

Vision Saturday FAQ

Why did we change our mission and DNA statements?

The heart of our mission and DNA statements has not changed, but we recognize that language and culture do change. In addition, our distinct identity and personality as Chase Oaks has continued to grow more and more clear over the past decade. It was time to update our language to better express our uniqueness as a church and provide clarity for this next season of ministry.

What are the plans for current and future campuses?

Our campuses make it easy for us to make a difference right in our own backyards. We're continuing to focus on creating can't-miss experiences while investing in next generation ministries, re-engaging those who have drifted spiritually, and reaching new people. One of our big initiatives this year is to increase the daily use of our spaces, so that we can add value and create meaningful interactions with the community. We're excited to share more details, soon!

We do not have plans to launch any new campuses in the next year. Our emphasis will be on continuing to build momentum at our current campuses as we figure out what makes sense for ministry in our post-COVID culture. We still anticipate launching new campuses in the future and will remain ready for opportunities that God brings along.

This month, we are starting a new service for Mandarin speakers to reach this rapidly growing population in North Texas. Similar to En Español, the new service will coordinate teaching with the rest of Chase Oaks, contextualizing the talks to a specific audience. As you meet people who might be interested in attending, please invite them to the new service beginning Sunday, August 14 at 11:00 AM in the 201 building!

What is the status of the Here For Good Capital Project and the initiatives that it funded?

As shared during Vision Saturday, the Here For Good Project scope was adjusted around three different initiatives, due to COVID.

1. Reach People No One Is Reaching

The three elements of this initiative were to launch a new campus, engage in digital ministry, and launch the Local Good Café. There have been huge strides in digital ministry with our online service, CO App, YouTube channel, and (coming in the fall) our new TV Apps. Over half of Chase Oaks attendance weekly is still online. We have 4,470 active users on the App, and over 1,000,000 total YouTube views.

Last year, we launched our first regional campus in San Antonio because the area had both a strong Chase Oaks leader and the lack of a Chase Oaks-type church. We have since reaffirmed our original strategy of starting campuses in our local area and planting churches outside of our local area. As of August, Chase Oaks San Antonio has transitioned from a campus to a partner church of Chase Oaks. They will continue to stream the majority of our teaching series and to function under the name Chase Oaks San Antonio (COSA) as part of the bigger Chase Oaks team. We are excited about this new partnership model, as we hope to start other partner churches outside of the DFW area.

The Local Good Café is still in progress. We are working with architects now as we plan to make it a part of a bigger initiative to activate our spaces for the community. We hope to share more details very soon!

2. Create Compelling Experiences for Our Friends and Neighbors

Much of this initiative was put on hold, including expansion of the Woodbridge Campus, changes to the Sloan Creek KIDS CO. spaces, and construction of a permanent facility for Richardson. Attendance and need will still drive the timing of these plans. We are working with the Richardson Campus leader to determine best next steps which will allow that campus to live more fully into our mission. We were also able to upgrade a lot of equipment to improve the quality of our online, En Español, and Legacy services—which benefits all campuses as we continue to stream weekend services.

3. Bring Hope to Our Community

This initiative focused on the development of our Local Good Center. The center opened last November, and its impact so far has exceeded everything we could have imagined. Through the LGC and its nearly 500 amazing volunteers, critical needs are being met and the reputation of Jesus in our community is being uplifted. We will celebrate the LGC's one-year anniversary in November and will share an annual impact report at that time, highlighting all that God has done.

How are attendance, engagement, and giving, post-COVID?

Physical attendance is down to about 60% of our pre-COVID numbers. We are seeing that number rise as more people seek in-person experiences to nurture their spiritual growth. Overall engagement and giving have held steady, which tells us that many of those who have drifted away from church attendance were not fully engaged, pre-COVID. Most similar churches report the same thing: people are still coming but coming a lot less than they were before COVID. We are working hard to re-engage everyone, which will take all of us. So, as people come to mind whom you haven't seen in a while, please reach out to help them reconnect.

What have we learned about online ministry and digital engagement?

We've learned a ton! We have been experimenting with different strategies and models to find the best approach for Chase Oaks. We know digital venues are a major part of people's everyday experience, and we want to meet people where they already are. We also know that engagement at a physical location matters a great deal for ongoing transformation. So, we are growing our ability to connect with people digitally through the online service, the Chase Oaks App, podcasts, YouTube, and other media while at the same time discerning how to move people toward in-person connections. Our online service is primarily for those who are just checking us out (these days, almost everyone checks out church online before they show up in-person) and for those who can't make it on a weekend. We are thankful for the opportunity to reach people both locally and globally; at the same time, the primary purpose for online church is to connect people in our local area to Jesus and eventually, to one of our physical locations.