

**St. John Lutheran Church**

**Strategic Plan**

**Project Organization**

**May 20, 2008**



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**St. John's Lutheran Church  
Strategic Plan  
Project Organization  
Project Goals and Objectives**

**The goal of the Strategic Planning Committee is to facilitate the development and publication of a strategic plan by the Church Council that is accepted by and creates excitement within the congregation.**

**Specific objectives of the plan are to:**

- 1. Define what projects should be undertaken within the next five years and the priority/timeline of each to help us move toward accomplishing our vision**
- 2. Determine the positions required to be added to staff and the organization structure needed to implement the projects while continuing to carry out the ongoing mission of the congregation**
- 3. Identify any physical plant and equipment additions/modifications needed for successful implementation of the projects including building remodeling and/or the acquisition of any new office equipment and related software support systems.**
- 4. Develop capital and expense budget impact estimates for the five year strategic plan.**

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Project Approach**

**In order for the project team to satisfy the goals and objectives of the strategic planning process it needs to establish an agreed upon approach in order to develop an effective and efficient work plan.**

**The fundamental premise upon which the plan is based is that average weekly worship attendance is the most important indicator of the vitality of a congregation. Therefore the team will determine the most current year's average weekly worship attendance and the trend since the year 2000 and compare it to other "benchmark congregations". After this effort teams will be assigned to visit these congregations to determine the "best practices" they follow that lead to their success as well as gather other information about ourselves and our geographic area.**

**After the fact gathering steps are completed the team will recommend goals, objectives and strategies for St. John's as well as develop an implementation plan. Lastly the team will review its results with the congregation.**

**Throughout the project the team will meet monthly with the Church Council to provide status reporting; receive input, guidance and direction; and ensure that the Council fully accepts and endorses the end products of its efforts.**

**St. John's Lutheran Church  
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Project Organization  
Work Program**

- 1) Organize the project**
  - a. Appoint a Committee Chair**
  - b. Finalize the purpose of the effort**
  - c. Organize the team**
  - d. Establish contact with Reverend Heather Hammond of the Minneapolis Synod**
  
- 2) Gather information**
  - a. Obtain copies of previously published documents**
    - i. Pastor Ed's documents**
      - 1. Looking to the Future**
      - 2. Some Primary Objectives**
    - ii. Congregation Mission Profile-2007 version**
    - iii. ELCA Congregation Trend Report**
      - 1. Confirm the accuracy of our membership list**
      - 2. Determine the age of our congregation**
    - iv. 75<sup>th</sup> Anniversary document**
  - b. Review and document current St. John's practices**
  - c. Benchmark our congregation against the best congregations in our Synod**
    - i. Compare their statistical results to ours**
    - ii. Visit the congregations to identify their best practices including:**
      - 1. Develop a standard questionnaire for each visitation team**
      - 2. Attend Sunday services**
      - 3. Interview the Senior Pastor**
      - 4. Compare their practices to ours**
      - 5. Document conclusions and recommendations**
  - d. Obtain demographic information for our area including information on**
    - i. Household income**
    - ii. Age distribution including children at home**
    - iii. Church membership/interest**
  - e. Determine the potential for utilization of existing physical resources (assume 80% of maximum equals theoretical capacity)**
    - i. Sanctuary**
    - ii. Sunday school**
    - iii. Parking**



**St. John's Lutheran Church  
Strategic Plan  
Project Team Member Contact Information**

Schedule D

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