

**South Toledo Campus Service Time Change Roll Out Doc**

**When**

* **January 9, 2022 the South Campus will shift to 3 services on Sunday 9,11,1**
* When it comes to changes around service times there are strategic seasons that better accommodate switching service times. The start of a new year and a new ministry semester would be one of those seasons.
* This also gives us the winter semester January through May to assess and evaluate the change.
* If we were to take a service time away, we would look to do so in the month of June.

**Where**

* South Toledo Campus

**Branded Name**

South Toledo Campus Service Time Shift

**Communication/ Promotion Strategy**

1. Exec Team Review and Approval: 11/29/21
2. Leadership Team Review and Feedback: 11/30/21
3. All Staff communication: 12/08/21
4. ST Saturday Night Dream Team: 12/09/21
5. ST Dream Team: 12/10/21
6. Huddle Communication: 12/11/21 – 12/24/21
7. ST Weekend Announcement: 12/11/21 – 12/24/21
8. Update Website: 12/29/21
9. Update Signage: 12/29/21
10. ST Campus Actives Email: 12/29/21

**Execution Details**

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| **WHAT** | **WHEN** | **WHO** |
| Vision Doc Complete | 11/24/21 | Mark Snyder |
| Roll Out Doc Submitted | 11/24/21 | Mark Snyder |
| Executive Team Review | 11/29/21 | Luke Shortridge |
| Leadership Team Review | 11/30/21 | Luke Shortridge |
| Staff Video Update Include Vision and Roll Out Doc | 12/01/21 | Casey Wagner |
| Evaluate Signage that is affected by change | 12/01/21 | ST Campus Team |
| Submit Arts Request For Updated Signage | 12/02/21 | Seth Oswald |
| Submit Arts Request For Website Update | 12/02/21 | Seth Oswald |
| Contact ST Saturday Night Dream Team and assess their ability to move to Sunday | 12/06/21 | Chad Schramm |
| Send Communication to ST Active Dream Team | 12/06/21 | Chad Scgramm |
| Add Service Time Update To ST DT Huddle Communication | 12/11/21 – 12/24/21 | Chad Schramm |
| Weekend Stage Announcement | 12/11/21 – 12/24/21 | Mark Snyder |
| Email ST Parents about New Kids and Students Service coming in January | 12/13/31 | Christine Boyle, Tristen Rayott |
| Build Out PCO and Rock Check In for 1:00 Service Time | 12/29/31 | ST Staff and Jason Jones |
| Send email out to ST Actives 18+ about Service Time Shift | 12/13/21 | Mark, Liz, Peyton |
| Set Up New Building Signage | 12/29/21 | Chad Schramm |
| ST Campus Groups Page Promotion | 12/29/21 01/02/22 | Seth Oswald |
| Adjust building doors schedule and active code | 12/29/21 | Chad and Bryan B. |
| Include updated kids and students service information in January Family Ministries Update | 01/03/22 | Christine, Tristen, Sarah Bucher, Spencer |
| Execute New Service Time Strategy | 01/08/22 | ST Team |
| Evaluate Effectiveness of Service Time Shift Exec Team | 04/4/22 | Exec Team |
| Evaluate Effectiveness of Service Time Shift Leadership Team | 04/4/22 | Leadership Team |

**Staff Roles**

* ST Campus Pastor
  + Draft and deliver vision and roll out docs
  + Champion execution plan
  + Work with arts for communication and building signage updates
  + Cast vision to DreamTeam and weekend guest on the shift of service time.
* ST Next Steps
  + Build and redirect dream team to accommodate a 1:00 service.
  + Put up new signage throughout building
* ST Kids Director
  + Care for Saturday DT and help transition to a new service time
  + Build kids DT to accommodate a 1pm service
* ST Student Director
  + Build student DT to accommodate a 1pm service
* Central Kids/Student Team
  + Help communicate change and evaluate effectiveness.
* Ministry Services:
  + Update the website to reflect ST service changes
  + Build out actives email list
  + Give accurate data to aid in evaluation
* Central Arts Team
  + Order and deliver new service signage
  + Proofread and deliver actives email.
* Exec Team
  + Review vision and roll out doc and give feedback
  + Help guide communication plan and strategy
* Leadership Team
  + Review and give feedback to the vision and roll out doc
  + Help cast vision for this change
  + Help evaluate the effectiveness of this shift in early April.

**DreamTeam Role**

* Carry clear vison on why we are making this shift and how it helps us achieve our mission.
* Transfer to the 1pm service and help build that team and experience.
* Sit at a service and attend a service all the way through.

**FAQ’s**

**How will we measure the effectiveness of this shift?**

* *1:00 service would average 110 adult attenddees, which translates to 20% of room capacity. (Goal would be continued growth in the future)*
* *Increase kids/students average attendance by 10%-20% from what Saturday was to what 1pm Sunday will be*
* *80% of Saturday Night Dream Team shifted to a Sunday serving team.*
* *Add 4 to 8 new dream team after the shift.*
* *1st of the month cookout goal: 50*
* *3rd of the month going out goal: 20*
* *Number of community connection meetings with church attendees and dream team the South Staff* *have moving from a staff total meetings 10 per week to 15 connection meetings a week or 3 meetings per staff member a week.*

**How will this impact the metrics?**

*The dashboard will reflect the 1:00 service change and will only impact campuses that are recording service attendance there. This will include weekend head count and kids check in. This will require additional service times on weekend dashboard and weekly attendance reports.*

**Will this be the new plan forever?**

*We will run this play for the first semester of the ministry season from January 2022 through May of 2022. There will be a formal evaluation prior to the first week of May where we will evaluate the successes and learnings from this shift.*

**What about the Saturday Night connection plays we have been running at South?**

*There is an opportunity to continue doing the cookout and/or Earnest hanout after the 1pm service. The Sunday afternoon time lends itself to a time for a cookout or a beer down the street (which opens at 1pm on Sunday!). The ST staff will provide options of different places to invite people to hang out after service, including places that don’t serve alcohol. First and third weekend of the month will continue to be a place to invite people to join.*

**What about the guest who can only attend on Saturday Night?**

*We know this change will impact some attenders ability to join us at the campus. At this time, we will be handling those conversations individually as they come up. We will offer our West Toledo and Perrysburg Campuses as possible offerings (both are about 15 min from the ST Campus), and the online option as well.***How will we care for, communicate, and transition Saturday Night DreamTeam members?**

Many of our Saturday night dream team are also attending or serving on Sunday. The staff direct report will communicate personally with each team member to cast vision for the shift, share alternative Saturday night serving opportunities including an online service, and help provide a transition plan to the Sunday DreamTeam.

**Why a 1:00pm service?**

Next to a 9am and 11am service on Sunday, we believe 1:00pm will be the most popular service time for the South Toledo Campus. We also believe it gives us the opportunity to reach a diverse demographic in our community.   
  
Is 4 weeks enough time to communicate, plan for, and make this change?   
We acknowledge that the timing of this change is not ideal. Our runway is shorter than it could be, and that our hope is to give us more time to evaluate, make decisions, and clearly communicate those decisions going forward. Looking at an evaluation in early April instead of mid-April.   
  
What are the expectations for Central Support?  
We ask that each central support senior leader has a conversation with his or her employees about the impact of these changes. Each senior leader should record and collect feedback from his or her team that can be used during the evaluation period in April. We won’t just be evaluating the effectiveness of the times we selected, we’ll be evaluating how this process has played out. Learning from consequences, bumps, and gaps over the next few months will help us make better decisions in the future.  
  
What about staffing going forward? What if additional service times are added?  
If central support isn’t able to support the campuses and number of services offered, we will need to prioritize, adjust, and potentially add additional central support staff. This would mean growth and it would be cause for celebration for all! It also might mean that we need to shift resources away from a certain area or ministry to better set up central teams for success. Each senior leader should monitor the workload of his or her employees, saving that information until evaluation time.  
  
Should Central Support change their schedules/rhythm to better mirror campuses?  
We think there might be something worth exploring here and plan to address it in the Organizational Innovation Win Initiative. It would be a big shift for sure and eliminates the traditional, “I’m a 9-5 M-F employee”. This may have unintended consequences that we don’t quite fully see at this time.   
  
How are we explaining this change to people?We are not cutting a service but rather shifting our resources. This will impact some attendees’ regular church experience. We have identified that there are some friction points that these guest who enjoy Saturday night will experience and we will provide solutions for them.  At the same time, this shift will allow us to learn for the future what are the obstacles and opportunities of service time shifts. We believe it is worth the risk so that we can learn, grow and improve to inform future service time decisions and potentially maximize the impact of the Findlay/South Campus at achieving our mission.   
  
**Green = Complete  
Yellow = Update from last version of this document**