



St. John's Episcopal Church

Strategic Plan

Fall 2013—Summer 2016

From the Rector

Dear St. John's Members, Within the life of any parish church there are three distinct time spaces that we recognize: the **Past**, which is our history and traditions; the **Present**, which is where we find ourselves today and the ways in which things are currently done; and the

Future, which is our hopes, dreams, and vision for what we can be and where we believe we are being called by God. As your Rector, it has been important for me to discover and respect the past and present of St.

John's in order to lead and discern with you the exciting possibilities for today and the future of our beloved parish. The scriptural foundation for this document was

taken from Proverbs 29:17: **Where there is no vision, the people perish.** Both vision and strategic planning are never undertaken in a vacuum, but rather are best accomplished within the midst of the elected Vestry leadership and within the community of faith itself.



I am excited about the five goals and their strategies which have been identified by all of us! The Holy Spirit has been moving through this parish in powerful ways, per-

haps best exemplified through growth and an ever-increasing sense of unity at St. John's. Please read with both care and openness, God's call to us reflected in this **Strategic Plan for Fall 2013 to Summer 2016.** Pray for our mission and ministry at St. John's to

be all that we can be for the Kingdom of God in Christ Jesus' Name to our membership, the Diocese of Lexington, and the wider community.

Glory to God whose power working through us is more than we can ask or imagine...more than we dreamed possible!
Faithfully yours,
Father Philip+

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How this Strategic Plan Was Developed

Strategic planning has been defined as a disciplined process that involves a team of people representing the total organization in making fundamental decisions about the future of the organization. The process helps an organization manage change, focus on

the future, and achieve long-term, sustainable results. In 2013, the Vestry undertook the development of a three-year strategic plan for St. John's. This document outlines the culmination of many hours of dedicated work by the Vestry with helpful

assistance and guidance from Sharon Marcum, a Certified Strategic Planner and with input from the entire parish. We began with our core values and mission statement as identified in our congregational work in preparation for our Rec-

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Vision Statement

We envision a future in which we:

- Preserve liturgical and musical diversity
- Offer engaging programs for all ages
- Strengthen our outreach to the community
- Enhance our welcoming, inclusive spirit

Mission Statement

St. John's is a community of faith centered on the person and teachings of Jesus of Nazareth, striving to reflect the command of our Lord that we love one another. In our worship and life together we intentionally welcome all people, care for one another, feed the hungry, tend the sick, and serve as a home for those seeking God's love.

Core Values

- Community outreach and support
- A spirit of family
- Pastoral care
- Liturgical diversity
- Inclusiveness
- Spirituality
- History and tradition
- Education
- The uniqueness of every member
- The joy of ministry



Goal: ENGAGING MEMBERSHIP: To be a flourishing congregation on Sundays and throughout the week

Strategies:

- Increase participation of current members in ministries and activities
- Integrate new members into ministries and activities
- Reconnect with inactive members



Goal: EXPANDING PROGRAMMING: To have expanded programs which satisfy the diverse needs of the parish and community

Strategies:

- Increase the number of ecumenical events offered at the church to both members and the public
- Develop and implement a plan for interaction with other local church participation and for diocese-wide participation with our programs/ activities
- Offer more adult Christian education and youth programs
- Increase programs open to the public

In a survey of the parish, 'increase participation of current members in ministries and activities' was given the highest priority.

Goal: FOCUSED OUTREACH: To have focused outreach programs

Strategies:

- Strengthen and expand the Woodford County Reading Club
- Identify and support an international outreach program
- Publish information about outreach programs

Goal: EFFECTIVE COMMUNICATION: To have effective parish-wide communication

Strategies:

- Develop and publish a membership/ministry directory
- Assess the effectiveness of current communication processes and revise/improve as needed



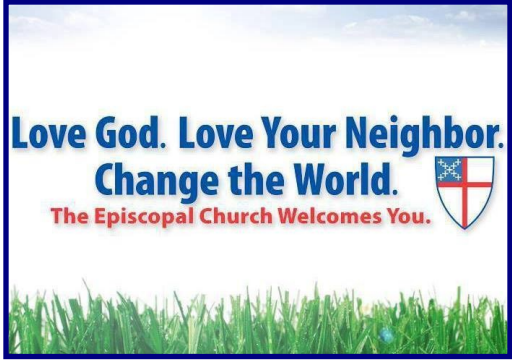
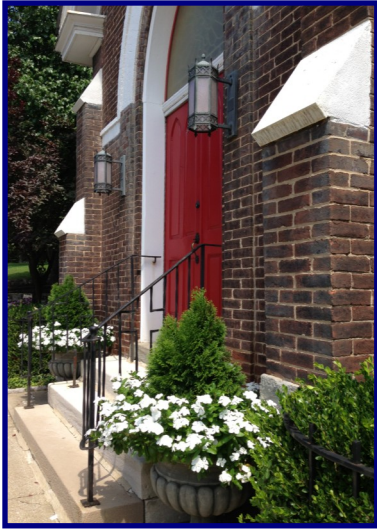
Goal: VIBRANT CONGREGATION: To have abundant resources to support a growing and vibrant congregation

Strategies:

- Create a resource development plan guided by the strategic plan that includes human, financial, educational, and physical resources
- Develop a plan to educate the congregation about resources
- Publish timely financial information
- Create opportunities to use the Hughes House lawn



St. John's Episcopal Church
 210 North Main Street
 Versailles KY 40383
 859-873-3481
www.StJohnsKy.com
info@StJohnsKy.com
www.facebook.com/stjohnsky



How this Strategic Plan Was Developed

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 tor search which culminated in Father Linder's call (Page 2).
 Next we reviewed the church's significant accomplishments in the last two



years. Building on this, we prepared an analysis of the strengths of our congregation, weaknesses we face, opportunities that we can explore and expand on and lastly, threats from outside the church. Reflecting back on our Vision Statement (Page 2) and considering this analysis, five strategic themes emerged upon which to develop our goals: outreach, congregational

development and growth, resources/stewardship (human, financial, physical), communication, and programming (educational, social, speakers, Bible study).
 A goal was developed around each theme along with several specific strategies to achieve the goal. The goals and strategies were then offered to the congregation for prioritizing the strategies over the three years, as well as the opportunity to submit additional strategies, via an online survey, paper copies of the survey and a parish forum on a Sunday morning.
 The results were tabulated and each strategy was assigned to a vestry position and a year to be completed. As the plan was developed

to direct our efforts over three years, the Vestry members will change but the assignment will remain with that position. Each Vestry member charged with overseeing a strategy will develop specific tasks and performance indicators to measure the success of each strategy.
 This has been a very rewarding and energizing process and the Vestry is very grateful for Fr. Linder's leadership and the parish's input and support. We look forward to using this plan to further build and lead the parish to be as Christ to each other and to those we are called to serve.
 Katherine Harper,
 Sr. Warden