

St. Michael United Methodist Church
Planter Profile Proposal
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On behalf of Cross Winds United Methodist Church
Proposed Parent Church

THE CALL TO THE MISSION FIELD OF THE ST. MICHAEL AREA:

The mission of The United Methodist Church is “to make disciples of Jesus Christ for the transformation of the world”. We plant new churches to reach persons who do not have a relationship with Jesus Christ or those who presently are outside the Church. (UMC Discipleship Ministries). Based on recent data and trends, there is a calling to serve the St. Michael area because of its large family population in an area underserved by Protestant churches.

ST. MICHAEL AREA PROFILE:

POPULATION

The St. Michael, Minnesota area is a growing community surrounded by several other cities bordering the northwest metro of Minneapolis. The cities, including St. Michael (17,000 residents), Albertville (7,000), and Otsego (15,000), have come together under the lead of St. Michael in creating a regional transportation plan for the I-94 area due to anticipated growth to approximately 130,000 people by the year 2040. (I-94 Corridor Study)

Growth in the St. Michael area has increased this last decade due to many young families relocating from the Twin Cities. Families are seeking affordable homes in a smaller setting. Historically, the St. Michael area has been a strong German Catholic Community and families moved to this area because of the Catholic Church and its school that was in place before the area had a public school system. Today, families settling in the area are not predominately Catholic and do not have church affiliations, because of never connecting to a church, or because of becoming disconnected for a variety of reasons.

Population Race and Ethnicity

The St. Michael area is 92% white, with the remaining 8% evenly split between Black, Hispanic, Asian, and American Indian. The trends are expected to remain the same over the next several years.

Population Age and Household Trends

The current average age in the area is 34 years of age, and is not expected to reach the state’s average of 39 till well past 2031. (MissionInsite 2015). Per local and state development studies, St. Michael itself has one of the largest family populations in the state, with 51% of its residents being families in their mid 30s with school age children.

MissionInsite data from 2015 showed trends of families aging towards college age children but not being replaced at the younger levels. However, local school district data from 2015-2017 differs. The district early childhood and birth-5 childcare and education programs have seen a large increase, causing a need for waiting lists because of lack of space.

The majority of the St. Michael area consists of families. Those households present a trend of increasing single parent homes, but remains below the state average. One outlier is the increase in never married singles without children.

In 2014, St. Michael was ranked the 8th Best City in Minnesota (Movoto Real Estate), which city planners attribute to the continued attraction of young families from the Twin Cities. In summary, even with some increased aging, this continues to be a community with a large population of young families.

EDUCATION, EMPLOYMENT, AND INCOME

The St. Michael Area has public and private schools. The public-school system serves over 6,000 students grades PreK-12, and has seen enrollment increases every year since 2005. The private school system is the St. Michael Catholic School which enrolls 470 student's grades K-8. The overall educational attainment of adults age 15 and older has been rising over the last several years and is expected to continue to increase over 2.4% over the next 5 years. The St Michael Area is greater than the state average for level of education attained, with college and Bachelor's degrees being the highest index.

The area is above the state average for White Collar workers and lower than the state average for Blue Collar workers. The largest category of employment by occupation is Executive Management at 20% which is well above the Minnesota state average of 16%. There is an ongoing trend of the growing commuter population to the Twin Cities. The area is starting to see a shift to a telecommuter base with employees choosing to work from home because of high family values, often times including both parents.

The average household income is approximately \$100,000 annually and is projected to grow by 8% by 2021.

RELIGION AND ATTITUDES TOWARDS FAITH

MissionInsite results for the St. Michael area rated all areas below the national average for level of importance. In regards to charitable giving, the area is above the state average in most levels and sectors of giving.

In interviews with community members, there is a large population of families who do not participate in a faith community. The older population tends to have grown up in St. Michael in the Catholic faith, but those that stayed in the town tend to not practice or attend the Catholic Church as adults. The young families relocating to the smaller setting from the Twin Cities metro, are tending to be "unchurched" or not connected to a faith community because of past experiences.

The area's population can support additional churches following a standard 1 church per 1,000 resident model. In total, there are currently 39,000 residents in the St. Michael area that are being supported by 9 churches. The area will continue to be a mission field, with population projected to grow, to approximately 130,000 in 2040 (I-94 Corridor Study).

TARGETED DEMOGRAPHIC GROUP

"Middle-Aged Active Families"

(Top MOSAIC Segment from MissionInsite "Flourishing Families- Babies and Bliss")

"As a group, these lifestyle segments are highly sociable. They value opportunities for fellowship and building relationships, and are reluctant to take risks that might undermine harmony. Sometimes this makes them more conservative or traditional, and more sensitive to local customs than global diversities. They also tend to be very indulgent. They have the financial resources to buy "toys" and multiply entertainment options for themselves and their children, and may not feel much guilt about their privileges.

When it comes to wealth, career, faith, personal growth, and even the environment, the segments in this group are usually content with the status quo. They have a strong sense of well-being, although it may be increasingly threatened by outside economic forces or internal breakdowns in relationships. These people quest for a "balanced life". They regard religion as an important part of a healthy lifestyle, and combine spirituality with physical, mental, emotional, and relational health. They tend to segment their lifestyles into blocks of time for personal, marriage, family, work, church, and additional volunteer activities that vary through the life cycle."

~The ExecutiveInsite Report 2016

This segment is the largest demographic group that is growing in the St. Michael Area. There are many unchurched/disconnected from church in this population that God has called us to reach. This community does not have a large Protestant Church presence, and there currently are no United Methodist Churches in the 3 mile radius.

SUMMARY OF MINISTRY NEED:

The St. Michael area is a community that has seen great growth the last decade, and is expected to continue. While it is not close enough to the Twin Cities to be a suburb, it is still located close enough to attract families looking for a slower pace of life, with a smaller community setting.

This is a community yearning for something more. The consensus is strong from the community, that there is a wider church presence needed beyond the long established Catholic church. A current church that planted 10 years ago, still meets in one of the middle schools. The non-denominational church started with 10 members in 2007, and has over 1,500 members currently.

The current pastor of the church lives in the community and knows there is a need for many more Protestant churches, based on his community work.

The families moving from the Twin Cities are often not Catholic, and don't have many other choices for worship. A local business that employs over 100 staff, shared that they have many young families in their business that are looking for casual worship, with a band and strong Bible message that relates the challenges they have as families. They are looking for a simple service with a couple of live songs, the message and instructions for the week. It is also felt that families in this area will be most likely to engage in a church if the parents are engaged first, and then their children will follow. Families are seeking a "less is more" approach to faith. Therefore, a church model that has an emphasis on worship and small groups. It is critical to connect with these families as they are seeking a deeper relationship with God, so a small group structure will be essential.

PLANTER PASTOR PROFILE:

CHARACTERISTICS/SKILLS

- A strong assertive leader
- Relates well to families with children and youth
- Willing to live in the community
- Seeks to connect and reach out to community
- A track record of start up/entrepreneurial effectiveness, interpersonal evangelism, intrinsic motivation, leadership development and engaging relational style.
- Business minded in church leadership, a strategic thinker and visionary
- Able to lead strong worship messages that provide Biblical application to daily life (divorce, finances, managing busy lives, addictions, health, etc.)
- Healthy marital and financial health
- If married, spouse supports planter passion
- Willing to share the vision of our church model, to be a multiplying church, with the vision of disciple making
- Strong use of technology and social media to connect with families
- Willing to utilize weekly community communication through various media
- Be able to work in an accountable system with the Minnesota UMC Annual Conference
- Willing to create and lead a Discipleship Pathway process
- Flexibility to work in a progressive venue setting, starting with "home based", to "school or community site".

EXPERIENCE

- Experience leading contemporary worship style in an informal yet inspirational format
- Has lead small groups with adults
- Has experience working with the unchurched
- Worked with diverse community groups

FOUNDATIONAL BELIEFS

- Understands or is willing to learn the theological understandings of the UMC.
- Believes in infant baptism and a theology of grace.
- The Lord's Supper/Holy Communion is open to all who believe in Christ

PROPOSED TIMELINE:

Through October 2017

- Planter Pastor search
- Continue Cross Winds Lead Team engagement and support
- Meet with potential Parent / Partner Churches to establish relationships.
- Continue to meet with potential Launch Team members

November 2017 through May 2018

- Planter Pastor in place
- Continue Community networking
- Fundraise
- Speak at churches throughout the Conference
- Begin small Bible studies with potential Launch members
- Practice worship in house worship setting
- Establish a marketing plan

June through August 2018

- Continue marketing and networking
- Community outreach at summer festivals in the area
- Continue Bible studies
- Continue practicing worship
- Continue speaking at churches for support

September 2018

- LAUNCH first official weekly worship in community setting

SUPPORT MODEL:

Support for the St. Michael Church will come from a variety of sources – ranging from personal support from the forming congregation and its lay planters to denominational support. Following is our proposed support model.

New Congregation Support: The goal for St. Michael Church will be to be self sustaining within three to five years of launch. This goal will be embedded within the launch team from the start with stewardship education a key priority utilizing course like Financial Peace University.

Parent Church: Cross Winds United Methodist Church in Maple Grove will be the parent church. In its role as Parent Church, Cross Winds will be a strong supporting base that provides spiritual, advisory,

volunteer and financial support to the St Michael Church. The connection to Cross Winds is through its Lead Team, which is a 5 member advisory group that supports the planters and amplifies the needs of the church plant to the Cross Winds congregation.

In its early years the St. Michael Church would be organized inside Cross Winds for legal purposes, but likely would charter as a separate church as soon as practical. Cross Winds commitment to the St. Michael Church would be: 1) access to its current members and their network to identify families to join the launch team; 2) financial support – likely through a capital campaign for start up vs. through its annual general fund budgets; 3) volunteer support as needed to establish new ministries and likely back office support. It is anticipated that direct financial support from Cross Winds would be available in the latter part of 2018.

Partner / Parent Churches: In addition to Cross Winds, there are four other UMC churches surrounding St Michael inside a 15 mile range: Buffalo UMC (15 miles); Community UMC, Monticello (10 miles); Elk River UMC (14 miles); and Immanuel – Corcoran (12 miles). Each of these churches will be approached to provide support similar to that of Cross Winds in a supporting role.

Minnesota Annual Conference: Denominational support will come through the Minnesota Annual Conference Reach.Renew.Rejoice program.