

Saint Peter's Episcopal Church
Strategic Plan
2011

Affirmative Topic #1: Be a diverse, open and inviting Church

Goal 1: Increase partnerships with other churches and community outreach

Strategy: Lead the annual ecumenical service worship

Action Plan: Host an annual Thanksgiving service followed by dinner for those who are alone and/or needy.

Responsible Party: Vestry Commissioners for Worship, Parish Life and Outreach

Measurable: Service with meal occurs

Timeline: Beginning November 2012

Strategy: Invite neighbors to Parish family dinners and church

Action Plan: Issue an ongoing invitation to families living close to Saint Peter's to attend parish family functions.

Responsible Party: Vestry Commissioner for Evangelism

Measurable: Achieve inclusion of two neighbors in life of parish

Timeline: December 2011

Strategy: Develop a comprehensive marketing campaign

Action Plan: Create a marketing group to research and propose a campaign to the vestry.

Responsible party: Vestry Commissioner for Evangelism

Measurable: Campaign presented

Timeline: March 2012

Goal 2: Develop new methods of communication that address all sectors of the congregation.

Strategy: Develop an automated phone system

Action Plan: Explore feasibility of having an automated phone message system that could be used to generate reminder messages concerning events at Saint Peter's

Responsible Party: Pastoral Care Vestry Commissioner

Measurable: Study completed, presented to vestry

Timeline: March 2012

Strategy: Create new updateable parish photo directory

Action Plan: Investigate the feasibility of having an in-house computer generated directory in addition to a professionally created directory.

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Responsible Party: Parish Life Commission

Measurable: Study completed, offered to vestry.

Timeline: Study completed by March 2011, if feasible, on-line directory available January 2012

Strategy: Update the website more frequently

Action Plan: Provide training so we can update directory using staff, including the weekly sermons

Responsible Party: Newcomers Coordinator

Measurable: Website updated no less than once per month

Timeline: August 2011

Strategy: Find our lost sheep

Action Plan: Develop a protocol for identifying members who have stopped attending and once identified make contact with them.

Responsible Party: Vestry Commissioners for Administration and Evangelism

Measurable: Protocol developed and offered to vestry

Timeline: December 2011

Strategy: Increase parish awareness of pastoral care available, pastoral care offerings and promote ease of use of such.

Action Plan: Develop and actively publish to include inclusion in Keynotes, website, "coffee area," etc. a "Who to call" list regarding pastoral care needs.

Responsible Party: Rector

Measurable: List created and maintained

Timeline: December 2011

Action Plan: Incorporate link to website on all parish-wide emails to include a link to "Who to call if...."

Responsible Party: Parish Administrator

Measurable: Link used

Timeline: December 2011

Strategy: Develop and host an Annual Ministries Fair

Responsible Party: Newcomers Coordinator

Measurable: Fair offered

Timeline: Fall 2011

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Affirmative Topic #2: Feed my Sheep

Goal #1: Have worship that Inspires

Strategy: Revitalize the worship Committee

Action Plan: Role of the Committee is defined, including evaluating all aspects of worship service to determine how to best meet needs of our diverse membership.

Responsible Party: Worship Vestry Commissioner

Measurable: Two new members are recruited; committee meets

Timeline: June 2011

Strategy: Evaluation of all aspects of worship service.

Action Plan: Systematic review of services, liturgy, music etc. with a list of recommendations to the Rector based upon received data

Measurable: Increase in attendance at services

Responsible Party: Worship Committee Commissioner

Measurable: Findings and recommendations are reported to the Vestry

Timeline: October 2011

Strategy: More effectively use worship space to allow room for newcomers, especially those with small children

Action Plan: Train ushers to more proactively seat newcomers.

Responsible Party: Evangelism Vestry Commissioner and Evangelism Coordinator

Measurable: Ushers regularly offer to seat newcomers

Timeline: September 2011

Action Plan: Develop a greater awareness of "pew hospitality" to the newcomer

Responsible Party: Newcomers Committee

Measurable: Ongoing Educational Moments

Timeline: October 2012

Goal #2: To have healthy all inclusive programs for church and community at large, to include at least one offering which supports and engages our neighborhood.

Strategy: Identify areas of need for children, adults and community utilizing the appreciative inquiry survey and other additional resources.

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- Action Plan:** Develop a Youth/Children Committee chaired by vestry commissioner including parents, Youth Minister, etc.
Measurable: Committee meets, develops purpose statement, and goals
Responsible Party: Youth Vestry Commissioner and Youth Minister
Timeline: September 2011
- Action Plan:** Conduct research to identify parishioner's Christian Formation desires; analyze collected data; present recommendations to rector
Responsible Party: Christian Formation Committee
Measurable: Recommendations presented
Timeline: February 2012
- Action Plan:** Develop an active Men's Group to enhance fellowship, communal outreach, and spiritual growth for men in the parish
Responsible Party: Christian Formation Committee
Measurable: Men's group with at least ten men
Timeline: July 2012

Goal #3: Support a major community outreach program on the scale of the dental clinic

Strategy: research opportunities for an outreach program to support or facilitate

- Action Plan:** Vestry Commissioner for Outreach develops a committee to research doable programs for Saint Peter's to support or facilitate a major program akin to the Free Dental Clinic.
Responsible Party: Vestry Commissioner for Outreach
Measurable: Two charitable opportunities are presented to the Vestry
Timeline: February 2012

Goal #4: Strengthen the relationships between the Day School and the general parish

Strategy: Strengthen the relationship between the Day School and the Vestry

- Action Plan:** Create a permanent seat on the Day School Board for a Vestry member (to be chosen by the Vestry at the January meeting)
Responsible Party: Rector and Day School Director
Measurable: Day School Board's by-laws amended to include a permanent seat on the board for a member of the Vestry
Timeline: January 2012

Strategy: Strengthen relationship between the Day School and the congregation by increasing parishioner's general awareness of the Day School, it's opportunities for children, and parishioner involvement

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Action Plan: The Day School Director will communicate monthly with the parish through Keynotes

Measurable: Keynotes articles

Responsible Party: Day School Director

Timeline: 2011-2012 school year

Strategy: Develop short and long term goals for the school that would lead to financial independence.

Action Plan: To be developed by Day School Board

Measurable: Financial independence

Responsible Party: Day School Board and Jr. Warden

Timeline: 2011-2012 school year

Goal #5. Ensure adequate pastoral care for shut-ins and those who live alone

Strategy: Develop a team of parishioners formally trained in the provision of pastoral care who will make visits in a purposeful way.

Action Plan: Develop a training team for Pastoral Care visits

Measurable: Team recruited and program developed

Responsible Party: Vestry Commissioner for Pastoral Care and Rector

Timeline: June 2012

Action Plan: Recruit members of a Pastoral Care Team who will undergo formal training

Measurable: A team of 8 has completed formal training

Responsible Party: Pastoral Care Lay Leadership Team

Timeline: May 2013

Action Plan: Develop a systemic method for sending forth Pastoral Care Team members primarily focused on care for shut-ins, or hospitalized, or isolated members of the parish community

Measurable: Shut-ins, hospitalized, and isolated members of the parish community are being visited by a trained lay pastoral care minister at least once per month.

Responsible Party: Vestry Commissioner for Pastoral Care and Rector

Timeline: June 2013

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Affirmative Topic #3: Be a Financially Healthy Parish

Goal #1: Have sufficient funds to adequately staff and support the program and size of the congregation.

Strategy: Increase the congregation's awareness of financial needs and status

Action Plan: Develop an ongoing report in worship regarding operations / ministries of the parish relating to resources required; incorporating weekly income/expense & ASA in bulletin

Responsible Party: Sr. Warden

Measurable: Reports developed and used

Timeline: September 2011

Strategy: Education on Stewardship beginning with children

Action Plan: Develop and fully implement ongoing stewardship teaching into the Children's curriculum, to include involvement in retiring the mortgage

Responsible Party: Christian Formation Committee

Measurable: Implemented teaching

Timeline: January 2012

Strategy: Increase the number of people pledging by 20% by 2015 (35 pledging units)

Action Plan: Those members and newcomers who are did not pledge for 2011 will receive 2012 pledge materials by personal visit

Responsible Party: Vestry Commissioner for Administration

Measurable: 80% of non-pledgers for 2011 will have been personally visited as reported by the Commissioner for Administration and Resources

Timeline: September/October 2011

Strategy: Develop a year round stewardship program that encompasses time, talent and treasure.

Action Plan: Revitalize the Stewardship commission by incorporating three (3) new members

Responsible Party: Vestry Commissioner for Administration and Resources

Measurable: Members recruited

Timeline: September 2011

Action Plan: Research and present to the vestry an option for a parish wide year round stewardship campaign.

Responsible Party: Stewardship Commission

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Measurable: Plan presented

Timeline: April 2012

Strategy: Increase giving by 3% per year for the next three years

Action Plan: Educate parish on tithing as a spiritual experience

Responsible Party: Stewardship commission

Measurable: Increase realized

Timeline: January 2012

Action Plan: Develop a "Commitment to the tithe" statement for the parish

Responsible Party: Stewardship Committee/ Rector

Measurable: Statement created, adopted by the Vestry, taught, and offered to the parish

Timeline: May 2012

Goal #2: Establish ways all in the church can contribute and feel included.

Strategy: Develop an annual church-wide fundraiser

Action Plan: MayFest community-wide fundraiser

Responsible Party: Vestry through Director of Religious Education

Measurable Goal: MayFest occurs

Timeline: May 2011

Strategy: Become intentionally inclusive in all parish activities

Action Plan: Create new parish photo directory (see affirmative action topic #1)

Responsible Party: Vestry Commissioner for Parish Life

Measurable: Directory published

Timeline: October 2011

Action Plan: Have all newcomers complete a Ministry Opportunities Survey; distribute results newcomer list to program leadership

Responsible Party: Newcomers Committee

Measurable: Results received by ministry leaders

Timeline: September 2011

Action Plan: All newcomers receive at least one personal invitation to participate in a role, task or group within two (2) months of submitting Household Information Form.

Responsible Party: Newcomers Committee

Measurable: Follow-up with newcomers verifies they have been contacted by ministry leadership

Timeline: November 2011

Action Plan: Educate program leaders on importance of inviting a broad spectrum of parishioners to participate in activities.

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Responsible Party: Newcomers Committee

Measurable: Education materials are received by ministry leaders

Timeline: September 2011

Goal #3: Retire Mortgage Debt

Strategy: Conduct a internal Eradicate the Mortgage Campaign

Action Plan(s): To be determined

Responsible Party: Vestry Commissioner for Special Projects

Measurable: Campaign conducted

Timeline: To be determined

Strategy: Educate parish on the cost of the mortgage, short and long term

Action Plan: Identify person to chair the development of an educational program

Responsible Party: Vestry commissioner for Special Projects

Measurable: Person in place; communication begins

Timeline: To be determined

Goal #4: Develop an ongoing, effective planned giving program

Strategy: Establish a Committee to develop the planned giving program and to educate the congregation.

Action Plan: Recruit chair

Responsible Party: Planned Giving Coordinator

Timeline: January 2012

Action Plan: Recruit Committee members with expertise in the planned giving area; develop the planned giving program and to educate the congregation.

Responsible Party: Planned Giving Coordinator

Measurable: Education program begins

Timeline: January 2012