

"The Road to Finding a Christian Life at St. Luke's on the Lake"

September 11, 2011

Strategic Goals

GOAL 1: Need to enhance participation at all levels

ISSUE 1: Need to bring more of our members into leadership roles

1. Establish support and training for a parish leadership network
 - a. Establish quarterly leadership mixers with light agenda
 - b. Establish a mentor program for new leaders
 - c. Strengthen this emphasis through small groups
2. Enhance organizational structure to meet the needs of our mission
3. Encourage parishioner participation in Diocesan leadership roles

Guiding Principles:

1. Partner with Diocese to determine best practices of leadership training and invest in our leaders.
2. Work with other area churches to conduct & leverage leadership training.
3. Advertise Diocesan leadership needs and solicit volunteers from trained corps.

ISSUE 2: Would like to increase number of pledging units and/or pledge amounts

Desired Outcomes:

1. Increase participation in stewardship

Guiding Principles:

1. Research and offer spiritual classes that build faith and strengthen the reasons and understanding of the tithe.
2. Organize a stronger program supporting and enhancing small group participation and bible study, strengthening the faith and maturity of our congregation
3. Offer financial planning classes or workshops to help member budget their respective tithes
4. Make the tithing process more simple and visible
 - a. Set up electronic drafts/ automatic pay for tithes
 - b. Publish status of amount pledged vs. amounts received (for total church not individuals) to encourage folks to stay current
 - c. Conduct a talent assessment to help folks determine how they can contribute
 - d. Work with lay ministry coordinator to follow up with folks after assessments have been submitted
5. Provide more visible communication of how funding is used

GOAL 2: Need to draw and keep newcomers in Parish

ISSUE 1: Most newcomers do not quickly integrate into St. Luke's groups, programs and ministries

Desired Outcomes:

1. Build on and enhance current system for welcoming and incorporating newcomers

Guiding Principles:

1. Improve system for integrating Newcomer series graduates into other Parish programming
2. Expand the number of existing parishioners who participate in welcoming and the Newcomer's Class
3. Continue to hold regular, periodic church-wide social events, paying special attention to personally inviting and hosting newcomers
4. Continue to expand and encourage small groups
5. Increase parish-wide participation in welcoming/inviting/hosting newcomers; an "every-member" task

ISSUE 2: Many existing parishioners do not actively participate in the newcomer's ministry

Desired outcomes:

1. Increase involvement of existing parishioners, across all demographics, in the newcomer's ministry
2. Increased focus and energy around including newcomers into our parish life

Guiding Principles:

1. Recruit Lay Ministry leaders/members to rotate through the Newcomer's Class
2. Provide newcomers with parishioners who can be their "buddies"/mentors i.e. Host Family concept
3. Develop St. Luke's Breakfast or Lunch Bunch: groups who meet after services for meals together
4. Reinstigate programming for those new to St. Luke's i.e. Cross Walk, Discovery, Alpha, etc.

GOAL 3: To improve communication within our community in Christ and with "the world"

ISSUE 1: To promote a healthy and active Parish, more and better-targeted communication is vital

Desired Outcomes:

1. General

- a. Communications Committee [including members of Staff, Vestry, and Parish] active and functioning to support SLOL communications programs/projects
- b. Communications content targeted as appropriate to the needs of specific audiences [both internal and external]
- c. Processes/systems/tools/technologies in place as appropriate to communicate effectively with specific audiences [both internal and external]

2. Within Parish

- a. Processes/systems/tools/technologies in place to facilitate clear, continuous communication among Vestry/Parish/Staff Hold Parish Meetings on a more frequent basis
 - i. More frequent Parish Meetings/Communication Forums held
 - ii. Announcement time during Sunday services and Sunday School effectively used to communicate important information to take advantage of "captive audience" on Sunday mornings when the majority of active members are present
 - iii. Processes/systems/tools/technologies in place for Parish members to provide input and feedback to Vestry and Staff
 - iv. Processes/systems/tools/technologies in place to facilitate communication of Parish members with one other
 - v. Processes/systems in place to facilitate regular communication between Staff and Vestry
- b. Committees restructured to facilitate communication, planning, coordination, and execution of activities, projects and programs
 - i. Vestry liaison assigned to each active committee or ministry group
 - ii. Process in place for regular communication between committee/group and Vestry liaison, and Vestry liaison to/from Vestry

3. Beyond Parish

- a. Processes/systems/tools/technologies in place to facilitate clear, continuous communication between St. Luke's and the community
 - i. St. Luke's leadership actively doing environmental scanning to determine how St. Luke's might be called to respond
 - ii. St. Luke's members actively involved with outside organizations to represent St. Luke's and to help identify the needs of the community
 - iii. St. Luke's mission and ministries, events, activities, and programs routinely publicized
 - iv. St. Luke's actively participating in community events to raise awareness within the community about our church

- v. Information about our church readily and easily accessible to visitors and others who use our facilities

Guiding Principles:

1. Improve communication flow from Vestry to Parish, Parish to Vestry, Vestry to Staff, Staff to Vestry, within the Parish and to/from the community
2. Ensure that our processes/systems are open and clear to the Parish and the communities we serve
3. Become more involved with the communities we serve
4. Focus the content of our communications to the specific audience we seek to reach

GOAL 4: Evangelism – Sharing the Gospel in such ways that people come to know Him as Lord and Savior

At the core of our Christian beliefs is a charge for us both individually and corporately to share the good news of the Gospel in ways that bring others to know Jesus Christ as Lord and Savior.

ISSUE 1: The physical limitations of the church property, the existing perceptions of the Church, and the level of parish participation in evangelical activity makes the expansion of SLOL to spread the Word of God a complex and potentially costly undertaking that will require a strong commitment from the entire parish.

Desired Outcomes:

1. Complete an evaluation of the parish's alternatives given the limitations of the existing site, finances, participatory and other factors and select a course for expansion.
2. Plan and build parish commitment for the expansion alternative(s) chosen.
3. Complete the execution of the expansion plan during the next 5 years.

Guiding Principles:

1. NOT choosing a course of expansion is not an option. If we are not growing, we are dying.
2. The process to evaluate expansion alternatives must be inclusive and open.
3. Approaches chosen must garner the commitment of the staff, the vestry and the parish.
4. We must seek to be used by the Holy Spirit to create Christians first and Episcopalians second.
5. A central focus must be on growing the Kingdom of God, not just SLOL proper.

ISSUE 2: Increasingly, the world around us no longer categorizes SLOL's Christian beliefs and values as the social or societal "norm." This makes it difficult to draw others towards us or into the church so that we can share the Gospel and open their eyes to the Way, the Truth and the Light.

Desired Outcomes:

1. Establish and meet/exceed committed levels of outreach/missionary work through programs that quickly and effectively reach significant populations of the "un-churched."
2. Increase the number of SLOL youth and adults participating in missionary and outreach initiatives.
3. Increase the level of SLOL participation in external, non-religious, community or other activities that provide parishioners the opportunity to build relationships, witness or otherwise share the Gospel in a non-church setting.
4. Increase the number of events/activities specifically intended to draw the "un-churched" to SLOL to interact with each other and parishioners.
5. Increase the positive external profile of SLOL (e.g. number of individuals who know who we are, where we are, and have a positive impression of what we are about- regardless of their current beliefs).

Guiding Principles:

1. We must go out into the world and bear witness, by word or example, and not just wait for those who walk through the door.
2. People will never learn who we are and what we are about if they never get a chance to meet us in person.
3. We must expect to first to build connections and relationships with outsiders before we can hope for the Holy Spirit to open their hearts.
4. Evangelizing in some form or fashion is as important a part of our own spiritual growth as it is for those we are trying to reach.

ISSUE 3: Many individuals, including some of our parishioners, are uncomfortable evangelizing, lack skills in art of evangelizing, or simply do not have the expectation that evangelizing is something they should do. We must equip our parish members with the expectation that evangelizing is an important part of their spiritual growth and help them grow in this area.

Desired Outcomes:

1. Increase the number of educational opportunities for parishioners to learn and develop their evangelical skills.
2. Increase the number of program opportunities for parishioners to witness or otherwise evangelize both inside and outside of the parish.
3. Increase the opportunities for the youth of the parish to develop and become comfortable with evangelical skills at an early age.
4. Create a parish culture where members feel comfortable witnessing or sharing the Gospel with others as well as a clear corporate understanding that we all should strive to spread the Gospel in some form or fashion suited to our gifts.

Guiding Principles:

1. Evangelizing is something we are all called to do in some form or fashion.
2. As a parish, we are called to help develop our members' ability to evangelize.
3. Early development of these skills by youth will serve them and the Lord well as they proceed in life.
4. Evangelizing in some form or fashion is as important a part of our own spiritual growth as it is for those we are trying to reach.

GOAL 5: Lifelong conversion and formation in body, mind, and spirit of all members of the congregation

Explanation of terms:

- ❖ *Lifelong conversion is taken from the Benedictine tradition which is a large part of our Anglican heritage. Among their other vows, Benedictines take a vow of "commitment to lifelong conversion of life."*
- ❖ *Formation includes education and is a more comprehensive term than education. Education tends to be information transferal. Formation includes the transfer of information and aims more broadly at the transformation of our behavior and attitude and our manner of living.*
- ❖ *Body, mind, and spirit draws attention to the complete reality of God's creation.*
- ❖ *All members of the congregation, rather than "each" or "every," pays attention to the reality that formation is for individual persons and for the congregation as a community. We can speak of the spiritual formation of the congregation as well as of personal formation.*

Issue 1: To develop the spiritual growth of our parish, we must support the Christian development of our children and youth (birth through high school) through our formation programs.

Desired Outcomes:

1. Continue to improve our current strong formation programs.
2. An increase in the number of children and youth participating in formation programs.
3. An increase in the number of adult volunteers supporting childhood and youth formation programs.

Guiding Principles:

1. Ongoing Christian formation is key to development of our children and youth. Our expectation is that parents will support participation of their children and youth in these programs.
2. Raise visibility and set expectations for Christian formation of children and youth through periodic interaction of children and youth with adult formation classes, announcements during the liturgy, and periodic involvement of children and youth in the liturgy (e.g. skits, drama, etc.).
3. Our expectation is that children and youth will want to participate in our Christian formation programs because our programs offer:
 - Food – kids are hungry on Sunday mornings, no matter what class they attend. Feed them, and they will come.
 - Fun - no lectures since kids listen to lectures all week; our programs need to be fresh.
 - Friendship/Fellowship – kids need to find friends here.
 - Fulfillment—kids need to leave feeling as though their time was well-spent.
4. Building on the current leaders and volunteers, continue to call, train, and nurture adult volunteer to share the responsibilities for the continued success of the formation of our children and youth.
5. Schedule formation programs within the constraints of our facilities (classrooms, etc.).

Issue 2: Our parish currently does not have a program specifically oriented towards Christian formation of the college students and other young adults.

Desired Outcomes:

1. Attract a vibrant group of college students and young adults through formation programs that meet their needs.
2. When resources are available and when sufficient need exists, identify the right new staff member to develop formation programs with inputs from the college student/young adult group.

Guiding Principles:

1. Develop programs including liturgy, service projects, and off-campus, small group gatherings that specifically appeal to college students and young adults.
2. Create an environment within our parish that is inclusive of college students and young adults.

Issue 3: Adult formation opportunities offered at SLOL provide a foundation for spiritual depth and maturity, yet not all adults members participate.

Desired Outcomes:

1. An increased number and variety of adult formation offerings that promote greater participation.
2. An increased number of educational opportunities specifically focused on learning and practicing spiritual disciplines and developing maturity.
3. An increased number of adults participating in Christian formation programs.
4. Building on the success of *The Art of Engaging Holy Scripture* study groups, develop additional small adult formation groups that do not necessarily meet on Sundays or on the campus. Our expectation is that every adult will be invited to participate in a small group.

Guiding Principles:

1. Ongoing adult Christian formation is key to development of spiritual maturity.
2. Build on the experiences of our current adult education programs.
3. Explore the needs and desires of our members through various means such as surveys and focus groups.
4. Use these results to develop new adult formation programs as well as to encourage, invite, and train adult education program leaders/facilitators.
5. Inward spiritual maturity often springs from learning and practicing outward spiritual disciplines. Therefore, opportunities should be provided to parishioners to learn and practice these disciplines.
6. Good small groups are recognized to have these four components: a worthwhile topic; a spiritual vantage point; in-depth relationships; and a certain process
7. Schedule formation programs within the constraints of our facilities (classrooms, etc.).