

Strategic Plan Strategies to Accomplish Goals

After establishing overall goals and assigning responsibilities with the Church Council (see Reed Article 7, a companion piece to this) the Strategic Planning Team developed the strategies below, including the estimated timing of implementation. They are listed by area. Next the Team will be developing a Human Resources and Financial Plan and will conclude its work.

Worship and Music Ministry

1. Offer at least one evening service (Wednesday) and with a non-traditional liturgy and music (Fall 2009). Consider making this an entire family evening event with a light meal, an abbreviated service followed by Confirmation, children's education, adult education and an experience for High School students.
2. Add a third Sunday morning service with a different liturgy and music from the existing two services (Fall 2012).
3. Develop an off-site worship experience (Fall 2013).
4. Invest in paid outside musicians to increase variety in the music offerings (Fall 2011).

Children and Family Ministry

5. Provide age appropriate social and spiritual activities beyond Sunday school on a regular basis (Fall 2009).
6. Negotiate to have the Kid's Core organization become integrated into St. John's (Spring 2013).

Youth and Family Ministry

7. Make the Confirmation program more inspiring and relevant (Fall 2009).
8. Form separate groups for Middle and High School students. Organize service projects at the church and in the community for each group as well as separate small group spiritual and social opportunities (Fall 2010).

Adult Ministry

9. Manage the adult ministry more formally and expand the service, social, spiritual and support areas with additional offerings to satisfy more needs (Spring 2011).

Outreach and Health Ministry

10. Arrange to have the Parish Nurse become a member of the WeCAN Board of Directors and increase St. John's participation in WeCAN activities (Spring 2009).
11. Regularly inform the congregation in church and through publications of the good works done by its benevolence and outreach (Fall 2009).
12. Form Care Groups to provide a network of people supporting one another in a small group environment (Fall 2008).

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Buildings & Grounds

- 13. Remodel the entry way area including providing a covered entry area and revised exterior signage (Fall 2010).**

Human Resources

- 14. Lead programs with staff rather than volunteers for most effective results but involve volunteers as much as possible (Fall 2008).**
- 15. Provide adequate training and documentation for everyone in a leadership position (Fall 2008).**
- 16. Pay at competitive market rates to ensure that high quality individuals are attracted and retained (Fall 2008).**
- 17. Establish a program to effectively determine the interests of new and existing members, maintain an inventory of needs for volunteers and match the two to ensure both new and existing members become actively involved in areas that fit both (Spring 2009).**
- 18. Move to an environment where non-pastoral positions are part time so that each position requires less than the statutory limit of hours requiring benefits. Furthermore, define the positions in a way that allows hours to fluctuate based on workload (Spring 2009).**
- 19. Create an annual objective for each staff person to establish or maintain contact with a small group of peers in comparable or larger churches and benchmark their programs against ours at least once annually so continuous improvement is accomplished (Fall 2008).**
- 20. Establish annual goals for each person/position and measure results (Fall 2008).**
- 21. Keep the Organization Chart, Job Descriptions, Employee Handbook, the Mission of each Committee and Annual Performance Evaluation Form current annually (Fall 2008).**

Marketing

- 22. Comprehensively market to the membership and local community to inform all of our good deeds and the opportunities we provide for growth, service and sharing (Spring 2009).**

Financial

- 23. Develop a small budget surplus that would be used as needed for cash flow in times of need (Fall 2008).**
- 24. Establish and maintain an equity line of credit that would be available for peak needs beyond the surplus noted above (Fall 2008).**
- 25. Budget to a high percentage of the amount pledged (Spring 2009).**
- 26. Focus Stewardship campaigns on increasing the number of family units pledging as well as increasing the amount of the pledge at least as much as the CPI inflation rate (Fall 2008).**