



**Great Plains United Methodist Higher Education & Campus Ministry  
Strategic Planning 2019-2021  
July 2019**

**Communication**

***Raise visibility of campus ministries throughout the Great Plains so that 1:2 pastors and 1:5 laity know about campus ministries in their area.***

- Break out of silos by attending district fall updates, district strategy teams, UMWs
- Connect with camps and camping
- Attend annual conference through the lens of donors and youth connections
- Get videos of one big video to show, adapt small videos that have been made in GPC
- Provide booth and giveaways at Orders and Fellowship
- Develop marking and campaigning of campus ministries
- Develop marking and campaigning of UM Connection through charge conferences, local church pastors, youth directors in and around areas, education about Campus Ministries, district youth liaisons, and student contact forms
- Provide system of graduates and name-sharing systems

**Collecting Data**

***GPUMCM has 100% consistent, specific tracking and data of the impact of campus ministry.***

- Identify data points and how to take data
- Identify the range of student connection including touch/contact/engagement/leader
- Identify how to incorporate United Methodist Colleges in data
- Clarify the questions we ask and how we capture it
- Clarify the different data and streamline it
- Clarify consistency between sites
- Provide trends and estimate a projected growth of the next x, y, z
- Provide quantifiable programmatic strategic goals at campus ministries
- Use data collection with infographic of student involvement and impact

**Financial Support**

***100% of sites have a clear plan of support over the next two years.***

- Each site strives for 50% of the funding to come from GPUMCM
- Provide clarity in an age of sustainability
- Provide advance special numbers and allocations for sites
- Work on congregation-based churches to give \$10,000-\$15,000 per year
- Be financially stronger using a theology of abundance in campus ministries

**Calling**

***Track and make progress on how calling and vocation is enhanced through campus ministries.***

- Great Plains UMCM Retreat Conference wise in November 2020, inviting youth directors
- Cross promote the summer service & camping with UM Camps recruiting at campus ministries with posters and tabling
- Certified Lay Speakers Trainings available and accessible to interested students
- Culture of Call Grant tracked and used in campus ministries
- Lilly vocational resources provided and shared with all campus ministries



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**Just Do It List - 5 Items in 2019-2020**

- Onboarding campus ministers for under 3 years with a day retreat and mentoring/coaching
- Provide list and potentially create spiritual retreat for campus ministers and national events
- Continue, revise and clarify community colleges grants and outreach
- Provide training on mental health GBHEM curriculum
- Connect with District Youth Coordinators with /studentcontactform with information Campus Ministers and provide a List of Youth workers from District Youth Coordinator in district