



Strategic Planning Seminar

October 16 & 17, 1998



Devotion

□ **by Ron Roberts**

Starting in Joshua 4 showing Joshua's plan in accomplishing his strategic intent of establishing a homeland for the Jews



- **Mission Statement**

To reach, teach, and keep boys for Jesus Christ

Strategy



- **What do we mean by Strategy:**
 - **Strategy is a flow of decisions that eventually get the goal flowing around realities, time, and obstacles**



Strategy

- **Strategic intent will change over time**
- **Can be unpredictable and still win**
- **Think outside of the box**
- **Are we where we want to be**
- **Why do we do it this way**



Profile of RR Ministry

- **in churches over 200**
- **typically not in churches under 70**
- **parents value RR- reluctant to give time**
- **gangs are not a driving distraction**
- **RR is compatible with other activities**
- **RR may not be for all boys**
- **20 % A/G boys -ages 5-17**

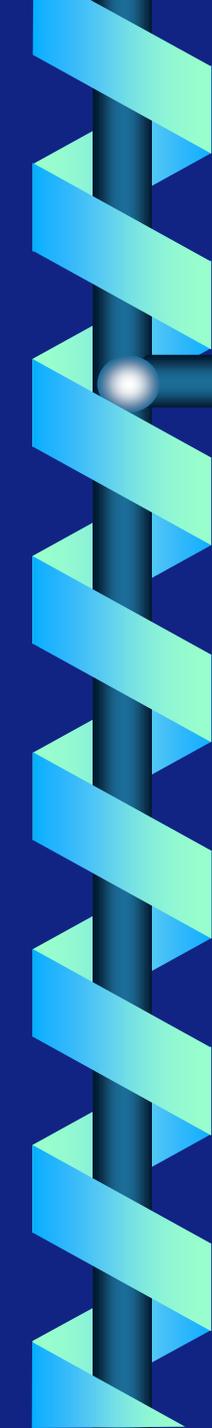


Distractions for boys

- **Peer pressure from gangs**
- **Anything that affects the family unit**
- **Influence of television**

American Family

- **Percent of homes with 2 parents**
 - **Urban 20-40%**
 - **Suburban 50%**
 - **Small town 40%**
 - **Rural 80%**



Characteristics of RR Boys

- ❑ **Not in gangs**
- ❑ **not on drugs**
- ❑ **50% too young to read or can't**
- ❑ **20-25% have no father in the home**
- ❑ **30% live in blended families**
- ❑ **Like popular music**
- ❑ **Award of adult topics**

Characteristics of RR Boys

- **Live on fast tract**
- **Ethnic blend**
 - **80 % Caucasian**
 - **12 % Hispanic**
 - **.05% African-American**
 - **.02 % Asian**
 - **7.3 % unknown**



Characteristics of RR Boys

- ❑ **Short attention span**
- ❑ **Parents work**
- ❑ **Many are latchkey kids**
- ❑ **Receive little help from father**
- ❑ **Home schooling progress faster in RR**
- ❑ **Less than half attend POW-Wow**

Conclusions

(up to this point)

- ❑ **We need to reach smaller churches**
- ❑ **Commander overtaxed with responsibilities**
- ❑ **Increase retention of our leadership**
- ❑ **We can't reach everyone**
- ❑ **Decide who we are targeting**
- ❑ **We need compassion**
- ❑ **We are not growing in the U.S.**



Strategic Imperatives

- **Establish RR in every A/G church “what”**
- **Equip and retain the local Comdr. “how”**
- **Repackage what we have “how”**

Strategic Intent

- **Revitalize and expand the Royal Ranger ministry to boys by building dynamic Christian leadership**
 - **Revitalize= fresh, energy, but with time limit**
 - **Expand = to every A/G church**
 - **Building= repackaging, new look, curriculum, recruiting, training**
 - **Dynamic= sold out, fired up, capable, excited**
 - **Christian leadership = RR leaders & pastors**



Broad Initiatives / Goals

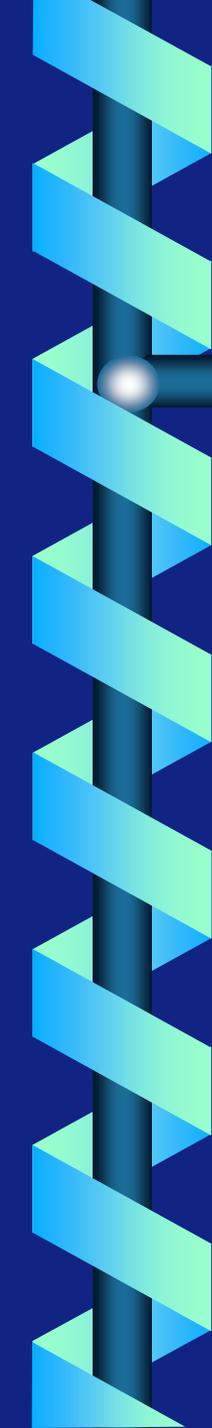
- Review curriculum to reach smaller churches**
- Enhance leadership, recruiting and retention**
- Provide workload relief to commanders**
- Revitalize public image / understanding**



Broad Initiatives / Goals

□ **Tasks: (What)**

- **Research initiative to explore small church solutions**
- **Curriculum review**
- **Explore curriculum partnerships**



Broad Initiatives / Goals

□ Tasks (who)

- Executive committee responsibility**
- Freddie Espinoza - inner city committee**
- Marvin Lemke - rural committee**
 - committee- pastors, Men's Directors, commanders**



Broad Initiatives / Goals

- **Tasks (when)**
 - **October 1999**