

St. John's Lutheran Church, Phoenixville, PA

Strategic Plan - February 24, 2019



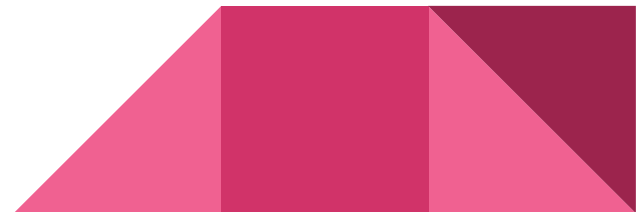
Strategic Planning Team Members:

- Brian Becker
- Rick Kramer
- Mitch Reading
- Bobbi Riley
- Shelley Saeger
- Lynn Titus



Community Engagement Team Members:

- Tammy Klotzbach
- Dick Kunsch
- Dodi Strunk
- Adam Supplee



The components of a Congregational Strategic Plan:

1. Commitment to the Core Values and Mission:

Living, growing & sharing in God's love through Jesus Christ

1. Commitment to change, and a belief that change is possible.
2. Commitment to retain the best of what is currently in place coupled with an openness to new ideas that might be different from one's own.
3. Accountability structure to ensure forward movement.
4. Clear pathways for people to get involved in moving the areas forward.
5. Timeline and Action Plan for getting things done and reporting back on progress.



Hopes and Dreams of this Planning Process:

1. Make a concerted commitment to move beyond the “status quo” at St. John’s.
2. Acknowledge that some areas of our ministry are “stuck” and need new life and vision breathed into them.
3. Change - God is always calling us to move forward, not backward.
4. We are filled with dedicated people who want the congregation to thrive long into the future.
5. We want to respond to people’s feedback, assuring them they have been heard in this process.



Brief review of what we have done

- One-on-one and group interviews - April/May 2018
- Interviews with all Staff – 2018
- Listening Report to congregation on September 16, 2018
- 13 areas of potential focus identified
- 7 Cottage Meetings held to narrow the focus to 4-5 priority areas
- 2 Community Engagement Panels



The chosen theme of your Strategic Planning Team:

Here we go!

In other words:

We heard you and now need your help!



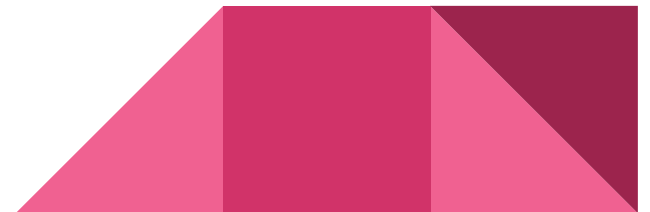
Five priority areas that emerged from Cottage Meetings for immediate attention:

- Strengthening worship
- Sunday School and Children's Programs
- Youth Ministry
- Ministry Leadership - Lay leadership and Clergy
- Newcomer Welcome/Invitational Outreach



Strengthening Worship

- Increasing *vibrancy, energy, engagement*
- Desire to retain the best of our Lutheran liturgy but enliven it by slimming down
- Concerns about how the service is experienced by the newcomer
- The word “*same, same, same*” came up over and over



Children and Sunday School

- Attendance vs busy schedules and over-scheduled families
- **Communication** - Last minute doesn't work
- “Step up” if the Sunday School is to continue as a volunteer-led ministry.
- Dedicated staff person to help run/manage/recruit/train leaders in this ministry?



Youth Ministry

- Shared concerns with Sunday School and Children's ministry include:
 - Communication - Last minute doesn't work
- Potential dedicated staff person
- Openness to looking at new models of Youth ministry
- "Bite-sized," stand-alone, one-off opportunities that don't require ongoing commitment to regular meeting times



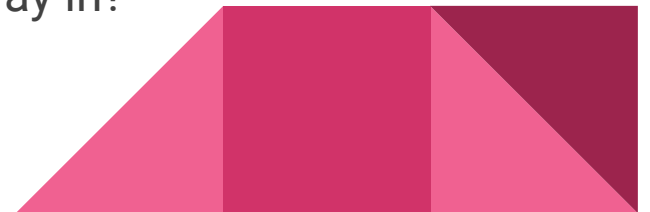
Ministry Leadership

- *Training, equipping, supporting* and empowering lay leaders
- Consensus around lack of need at this time for two full time ordained clergy
 - What is the “right” staff configuration at this time?



Newcomer Welcome/Invitational Outreach

- How do newcomers experience visiting St. John's. Do they return? If not, why not?
- How might we work together to encourage more invitational outreach on the part of current members?
- How does a newcomer experience the worship service? ...How "permeable" is our church -how easily can a newcomer "find their way in?"



Community Engagement Panel Findings:

- Phoenixville has heart and soul, with a great sense of belonging and purpose
- Vibrant, young people are moving here in part because of who we are
- Youth in particular look for friendships with one another and encouraging support from adults
- People appreciate openness where they are encouraged to speak up and offer new ideas
- Listening, empathy, issue education, advocacy and service are clear roles for congregations



Moving forward:

Each area will partner a member of the Strategic Planning Team with existing leadership - ***Our model is: Consultant to, and Partner with...***

Strengthening Worship - Lynn Titus with leaders of Worship and Music

Sunday School and Children - Bobbi Riley with leaders of Christian Ed.

Youth - Rick Kramer and Brian Becker with leaders of Youth and Family

Ministry Leadership - Mitch Reading and Executive Committee/Council

Newcomer Welcome/Invitational Outreach - Shelley Saeger
with leaders of the Welcoming Team



Things we want everyone to know:

1. You can get involved **without** joining a committee.
2. If you are on an existing committee, we ask for your continued help and experience.
3. Each priority area is tasked with a bold commitment to infuse new energy and ideas into their ministry area, understanding that Strategic Planning is about Change Leadership and Change Management.
4. We are hopeful and inspired, and believe we can move forward with vision, clarity and growth as a community of faith in Jesus Christ who is always making things new.



Timeline and Action Steps:



Strategic Action Workshop on Saturday, March 23rd 10:30am-1:30pm to which all are invited.

Purpose of this meeting: This will be an “all-hands on deck” workshop/leadership meeting for anyone and everyone to dive into building out and implementing specific elements within each area identified.

Sign up for the meeting through Sonya in the office, today in the back of Kley Hall or through the Sign-Up Genius link to be provided through a congregational e-blast.

Establishment of Teams working on 5 ministry priorities: the Consultant to each area will reach out to existing leadership and create a path forward to identify people to be involved in this time-specific commitment (not an ongoing committee), set meeting dates, work with Elise and find resources to help.

Ongoing feedback will be provided to the congregation by the Strategic Planning Team.



Here we go!

