

WIN TEAM UPDATE: YOUTH

July 2018 – Manchester UMC

PRIORITY:	Grow the number of middle and senior high students actively engaged at Manchester UMC.
GOAL:	By the end of 2021, 120 youth are actively engaged at Manchester UMC each week.
LEADER:	Kem Mogannam
WIN TEAM:	Beth Boemler, John Cargile, Mary Beth Harper, Chuck Healy, Genny Schumacher, Ivy Williams (youth), Jeff Woodhouse (youth).

A. Briefly describe the most helpful resources your WIN Team is using to gain relevant information:

- Reports from interviews with other churches who have successful youth programs.
- Attendance figures from previous years in our own program.
- Input from the youth members on the Youth WIN Team(!).
- Mary Beth’s perspectives as a parent of a youth who is not in the program.

B. Based on your learnings, briefly describe what trends/realities your WIN Team sees working in our favor:

- Other churches have successful programs, so that tells us it *is* possible to increase our attendance—we just have to find what works for our particular market.
- We feel that changing our model to incorporate more youth leadership will have a positive influence (just like it does already at Spirit Camp).
- People have been receptive to the changes that Beth has already made.
- The upcoming Youth Center remodel will be a huge plus.

C. Based on your learnings, briefly describe what trends/realities your WIN Team sees working against us:

- Youth are more overscheduled now than they have been in the past, with more options of activities to fill their time (and it is difficult for them to resist the temptation to try to do it all).
- Youth have more demands on them academically, requiring more study time outside of school hours.
- Our geographic area is not growing as it has in previous years.
- Church attendance in general is down.
- We have youth from multiple school districts in our church.
- It could be challenging to get youth who have dropped out of our program to come back and try us again.

D. Briefly describe the 5 most impactful insights/discoveries/lessons your WIN Team has uncovered so far:

Insight #1	Youth want FUN, not heavy theology!
Insight #2	Program (and leadership) consistency is key.
Insight #3	Youth want to know that <i>the church cares about them</i> .
Insight #4	Connections and relationships are critical (youth to each other, to the leaders, to the church).
Insight #5	What youth experience and learn here needs to be relevant to their lives.

E. Describe how your WIN Team recommends that we define/measure/count progress toward the goal:

We will measure our progress by tracking attendance at all activities, but in more than one way. We feel that it is important to know not only the total number of “occurrences” throughout a week, but also how many of those occurrences are youth attending multiple activities, so we will track how many youth attend one, how many attend two, and so on. We will also look at the demographics of the youth, to see if there patterns of who is attending multiple activities, *which* activities they are attending, etc.

F. Does your WIN Team feel the goal is achievable or does it need to be adjusted up or down? Why?

We felt that the goal of 100 needed to be adjusted up to 120. We reached this decision because we are already close to having 100. This past school year, we averaged 50 at Sunday night youth group, 30 in Confirmation, and 5 in Herb’s Bible Breakfast on Wednesday, for a total of 85. Now these were not 85 unique individuals, as there were youth who attended multiple activities. We spent a good amount of time discussing whether the goal should be based on the number of *unique* youth in attendance, or the *total number* of occurrences, regardless of whether youth attend multiple activities throughout the week, and we decided that it should be based on the total number of occurrences. If we are at 85 occurrences before we implement all the improvements we are considering, we feel it should be very achievable to add another 35 over the next three years.

G. Provide 5 strategies your WIN Team has identified (or seriously considering) to help achieve the goal:

Strategy 1:	REMODEL THE YOUTH CENTER!!	Due Date:	TBD
Strategy 2:	Implement youth-led teams (hospitality, event planning, worship, etc.), to shift some of the program minutia off of the Director.	Due Date:	TBD
Strategy 3:	Change the time of Sunday night youth group to be 4:00-6:00 (instead of 6:00-8:00).	Due Date:	Aug. 2018
Strategy 4:	Bring back small groups during the week, such as Cooking For A Cause, Media Club, Video Gamers, etc.	Due Date:	TBD
Strategy 5:	Change Confirmation to have more connection/crossover with youth group, so that we retain more Confirmands in youth group.	Due Date:	TBD

H. Describe how your WIN Team will monitor/measure each strategy to see if it is successful (LEAD Measures)

Strategy 1:	Track attendance of activities that use the youth center.
Strategy 2:	Is the Director able to focus on accomplishing the overall mission of the Youth Program more than she was before we implemented the support teams?
Strategy 3:	Track attendance of Sunday youth group.
Strategy 4:	Track attendance of the small groups.
Strategy 5:	Track number of Confirmands stay in youth group once Confirmation is over.

I. What are some “quick wins” (easy steps), if any, that your WIN Team suggests we take now?

Change Sunday night youth group to 4:00-6:00.

When new families join the church, proactively introduce/invite them to the youth program (this is one of the components of our new hospitality program, but it could be implemented immediately).

J. What else would your WIN Team like the Leadership Board to know about your efforts?