



**To: All Members and Friends of WCBA**

**From: John Brittain, PhD, Associational DOM-AMS**

**Re: "Refocus for 2020: WCBA Engagement & Action"**

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***Greetings!***

***The leadership of the WCBA is rolling out a new ministry resourcing strategy for the WCBA. A detailed presentation was made at our recent 1st Quarterly Celebration during the business session on February 13, 2020, entitled "Refocus for 2020: WCBA Engagement & Action" or "3 Circles" for short. Big thanks goes out to members of the admin team, especially Justin Powell, Seth Petsch, and Randy Shipman, as well as to John Cox, for preparing and presenting the strategy. The presentation is included below.***

***A few guiding notes:***

***(1) The Venn diagram shows the three focal points of the associational strategy. All ministry resourcing and partnership activity (see "action groups") will emerge from one, two, or all three focal point(s).***

***(2) "The Churches" will be used to better describe the beneficiaries of ministry resourcing and will be represented formally by those who serve on the executive board (WCBA representatives and messengers), as well informally by leaders and members of congregations.***

***(3) The "Core Group" will become and represent what has previously included the WCBA admin team and committees. This will simplify and streamline decision-making and planning.***

***(4) "Action Groups" will replace what now are considered ministry resource teams. These groups will have a position on the 3 Circles diagram from which they emerge. Their purpose is to provide resourcing and develop***

*partnership opportunities for our churches. Action groups will exist as long as they are active. (Examples: Acts 1:8 Strategy, Camps, Church Wellness Assessment, Community Impact, Conferences, Disciple-making, Evangelism, Family Ministry, HeroMakers, Men's Ministry, Ministers' Fellowship, Ministry Consulting, Ministry of Presence, Missions, Small Group Ministry, Student Ministry, Sunday School, Training Opportunities, VBS, Women's Ministry, et al.)*

*(5) Effective communication between the churches and the core group will result in both awareness of needs, the development of action groups, and effective resourcing and partnership. A key goal of the new strategy and system is to invite the Lord to use churches to help churches and network together for Kingdom-building purposes.*

*We are including the presentation and above guidelines in this memo and would like for you to respond to this email with feedback to include any questions or helpful comments. We especially would like to hear from pastors, other church leaders, and WCBA executive board members (or WCBA representatives who attend the quarterly sessions and messengers who attend the annual meetings).*

*Please return your feedback to the Jim Short Center (WCBA Office) **before APRIL 5, 2020**. This gives the leadership an opportunity to discuss your feedback at the admin team meeting on April 9. From there the new strategy will be presented during the **2nd Quarterly Celebration on May 14, 2020**, at which a vote will be taken in the business session.*

*Remember, the WCBA is the churches, not the office and staff at the Jim Short Center. Those of us at the JSC, along with the many volunteers from the WCBA, are available to serve your church. We certainly value you and each member congregation. Your church's involvement, partnership, and support is greatly appreciated. We look forward to hearing from you soon.*

*Blessings,*

*John*

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Link below takes you to a brief portrayal of the powerpoint:

<https://files.constantcontact.com/7cb099d8501/d6dc1857-b95e-427a-99c5-c3ea299a8c1e.pdf>