

STRATEGIC OBJECTIVES AS OF JUNE 21, 2010

Strategic Objective:

Objective 1 of 7

I. Provide outreach programs that effectively share the good news of God's love to people in our community, country and across the globe.

DATE	ACTION PLANS	RESPONSIBLE PARTY	EXPECTED OUTCOME	MEASUREMENTS	REALIZED GOALS/STATUS
Jun-10	Utilize Announcement PowerPoint show to teach welcoming/inviting tips to congregation	Pastor Deb	Weekly quips, ideas, humorous cartoons and quotes/pictures will be created in PowerPoint format to be included each week in pre-worship overhead announcements	Congregation will be given several new ideas, and inspired through welcoming, inviting concepts to shape an atmosphere that is open to guests visiting us	
Jun-10	Update visitor brochure, or create a Guest packet highlighting "Why Come to CtK?" for welcome center distribution	Pastor Deb and Outreach Team	Provide an appealing, updated and informative packet of information for guests	Packet produced and provided to guests	
Jun-10	Advertizing of Special events/programs at CtK	Pastor Deb and Outreach Team	Ads for inclusion in local newspapers and the distribution of water bottles with special labeling will be planned and given out to draw outside attention to our programs and seasons at CtK	a listing of special events and the ways we have advertized them within the community will be created and documented	
Jun-10	2-3 new members invited to join Outreach Team	Pastor Deb	We will seek 2-3 recent new members to join our team and bring new eyes and energy to our outreach efforts	Names of team members and the gifts they bring	
Jun-10	Hire a new Communications/Marketing Director	Pastor Paul	A person with a background in communications and marketing can enhance, expand and coordinate our communication efforts so that we are better known in the community and members and friends will be aware of our ministries and activities.	Search Committee formed. Director hired. Greater awareness of CtK in the community. Greater knowledge of what is happening at CtK among members.	
Jun-10	Dawn Fernstrom takes on half-time responsibilities as an Engaging and Inviting Ministries Director	Pastor Paul	Guests will be recognized and encouraged to participate in the ministries of CtK. Members will be trained to be better at inviting and engaging others.	Number of guests in worship. Number of members training in hospitality. Number of guests who become active participants.	

Strategic Objective:

Ia. Provide quality MUSIC, youth, education, WORSHIP, and service programming such that Christ the King is known in the community for outstanding programs in these areas:

Worship & Music:

DATE	ACTION PLANS	RESPONSIBLE PARTY	EXPECTED OUTCOME	MEASUREMENTS	REALIZED GOALS/STATUS
Aug-09	Invite the congregation and committees to participate in a new program whereby all committees are encouraged to "Sing a New Song" through their respective ministries, lifting our worship and music to greater heights.	Bruce Phelps	Greater awareness of and a better worship experience. More people aware that although worship changes, it remains worship in a new and meaningful way.	Increased worship attendance. Increase in number of participants helping with worship planning and implementation.	Worship attendance increased slightly in 2009. A worship planning team of six actively provided enhancements to worship including more art and visuals.
Feb-09	Provide smaller groups of music ensembles to encourage growth of spirituality to more people who like to sing, and encourage more people to become involved in music.	Bruce Phelps	Greater involvement in worship participation through music, and more people involved.	Number of ensembles and number of people in music ministry.	Master's Singers (12-15), Soli Deo Gloria (20-25) Christ's Kingsmen (18- 25 men) formed and continue. The number of people in the Celebrate Team has increased.
Jun-10	New Worship Planning Team formed to plan out enhancements to worship.	Bruce Phelps	Higher quality worship experience, better remembered.	Number of people in worship. Increased level of satisfaction with worship.	

Provide opportunities for more children, youth and young couples in leadership roles in worship.

Jan-10	Increase the number of youth who participate in the Good Friday Service	Pastor Paul	More youth will be involved in leading the service. They will gain experience as worship leaders and the congregation will realize what a gifted group of youth we have. All will have a meaningful worship experience.	Increased number of youth involved in leading the Good Friday Service. The service is positively received.	The number of youth involved in the Good Friday Service increased from 36 in 2009 to 50 in 2010. Many people say that the Good Friday Service is one of the most meaningful of the year.
Jun-10	Increase the number of youth who participate in a leadership role in worship.	Steve Fischer	Increase number of youth participating as ushers, communion servers, lectors etc.	Have at least 7 youth involved in a leadership role in worship each month	

Strategic Objective:

Objective 2a of 7

Objective 2b of 7

Ila. Provide quality MUSIC, youth, education, WORSHIP, and service programming such that Christ the King is known in the community for outstanding programs in these areas:

Youth:

DATE	ACTION PLANS	RESPONSIBLE PARTY	EXPECTED OUTCOME	MEASUREMENTS	REALIZED GOALS/STATUS
May-09	GOAL: PROVIDE SERVICE OPPORTUNITIES FOR YOUTH				
May-09	• Summer Stretch Service for Middle School Youth - Involve 12 or more middle school youth in service and fellowship	YFM Pastor	Twelve or more middle school youth in service and fellowship	Number of youth involved, number of services given.	19 youth, Pastor Shelley, Steve and Deb spent one full day every week for 8 weeks fulfilling service, and then had time for fellowship. Will plan for 2010.
May-09	• Encourage our 4&5th graders to participate in a monthly service project during the school year, ie, FMSC, Impact Lives, etc.	Deb W.	Ten or more children participate in a service project each month of the school year.	Number of youth involved, number of services given to the community.	10 4th & 5th graders packed food for FMSC monthly during the school year. This project not only served the hungry, our children learned how to give. Will continue for 2010.
Jun-10	• CFM Service Camp - Encourage and promote a service camp for 4th and 5th grade children during the summer of 2010	Deb W.	Twenty or more 4th and 5th graders will put their faith into action through serving others.	Number of children involved, number of people served.	
Jun-10	• Middle School Service Camp - Investigate a middle school service opportunity for the summer of 2011.	Deb w.	Determine feasibility, and plan it if there are youth interested.	Number of youth involved, number of people served.	
	GOAL: ENHANCE FAITH AND DEVELOPMENT AND BUILD RELATIONSHIPS				
May-10	• Plan for and promote a 4th & 5th Grade Retreat	CFM Directors	Ten plus children engage in a weekend of learning and fellowship.	Number of children who are affected by this opportunity to grow in their faith.	12 4th and 5th graders had an overnight and learned what it was to be a Positive Influence (in God's Image). Will plan a retreat for 2011.
May-10	Pilot an intergenerational program for fun (fishing learning to knit, etc.) - "Connect" - that links young people with an adult for fellowship, learning and interaction.	YFM Pastor	Adults make connections with youth by engaging in a specific activity the youth want to learn or would enjoy doing with an adult. Those adults and youth would continue to grow in their relationship with each other as they encounter one another in worship and other places.	Number of groups formed. Number of adult leaders. Number of youth participating.	

Strategic Objective:

Objective 2c of 7

Ila. Provide quality MUSIC, youth, education, WORSHIP, and service programming such that Christ the King is known in the community for outstanding programs in these areas:

Education

DATE	ACTION PLANS	RESPONSIBLE PARTY	EXPECTED OUTCOME	MEASUREMENTS	REALIZED GOALS/STATUS
Jun-09	Discipleship 3- 32 week Bible Study for women	Karen Block	A third year of growing involvement in this high commitment, weekly Bible Study in which discipleship, prayer and service empowers leadership and growth among women	Increase in number of participants	2009-2010 Discipleship 2 had 19 women participating in this 32 week course. [8 women completed the original Discipleship 1 course in 80-09]
Jun-09	A Women's Spiritual weekend Retreat experience will be offered as a means to grow deeper and enjoy fellowship with other women	Pastor Deb	Spiritual renewal and fellowship with others.	Participation of 10-12 women	Seventeen women participated in a weekend retreat to Audubon Center in central Minnesota. Will plan a different kind of retreat for 2010.
Jun-09	A one day, on site women's retreat will be offered with the goal of building fellowship, growth and spiritual connection between women of all ages at CtK	Melodee Rossi	40+ women of all ages will come together for a day of inspiration and spiritual renewal. Speaker and topic to be determined	Participation of 40+ women ranging in age from 20-90.	Retreats were well received, but attendance diminished when other events conflicted with Sat. schedules. We would like to try having one this year and pushing for strong attendance and excellence in experience.
Jun-09	Discipleship Bible Study for Men- Monday evenings	Greg Block	Engage a small group of men in an 8-10 week Bible Study	Number of men involved.	2009-2010- 8-10 men completed a course on Romans
Jun-10	A Women's Spiritual Retreat experience will be offered as a means to grow deeper and enjoy fellowship with other women	Pastor Deb	A new retreat opportunity that includes travel to a spiritual retreat center in AZ will be offered and led by Pastor Deb	Participation of 16-20 women	
Jun-10	A one day, on site women's retreat with the goal of building fellowship, growth and spiritual connection between women of all ages at CtK	Melodee Rossi	40+ women of all ages will come together for a day of inspiration and spiritual renewal. Speaker and topic to be determined	Participation of 40+ women ranging in age from 20-90.	
Jun-10	Love and Logic Parenting Class to be offered for 8-9 weeks on Wednesday evenings. This class will be lead by an outside facilitator and offered to families of young children as a way to generate interest in education among younger adults and meet a need for parenting education and support	Director of young couple's ministry	Young married couples will grow in parenting skills; develop relationships and want to continue with a Bible Study class or another class following the completion.	Goal of 15-20 young couples engaged in this class with 50% of them choosing to continue with a follow-up study/Bible study group	

Strategic Objective:

Objective 2d of 7

IId. Provide quality MUSIC, youth, education, WORSHIP, and service programming such that Christ the King is known in the community for outstanding programs in these areas:

Service

Jan-09	Recruit a new Social Ministry Team to coordinate service opportunities and provide new ones.	Regina Kaun	A team of people will plan and organize a variety of service opportunities and recruit people to become involved in them.	Number of service opportunities. Number of participants. Number of people served.	Six people serve on the Social Ministry Team. 15 people are part of the leadership group and chair events.
Feb-10	Soup for the Soul - volunteers prepare and deliver nourishing hot soup, along with a warm blanket to the homeless in Minneapolis and St. Paul	Regina Kaun	Volunteers will experience a rewarding service opportunity. Some homeless people will receive food and a warm blanket.	Number of volunteers. Number of people served.	15 people volunteered. 115 people were served.
Apr-10	Feed My Starving Children - volunteers will assemble nourishing food packages to be delivered to third world countries on April 28, June 22 and Sept. 14, 2010	Marrina Kaun	Volunteers will experience a rewarding service opportunity. Some hungry people in a third world country will receive food. Lives will be saved.	Number of volunteers. Number of people served.	On April 28, 2010 Twenty-seven volunteers from CtK helped pack a total of more than 38,000 meals. Enough to feed 104 children a meal a day for one year.
Jun-10	Cook for kids - Volunteers will prepare meals and spend time with children temporarily apart from their parents at the Minneapolis Crisis Nursery on June 18 & Sept. 19, 2010	Marrina Kaun	Volunteers will experience a rewarding service opportunity. Children will be fed and cared for.	Number of volunteers. Number of people served.	
Jul-10	<u>Operation Minnesota Nice -</u> <u>Volunteers will</u> create care packages for a serviceperson stationed in Iraq or Afghanistan on July 8, 2010	Regina Kaun	Volunteers will experience a rewarding service opportunity. Military personnel will receive some gifts and feel supported in their efforts.	Number of volunteers. Number of people served.	

Strategic Objective:**Objective 3 of 7****III. Effectively market who we are and what we have to offer to the community at large.**

DATE	ACTION PLANS	RESPONSIBLE PARTY	EXPECTED OUTCOME	MEASUREMENTS	REALIZED GOALS/STATUS
Jun-10	Advertizing of Special events/programs at CtK	Pastor Deb and Outreach Team	Ads for inclusion in local newspapers and the distribution of water bottles with special labeling will be planned and given out to draw outside attention to our programs and seasons at CtK	a listing of special events and the ways we have advertized them within the community will be created and documented	
Jun-10	Hire a new Communications/Marketing Director	Pastor Paul	A person with a background in communications and marketing can enhance, expand and coordinate our communication efforts so that we are better known in the community and members and friends will be aware of our ministries and activities.	Search Committee formed. Director hired. Greater awareness of CtK in the community. Greater knowledge of what is happening at CtK among members.	
Jun-10	Develop a marketing plan to help make Christ the King better known in the community.	Communications / Marketing Director	A plan will be developed that will raise the visibility of CtK in the community through a variety of media and events.	Survey people in the area and learn what they know about CtK.	

Strategic Objective:**Objective 4 of 7****IV. Provide systems where information, ideas, input and feedback are effectively communicated among members of all ages.**

DATE	ACTION PLANS	RESPONSIBLE PARTY	EXPECTED OUTCOME	MEASUREMENTS	REALIZED OUTCOME
May-10	Redesign, oversee and manage web page so that it projects that CtK is a living community. The site should illustrate who CtK is and why we are here. It should generate interest for the person who is browsing the web looking for a new church home and cause members to want to visit it daily. Insure that all aspects of website, including online registrations, calendar, etc., are functioning to serve CtK in the most advantageous way.	Communications / Marketing Director	Communication is enhanced because people are able to sign up for events, etc., through the website, and information is updated daily.	Number of hits on website.	
May-10	Explore and implement ways that social media like Facebook and Twitter can be used to enhance communication at CtK.	Communication Specialist	People befriend CtK on Facebook and follow us on Twitter.	Number of friends on Facebook. Number of Followers on Twitter.	

Strategic Objective:**Objective 5 of 7****V. Provide a space that is flexible enough to accommodate all forms of Christian worship including traditional and contemporary where everyone can hear, see, and participate in a meaningful way.**

DATE	ACTION PLANS	RESPONSIBLE PARTY	EXPECTED OUTCOME	MEASUREMENTS	REALIZED GOALS/STATUS
Jan-09	Remove the current pulpit and baptismal font and replace them with portable units. Construct an enlarged stage and install movable choir risers	Pastor Paul	Altar area that will be more flexible and accommodate many different styles of worship.	Pulpit and baptismal font removed. Stage and choir risers installed	Complete
Jan-09	Improve lighting	Pastor Paul	People will be better able to see in the sanctuary	Light level increased in sanctuary	
Jan-09	Replace or refurbish the pews. Install new carpet and flooring	Pastor Paul	The sanctuary will be more attractive and the pews more comfortable to sit in.	Pews, carpet and flooring upgraded.	

Strategic Objective:

Objective 6 of 7

VI. Create a culture where Lutheran heritage and Christ the King traditions are respected and where new ideas and innovations attractive to new and prospective members are appreciated and embraced.

DATE	ACTION PLANS	RESPONSIBLE PARTY	EXPECTED OUTCOME	MEASURES	REALIZED GOALS/STATUS
Oct-09	Re-engage the Communications Task Force to assess current communication and future needs	Cindy Larson	Current Communications will be evaluated and recommendations for improvement will be made	Communication Task Force meets. Assessment made. Recommendations developed	Completed
Oct. 09	Perform study of staffing resources at other churches including job descriptions, responsibilities and salary levels for a Communications/Marketing Director.	Pastor Paul	Position description will be developed. Salary levels determined.	Position description developed. Salary levels determined.	Position description is approved.
Oct. 09	Recruit a Communications/Marketing Director and fill job.	Pastor Paul	A new person will be added to the staff team. Both internal and external communications will be raised to a new level of excellence.	Increased number of guests visiting CtK. Higher level of satisfaction among members with our quality of communication.	
Oct. 09	Develop better internal staff communications process to facilitate the external.	Communications / Marketing Director	Improved internal and external communications	Greater level of satisfaction with communication. Consistent and accurate communication.	

Strategic Objective:

VII. Provide effective organizational structure and staffing to enable Christ the King to realize her vision and accomplish her mission.

Succession Plan:

DATE	ACTION PLANS	RESPONSIBLE PARTY	EXPECTED OUTCOME	MEASUREMENTS	REALIZED GOALS/STATUS
Oct-09	Compile current responsibilities of each staff member	Pastor Paul	Each staff member will create a document specifying their particular duties and responsibilities detailing when and how these are carried out.	Succession plan documents are produced	Each staff member has prepared a document detailing their duties and responsibilities. Those are on file in the office.
Oct-10	Complete by staff members a retirement financial and post retirement education course.	Pastor Paul	In preparation for retirement each staff member will participate in an educational opportunity designed to help them to have a successful retirement	Classes attended in anticipation of retirement.	
Oct. 10	Establish succession planning objectives by considering CtK vision, strategic plan and success measurements and staff member personal goals.	Pastor Paul	As people approach retirement an assessment can be made of their current duties and responsibilities in order to determine if the next staff person hired will assume those duties and responsibilities or whether a different set of responsibilities would move us closer to the accomplishment of our mission and vision.	Succession plans are used to determine what the staffing needs really are as we seek to accomplish our strategic objectives.	
Structure					
Apr-10	Constitution Task Force will review the CtK constitution and bylaws and make sure they are in alignment with the ELCA constitution and bylaws.	Pastor Paul	A task force will be formed. They will compare and contrast CtK's constitution and the ELCA Model Consitution and recommend needed changes and adjustments.	Committee formed. Changes to the constitution and bylaws recommend.	
Establish and maintain strategic plan.					
Oct-10	Complete Visioning and Strategic Planning Process	Pastor Paul	Action steps, expected outcomes and measures will be developed in order to help us accomplish our Strategic objectives	Action steps, expected outcomes and measures are developed.	

Oct-10	Communicate the SP to congregation, council, staff, lay leadership and congregation at large.	Pastor Paul	People will be better informed about or strategic objectives and will plan programs and activities that are in alignment with the mission, vision and objectives outline in the SP.	Progress is being made toward the accomplishment of our Objectives.	
Oct-10	Align governance, committee and staff structure with SP	Pastor Paul	The council, staff and committees will function in harmony with one another and as a team all working to accomplish the same mission.	Satisfaction level with how the congregation is functioning is improved.	
Oct-10	Council review the progress on Strategic Plan.	President Elect	Progress toward the accomplishment of our mission, vision and objectives will be assessed. Adjustment to programs and activities or to the plan will be made to bring things into better alignment.	The review takes place and necessary adjustments are made.	
Oct-10	Keep members informed about and engaged in the implementation of SP	Communications / Marketing Director	Increase in lay involvement	Congregation members are better informed about our mission, vision and objectives and how we are doing on them.	