Eastern Shore Gathering programs by emphasizing personal spiritual growth, mission and service.
LEADERSHIP DEVELOPMENT & TRAINING

• Provide training and educational opportunities for local church ministries development.

• Develop an annual leadership training summit event for pastors including a pastoral leadership program that teaches vision-casting, organizational leadership and church revitalization.

• Conduct annual training events for church and school communication ministry leaders.

• Raise awareness throughout the Conference of Planned Giving and Trust Services opportunities and develop Planned Giving and Trust Services programs and presentation events for churches.

• Regularly provide and recommend stewardship education resources and materials to every church in Chesapeake.

• Encourage every church to commit to an annual stewardship emphasis initiative and provide support materials and resources to do so.

• Challenge and encourage every church to be “a house of prayer.”

• Enhance and expand (as needed) the Conference Volunteer Lay Pastor program.

• Periodically conduct Sabbath School training seminars.

• Continue to offer churches the Natural Church Development (NCD) program and accompanying support and training.
Seventh-day Adventists accept the Bible as their only creed and hold certain fundamental beliefs to be the teaching of the Holy Scriptures. The fundamental beliefs listed below constitute our church’s core understanding and expression of the teaching of the Bible.*

- The Holy Scriptures
- The Trinity
- The Father
- The Son
- The Holy Spirit
- Creation
- The Nature of Man
- The Great Controversy
- The Life, Death, and Resurrection of Christ
- The Experience of Salvation
- Growing in Christ
- The Church
- The Remnant and Its Mission
- Unity in the Body of Christ
- Baptism
- The Lord’s Supper
- Spiritual Gifts and Ministries
- The Gift of Prophecy
- The Law of God
- The Sabbath
- Stewardship
- Christian Behavior
- Marriage and the Family
- Christ’s Ministry in the Heavenly Sanctuary
- The Second Coming of Christ
- Death and Resurrection
- The Millennium and the End of Sin
- The New Earth

*More information about each Fundamental Belief may be found in the Church publication, 28 Fundamental Beliefs of Seventh-day Adventists.