

2011 Hyde Park United Methodist Church Lay Report

November 7, 2011

This Lay Leader Report report highlights the many ministries and ways Hyde Park United Methodist Church continues to “Make God’s Love Real.” The staff and the congregation continue to be a community of people *committed* to Jesus Christ, *empowered* by the Holy Spirit, *united* in the love of God, and *called* to make that love real to others.

The Mission and Outreach ministry continued to seek creative ways to educate our congregation about the needs of our community and how we can work together to address them. Building on the stewardship theme of “Be More,” our Missions Celebration’s theme was “Be More, Serve More, Love More.” Our church’s ministries with the homeless continue to grow and expand and are lifted up as the ideal for our community.

Our Adult education ministry continues to help people grow at the various points in their faith through Bible study, prayer, and creating Christian community with over 585 people involved in both classes and ongoing groups.

In Youth Ministries our Youth Council focused on a brand for our youth ministry to give us an identity among other youth programs in South Tampa. They decided on the name MERGE – Real Faith with Real Life. Youth Sunday highlighted how God is revealing God’s love through each student. It was a great bonding experience for the youth and the congregation was touched by the students’ testimonies.

Children’s Ministry continues to transform lives and create Christian community among our youngest and most impressionable. We are now working with the United Methodist Publishing House/Cokesbury to produce our own customized curriculum using our philosophy of worship and Sunday school along with the integration of a monthly Discipleship Pathway Point. This fall we launched Club 45, a mini-youth group for kids in 4th and 5th grades. We have begun a partnership with Dickenson Elementary, a Title 1 school that serves a largely Hispanic community.

Our Discipleship/Equipping ministries are charged with helping the congregation grow as disciples of Christ and supporting staff members as they focus on the spiritual growth of the people involved in their ministry, identify and invite new people, and develop leaders. The United Methodist Publishing house will publish a resource for the denomination based on the Discipleship Pathway. The workbook has been created from our new member discipleship manual and Jim Harnish has created a companion book.

Traditional music is moving in new directions, yet staying traditional. The Chancel Choir has several new members this year and many faithful singers who understand their call to service in music. Plans are to release a CD comprised of many favorite hymns and choral pieces plus instrumental and bell music. Every year this choir continues to grow musically, in numbers, and in spiritual unity.

In our Contemporary music area, the Joyful Praise Team has been successful in engaging the congregation in new and refreshing ways. The musical aspect of the worship experience on Sunday mornings has become known as one of the church's great strengths. A couple of ministries have been planted through the Joyful Praise. Cindy Herold coordinates "Soul Singers" which leads music at a local nursing home once a month, and Bruce Tigert coordinates and leads the Joyful Praise at Open Arms each Sunday. The Joyful Praise performs each year for the Metropolitan Ministries Holiday Tent.

In the Hospitality and Evangelism ministry, we added a Design Your Visit Team, a Guest Connection Team, and expanded our evangelism training and Acolyte ministries. Hyde Park is currently participating on the Ministry Expansion team and continues with active leadership in the Methodist Conference.

2011 has been an exciting year for growth and expansion in the Worship and Media Arts ministries at Hyde Park United Methodist. We launched the 11Magnolia worship service, we have begun web streaming worship services live on the Internet, integrating worship planning with other ministries, and enhancing our technology throughout the campus. Worship attendance has accelerated in 2011, across all our services. Average year to date worship attendance (through Sept) is up 6% overall from 2010, it is up 2% in Contemporary worship and 9% in Traditional worship.

Congregational Care Ministries expanded our "Care-giver Sanctuary" which provides support for primary or secondary care-givers for persons diagnosed with dementia, especially Alzheimer's. This group also provides special speaker events open to the public and widely advertised within the community. Special speakers include Dr. Susan Steen, neurologist church member and Dr. Eric Pfeiffer, a nationally and internationally known psychiatrist and gerontologist.

Hyde Park United Methodist has again been entrusted by God with generous financial resources while facing significant opportunities to expand ministries, maintain our physical facilities and provide for the long-term needs of the church. We purchased additional property, established an operating budget slightly larger than in 2010, funded the 11Magnolia service, funded the Capital Reserve for projected building capital needs, replaced projectors in the Sanctuary, and formed a Finance subcommittee to review our banking fees and loans.

Additional details follow from each ministry area with specifics on goals, and how each area supported the mission and vision of Hyde Park United Methodist Church.

Missions and Outreach Ministries

Hyde Park United Methodist Church is committed to healing the community and the world and is actively doing so through our missions and outreach ministries. By partnering with over 40 missions, we are seeing lives changed and hope restored here and around the world.

This year we increased our active involvement with our overseas mission partners by again sending teams to our sister church in Cuba and our 6th team to El Ayudante in Leon, Nicaragua.

We also sent our largest team ever to South Africa in August and attended the World Methodist Conference. Two of our very own church members, Doug and Cheri Roland, are serving at the Seth Mokitimi Methodist Seminary in Pietermaritzburg, and provided a wonderful overview of the seminary's field study program that they developed and introduced us to several of their community partners.

Our church's ministries with the homeless continue to grow and expand and are lifted up as the ideal for our community. From a Sept. 5, 2011 article in the Tampa Tribune, "Hyde Park United Methodist Church offers the perfect solution. . . We know this is a community problem, and they are responding in the right way." said Tampa police spokeswoman Laura Mc Elroy. Lesa Weikel, spokeswoman for the Homeless Coalition of Hillsborough County, said we are a model program and that "their vision just keeps growing and changing to meet the needs of this at-risk population. It's a great example of how a small group of people working together can make a substantial difference. As funding and donations keep going down, we're going to need more groups like this to step up."

One of our goals this year was to continue to seek creative ways to educate our congregation about the needs of our community and how we can work together to address them. Building on the stewardship theme of "Be More," our Missions Celebration's theme was "Be More, Serve More, Love More." The visual symbols that were created for the sanctuary were so well done and inspiring that they were moved into the Activities Center and are now on the west wall of the room as a constant reminder to our congregation.

The missions team continues to lift up opportunities to serve and the congregation faithfully responds. This summer we shifted our Open Arms Christmas Wish program to July so we wouldn't crowd our lives and the courtyard with requests in December. The congregation supported this change and we provided gifts to 260 people.

This holiday season you will have the opportunity to support our Alternative Christmas Market, ring bells for the Salvation Army, and support the Good Samaritan Food Drive and Toy drive. The church will again have its all church serving day at Metropolitan Ministries on Nov. 20. We look forward to seeing over 400 folks serving together to Make God's Love Real.

Traditional Music Report

Traditional music is moving in new directions, yet staying traditional. Janna Vincent serves as the Director of the Junior Choir and Elizabeth Roth serves as the Director of the Alleluia Choir. They both are not only talented but also excellent with their age groups. Thus, these choirs have grown musically and in numbers of participants. They both remain favorites in the congregation as everyone loves to hear children prepared to sing well.

The Junior Chime Choir is smaller this year as many of our seasoned chimers graduated from fifth grade. This two octave groups of chimers (11 children) are devoted and on their way to excellence. Since there are 4 fewer chimers, more time can be focused on each one.

The Chancel Choir has exactly doubled since January of 2007 when Penny Walsh joined our staff as Director of Traditional Music. The group has several new members even this year and many faithful singers who understand their call to service in music. The Choir is about to release their first CD comprised of many favorite hymns and choral pieces plus instrumental and bell music. Every year this choir continues to grow musically, in numbers, and in spiritual unity.

The Chancel Bell Choir has stayed the same this year which is very important to maintain consistency within a bell group, meaning that the same players are in the same positions as last year and becoming very good at their parts. They have a piece on the new CD and will continue to play on festival occasions and accompany the hymns on the Sundays they perform. This will be new to have bells on the opening hymn!

The Chapel Choir has delighted their 8:30 Sunday congregation with several new singers who can hold up the Chapel all by themselves. This group has really gained a lot this year. More singers were requested at this service and they responded!

Almost every Sunday at 11 a.m. traditional worship we have a different instrument or vocal Prelude. They are all professionals who volunteer their time to learn new music for worship. Additions are soon going to be made to the Reuter Organ. We have quite a few “unprepared for stops” meaning that the names of the stops are there, they just don’t play yet as the pipes are not in place. We have a large donation to add a Festival Trumpet stop and possibly a few others. This is a great instrument worthy of upkeep and additions.

Contemporary Music Ministry

Sherlyn Burnham-Kuehn recently completed her fourth year as our Director of Contemporary Music. Over the past year the Joyful Praise Team has grown spiritually, become more motivated and inspired to worship, and increased in numbers. Each week there is an average of 18-22 singers and 5-7 band members. There are over 20 people that rotate in occasionally and for special events as well. The group has been successful in engaging the congregation in new and refreshing ways and the musical aspect of the worship experience on Sunday mornings has become known as one of the church's great strengths. The Team continues to blend both traditional and contemporary elements in the 8:30 and 9:30 services.

Equipped volunteer leaders (both youth and adults) are now regularly rotated in with the paid instrumentalists most every week. Intergenerational ministry has been a strong value and youth praise team members are incorporated into the Sunday morning services as well as special events. Both the middle school and high school praise teams lead worship in their respective youth services. Both teams average 10 per week. This past year, both teams led on Youth Sunday and it was a powerful and inspiring Youth Sunday indeed. The middle school praise team led carols at the Family Christmas Service and the high school team performed at Met Min for All Serve Day. This year we will also add several Sundays in which the youth teams will primarily lead during the sanctuary services on Sunday mornings. Sherlyn Burnham-Kuehn has moved into more of a directing and overseeing role and the praise teams are now led by Tia Larson in interim as we continue to search and fill this important position.

There are also now teams within the Joyful Praise that are equipping other lay leaders in the areas of invite, equip, care and send. A couple of ministries have been planted through the Joyful Praise. Cindy Herold coordinates "Soul Singers" which leads music at a local nursing home once a month, and Bruce Tigert coordinates and leads the Joyful Praise at Open Arms each Sunday. The Joyful Praise performs each year for the Metropolitan Ministries Holiday Tent and will be looking for more outreach opportunities in the coming year. Section leaders have also been equipped to lead their respective sections in rehearsals (soprano, alto, tenor, baritone and band), weekly and occasional administrative assistants for all the contemporary music groups, adult musicians to equip student musicians, parents of youth students to help shepherd the youth praise team students, and high school students to help lead the middle school praise team.

Finance and Trustees

To whom much is given, much is required. In 2011, we have again been entrusted by God with generous financial resources while facing significant opportunities to expand ministries, maintain our physical facilities and provide for the long-term needs of the church. In January alone, we purchased an apartment building in the block south of our main parking lot, established an operating budget slightly larger than in 2010, funded the Capital Reserve for projected building capital needs, replaced projectors in the Sanctuary, and formed a Finance subcommittee to review our banking fees and loans.

Later in the year, funds were provided from the General Fund to launch the 11 Magnolia worship service. Two large bequests were received and directed to the General Endowment, initially taking the total of all Endowments to over \$900,000, though the third quarter market losses later reduced that total. Negotiations with our bank resulted in lowering our fees and refinancing our loans with terms which will enable us to pay off the debt in ten years.

General Fund giving remains strong. All financial matrices we use to compare year to year activity are on target with or are higher than our five year averages.

The capital reserve study conducted in 2009 continues to help the work of the Trustees in caring for our property. Numerous projects inside and outside the buildings have been completed through the year. The most significant in scope and cost was the replacement of five air conditioning units for the Activities Center and the Wesley Center. The Trustees were also engaged in the decisions related to the 11 Magnolia worship service as significant changes were made to the first floor of the Magnolia Building to allow it to be a welcoming space for worship.

Together the Board of Trustees and Committee on Finance made the decision to take the three properties off the market which had been for sale since 2006. They determined that having control of these parcels in the future is more valuable to the Church than the cash that we would yield from any sales that could be realized in the depressed real estate market.

A team of staff and lay persons have been looking at our data systems during 2011 with the ultimate goal of replacing our main database with a new system that would be accessible via the web and enable better coordination and follow-up in all of our ministry areas.

Hospitality/Evangelism

Inviting Team

The Inviting Team has had almost total turnover this year. These great leaders have been sought out for roles in other areas of ministry at Hyde Park, and they have answered the call to move into other areas of ministry including communion servers, teaching Sunday school, missions & outreach, and others. While affirming and supporting these great leaders as they follow God's call, it's been a challenge to give excellent service with so many empty seats. There is a group of five new leaders who have agreed to form a team that will take a fresh look at our hospitality, inviting, and evangelism ministries, and will start working soon on recommendations for upgrading our various efforts to make new guests feel at home at Hyde Park.

In exciting news, Team Leader Larry Richey has been selected as the “Chairman Elect” of Tampa’s Downtown Partnership, so while we’ll miss his presence on the team, his departure from this role comes with thanksgiving and excitement for an opportunity to give imaginative leadership in creating a lively and innovative place to live, work, and play in Downtown Tampa.

Hospitality Team

Our Hospitality ministries (greeting and parking teams) have slowly declined over the last year, and now only rarely have a full or even adequate-sized team for the job. We’re currently brainstorming ways to get more people involved, and retain the ones we have. Our usher teams continue to be strong and well staffed. They are still reluctant to stand inside the sanctuary to help people find seats, so the new inviting exploration team will be considering solutions to this, but overall ushers are a great ministry with strong leadership.

Design Your Visit Team

The Design Your Visit Team tends to only receive about one to two requests for tours per month. There’s a full team of tour guides hoping to be assigned the opportunity to meet with new guests and show them around, and are thus disappointed to not get the opportunity to serve very often. Further, most of the people who design a visit and make a plan to meet the tour guide never show up. Perhaps this was a need that we overestimated when forming the team last year, though the guests that do show up as expected have noted that it was a great help to have someone help them navigate their first day.

Guest Connection Team

The Guest Connection Team started out as a group who would stay in touch with new guests over their first few weeks of involvement and help them navigate and find their way around the many ministries and buildings at Hyde Park. A team leader assigns new guests to team members who were demographically similar to the guest to help in that connection. A new tracking system was setup online for Guest Connectors to enter notes about their interactions, but after this increased accountability about three-fourths of the team dropped out, all of whom said that they'd become too busy to be on the team. It may be time to rethink whether or not this is the right system for Hyde Park, and this will be considered by the new exploration team.

Evangelism Training

Our evangelism training classes ("Evangelistaphobia" and "Share Your Story") have been offered three times this year so far, and there were about 15 people total who attended.

Acolytes

Two fantastic leaders have stepped forward to help the acolyte ministry run smoothly. Tonya Hills has taken over making the schedule, and Deborah Richards has been scheduling people to coach the acolytes on what they'll be doing before the service. It's still not a perfect product but overall they've been a great addition to the 8:30 Chapel and 11:00 Sanctuary services. We currently have about 25 acolytes serving on the team. After starting the recruiting last year at 2nd grade and up, we learned that 2nd graders are not generally tall enough to use the various worship elements in the services, so we did not recruit new acolytes this year, allowing them to get a year older. We will begin engaging this new age range, 3rd-8th graders, for acolyte recruiting in the coming weeks. Many acolytes have asked that they be given more to do in the worship services so that they can be more involved, so the coaches and worship staff will explore what that might look like.

11Magnolia Service

After two years of planning a worship service that would reach new people for Christ, and which would hopefully draw some people from 9:30 to create space, the first 11:00 service in the Magnolia building was held on September 18th. A great development team worked hard for over a year to prayerfully bring the service to life. Designed to reach interactive learners who may not feel at home in a more formal worship space, the service is held in the redesigned first floor of the Magnolia building. It uses a variety of tactile, visual, and social media elements so that people can interact with the content of the service during the 11:00 hour or throughout the week. Attendance has been around 150-200 people per Sunday, with no dropoff at our other services in the Chapel or Sanctuary. The redesign also created a better equipped worship space for our middle school and high school services. There are dozens of leaders and volunteers who have stepped forward to make the service happen each week.

Ministry Exploration Team

With the closure of First United Methodist Church this past summer, the South Central District Leadership Team asked Hyde Park to investigate what a United Methodist ministry should look like in Downtown Tampa. Brian Evjen and Matt Horan are leading a Ministry Exploration Team team that is doing wide-ranging research work to determine what the future holds, including: polling the downtown residents, architectural evaluation of the First United Methodist Church property, surveying dozens of other ministry models around the country for comparison. Matt attended invaluable training events to get some perspective on the possibilities and expectations for new ministry starts. We are also assessing Hyde Park United Methodist's DNA to gauge whether or not leadership of a new downtown ministry is something in which we can excel. We expect to complete our synthesis of the research by December 2011, and expect to present a recommendation to the District Leadership Team in mid- or late January 2012.

Connectional Ministries

Hyde Park United Methodist pastors and staff play very critical roles in Conference and denominational leadership. Jim Harnish is the chair of the host committee for General

Conference in 2012, a clergy delegate to General and Jurisdictional Conference in 2012, continues to lead the Joint Florida/Western North Carolina Conference Institute of Preaching, spoke at multiple churches and annual conferences about his book, "You Only Have to Die" and is chair of the Board of Visitors at Duke Divinity School. Vicki Walker is the chair of the Florida Conference Order of Deacons, is on the Conference and District Boards of Ordained Ministry, is a clergy delegate to Jurisdictional Conference in 2012. Bernie Lieving is on the District Board of Ordained Ministry, is a candidacy mentor for ministry candidates in the south Central District, and he preached the South Central District's United Methodist Men's Ash Wednesday service. Matt Horan is on the District Committee for New Church Starts, is the clergy representative on the Conference's Young Adults Table, is a leader of the Candidacy Mentoring Group for ministry candidates in the South Central District.

Jim Harnish and Justin LaRosa are preparing our Discipleship Pathway for publication by the UM publishing house in 2012. John Barolo has been invited to serve on an advisory group to help struggling churches in the South Central District and has been engaged by the United Methodist Publishing house as an advisor to improve the quality of their products. Our Children's Ministry is also working with the Publishing House to develop a customized curriculum using our philosophy of worship and Sunday school along with the integration of a monthly Discipleship Pathway Point where the children focus on one of the seven practices that goes along with the monthly unit.

Justin LaRosa is currently being considered for commissioning as a probationary deacon at Florida Annual Conference 2012. Chris Allen, Toby Bonar, Eric Johnson, and Jennifer Potter are also in the candidacy process. Asbury Seminary sent a worship class to Hyde Park to observe and learn this fall. The United Methodist Large Church Initiative has asked Hyde Park to host their next annual gathering, and we will do so in April 2013. Hyde Park has been asked by the Bishop and District Superintendent to form a team to recommend a plan for ministry in downtown Tampa.

Hyde Park's acolytes participated in the 2011 Florida Annual Conference Service of Licensing, Commissioning, and Ordination. Hyde Park will host the Bishops' Memorial Service for General Conference in 2012. Hyde Park hosted the opening worship service for the 2011 Florida Annual Conference Event.

Worship and Media Arts

2011 has been an exciting year for growth and expansion in the Worship and Media Arts ministries at Hyde Park United Methodist. In 2011 we launched the 11Magnolia worship service, we have begun web streaming worship services live on the Internet, integrating worship planning with other ministries, and enhancing our technology throughout the campus.

Overall Worship Growth

Overall worship attendance at Hyde Park United Methodist has averaged near 840 on a Sunday morning for the past decade. In 2009 we noticed the slow but steady increase in attendance at the 9:30 Contemporary worship service, and that it had reached its maximum capacity for

growth. With that, we began the discernment process on how would Hyde Park begin to reach new people in our community, and how to reach the next generation of disciples.

Worship attendance has accelerated in 2011, across all our services. Average year to date worship attendance (through Sept) is up 6% overall from 2010, it is up 2% in Contemporary worship and 9% in Traditional worship.

The new Magnolia service, which started in September, has increased our average Sunday attendance in 2011 from 875 to 950, and has us on a path for an overall 8% growth in attendance in 2011 from 2010. If that average holds (950) then we would expect a 12% growth in 2012.

11Magnolia

After two years of research, planning, surveys, focus groups, and lots of prayer, Hyde Park United Methodist launched a new contemporary styled worship service called 11Magnolia. This new service was the phase 1 plan from the Worship Visioning Team's 2010 report to the Ministry Leadership Council. In 2011 a design team for this new service was formed, and begun the process of designing, planning, renovating, and the recruiting needed to launch a new service this fall.



The first floor of the Magnolia building was renovated and upgraded to facilitate this new worship service, and the needs of youth ministry as well. A new stage and sound booth was constructed (in-house), and all new technology needed to create a worship space that would reach a new generation. A new worship leader was hired to lead the 11Magnolia service (Nick Gizzi) and he is in the process of creating a 100% 11Mag worship band. The new worship space has capacity for 200 in worship, and is currently running about 60% capacity. As this new service forms community and its congregation invites new people, we expect it to quickly grow near capacity in 2012. We have also seen some movement from 9:30am Contemporary to 11Magnolia, thus creating some capacity at that service as well.



The 11Magnolia service is first step in creating worship opportunities for our community and reaching the next generation for Christ. Hyde Park will continue to explore ways to expand our worship capabilities. Sunday morning is rapidly reaching its capacity, and in 2012 we'll need to look at other days and times of the week.

Live Web-Streaming Worship

In 2011 Hyde Park began live web-streaming its 9:30am Contemporary and 11am Traditional worship services on our website. This has required some additional hardware technology, an increase of tech volunteers, additional copyright licenses, and web-streaming service integrated with our website.

This new addition to our worship capabilities has been widely praised. One viewer writes me weekly, sharing how much she feels reconnected to Hyde Park through this web stream. She

said, “What a morning. I am grinning from ear to ear. It makes me feel like I am still giving to the church that I love so much.”

Another benefit is the availability of archiving the services on our website, and making them available on-demand during the week. Previously we only offered the sermon on line, through a process that took days. Now the entire service is online, and available the same day. Thus eliminating a time consuming manual process for our staff.

We current have between 8 and 15 web viewers per service on Sunday, but are beginning to see some growth as word spreads. We also have a significant number that watch the services on-demand later in the week. We are still gathering those statistics. In 2012 we may be able to expand the live broadcast of services to include funerals and weddings. Something family members who can’t attend live may appreciate.

Equipping Leadership

With the increase in worship attendance, and the number of services on Sunday morning, additional equipped leadership in the worship technical teams has been needed. A new technical team for the 11Magnolia was needed, and has been filled, as well as leadership for each venue. A new equipped volunteer tech leader has been recruited for the Sanctuary, who will handle scheduling, recruiting and training for Sanctuary tech teams. A similar team leader for the Magnolia venue is still in the recruitment process

With growth, new volunteer leadership positions are created, from tech, to vocals, to music, to creative planners. We continue to fulfill our mission to equip and reach new people for Christ. As worship capacity and attendance continues to grow, we look forward to what God has planned for all the ministries of Hyde Park United Methodist.

Communications Report

Hyde Park’s Communications programs and teams played a strategic role in ministries in 2011, leading the congregational focus groups and research for development of a new worship service, and articulating overarching Communications Values and Policies that will provide the foundation for all ministry communications. In addition, we continued implementation of new signage for church property to be installed by year-end and launched major website initiative to integrate the church’s online presence and ministry

Major accomplishments and focus:

- **Focus Groups Support Worship Expansion**—Communications Team helped develop and Leader Darren Richards facilitated congregational focus groups in January that revealed significant information about members’ reasons for attending one worship service or another. Family logistics and worship times are key drivers for many. Results were presented to the Ministry Leadership Council and directly informed the development of a new worship service later in the year.

- **Communications Values and Policy Written**—Confronted with the challenge of strategically guiding church communications processes and messages in a fast-paced and growing ministry environment the Communications Team in 2011 went to the root of the issue—values and policies on which we will base communications decisions we make at Hyde Park. Across six months of discussion and evaluation by team members with expertise in a range of communications disciplines, the team created the foundational document “Communications Values and Policies” that will guide direction, tone and approach of ministry communications. Key elements include reducing “noise” and clutter in communications, engaging and empowering members, and aligning with who we are as a congregation—our mission, vision and values.
- **Expanding Use of Social Media**—Hyde Park’s use of Facebook, Twitter, and new social media sites such as Four Square expanded significantly in 2011, engaging both members and community in ministry conversations and relationship. 11 Magnolia worship team and congregation have engaged in ministry conversation throughout the week via social media. For fans of Four Square, “checking in” at Hyde Park United Methodist now rewards them with an online “coupon” for free coffee in the Aldersgate Coffee Shop and Bookstore. Hyde Park Speaks, our congregational blog, continues to be the online voice of our members in ministry, from Doug and Cherie Roland in South Africa and Nicaragua Mission Team to the 20s- and-30s group serving here in our community.
- **11 Magnolia Communications Launch with Social Media**—Communications played a key role in the launch of the new 11 Magnolia worship service in fall 2011, including branding and developing marketing to launch the worship service. The 11 Magnolia launch employed digital and social media as a primary marketing strategy, including Google pay-per-click advertising, Facebook ads, 11 Magnolia Facebook page and Twitter account and personal “e-vite” invitations by email.
- **Media Coverage Reaches Community** –Hyde Park’s story continues to be told in our community, this year highlighted by newspaper and television coverage on
 - Joyce Covington, honored by the Florida United Methodist Foundation for her 40 years of teaching Sunday school at Hyde Park members in ministry;
 - Communion services at Hyde Park offering a gluten-free alternative to bread for individuals with gluten sensitivities and allergies; and
 - Open Arms Ministry as an outstanding example of a community program serving the homeless..

In Progress:

New, expanded Ministry Communications Manual—Hyde Park has had its own graphics and style guide for two years. A new expanded manual in development will include the communications values and policies and updates on use of graphics and branding—e.g. new Merge Youth Ministries--and helpful tools for ministries developing communications.

New, improved website integrating social media and online interaction—In the four years since Hyde Park launched its current hydeparkumc.org website, the world has seen an explosion

in use of social media and mobile devices that allow individuals to interact with each other and through the internet in new ways. Hyde Park's Communications Team in 2010 launched an initiative to create a new website that will engage congregation and community online by integrating these new social media and mobile technologies a greater tool for ministry. A Web Project team has identified new technology to do this, and begun planning and working toward a new site to launch in 2012.

More and more visible Campus Signs and Maps—Communications continues work on more effective and welcoming campus signage, including new campus maps to be strategically at pedestrian entrances. Implementation is underway, with primary sign installation targeted for completion in December 2010.

Administrative Team

2011 was a year of change for the Administrative Team. Some employees moved on to new personal opportunities, others stepped up to new and greater responsibilities on the team, and new employees brought new skills and capabilities to the team. At the end of the year, we have a strong, skilled team whose members complement each other and effectively support all ministries.

Adult Education

John Barolo continues to serve as Director of Adult Education. His primary responsibilities include: inviting new people to facilitate small groups, equipping all serving in Adult Education, so they are able to help provide an experience for others that encourages spiritual growth, promotion of all group opportunities for adults, researching new resources, studies and other tools to benefit those in small groups at Hyde Park. This ministry also oversees production of the Advent devotional guide.

Highlights for this ministry include:

- The Adult Education Team (7 lay members, 1 staff member) set five goals this year:
 - One-time learning options to meet people where they are: Evangelistaphobia, Prayer and Meditation, Homelessness and a Parents discussion on bullying is planned.
 - Partner with Children's and Youth Ministries: Offered "Grace Based Parenting" and are partnering on the new "MOPS" ministry.
 - Enhance and revamp communications in Adult Education ministries: Used social media more effectively to tell people about small groups, streamlined groups section of website for people to more easily find their next step.
 - Support congregation on the Discipleship Pathway: Began five new Wesley groups and three new Covenant groups. Surveyed facilitators to know where they needed the most support and where they and their groups were spiritually. The survey results were used to plan the fall facilitator training.
 - Build the lay team for Adult Education: Their mission is to provide an environment for the Holy Spirit to help people grow at the various points in their

faith through Bible study, prayer, and creating Christian community, which will lead them to participate in God's healing of the city and the world.

- There are 585 people total involved in both classes and ongoing groups (80 more people than last year).
 - 30 total Wesley Groups are meeting including 5 new groups as of fall 2011.
 - 5 Covenant Groups are meeting, which focus on accountability to discipleship rather than group study.
 - 10 Sunday school groups are meeting and attendance is up for adults.
 - 125 people are involved in fall classes including Beginnings, DBS 1, DBS 2, DBS 4 and Methodist Beliefs.
 - Over 480 adults are part of ongoing groups that meet weekly. These include Wesley and Covenant groups that meet at various times during the week and Sunday school groups. There are 585 people total involved in both classes and ongoing groups.
 - With space constraints upon us, we are getting ready to launch 10 Home-based Advent groups with the hopes of connecting more people to small group community
- 10 new facilitators are serving.
- The Adult Education Team is looking at new ways to offer training for facilitators on campus and online.
- Summer continues to be active. Some of our ongoing groups continued to meet and two short-term studies met.
- Short-term studies continue to be offered at different times of the year including: Bible from Scratch, Beginnings, Advent Study, Lenten Study, Short-Term Disciple Bible Study and Financial Peace University.

Discipleship/Equipping Ministries

Our Discipleship/Equipping ministries are led by Justin LaRosa and are charged with helping the congregation grow as disciples of Christ and supporting staff members as they focus on the spiritual growth of the people involved in their ministry, identify and invite new people, and develop leaders.

The Equipping team has continued to focus on the ways in which we can help people grow as disciples. The purpose developed by the team is... *to create an environment of spiritual discipline that allows the Holy Spirit to form disciples whose lives are centered in loving God and loving others.*

Three year goal

By 2014, there will be a system and processes to effectively identify where individuals are on the Discipleship Pathway so that appropriate opportunities to equip, connect and sustain them can be made available to result in deepening their love for God and others.

Committee on Lay Leadership (CLL) and the Leadership Equipping Team

Leadership development has been an focus of both the Committee on Lay Leadership and Equipping team. In summer 2009, the CLL formed a sub team called the Leadership Equipping team that

developed a more formalized system to find, select, train and retain both elected and non-elected leaders. A front door to leadership orientation for new and emerging leaders called *The Leadership Door* was created as was a system to code new members and others in the congregation who have the spiritual gift of leadership.

New Member Facilitator Team and New Member Lunch Team

The New Member Discipleship Classes have continued to assist the congregation in adopting the discipleship pathway. The new member class curriculum was again revamped and oriented around the discipleship pathway and a new manual was created. Each new member identifies where they are in each spiritual discipline and his/her next steps. By the end of the series, the participants identify a small group and serving ministry.

We have seven new member facilitators which Justin LaRosa supports rather than facilitating the class himself. We also have a variety of families who host the new member lunch with the pastors at the conclusion of each class.

The Disciple's Path Curriculum

The United Methodist Publishing house will publish a resource for the denomination based on the Discipleship Pathway. The workbook has been created from our new member discipleship manual and Jim Harnish has created a companion book.

Fall Emphasis Leadership team

For the fourth straight year, a leadership team was invited and equipped to facilitate our fall emphasis focusing on the congregation's growth in spiritual disciplines. Building on the work of the last four years in developing holistic discipleship through Transformed Life, reCONNECT, GROW and Be More, Engage continued to orient around the discipleship pathway. The series is focusing on helping people "ENGAGE" in the 7 spiritual practices of prayer and meditation, scripture reflection, financial generosity, invitational evangelism, corporate worship, small group community and gifts-based service.

SERVE Day Team

The last two years we have had our annual SERVE day at Metropolitan Ministries sent This year we will be holding the energy infused event again. Steve Rorrer, a member of the Equipping team, has led the initiative, forming a team who is planning and executing the event.

Discipleship Staff Team formed

This is our 2nd year that we have been organized as the Discipleship Staff team. The team includes Erick Ashley, Emily Felgenhauer, Vicki Walker, John Barolo and Justin LaRosa. The team has continued to look for ways to work closer for the purposes of helping families move along the discipleship pathway and developing our leaders. Each of the ministry areas has implemented ways for adult, children and youth to grow along the discipleship pathway.

Youth Ministry

Youth Ministry has had a lot of new staff hires this year. Michael Leblanc, Assistant Youth Director, came on board August 2011 and Kathy DiRaimo, Youth and Children's Program

Coordinator, was hired in September 2011. Tia Larson was hired as our Interim Director of Youth Praise Teams in August 2011 while we are searching for this position to be permanently filled.

2011 has been a year of not only staff growth but of new life for our entire youth program:

- We started the year off right with a full Adult Youth Leadership Team that created a 3 year goal plan for our youth ministry. Andy Matys started as the Youth Coordinator for the team and has since needed to finish his commitment at the end of this summer. The team has accomplished many goals over this past year which has made our youth program more lively and innovative for everyone involved.
- One of the goals for the year was to get our Youth Council to help brand our youth ministry and give us an identity among other youth programs in South Tampa. We decided on the name MERGE – Real Faith with Real Life. We created a banner, changed our website, E-news, and created merchandise for the youth to wear in this local schools. This was kicked off in August 2011 for our Back To School Night Event with all students and parents.
- Our Youth Council this year was made up of a number of youth in both Middle & High school who took leadership roles within MERGE. We took these students on a Student Leadership Retreat in Orlando in February this year where they were a part of workshops and were able to talk with other United Methodist Student Leaders across our state. We are in the process of interviewing our next Youth Council Team for 2012.
- In October 2011 we are taking a number of our Adult Youth Small Group Leaders to an overnight conference in Orlando where they will have workshops with other youth volunteers from other United Methodist Youth Programs from across the state of Florida.
- Middle School MERGE changed their starting time to 6:30 pm instead of 6 pm to better coordinate with other ministry start times on Wednesday Nights. This was to also give families the opportunity to eat dinner together before breaking off into their prospective groups. This started in August 2011.
- We had 3 wonderful part time interns this summer: Alex Meckley, Michelle Potter and Madeline Harcrow. These ladies were all apart of the youth program here at Hyde Park when they were in middle & high school. These interns did an amazing job helping to grow our youth program over the summer. Our numbers before the summer were averaging around 60 per week and by the end of their time with us this summer we were averaging 100 per week and still are! They were a complete asset to the youth program!!!
- Michael Leblanc, our new Assistant Youth Director, has started weekly Tuesday Night Bible Study since August 2011. He is changing the topic every few months and has a strong Adult Leader working with him, Jess Johnson.
- In April 2011 we confirmed 17 new students into our congregation.
- In May 2011 we said goodbye to 21 of our high school seniors. This spring we started a College Ready class that was a 6 week course on things that our seniors should know and prepare for before going to college. This was a huge success in allowing our students to feel more equipped with their faith and how they want to start their college career on the right foot.
- This summer we took mission trips with our middle and high school students separately with the organization called Team Effort. Seven of our Middle school students went to

Myrtle Beach, NC where they primarily did roofing for a family in need. Twenty Four of our High school students went to Copperhill, TN and also did roofing as well as painting for a family in need there as well.

- Our Youth Sunday in August was a wonderful way where all of our students could show how God is revealing His Love through each of them through a Card Board Ministry we did at each service. This was a great bonding experience for all of us and we had great feed back from our congregation that felt touched by our student's testimonies.
- In August 2011 we stopped having 11am Sunday School because of the new Magnolia Service in the downstairs of the Magnolia Building. We had low attendance all year and felt this was the right time to discontinue this Sunday School time.
- Youth Disciple Bible Study started this September with 9 students weekly committed to go through this study with Fred Avant & Dan Vincent leading this class on Sunday mornings.

Children and Family Ministry

Transforming Lives

We are now working with the United Methodist Publishing House/Cokesbury to produce our own customized curriculum using our philosophy of worship and Sunday school along with the integration of a monthly Discipleship Pathway Point where the children focus on one of the seven practices that goes along with the monthly unit.

We share the vision of families walking the Discipleship Pathway together. Create opportunities for family discipleship in all family events. Have at least 1 workshop on children's spiritual formation and the Discipleship Pathway. This is a main focus of ours and we hope to unveil a series of small group classes that parents can participate in as their children take steps along the Discipleship Pathway. We hope to have our first class in early 2012 with the goal of 7 classes from birth to graduation to the youth group.

Creating Christian Community

Plans are to finish decorating the worship rooms in a way that is inviting to the age group they serve. We have not taken any major steps in the decoration of our worship spaces. We have some ideas to incorporate the Discipleship Pathway and making the other rooms in the Wesley Center more inviting to children but we have not gotten a team together to move forward with any particular ideas.

One of the most exciting things to happen this fall was the launching of Club 45, which is like a mini-youth group for kids in 4th and 5th grades. Our intention is to be able to create a special place for them to continue to connect to each other and adult volunteers. Many times this is a very difficult age in children's ministries and we hope this creates a bridge to the youth group when they move into 6th grade. By creating this group we increased our attendance on Wednesday evenings by 50% with most of the growth coming from this age group. They will have off-campus outings during the year and possibly a mission trip during the summer.

Healing the City and the World

We are working with the Outreach and Missions team to create opportunities for families to be in mission and service together by rethinking how some of our projects are currently done rather than creating all new ones. We have tagged onto the spring and fall coastal clean-ups where about 30 children participated with their parents. Every spring and fall about 30 kids in The Zone (children in Grades 1-3) spend one evening preparing Manna Bags to sell in the courtyard and they also prepare the grocery bags that are to be passed out to the congregation by our 4th and 5th graders as part of the Good Sam Food Drive. Additionally, families are encouraged to serve in Open Arms and the children do a wonderful job and get to interact with our homeless brothers and sisters in a way that is usually not available to them. In August, our Club 45 kids packed 50 backpacks with school supplies and then they were delivered to our new school partner Dickenson Elementary where they will be used for at-risk children. Children will also be serving with their parents as part of SERVE Day at Met Min on 11/20.

We have begun a partnership with Dickenson Elementary where we may be able to reach out and serve them in a way that would make John Wesley proud. Dickenson is a Title 1 school and serves a largely Hispanic community where English is not their native language. We have entered into a dialogue with the principal and her leadership team to see how we can best help the school at this time. We are very excited to see where God is going to lead us.

Three Family Fun Nights, the Family Easter Celebration, and the Happy Birthday Jesus party are five events that attracted many children to our church and gives our families the opportunity to exercise the spiritual practice of “Invitational Evangelism” on a regular basis.

Vacation Bible School saw over 450 children and 200 volunteers come to our campus for week of great fun. In addition to learning that God is wild about them, the kids raised over \$2,800 for Good Sam school supplies and brought in 450 pillowcases that will be made into dresses and taken on our mission trips to Cuba, Nicaragua, and South Africa.

We have explored fee-based outreach that addresses the needs of our surrounding community. We believe there are needs in the community where a fee-based program could be used to meet these needs and use the underutilized Wesley Center during the week. Thoughts included an after school camp, summer day camp, arts instruction or fitness and nutrition programming.

Congregational Care Ministry

Pastor Bernie Lieving continues to serve as Congregational Care Pastor. Nancy McWilliams has energetically and enthusiastically assumed the lay leadership role of congregational care ministries. Her predecessor, Kim Clarke smoothly transitioned into the leadership role of the home and assisted living visitation. Other leadership transitions are noted below in individual ministries.

There are four major categories of ministry which are the responsibility of the Congregational Care ministries:

Needs-Based Support Groups (all are lay led)

Caregiver Sanctuary – support for primary or secondary give-givers for persons diagnosed with dementia, especially Alzheimer's. This group, open to the community, has grown to the point that it is divided into two smaller groups for the monthly meeting. This group also provides special speaker events open to the public and widely advertised within the community. Special speaker include Dr. Susan Steen, neurologist church member and Dr. Eric Pfeiffer, a nationally and internationally known psychiatrist and gerontologist. He is the founding director of the Suncoast Alzheimer's and Gerontology Center at the University Of South Florida College Of Medicine in Tampa. After 30 years of service at USF, he was named Emeritus Professor, and the Alzheimer's disease center was named for him: The Eric Pfeiffer Suncoast Alzheimer's Center. Group facilitators are Mary Webb Walker and Mimi Buderus.

Cancer support group – We are currently searching for a facilitator for this group.

Divorce Recovery – support for those either in the divorce process or who are divorced. The emphasis this year has moved to two six-week long groups sessions and an on-going monthly support meeting. The current fall class has 7 participants. Paul and Tessa Phaneuf facilitate.

Tampa Ladies with MS – support for women diagnosed with Multiple Sclerosis. Florence Foster leads this group. It continues to reach out to the community and most of the participants are non-members.

Grief support – Glenda Vick is a grief-process trained counselor to whom we make referrals. Due to lack of interest in such a group, we have never been able to sustain a viable grief support group. Glenda continues to work one-on-one with folks referred by the pastors.

Military Support – This ministry has evolved into a once-a-month meal prepared by small groups, Sunday School classes, and other groups and delivered to the Fisher House at the James A. Haley VA Hospital. It provides an evening meal for the 35 family members of hospital patients who are staying at the Fisher House. The leader position is vacant at this time.

Caring Community Ministries (all are lay led)

Healing Prayer – trained lay persons pray in the chapel with people needing healing. This ministry is provided on the 1st Sunday of each month (Holy Communion Sundays) or at any time on a scheduled basis. Marilou Reed and Linda Hurley are the co-leaders.

Prayer Shawl – knitters provide shawls which are blessed in a service and then given to persons needing to be reminded of God' surrounding love and the church's care and prayers. Robin Fitzer is the leader.

Pew Bear – Volunteers place small bears in the sanctuary and chapel pews. To date over 2,000 have been given to people who are ill, hospitalized, grieving, or just in need of a spiritual lift. Trish Krider is transitioning out of the leader role and is being replaced by Sharon Ford.

Love Meals – Meals for prepared and delivered to those recently hospitalized or during times of grief. Karen McCormick is the leader of this ministry.

Intercessory Prayer – Church members pray for those needs expressed on the Welcome Cards, by phone calls to the church, or through the website. Patty Dietz continues to serve in the leadership role.

Home-bound and Assisted Living Facility resident visitation – Trained lay members visit those no longer physically able to be actively involved in ministries at the church.

Hospital Visitation - Trained lay members visit those hospitalized. Lisa Rorrer assumed the leadership position this year.

Carpool for Christ – Transportation is provided to worship or doctor appointments. We are in process of finding a new leader of this ministry.

CareNotes – Pat Kelly is responsible for keeping the campus displays current.

Wellness Ministries

Monday Night Open Gym – Ten to twenty men meet in the Activities Center each Monday night for one to two hours of basketball.

Emerging Through Movement – June Kittay leads this exercise class which meets weekly in the Magnolia Building and provides movement exercise for persons ages 9 to 90.

QUADLs (Living, Learning, Loving and Laughing older adults)

Fifteen to thirty older adults meet monthly for lunch and a program with similar groups from Palma Ceia Presbyterian and Bayshore Baptist Churches. The meeting site and program responsibility rotates among the churches. The QUADLs also make a monthly trip and twice yearly volunteer at a local mission agency. David Smith is the lay coordinator.

The Future

Hyde Park United Methodist will continue to transform lives, create Christian community, and heal our city and the world.

Our fall emphasis “Engage” continues to orient around the discipleship pathway. The series is focusing on helping people “engage” in the 7 spiritual practices of prayer and meditation, scripture reflection, financial generosity, invitational evangelism, corporate worship, small group community and gifts-based service.

We praise God for all that has been in 2011 and continue to listen to the Spirit’s leading as we Make God’s Love Real in the future.

Very Truly,

Very Truly,

Mike Pointer, Lay Leader 2010/2011

Karen Crawford, Lay Leader 2011/2012

