

Strategic Plan Summary Document **March 2009**

The Mission of St. John

Definition: The Mission is what we believe God has called us to do here in this place. It is our reason for existing.

To save the lost and strengthen the saved to live bold and courageous lives of Christian witness before a non-believing world.

The Vision of St. John

Definition: Our planned future which creates passion in people. A bold, future look just out of reach. It is how we are known by others. Sometimes you feel as though you are there, but we can always go further. It should unite staff.

A church partnering with the people of our community to offer faith, hope, and love to the world through an emphasis on compassion, Christian service, and the next generation.

Core Values

Definition: Core values characterize our ministry and are a given in our decision-making processes. Every area of ministry displays these core values. It is our deep seated beliefs.

Creativity, Excellence, Diversity, Relevance, Integrity and Love

Strategic Initiatives

- 1. We will be a community-focused church.***
- 2. We will lead people to discover, accept, and live out their calling (LIFEjourney).***
- 3. We will keep the Next Generation as today's priority.***

Strategic Initiatives Filter

Definition: Activities pursued must meet the criteria of:

1. Achieve two or three strategic initiative areas
2. consider and accomplish multiple criteria
3. objectives and numeric deliverables
4. a financial plan
5. Cross Functional approach
6. follow up analysis

Our Statement of Beliefs is an integral part of this plan.

St. John Lutheran Church

Strategic architecture

The various strategic pieces that form the structure for our ministry fall into three categories:

- 1. Public ... those that are shared widely and consistently through our regular communication process*
- 2. Active Participant ... those that are shared primarily with the “members” of St. John*
- 3. Leadership ... those that are used primarily by Staff and Board of Directors as they set the strategic direction of the ministry*

Public:

- Tag line: *At the intersection of faith and life*
- Logo: The St. John logo is a visual representation of the tag line
- Vision statement: *A church partnering with the people of our community to offer faith, hope, and love to the world through an emphasis on compassion, Christian service, and the next generation.*

Active Participant:

- Mission statement: *To save the lost and strengthen the saved to live bold and courageous lives of Christian witness before a non-believing world*
- Position papers: These practical documents apply Scripture to specific areas of faith and life
- Statement of Faith: St. John’s Statement of Faith provides the structure of what we believe
- Brand promise: *Moving you on a LIFEjourney toward wholeness in Jesus*

Leadership:

- Core values: *Creativity Excellence Diversity Relevance Integrity Love*
- Brand position: *St. John Lutheran Church is a place where multiple generations are transformed through a collision of truth, love, and innovation*
- Ministry strategy: *We design intersections where life change takes place*
- Staff covenant: This agreement lays out the parameters for how we interact together as leaders
- Strategic Initiatives: *Community, LIFEjourney, Next Generation*
- Filter: The lens used to determine if activities are pursued

St. John

Strategic Initiatives

March 2009

While we are still fine-tuning our vision statement, it is already clear that we will be a community church. Strategic initiatives and goals help answer the “how” questions. Our strategy to carry out our mission and vision will be three-fold in emphasis.

1. We will be a community-focused church.

- Worship venues on our Ellisville campus, as well as other options in other parts of our community.
- Our website is an integral tool in introducing the community to St. John (about 80% of people’s first contact with a church is via their website).
- Neighborhood outreach emphasis
- “Big” community events
- Community minded approach

Major Goals:

- Begin a “Community” section in Spread the Word (and other appropriate communications pieces) that highlights community events and opportunities for people to serve
- Redesign our website, including a major effort to improve our electronic communication methods.
- Do six “BIG” community events per year (ex: VBS, Easter Egg-stravaganza, Christmas Production, Spring Production, Fantasy Football Leagues, etc.)

Criteria:

- *It’s all about Jesus* – We are not in the event planning business. We want people to see Jesus through the events we plan and the actions we participate in.
- *More intentional planning* – We will always ask the question: “How will this impact our community?” In addition to this, we will need to answer the question: “How will we communicate this to the community?”
- *More consistent follow-up* – it’s not enough to simply invite people to attend an event. We need to gather information so we can better follow up with those whom God gives us the opportunity to interact with.

2. We will lead people to discover, accept, and live out their calling (LIFEjourney).

- Love God; Love Others
 - Biblical community/relationships
 - Study & prayer
 - Being a caring church
 - Financial Stewardship
- Impact your World
 - Personal sphere of influence/missional living, Volunteerism, Compassion, and Mission involvement
 - Leadership Development

Major Goals:

- Define LIFEjourney (including “elevator pitch”, typical “LIFEphases”, and catalysts to create movement)
- Move people out into the community.
 - Grass-roots missional initiatives
 - Long term mission partnerships sought and maintained by ministry groups
- Raise Growing Leaders
 - Missional Leadership initiative
 - Coaching groups
 - Ministry group plants/start ups

Criteria:

- *Catalyst to next steps* - Shift from “religious activity” to only what will catalyze people to growth/movement on the LIFEjourney
- *Spiritual exercise* - Hearing and knowing God’s word is not enough. Move people from hearing to doing (cf. Matt 7:24; James 2:18-26)
- *Leadership training* – Regularly tapping and raising up people, not for the church’s needs alone but also for the individual’s growth
- *Missional outcomes* – Helping people understand, embrace, and step out into their role in God’s ongoing mission in the world (cf. John 20:21)

3. We will keep the *Next Generation* as *today's* priority.

- Includes from “Conception – College”
- Our Next Generation Ministries includes every kid in the West St. Louis County community

Major Goals:

- Define and develop the Next Generation’s LIFEjourney.
- Design inspiring worship experiences for the Next Generation, including Family*LIVE!* and a Youth-led Worship venue
- Become the best resource for Christian parenting in West St. Louis County (“resources you need from a source you trust”)
- Reclaim Cornerstone Youth Center as the primary mission center for the youth of West St. Louis County.
- Expand our childcare and early childhood education options to serve the changing family dynamics in West St. Louis County.
- Grow our Christian Day School to three classes per grade level

Criteria:

- *Every person matters* – It can be easy to focus on just those who are “here,” but we want to focus on those who don’t know God’s call on their life.
- *Support and care for parents and families* – Life and parenting are hard. We don’t want to simply “equip,” but we also want to support and care for them.
- *Focus on transitions* – There are natural “drop-off” points in a child’s development (ex: 5th to 6th grade, or 8th to 9th grade). We will create opportunities for students to have smooth transitions at each of these major intersections.
- *Focus on intergenerational relationships* – Next Gen Ministries is a place where the older can serve the younger, but also where the younger go out to serve the older. The body of Christ is intergenerational, as is Next Gen Ministries.

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Strategic Initiatives Filters

Any new project, partnership, event or budget request ... in short, ANY activity carried on using church resources would have to meet the following criteria:

1. It meets a minimum of two of our strategic initiative areas.
2. The activity must consider and accomplish multiple criteria under each Strategic Initiative area.
3. The activity must have clearly defined objectives and numeric deliverables.
4. A financial plan is prepared.
5. Cross functional approach (collaborating and brainstorming with other ministry areas) is required in planning, execution and follow up.
6. A follow up analysis must be prepared on each activity:
 - a. measuring results against the objective and deliverables.
 - b. measuring results against the financial plan and benefit analysis.
 - c. recommending if the activity should be considered again and any learning / notes for future action.

The filter is not designed to be overly burdensome or time consuming. The purpose is so that ministries will critically think through activities before pursuing them. The level of detail for each activity will vary depending on the complexity. The appropriate Strategic Leader is responsible for determining the level of detail needed for each activity.