

Emmanuel Strategic Plan 2022-2027

In January we shared with you some basic information on our 5-year strategic plan. After additional conversations and subsequent revisions, we are happy to share with you the five major strategic goals which we have set for Emmanuel over this next plan period. Vestry is committed to these goals as necessary for the future of Emmanuel and the vestry will be the drivers of this strategic plan. But vestry alone cannot succeed without the help and support of every parishioner. ***These are goals for all of us to achieve together as a parish.***

Please read through the descriptions below and if one of these goals speaks to you, reach out to the vestry lead and offer to be part of achieving that goal. We are excited about our vision for the future of Emmanuel and can't wait to see how far we can go with these goals as our directional compass.

Strategic Goal #1: Embark on an educational campaign that looks to grow member awareness of the financial needs of the parish and available resources for meeting them, communicate the significant value of congregation donations, and ultimately increase pledged support to meet our budgeted requirements.

As our desires and activities as a parish grow and expand, our ability to fund this growth must keep pace. Understanding the role each of our income sources plays in the budget is crucial to managing the overall financial health of Emmanuel. Parishioners should be aware of how critical their contribution and pledges are to ongoing operations and plans for the future.

Vestry Leads: Emily McNaughton and Chuck Thomas

Strategic Goal # 2: Equip our members with the tools and encouragement needed to invite new individuals and families to join Emmanuel so we will continue to grow our parish community.

No organization can grow and thrive without new members. We have more than doubled our numbers over the past nine years, and we need to double our numbers again. The Emmanuel community continues to change and evolve as people move in and out. How do we intentionally share our wonderful community with others? What does Emmanuel look like in 5 years as we strive to better serve our community?

Vestry Leads: Christian Simpson and Gretchen Walzl

Strategic Goal #3: Increase awareness of our ministries, to grow them to serve the needs of our members, and to offer our parishioners an opportunity to contribute to a ministry according to their interests and availability.

Our congregational survey shows that Emmanuel places a high value on volunteering, but we may not be matching each person with their interests and ability to serve. Through our efforts we hope to find a fit for everyone over the next 5 years.

Vestry Leads: Scott Keplinger and Anne Reinke

Strategic Goal #4: Love, engage, inspire, and support the children and youth in the parish, in order to nurture their growth as individuals and as members of the parish and greater community.

Extending the work currently being done by our Renovation and Prayer Teams, in conjunction with Ministry Architects, we will be hiring a new Director of Children's and Youth Spiritual Formation who will lead our programming into the next 5 years to achieve this goal.

Vestry lead: Meredith Wade

Strategic Goal # 5 – Ensure organizational systems and capabilities provide efficiency, flexibility, and creativity in support of all Emmanuel's ministries and activities, both present and future.

Communication options and preferences, church services offerings, and the means of engaging our members are all changing and evolving with new technologies and products for church management. Organizational systems of the church include not only physical components (building, computers, copier, printers) but also software (database and financial products), and the processes that support sound decision-making and ministry execution. Exploring our current systems and discovering new options will enhance our ability to adapt to the changing environment, ensure stability in ongoing operations, and provide a blueprint for supporting future needs of the building and church activities. This goal will focus on 4 functional areas:

Church Leadership and Decision Making

Financial Stability

Worship and Ministry Support

Communications

Vestry Leads: Doris Rudolph and Janie Piemonte