



2016-2019 Strategic Plan

Mission Statement

We connect people to the Triune God. (Matthew 28:18-20; Romans 10:14)

Motto

Sharing Christ, Meeting Needs

Core Values

- We provide doctrinally-sound teaching, preaching, and worship opportunities.
- We encourage regular attendance in our worship services, invite participation in our activities, and support whole-life stewardship.
- We are fearless ambassadors for Christ in our neighborhood and in our greater community.
- We are lifelong learners – we grow in our understanding of God’s word from cradle to grave.
- We encourage, respect, and appreciate each other.

Vision Statement

We aspire to be an *inviting, thriving* congregation of *spiritually-mature, actively-involved* members who *positively impact our community*.

Focus Areas

To achieve our stated vision, we will implement strategies that align with the five focus areas in the vision statement:

1. Be an Inviting Congregation

- a. Improve and maintain all facilities
- b. Reach out to inactive members
- c. Reach out to unchurched family and friends
- d. Create connections with new members
- e. Enhance worship with increased youth presence, resources, and technology

2. Be a Thriving Congregation

- a. Educate members about the importance of regular worship attendance
- b. Educate members about the importance of tithing time, talent, and treasure
- c. Develop and implement a strategic plan that guides our school to thrive at its full potential
- d. Support and increase staff to build a thriving congregation

3. Encourage Members to be Spiritually-Mature

- a. Increase Bible study and Sunday School attendance
- b. Develop and implement a plan for increased retention of our youth, confirmands, and young adults
- c. Implement quarterly Family and Home Life events

4. Motivate Members to Become Actively-Involved

- a. Improve communication throughout the congregation
- b. Develop a master list of annual congregational events
- c. Increase collaboration between church and school
- d. Implement a small group program to increase fellowship and a sense of belonging

5. Positively Impact the Community

- a. Provide “Good Neighbor” service projects for the Springfield area and our immediate neighborhoods.
- b. Raise awareness of Trinity throughout the community with advertising and promotional campaigns.
- c. Increase visibility of Trinity in the community through volunteer activities.
- d. Increase visibility of Trinity beyond the local community through support of District and World Missions and other relief opportunities.

SUMMARY: “I am Trinity in my community.”



TRINITY

LUTHERAN CHURCH & SCHOOL

2016-2019 Strategic Plan Implementation

Focus Area #1: Be an Inviting Congregation.

- ❖ **Strategy A:** Improve and maintain our facilities to remove barriers so that more people are able to worship and learn.
 - Enhance usability of all facilities at church and school.
 - Provide accessible restrooms.
 - Provide a cry room to increase comfort for families with small children.
 - Provide a more accessible entrance area at the downtown facility.
 - Repair organ.
 - Improve HVAC concerns at school location.
 - Provide regular reports to Board of Directors, Voters, and Communications Committee.
- ❖ **Strategy B:** Develop a plan for our active members to contact inactive members and invite them to return to worship, Sunday School and/or fellowship events.
 - Plan should include making appropriate matches between active and inactive members based on acquaintance, age and other key demographics.
 - Plan should also include training to help active members to feel comfortable with the task before them.
 - Use small groups established in Strategy 4D as team building opportunities for Evangelism.
 - Provide regular reports to Board of Directors, Voters, and Communications Committee.
- ❖ **Strategy C:** Develop a plan for our active members to invite their unchurched family and friends to worship, Sunday School and/or fellowship events.
 - Plan should include specific outreach to families in school who are not members (e.g., Lutheran High model, “Lutheranism 101”).
 - Follow up Evangelism Bible Study with training exercises to help active members feel comfortable with the task before them.
 - Use small groups established in Strategy 4D as team building opportunities for Evangelism.
 - Provide regular reports to Board of Directors, Voters, and Communications Committee.
- ❖ **Strategy D:** Develop a plan to assimilate new and existing members.
 - Plan should outline specific ways to engage new and existing members to the life of the church.
 - Enhance new member Spiritual Gifts Survey to allow members to select groups and activities to join.
 - Make better use of Trinity website to assimilate members.
 - Provide regular reports to Board of Directors, Voters, and Communications Committee.
- ❖ **Strategy E:** Enhance worship with increased youth involvement, resources and technology such as screens.
 - Investigate opportunities to enhance worship with additional resources and technology.
 - Plan should include Youth-led vespers and/or appropriate roles for Youth in worship services.
 - Plan should ensure that all youth outreach uses appropriate social media.
 - Increase communication with recent confirmands so they do not fall away.
 - Provide regular reports to Board of Directors, Voters, and Communications Committee.

Focus Area #2: Be a Thriving Congregation.

- ❖ **Strategy A:** Develop and implement a plan to educate members on the importance of regular worship attendance.
 - Plan should be designed to encourage our members (active and inactive) to attend worship regularly.
 - Educate families receiving church member tuition rates at Trinity School and Lutheran High School on the guidelines for worship attendance.
 - Review worship attendance and identify any issues. Meet with families to resolve any identified issues related to worship attendance.
 - Provide regular reports to Board of Directors, Voters, and Communications Committee.

- ❖ **Strategy B:** Develop and implement a plan to educate the congregation on the importance of tithing time, talent, and treasure.
 - Help the congregation understand Biblical Stewardship, including the importance of tithing for their own spiritual health and increase support of our ministries with weekly tithes through sermons, Bible studies and bulletin and newsletter articles.
 - Provide regular reports to Board of Directors, Voters, and Communications Committee.
- ❖ **Strategy D:** Develop and implement a Strategic Plan for our day school to ensure that school enrollment continues to grow and thrive, providing families with exposure to the Gospel and an excellent academic experience.
 - This plan will implement the core competencies curriculum model as developed by the Mission Enablers task force team, under the guidance of the outside consultant. Implementation of this plan will provide unique features for our school that can be marketed throughout the Springfield area, raising interest in our program.
 - This plan should include strategies to ensure the long-term financial viability of our day school.
 - Provide regular reports to Board of Directors, Voters, and Communications Committee.
- ❖ **Strategy E: Research needs for additional staff and support for existing staff to build a thriving congregation.**
 - Evaluate current staffing in light of all existing and proposed church and school activities to determine the need for additional staff, such as a Communications Director and/or Outreach Coordinator.
 - Develop position descriptions and determine funding sources for each existing and proposed staff person.
 - Develop a plan for annual performance reviews of all staff.
 - Provide regular reports to Board of Directors, Voters, and Communications Committee.

Focus Area #3: Encourage Members to be Spiritually-Mature.

- ❖ **Strategy A:** Increase attendance at Bible Study, Sunday School, and other opportunities for Biblical education.
 - Provide more publicity outlining the various Bible Study opportunities available.
 - Promote the importance of regular Bible study and participation in Sunday School through announcements, sermons, newsletter articles, etc.
 - Review current classes and additional Bible Study options if deemed necessary.
 - Develop worship timing plan to increase Sunday School 'hour' and increase Bible Study attendance.
 - Provide regular reports to Board of Directors, Voters, and Communications Committee.
- ❖ **Strategy B:** Develop and implement a plan for increased retention of our youth, confirmands, and young adults.
 - Plan will outline ways to better assimilate youth into our congregation so they continue to worship and attend Bible class regularly after confirmation.
 - Plan should include strategies to educate parents on their role in retaining youth in the church.
 - Plan should include a summer program for college students to keep them active in Biblical education, fellowship activities, and interaction with youth and young adults.
 - Maintain and enhance Confirmand Mentor Program.
 - Provide regular reports to Board of Directors, Voters, and Communications Committee.
- ❖ **Strategy C:** Implement quarterly Family Home Life Team events.
 - Develop a plan to offer quarterly events within each of the Family Home Life Team groups (marriage, parenting, faith development, human sexuality, and elderly care) to increase opportunities for spiritual growth. These events should encourage regular Bible Study, Devotions, and other spiritual activity in the home to promote spiritual maturity at all ages.
 - Plan should include additional opportunities to grow in spiritual maturity such as Financial Peace University, GriefShare, Single and Parenting, etc.
 - Provide regular reports to Board of Directors, Voters, and Communications Committee.

Focus Area #4: Motivate Members to Become Actively Involved.

- ❖ **Strategy A:** Review our current forms of communication and develop a plan to better inform our congregation and to improve consistency, accuracy and completeness in the way we share information.
 - This plan may include adding, deleting or revising content sources.
 - Surveys/focus groups may be needed to learn from members the ways in which they best receive information.
 - This plan should include ideas to educate our members on the workings of our church so that they know where to go or who to speak with to answer questions.
 - This plan should address all generations.
 - This plan should investigate and address the need for a staff Communications Director (see Strategy 2E).
 - This plan should investigate and address the feasibility of changing the Communications Committee to a Board.
 - Provide the resources that Boards, Committees, Groups, and Task Forces need to appropriately brand communications and assist them in developing promotional materials as requested.
 - Provide regular reports to Board of Directors, Voters, and Communications Committee.
- ❖ **Strategy B:** Motivate Boards, Committees, Groups, and Teams to submit events to the congregational calendar by July 1 each year for the following program year.
 - To facilitate congregational planning, all events should be submitted by **July 1** each year via the website or the church office. (For 2016 only, events should be submitted by **November 1**).
 - The Parish Administrator will review all upcoming events by January each year to find synergies and collaboration opportunities.
 - Each event should include the name of the event, the Board, Committee, Group, or Team in charge of the event's execution, the purpose of the event, for whom is the event targeted/focused, the desired outcome or measureable result, the date and hours, and the location.
 - Events will be scheduled into various publications in a timely manner and promotional materials will be developed and supplied in advance by the Communications Committee.
 - Educate members about use of Congregational Master Calendar, which displays all Trinity Church, School, and group and athletic events and major Lutheran High events, including use of publicity options when submitting events and announcements.
 - Provide regular reports to Board of Directors, Voters, and Communications Committee.
- ❖ **Strategy C:** Increase collaboration between the church and school and Lutheran High School.
 - Develop activities that bring school families to worship activities: include one grade per month in a special worship activity; special choirs and other musical performances; special emphases similar to carrying the Palm leaves on Palm Sunday.
 - Develop school activities that bring the entire congregation to the school: Strongly encourage all members to attend plays, Chapel services, Christmas programs, PTL activities, etc., at the School and pre-school, and major Lutheran High events.
 - Provide regular reports to Board of Directors, Voters, and Communications Committee.
- ❖ **Strategy D:** Implement a small group program to increase fellowship and a sense of belonging.
 - Using tools such as Spiritual Gifts Survey, age demographics (including age of children), and member locations, create a framework for a small group program,
 - Investigate Concordia Publishing House, Central Illinois District, and Synod websites and other resources for guides and tools.
 - Provide regular reports to Board of Directors, Voters, and Communications Committee.

Focus Area #5: Positively Impact Our Community.

- ❖ **Strategy A:** Develop and implement a plan that will provide "Good Neighbor" service projects for the Springfield area and our immediate neighborhoods.
 - This plan will include activities such as the neighborhood block party, clothing drive, food pantry, holiday gift bags for neighbors, community garden, neighborhood library, etc.
 - Literature and information about our congregation should be available at Trinity events.
 - Volunteers from the congregation should wear Trinity apparel at these events.
 - Provide regular reports to Board of Directors, Voters, and Communications Committee.

- ❖ **Strategy B:** Raise awareness of Trinity throughout the community with advertising and promotional campaigns.
 - Investigate best use of communications avenues in media and Trinity publications to ensure that Trinity is well-known to the community.
 - Collaborate with LCMS sister congregations to build stronger Lutheran relationships.
 - Collaborate with other organizations to gain city-wide recognition.
 - Create promotional materials (apparel, stickers, decals, plate frames, pens, etc.).
 - Provide regular reports to Board of Directors, Voters, and Communications Committee.
- ❖ **Strategy C:** Increase visibility of Trinity in the community through volunteer activities.
 - Develop list of all available community support groups and volunteer activities and determine whether and how Trinity members are or can be involved, including which members are supporting each group.
 - Encourage staff and leaders to become involved in a community organization.
 - Volunteers from the congregation should wear Trinity apparel as they volunteer in the community.
 - Provide regular reports to Board of Directors, Voters, and Communications Committee.
- ❖ **Strategy D:** Increase visibility of Trinity beyond the local community through support of District and World Missions and other relief opportunities.
 - Encourage members to take advantage of mission opportunities.
 - Share work being done for world relief efforts by members.
 - Provide regular reports to Board of Directors, Voters, and Communications Committee.