

St John Evangelist

Strategic Plan

2022

The following mission statement, strategic goals and measures, and strategic plan were developed by the Strategic Planning Committee and were developed from parishioner, committee, and staff input beginning fall 2020. The plan was developed in consultation with the Archdiocese of Milwaukee, and Fr. Joe Dominic. The plan was approved by the St. John Evangelist Pastoral Council in September, 2021.

The following Strategic Goals were identified as important cornerstones of St. John Evangelist parish. Measures were identified to track parish progress, and identified Strategies are concrete actions our parish can take to uphold these identified cornerstones.

Mission Statement

"As a Catholic community, St. John the Evangelist Parish of Kohler together praises God, grows in Christ, and carries the Holy Spirit forth in our community."

Strategic Goals and Measures

GOAL 1: Excellence in administration is achieved through clearly defined responsibilities and procedures for staff and volunteers. This is supported through staff development.

Measure: An annual survey of staff will indicate regular staff development, clearly communicated responsibilities, and regular and consistent feedback.

GOAL 2: We have engaged and effective leadership with clear and consistent priorities.

Measure: An annual survey of pastoral and finance council members, commissioners, committee chairs, and staff will indicate improved effectiveness, and clear priorities of leadership.

GOAL 3: We are a hospitable, welcoming, and inviting community to all parishioners, guest and the community at large.

Measure: Annual survey of parishioners will include welcomeness questions; Mass attendance will increase by 10% over 2019 and increase participation by 5% each year thereafter.

GOAL 4: We communicate with transparency and in alignment with the Holy Spirit across parish (parishioners, committees, and staff)

Measure: Annual survey of parishioners will include question on transparent communication and average response will improve 5% each year.

GOAL 5: We respond to our parish mission through active involvement in parish programs, activities, and committees.

Measure: Increase participation in non-Mass events by 10% over 2019 participation and increase participation by 5% each year thereafter. Annual survey of parishioners will include question parishioner involvement and average response will improve 5% each year.

GOAL 6: We provide actual and perceived excellent faith formation for parishioners of all ages.

Measure: Increase participation at adult education events by 10% over 2019 and increase 5% each year thereafter. Annual survey of parishioners will include question on perceived excellence in faith formation and average response will improve 5% each year.

GOAL 7: We celebrate our efforts and engage our parishioners through multi-faceted and consistent internal and external communications.

Measure: Increase attendance at non-Mass events by 10% over 2019 and increase by 5% each year thereafter.

GOAL 8: We are a strong spiritual family which actively supports and nourishes people in Christ.

Measure: Annual survey of parishioners will include question on perceived spiritual support and average response will improve 5% each year.

GOAL 9: St Johns has impactful Masses; including meaningful homilies, uplifting music, and engaged Mass participants.

Measure: Increase Mass attendance by 10% over 2019 and increase 5% each year thereafter. Annual survey of parishioners will include question on impact of Mass and average response will improve 5% each year.

Current Strategies

The following Strategies are currently being completed or have already been completed.

Strategy	Supports Goal #	Assigned
Ensure safety protocols are being followed, specifically the locking of church doors 10 minutes after the start of each Mass.	9	Ushers
Ensure all parishioners who volunteer with minors have received Safeguarding training available through the Archdiocese of Milwaukee: https://www.archmil.org/Offices/Safe-Environment.htm .	3	CLC
Develop and promote process for prayer requests; and develop and promote prayer groups.	9	Susan Vavra & Parish Secretary
Develop a subcommittee of the Pastoral Council with the purpose of assisting with the transition to the new committee structure.	2	Pastoral Council
Develop clear job descriptions and duties for staff which define necessary educational requirements and expectations. Refer to job descriptions used for hire. Consult Archdiocese of Milwaukee sample job descriptions: https://www.archmil.org/offices/HR-parish-school.htm .	1	Personnel Committee
Create Employee Handbook for staff based on the template provided by Archdiocese of Milwaukee https://www.archmil.org/Resources/Parish-Personnel-Guidelines-Resource-Guide.htm .	1	Personnel Committee
Create a protocol for staff when internal issues exist. Consult Archdiocese Guidelines: https://www.archmil.org/Resources/sparknotes.htm .	1	Personnel Committee
Identify and implement faith-based relationship building activities and training within the parish to strengthen interpersonal relationships and resolve conflict.	4	Personnel Committee
Define clear process by which committees and parishioners can present suggestions and resolve issues within parish; publish practices across all venues. Consult with Archdiocese of Milwaukee guidelines" https://www.archmil.org/Resources/ParishCommitteeResourceBook.htm	4	Ad Hoc Pastoral Council
Invite commission chairs to attend Pastoral Council meetings, to share commission activities and identify collaboration opportunities between commissions.	4	Pastoral Council Chair
Reinstitute children's educational and service opportunities during the summer such as vacation bible school or a summer service series. Parishioner recommendation to explore a community vacation bible school opportunity with other area churches.	6	Religious Education Committee

Priority Strategies

The following priority strategies will be the first ones to be worked on. Unassigned strategies will be available on Sign Up Genius for any parishioner to sign up and assist.

Strategy	Supports Goal #	Assigned
Secure qualified volunteers to act as the leaders for the Worship, Formation, Human Concerns, and Stewardship Commissions.	2	Tom Reilly
Develop a Communication Committee.	7	
Identify best welcoming practices for parishioners and guests before Mass and provide training. Parishioner recommendations include: 1. Greeting Mass participants at or outside the main doors. 2. Greeters and usher to have name tags so visitors who need information can easily identify them. 3. Walk newcomers to where they need to go rather than pointing the way. See Arch Mil resources https://www.archmil.org/offices/parish-stewardship/hospitality-resources.htm	3	Lead Greeter & Lead Usher
Develop a financial request timeline and process including submission timelines and allocation criteria that provides equal opportunity for all committees to request funds for projects.	4	Finance Council
Set up committees in Flocknote and conduct committee chair Flocknote training - how to use system to access defined parishioner contact information and communicate with committees or groups.	4	Julia Rodemeier & Parish Secretary
Identify and engage current and potential parishioners in Mass attendance. (Parishioner suggestions include: 1. Update parish registry. Announcements after each Mass for parishioners to register if they haven't already. 2. Encourage parishioners to invite Catholic neighbors and friends to attend Mass with them. 3. Advertise bi-weekly in Kohler Villager. 4. Drop off brochures at Kohler Schools for new residents. 5. Drop of brochures at Kohler Company HR for new employees. Archdiocese of Milwaukee resources include: https://www.archmil.org/Our-Faith/See-You-At-Mass.htm	5	
Identify and provide engaging activities for children during parish socials. Identify volunteers who are interested in working with children (i.e., teens, grandparents, etc.) and create engaging activities, opportunities, and space for youths of all ages during parish socials.	5	
Develop signage for committees and educate parishioners on their committee work when they serve parish socials.	5	Parish Socials & Committee Chairs
Train lectors, sacristans, eucharistic ministers using the Archdiocese of Milwaukee virtual workshops. Archdiocese of Milwaukee resources include: https://www.archmil.org/Resources/LiturgicalMinistryGuidelinesEnglishSpanish.htm .	9	Worship Commissioner & Lead Sacristan/ Lector/ Eucharistic Minister
Identify and implement opportunities to enhance the music and engage parishioner involvement during Mass.	9	Director of Liturgical Ministry

Priority Strategies (cont.)

Strategy	Supports Goal #	Assigned
Provide training for catechists. Archdiocese of Milwaukee resources include: https://www.archmil.org/Catechesis/Catechists.htm .	1	Rel. Ed. Coordinators
Identify mentoring resources through the Archdiocese of Milwaukee and provide mentoring for new committee volunteers.	2	Committee Chairs
Determine ways for priest to actively engage with parishioners, educational classes or events, pre and post sacramental activities, and annual fundraisers.	2	Commissioners & Priest
Reestablish a nursery program during Mass.	8	Elementary Rel. Ed. Coordinator
Identify and promote volunteer opportunities for children to participate in the Mass. Specific parishioner recommendations include children's choir, children's Christmas Mass, and bringing up gifts. Additional resources from the Archdiocese of Milwaukee include: https://www.archmil.org/offices/parish-stewardship/Stewardship-for-Children--Yout.htm .	9	
Assess speaker system in church and Narthex to ensure all areas are equally clear.	9	Facilities Staff
Develop annual calendar of regular administrative reports, responsibilities, events, etc. and share with Pastoral Council members and commission chairs.	1	Pastoral Council Member & Parish Secretary

Subsequent Strategies

Following the implementation of the Priority Strategies, the following strategies will be rolled out based on capacity and interest.

Strategy	Supports Goal #	Assigned
Identify and employ additional spaces (i.e., outdoor spaces, lower-level spaces, classroom, or rectory areas) that might be used for parish socials and other parish events - alleviating concerns for sacred church spaces being used for social events.	3	
Develop full list of responsibilities for all commissioners and chairs based on Archdiocese of Milwaukee recommendations: https://www.archmil.org/ArchMil/Resources/ParCnl1/Commission-Committee-Guidelines .	2	Commissioners & Committee Chairs
Define protocols for using Flocknote for parish communication (how often, communication length, etc.) to ensure it includes and doesn't contradict Archdiocese of Milwaukee materials, specifically regarding communication with children https://www.archmil.org/ArchMil/Resources/SAFE/2020-Social-Media-and-Digital-Communication-Safeguarding-Policy-English.pdf . Share communication protocols with all parishioners who have access to send information on Flocknote.	4	
Promote the Archdiocese of Milwaukee resources and educational materials such as podcast "Two Guys and a Gospel."	8	
Develop a Vocation Ministry. Consult resources at the Archdiocese of Milwaukee: https://www.archmil.org/Vocations.htm .	8	
Identify and connect committee chairs to appropriate Archdiocese of Milwaukee resources including web resources, Archdiocese of Milwaukee staff, and leadership and educational conferences.	2	Commissioners & Committee Chairs
Develop a committee of two trustees, Finance Council chair and Pastoral Council chair to work with the priest to evaluate the administrative needs of the parish that can be delegated to a lay person to alleviate burdens on the priest.	2	Pastoral Council Chair and Finance Council Chair
Identify and implement welcoming practices for new and existing members. Parishioner recommendations for practices include: - Organize a welcoming event for new parishioners to include volunteer opportunities and a tour of the church. - Educate parishioners on ways of being welcoming to visitors. - Mentors for new families. Archdiocese of Milwaukee recommendations include https://www.archmil.org/offices/parish-stewardship/hospitality-resources.htm	3	
Train committee chairs on - Webpage updating — how to update committee webpages on the church website — create uniformity among pages. - Promoting events using guidelines from the marketing plan.	7	Commissioners & Communicatio n Committee
Develop a group under the Parish Life Committee to plan and facilitate an annual St John Evangelist Week.	8	
Identify and make available opportunities for youth service and involvement within and beyond the church.	5	

Subsequent Strategies (cont.)

Strategy	Supports Goal #	Assigned
Provide annual staff written reviews that assess performance and are signed and dated by priest and employees.	1	Priest
Conduct annual staff engagement survey, share results with staff and address identified issues.	1	Personnel Committee
Identify training and development needs for staff and provide appropriate opportunities to address them. See Archdiocese of Milwaukee resources: https://www.archmil.org/Offices—Services/Parish-Councils/Councils-Development0Copy.htm .	1	Personnel Committee
Provide new Financial and Pastoral Council members with the Archdiocese of Milwaukee video training and manual: https://www.archmil.org/Offices—Services/Parish-Councils/Planning-Training .	2	Pastoral Council Secretary and Finance Council Secretary
Develop a variety of annual activities through which members can get to know one another. Parishioner recommendations for activities include: - Organize an Open House Sunday or a “bring-a-friend” Sunday once a year. - Social event where parishioners can also learn more about and sign up for committees (see Archdiocese Milwaukee resources) - Sign ups for parishioners, : i.e., couples or families signup to meet and engage socially in small groups as Christians outside of church over coffee, lunch, etc. Archdiocese of Milwaukee recommendations include https://www.archmil.org/offices/parish-stewardship/hospitality-resources.htm	3	
Develop a marketing plan that includes: - church website development - parish event promotion process and methods for communicating events within and outside parish (i.e., when to email, text, promote from the pulpit, put in bulletin, promote after Mass, fliers to neighbors, social media, promote within local businesses including contacts, etc.) - the engagement and promotion of Archdiocese of Milwaukee events	7	
Develop a Time and Talent Committee to document existing volunteer needs, assess existing talent using training from the Archdiocese Called & Gifted workshop, and coordinate volunteer placement.	8	
Ensure the Financial and Pastoral Councils practices align with Archdiocese of Milwaukee guidelines: https://www.archmil.org/offices/parish-councils/committee-guidelines.htm .	1	Ad Hoc Pastoral Council
Assist committees in aligning committee structures, purposes and meeting practices with those recommended by the Archdiocese of Milwaukee https://www.archmil.org/ArchMil/Resources/ParCnl1/Manuals-for-Parishes/ParishCommissionsCommittees2015.pdf .	2	Ad Hoc Pastoral Council & Commissioners
Develop welcoming grounds. Parishioner recommendations include: - Provide a clean and safe nursery that is visually appealing to children and parents and staffed with trained and vetted volunteers. - Develop and post clear signage for visitors and new members for parish office location and hours. - Investigate possibility of moving parish offices to Gathering Space.	3	

Subsequent Strategies (cont.)

Strategy	Supports Goal #	Assigned
Develop a volunteer fair and/or a volunteer Sunday that runs regularly throughout each year. Parishioner suggestions include developing a time, talent, and treasure volunteer opportunity social that occurs after Mass on the 1st Sunday of each month. Archdiocese of Milwaukee suggestions include https://www.archmil.org/ArchMil/Resources/PS_manual-Part8Resources.pdf .	5	
Identify a plan to increase engagement in worship service - begin a service campaign to include participation - identify the percentage of parishioners who currently participate and increase the percentages by 10% each year.	5	
Provide faith formation and service activities beyond the classroom and enhance faith formation opportunities for members of all ages: young children; teenagers; young adults; young families; and all adults.	6	
Offer a spiritual program for women similar to "That Man Is You."	6	
Explore option of Sunday evening Mass and Sunday evening religious education. Consider priest availability, competing events (i.e., Packer games) and parent/parishioner preferences.	6	Religious Education Coordinators
Promote the sacrament of reconciliation. Archdiocese of Milwaukee resources include: https://www.archmil.org/Catechesis/Links/Penance.htm .	9	
Provide strong religious education programs for adults and families based on the four stages of the Catholic journey (see Archdiocese of Milwaukee resources). - Offer Archdiocese of Milwaukee educational programs such as Two Guys and a Gospel either through organized parish events or independently. - Explore community weekly bible study - Identify and promote other opportunities for parishioners	6	
Develop processes that empower parishioners to develop programs and activities; create changes that support the goals of the parish; and align with Archdiocese of Milwaukee guidelines https://www.archmil.org/ArchMil/Resources/ParCnl1/Manuals-for-Parishes/ParishCommissionsCommittees2015.pdf . One parishioner suggestion was to develop and promote a process in which parishioners with specific interests can invite & commune with others with similar interests - both inside and outside the church walls.	5	Adult and Family Ministry
Develop a quiet/prayer/conversation space in the narthex which includes comfortable sofas and chairs where individuals can come to pray, read, and engage with God or others and regular open hours. Promote and encourage parishioners to use.	8	
Turn the gathering space into a non-quiet space where three or more can gather, have coffee, and come together in community. Promote to parish. (Relates to research on "third space" areas) https://en.wikipedia.org/wiki/Third_Space_Theory and https://www.oxfordreference.com/view/10.1093/oi/authority.20110803103943995	8	
Develop signage to promote and ensure sacred spaces such as Narthex are not used for social events.	9	
Develop and provide a monthly Mass schedule with a nursery supporting children with special needs.	3	

Subsequent Strategies (cont.)

Strategy	Supports Goal #	Assigned
Expand the Joint Evangelization Committee and develop an evangelization plan based on the Catholic ID process and best practices created by the Archdiocese of Milwaukee.	8	
Investigate all staff spaces, ensure spaces are safe, secure, reasonable in size, and accessible to parishioners. Personnel and Buildings and Grounds Committees to complete by 1/1/2024	1	
Identify and educate select parishioners in bereavement counseling who will contact parishioners when they faced with the loss of a loved one.	8	
Develop a Young Adult Ministry Committee which will provide spiritual, service, and social activities for young adults. (Use the Brew City Catholic Initiatives for suggestions.)	8	
Identify and promote education and classes to support Marriage and Family Life through the Young Adult Ministry Committee.	8	
Develop a Youth Ministry Committee.	8	

SIGN UP TO PARTICIPATE

Sign up to assist with unassigned strategies on Sign Up Genius

<https://www.signupgenius.com/go/60B0B44A9A82BA0F85-stjohn> or by contacting the lead



Strategies will be posted on Sign Up Genius based on priority and capacity, and they will be posted on a rolling basis.

MORE INFORMATION

For more information on the plan and its development, please attend a **Strategic Plan Information Session** on one of the following dates:

Saturday, January 15 - 4:30 p.m.

Sunday, January 16 - 10:30 a.m.

Saturday, January 22 - 4:30 p.m.

Sunday, January 23 - 10:30 a.m.

Thank You!

Strategic Planning Committee

Julia Rodemeier
Tom Reilly
David Madigan
Lynn Miller

Pastoral Council

Fr. Joe Dominic
Tom Reilly (Chair)
Peter Bustos
Gena Gebler
Norma Horne
Michael Pellegrino
Julia Rodemeier Toni Sarafin
Rich Tauferner
Bridgitt Zielke

