

SWOP Evaluation and Goal Setting

West Valley Missionary Church

The SWOP method of evaluation is a very handy way to evaluate any ministry in the church. One can use the SWOP method to evaluate the overall ministry of the church or use it to examine a specific ministry of the church – (for example, Nursery Care).

SWOP stands for the four major components of the evaluation.

- **S** stands for strengths – What are the strengths of the ministry.
- **W** stands for weaknesses – What are the weaknesses of the ministry?
- **O** stands for opportunities – What are the opportunities available to the ministry to improve existing ways or address new needs?
- **P** stands for potential problems – What are the potential problems that ministry will face in the future?

What makes this evaluation so valuable in a group is that it encourages everyone to put their heads together and examine the ministry. Based on the idea that two heads are better than one, in a group setting this evaluation will help generate clearer evaluation, new ideas and a fresher perspective.

Once the 4 elements (SWOP) are addressed then the next step is to formulate goals. These goals will determine the work that needs to be accomplished (work goals) and the prayer requests (faith goals) of the ministry team.

If you have any questions then you should contact Pastor Jim.



Area of Ministry:

Purpose of the Ministry:

Strengths: *What are the strengths of the ministry?*

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Weaknesses: *What are the weaknesses of the ministry?*

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Opportunities: *What opportunities are available to improve the ministry?*

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Potential Problems: *What are the potential problems this ministry may face?*

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Work Goals: *What do you think should be the work goals of this ministry for the coming year? Work goals meaning what we will do in the next year?*

1.

Faith Goals: *What do you think should be the faith goals of this ministry for the coming year? Faith goals meaning what we would like to see God do in the next year?*

1.

(See Goal Writing tips on the next page)

SWOP Goal Writing

This is a list of elements of writing effective work goals.

Target Date	“By the first of September...” “By the end of the year...” “By the end of June...”
Conditions, Tools and/or circumstances	“...with funds from the budget...” “...given the necessary information...”
The target audience	“...the church board...” “...the members of WVMC...” “...each member of the church board...”
The desired action (<i>must be measurable</i>)	“...will meet with a different church member every month...” “...will conduct 4 membership meeting...” “...will prepare a rough draft of a personal purpose statement...”
Degree of proficiency (<i>optional</i>)	“...with 70% of the membership in attendance.” “...covering 90% of our membership roster.”