



We Are the Light of the World

St. John the Baptist Catholic Parish 2019-2023 Strategic Plan*

St. John the Baptist Catholic Church Mission

Be the heart of Jesus by sharing His mercy and love.

Be the hands of Jesus by serving one another.

Be the feet of Jesus by walking in others' shoes.

*** The parish community's consideration and feedback on these plans is important.** This plan is in draft form, it is not a final plan. Please look in future bulletins and church emails for opportunities to learn more and ways to provide feedback. Portions of the final plans requiring funding will be conditional on the availability of funds and approval by the Parish Pastoral Council and Finance Council.

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Pastoral Goals

Goal 1: Promote a strong sense of community through a welcoming atmosphere.

Matthew 25:35-36, *For I was hungry and you gave me food, I was thirsty and you gave me drink, a stranger and you welcomed me, naked and you clothed me, ill and you cared for me, in prison and you visited me.*

Goal 2: Be a leader in outreach by empowering our community to be Christ's disciples.

Matthew 28:19-20, *Go, therefore, and make disciples of all nations, baptizing them in the name of the Father, and of the Son, and of the Holy Spirit, teaching them to observe all that I have commanded you. And behold, I am with you always, until the end of the age.*

Goal 3: Create educational opportunities that support building and renewing a deep faith.

Romans 10: 9 -10, *... for if you confess with your mouth that Jesus is Lord and believe in your heart that God raised him from the dead, you will be saved. For one believes with the heart and so is justified, and one confesses with the mouth and so is saved.*

Goal 4: Foster open communications and dialogue.

Colossians 4: 5-6, *Conduct yourselves wisely toward outsiders, making the most of the opportunity. Let your speech always be gracious, seasoned with salt, so that you know how you should respond to each other.*

Goal 5: Provide inspirational worship and participation in the sacraments.

1 Chronicles 29: 13, *Therefore, our God, we give you thanks and we praise the majesty of your name.*

2019 – 2023 STRATEGIC PLAN SUMMARY

In Matthew 5:14, Jesus tells us, ***“You are the light of the world,”*** and in Matthew 5:16 he instructs us, ***“your light must shine before others.”*** Guided by the Holy Spirit, everyone in our parish community will continue to grow as disciples of Christ and shine the light of Christ throughout our community. This is a summary of the first draft of strategic plans to help us on our journey from 2019-2023.

5 Focal Areas

The Pastoral Leadership Team suggests working on these specific objectives in five focal areas to help SJB Catholic Parish achieve its 2019-2023 Pastoral Goals.

Social Outreach

“Go, therefore, and make disciples of all nations.” (Matthew 28:19)

In the 2017 parish survey, respondents listed outreach and serving those in need more frequently than any other area when asked to list an area in which the parish should focus.

Social Outreach Objective 1: Hire a Social Outreach Director. The new Director will be charged with strengthening existing parish ministries and working with parishioners, other churches, local government, and other agencies to spread the light and love of Christ.

Education and Faith Formation

“For one believes with the heart and so is justified, and one confesses with the mouth and so is saved.” (Romans 10:10)

“In the formation of conscience, the Word of God is the light for our path, we must assimilate it in faith and prayer and put it into practice” (Catechism of the Catholic Church, no. 1785). In addition to the overall importance of education and faith formation, respondents to the 2017 parish survey rated children’s religious education/formation and youth ministry among the highest priorities for the parish.

Education and Faith Formation Objective 1: Host at least two large community-wide Catholic faith-based events per year.

Education and Faith Formation Objective 2: Provide parishioners access to high quality, self-paced Catholic faith formation programming.

Education and Faith Formation Objective 3: Grow and maintain our top-rated educational programming in St. John the Baptist Catholic School and ensure 100% of youth (pre-k through high school) have access to high quality Catholic faith formation.

(summary continued on next page)

Our SJB School is part of these SJB 2023 strategic planning efforts. The School Council President and Principal are part of the Pastoral Leadership team, ensuring that school strategic planning and parish-wide strategic planning efforts are unified and aligned.

Portions of the final plans requiring funding will be conditional on the availability of funds and approval by the Parish Pastoral and Finance Councils.

Worship

***"Therefore, our God, we give you thanks and we praise the majesty of your name."
(1 Chronicles 29: 13)***

Our church will undergo its first renovation in 25 years in 2019. As we renovate our physical space, we will also commit to increasing access to sacraments, continually enhancing our highly rated music ministry, and finding ways to involve more parishioners in our liturgical celebrations.

Worship Objective 1: Provide additional opportunities to worship and participate in sacraments and all liturgical ministries.

Worship Objective 2: Further enhance the already strong music ministry.

Worship Objective 3: In addition to the existing planned Church renovation (part of the 2016 Stewards of God's Grace Capital Campaign), construct a drive thru with awning on the south side of the church and install video screens and sun shades in the church.

Worship Objective 4: Rebuild the recruiting and training process to facilitate increased altar server participation.

Community Building

The parish "is a community of communities, a sanctuary where the thirsty come to drink in the midst of their journey." (Pope Francis, in Evangelii Gaudium, paragraph 28)

2017 parish survey results indicate that maintaining and enriching a sense of community is very important.

Community Building Objective 1: Create a committee that assesses parishioner involvement at SJB and creates a systematic approach to increasing the number of parishioners involved.

Community Building Objective 2: Strengthen overall communications to ensure all parishioners have access to SJB information.

Community Building Objective 3: Pilot a program to create small neighborhood groups of St. John members gathering frequently to discuss faith and family and grow in fellowship.

Community Building Objective 4: Develop effective ways to help members of St. John the Baptist be representative of the parish and Catholics in their non-St. John community involvement.

Facility Planning

"The human heart plans the way, but the Lord directs the steps." (Proverbs 16: 9)

A coordinated, fiscally responsible facility plan is essential to properly serving a growing community. A quality physical environment supports all the other work we do to live out our mission.

Facility Planning Objective 1: Develop a parish-wide facility plan that assesses our campus environment, determines current and future needs, and provides fiscally responsible proactive options for serving our community.

The remaining pages provide these additional details about the plans for working on each objective: timeframe, oversight team, other inputs, cost estimates, initial steps

Pastoral Objectives

Social Outreach Objectives

Social Outreach Objective 1: Social Outreach Director

- *Establish and fill staff position of Director – Social Outreach*

TIMEFRAME: Fill position before 6/30/2019

OVERSIGHT TEAM: Severin Wellinghoff (Parish Pastoral Council)

Fr. John

Paul Keller (Business Manager)

Janis Garrison and Lauren Mosby (Parish Pastoral Council)

COST ESTIMATE: \$48,000 per year, subject to Finance and Parish Pastoral Council approval

OTHER INPUTS: None identified.

INITIAL STEPS:

1. Create job description and identify candidates. Job description should specify that this position will coordinate and oversee all Community Outreach programs (see appendix for draft job description)
 - a. Outreach programs should focus on Warrick County needs, work with other churches and the area, and work with local governments to assess needs.
2. Determine how to brand the St. John the Baptist outreach efforts to capitalize on community involvement.
3. Develop a sustainable model for outreach efforts that allows the work to continue through organizational change.
4. Engage current ministries to measure discipleship.
5. Review all current parish outreach programs and determine what other outreach needs there are in the community. For example:
 - Homeless shelter and/or local soup kitchen
 - Life skills education including good financial practices for families, how to develop health eating habits, smoking cessation, etc.
 - Other opportunities, such as:
 - o Bringing church to elderly, especially as that population increases in our area.
 - o CASA
 - o Prison Ministry
 - o Nursing Home

OBJECTIVE SUMMARY: Create a new Director of Social Outreach staff position in the parish.

Education and Faith Formation Objectives

Education and Faith Formation Objective 1: Community-wide Catholic faith-based events

- *Host at least 2 community-wide Catholic faith-based events (consisting of nationally-known speakers or missions) per year.*

TIMEFRAME: Begin: 1 event in the first half of 2019
Finalize: 2 events/year by 2020

OVERSIGHT TEAM: Deacon Jay VanHoosier (Director of Faith Formation/Community Outreach)

OTHER INPUTS: Event team volunteers
People knowledgeable of speaker popularity and expertise

COST ESTIMATE: \$2,500-\$7,000/event (includes meals, transportation, and lodging)

INITIAL STEPS:

1. Identify target speakers
2. Identify venue and timing. Book and schedule with speaker.
3. Plan event details (logistics, marketing, etc).
4. Verify available dates on campus (e.g., renovation, etc., may need to change timeline or location accordingly).
5. The Gather In Faith Women's Conference is a successful community-wide faith-based event we already host. While we may start by adding only 1 more (to reach the goal of 2 annually), it is suggested that we host 2 additional events annually, starting in 2020.

OBJECTIVE SUMMARY: Inspire our congregation and encourage community by hosting community-wide Catholic faith-based events.

Education and Faith Formation Objective 2: Self-paced education and faith formation opportunities

- *Drive engagement in self-paced faith formation and enrichment by leveraging programming which parishioners can access on demand.*

TIMEFRAME: Begin: 2019
Finalize: Evaluate usage annually

OVERSIGHT TEAM: Deacon Jay VanHoosier (Director of Faith Formation/Community Outreach)

OTHER INPUTS: Pastoral Council Members and/or parish members to generate promotional content and lead roll-out strategies and implementation:

COST ESTIMATE: Approximately \$3,500 per year for parish-wide membership to Formed.org

INITIAL STEPS:

1. Identify and procure programming (likely <https://formed.org>, but also need to evaluate other options)
2. Create rollout strategy to promote usage.
3. Measure engagement of target audiences (e.g., 50% of target audience is actively using programming)

OBJECTIVE SUMMARY: Provide a means for members of our congregation who need or gravitate towards self-paced programming to have access to high-quality Catholic faith formation and enrichment programming.

Education and Faith Formation Objective 3: Commitment to Pre-K through High School Education and Faith Formation Excellence

- *Grow and maintain top-tier Catholic youth education and faith-formation programs that impact all youth in our parish community*

Objective 3a: Ensure that 100% of youth in our parish, at all grade levels (pre-K through high school), have access to equivalently high levels of grade-appropriate faith-formation programming.

Objective 3b: Ensure that at least 75% of parish youth attend a common faith-based retreat-style program during the time between receiving the sacraments of First Communion and Confirmation.

Objective 3c: Ensure that at least 75% of parish youth attend a common faith-based retreat-style program after receiving the sacrament of Confirmation and before they graduate high school.

Objective 3d: Grow and maintain our top-rated educational programming for pre-K through 8th grade students in our parish's St. John the Baptist Catholic School.

TIMEFRAME: Begin: 2019 (target 50% participation in 3b and 3c in 2019, set baseline)
Finalize: 2023 (reach 75% participation in 3b and 3c by 2023)

OVERSIGHT TEAM: Deacon Jay VanHoosier (Director of Faith Formation/Community Outreach)
Elizabeth Platt (School Principal)
School Council

OTHER INPUTS: Catechists
St John the Baptist Catholic School strategic plan

COST ESTIMATE: To be determined

INITIAL STEPS:

For Objective 3a

1. Establish benchmark metrics for measuring the quality of faith-based programming.
 - a. St John the Baptist Catholic School strategic plan details how the quality of faith-based programming is defined, measured, and monitored internally. The Parish Director of Faith Formation decides how to work with the school programming guidelines to determine how definitions, measures, and monitoring systems can be equivalently administered across parish-wide faith formation programming for our youth.
2. Establish a process for evaluating progress against the benchmark metrics annually.
3. Utilize these metrics for programming at each grade level, regardless of if the programming takes place inside or outside of our school.

For Objectives 3b and 3c

1. Identify what appropriate retreat-style programs exist for each objective. Options do not have to be held at our parish or even in our town.
2. Determine if current programming can be used or if a new program needs to be created

3. Once a program is targeted for the first year, generate strategies and tactics to ensure that we reach the attendance goal in each objective.
4. Establish a way to monitor attendance and attendees' perceptions of the quality/impact of attended programs to decide if/when alternative programs need to be identified/created.

For Objective 3d

1. Outline the specific actions and timelines within the St. John the Baptist Catholic School strategic plan.

OBJECTIVE SUMMARY: Ensure excellent education and Catholic faith formation programming for all parish youth from pre-k through high school.

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Worship Objectives

Worship Objective 1: Additional opportunities for sacraments/worship

- *Provide additional opportunities to participate in sacraments/worship*

TIMEFRAME: Begin: 1/1/19
 Finalize: 12/31/19

OVERSIGHT TEAM Mike Killebrew (Director of Music and Liturgy)
 Fr. Tom, Fr. John, Fr. Henry

OTHER INPUTS Current liturgical ministry participants

COST ESTIMATE: Not specified, expected to be minimal

INITIAL STEPS:

1. Offer additional opportunities for reconciliation
2. Publicize dates and times of rosary/adoration and welcome all to participate
3. Conduct lector training/workshop
4. Include a recruiting message during the Mass announcements regarding the need for liturgical ministry participation (i.e. Eucharistic Ministers, Ushers, Lectors, etc.)

OBJECTIVE SUMMARY: Find ways to provide additional opportunities to participate in sacraments/worship as well as all liturgical ministries by the end of 2019.

Worship Objective 2: Music Ministry

- Enhance current music ministry

TIMEFRAME: Begin: 1/1/19
 Finalize: 12/31/19

OVERSIGHT TEAM: Mike Killebrew (Director of Music and Liturgy)

OTHER INPUTS Kelli Potts (Pastoral Council)
 Charlene Fiedler (Coordinator of Youth Ministry)

COST ESTIMATE: Cost to be determined (money for new material in budget)

INITIAL STEPS:

1. Attract additional musicians for instrumental support for 8:45, 11:00, and 5:30 Masses (initial focus on 5:30 pm Mass)
2. Introduce new music selections to keep the music current and fresh
3. Educate the parish on choir opportunities
4. Investigate youth and young adult groups for resources

OBJECTIVE SUMMARY: Further enhancement of the already strong music ministry could be accomplished by adding additional instrumental support at targeted Masses.

Worship Objective 3: Changes to the Church Environment

- *Enhance the worship experience through changes to the church environment.*

TIMEFRAME: Begin: 1/1/19
 Finalize: 12/31/19

OVERSIGHT TEAM: Paul Keller (Business Manager)
 Facility Planning Committee (Proposed in this plan, see p. 18)

OTHER INPUTS Kevin (Architect for church renovations)

COST ESTIMATE: Video screens (\$35k),
 Drive thru awning (cost to be determined),
 Sun Shades (\$15k)

INITIAL STEPS:

1. Install video screens (will continue with books for time being)
2. Construct a drive thru with an awning to the south side of the church
3. Install retractable sun shades

OBJECTIVE SUMMARY: Enhance the worship experience by the end of 2019 by making physical changes to the church facility.

Worship Objective 4: Altar servers

- Increase altar server participation at all ages, especially among public school students.

TIMEFRAME: Begin: 1/1/19
 Finalize: 5/1/19

OVERSIGHT TEAM: Mike Killebrew (Director of Music and Liturgy)
 Jessica Beatty (Pastoral Council),
 Dennis Seib, Ruppel family

OTHER INPUTS Fr. Tom, Fr. John, Fr. Henry,
 Liturgy committee

COST ESTIMATE: Cost to be determined (expected to be minor)

INITIAL STEPS:

1. Research other parishes for better overall altar server ministry strategies
2. Develop and implement a plan to recruit both non-SJB students and SJB students to participate in altar serving – possibly changing minimum age.
3. Talk to other grades past 5th grade for missed opportunities.
4. Develop altar server training program that is more accessible (i.e. video, YouTube, etc.)
5. Ensure training and participation is more parent friendly and accommodate today's family lifestyles

OBJECTIVE SUMMARY: Rebuild the recruiting and training process to facilitate increased altar server participation at all ages.

Community Building Objectives

Community Building Objective 1: Parish Involvement Committee

- *Create a parish involvement committee to assess individual parishioners involved at SJB and seek to create a systematic approach to increase the number of parishioners involved.*

TIMEFRAME: Begin: Spring 2019
 Finalize: Ongoing - have structure by Summer 2019

OVERSIGHT TEAM: John Thomason (Pastoral Council)

OTHER INPUTS: leaders of SJB ministries and groups

COST ESTIMATE: \$250/year - mainly postage expenses and committee member time

INITIAL STEPS:

1. The committee will seek input from the leaders of SJB ministries/groups to determine who is currently involved.
2. The committee will compile the data into a matrix that shows basic information about the parishioner and SJB involvement.
3. The committee will initially focus on those parishioners that are either new or uninvolved.
4. The committee will use the basic biographical information to suggest three ministries/groups that may be of interest to the parishioner.
5. The committee will forward the basic biographical and contact information to the leaders of the suggested three ministries/groups.
6. The leader will mail a simple note to the parishioner telling him/her about the ministry/group and invite them to attend the next meeting.
7. The committee and group leader will have follow-up communication to determine if the parishioner gets involved.
8. The matrix will be updated accordingly, and future communications will continue.
9. Establish benchmarks to measure engagement and let the committee set targets.

OBJECTIVE SUMMARY: Create a committee that assesses individual parishioners involved at SJB and seeks to create a systematic approach to increase the number of parishioners involved.

Community Building Objective 2: Marketing/Advertising/Communication

- *Effectively convey St. John's liturgy, faith formation, events, etc. to the parish, the local community, the diocese, and ultimately the world.*

TIMEFRAME: Begin: Sept 2018
 Finalize: Ongoing, try to have well established by Sept 2019

OVERSIGHT TEAM: Jenny Keller (Pastoral Council)
 Janice Jillson (Parish Marketing and Communications)

OTHER INPUTS: Leaders of SJB Organizations
 Those who do announcements before mass
 Steve Hanley

COST ESTIMATE: Cost of suggestions box, pamphlets, electronic sign

INITIAL STEPS:

1. Communicate with and assist marketing/communications director to brainstorm better communication methods for parish and non-parish events/progress/ etc.
2. Look into current SJB App and how we can better utilize (ex: push notifications).
3. "Comments/Suggestions" box in Narthex.
4. Pamphlet holder in the Narthex to house a pamphlet from all of our ministries.
5. Electronic sign for SJB to replace current outdated sign.
6. Schedule ministry fair during the Parish Picnic 2019. Notify group leaders of date/plan.
7. Get feedback on what modes of communication are working well for parishioners/ministry leaders (how new members are effectively being added to the groups our parish offers/attending events that are offered/utilizing services that are offered).

OBJECTIVE SUMMARY: Improve how we communicate parish activities.

Community Building Objective 3: Small Group Pilot/Neighborhood Grouping

- Support small groups/neighborhood groups of St. John members gathering frequently to discuss faith, family, etc. (pilot program)

TIMEFRAME: Begin: 11/2018
Finalize: 2 groups in pilot program by 2/2019

OVERSIGHT TEAM: Kristy Denton (Pastoral Council)
Deacon Jay VanHoosier (Director of Faith Formation/Community Outreach)
Angie Knust (Director of Accounting)

OTHER INPUTS None specified

COST ESTIMATE: Program material costs to be determined

INITIAL STEPS:

1. Create a way to identify small communities of parishioners living in the same small geographic location.
2. Ask for a call to facilitate within each community.
3. Provide materials for each facilitator and small group.
4. Offer a suggested schedule and plan and encourage deviation as appropriate for each group's individualized needs.
5. Welcoming committee to add to neighborhood groups.
6. Follow-up call from group leader if someone doesn't attend the first session.

OBJECTIVE SUMMARY: Facilitate a small parish feel, enhance relationships in the parish, and offer a chance to learn from peers. Grow community connections inside the church from smaller groups.

Community Building Objective 4: Planting Parishioners in greater community.

- *Help members of St. John the Baptist be representative of the parish and Catholics in their non-St. John community involvement*

TIMEFRAME: Begin: Fall 2018
 Finalize: Ongoing, have well established by end of 2019

OVERSIGHT TEAM: Brian Pope (Pastoral Council)
 Janice Jillson (Parish Marketing and Communications)
 Deacon Jay VanHoosier (Director of Faith Formation/Community Outreach)

OTHER INPUTS: United Way of Southwestern IN
 Habitat for Humanity
 Warrick County Community Foundation
 Historic Newburgh, Inc
 Any community organization

COST ESTIMATE: Minimal to start, possibly moving into a sponsorship role of local events

INITIAL STEPS:

1. Poll parishioners to find out which organizations they are involved in.
2. Reach out to these organizations to let them know that St. John the Baptist parish is interested in helping their organization reach their goals.
3. Keep a running list of parish members that are involved with community organizations.
4. Have a member of St. John be the point person for each community organization.

OBJECTIVE SUMMARY: Live our Christianity in the greater community by having members of St. John the Baptist Catholic Parish involved and active in the community and striving to be the hands and feet of Jesus for everyone.

Facility Planning Objective

Facility Planning Objective 1: Facility Plan

- *Develop a parish-wide facility plan*

TIMEFRAME: Begin January 2019
Finalize Sept. 2023

OVERSIGHT TEAM: Fr. Tom
Paul Keller (Business Manager)
2 parish members with real estate development/ construction background
At least one parish member that is a realtor
Kevin, the Architect for church renovation
Current facility management
Finance Council representative

OTHER INPUTS: Finance Committee
Parish Survey & Needs

INITIAL STEPS:

1. Establish facility planning committee by January, 2019.
2. Review and monitor current renovation plan with Entheos Architectural representative.
3. Develop needs assessment of current facilities.
4. Develop assessment of future needs.
5. Finalize plan with consultation of Finance Council and Pastoral Council.
6. Report progress to Pastoral Council quarterly.

OBJECTIVE SUMMARY: Establish a committee to create a comprehensive multi-year facility plan.

APPENDIX:

St. John the Baptist Catholic Parish Director of Social Outreach Job Description

TOP JOB RESPONSIBILITIES:

The newly developed St. John the Baptist Parish Director of Social Outreach will be responsible for:

- Thoroughly understanding each of the current SJB outreach ministries as they operate today. Identifying potential to strengthen (volunteers, etc.) and increase effectiveness of present outreach effort(s).
- Developing, implementing and evaluating strategies to address important needs of the homeless families in Warrick County. (Warrick County defined as Newburgh, Chandler, Boonville and Yankeetown.)
- Reaching out to other Warrick County congregations to identify feasibility of a shared vision of “strengthening lives in your own county.” Developing *Room at the Inn* program.
- Reaching out to existing social service agencies based in Vanderburgh County to gauge feasibility of expanding and maximizing their programs to benefit Warrick County residents (i.e. United Way 211, Echo Clinic Warrick facility, Dental clinic, existing family oriented homeless shelters, etc.)
- Investigating new ways for SJB outreach ministries to benefit the most vulnerable in Warrick through CASA program, Big Brothers/Big Sisters. Developing a “Foster Grandparent program with an assisted living facility.
- Developing SJB outreach ministry information page, giving parishioners a brief glimpse of ministry itself and invitation to join - with suggested commitment timeframe and hours per month.

REQUIREMENTS:

- Must be member of St. John the Baptist Parish
- Should be familiar with Warrick County area
- Should possess good communication skills and be willing to connect with other local churches in county
- Should possess good organizational skills and be able to oversee many projects at one time
- Must be able to research and write grants to fund this program
- Must complete needs assessment to become familiar with current outreach programs and determine what other outreach needs there are in the community