

# **Campus Lutheran Church**

## **Onward Ministry Plan**

### **2020-2023**

**Onward in Christ's Transforming Love**

*By this everyone will know that you are my disciples, if you love one another  
...John 13:35*

**Date: September 27, 2020**

#### **The Planning Team**

Barron Roth  
Lugine Hein  
Mary Anne Wolfmeyer  
Dave Moentmann  
Mark Kruse  
Pastor Kent Pierce

## **Purpose**

In the Spring of 2020, a strategic planning committee for Campus Lutheran was formed. The objective of this committee is to consider the ministry needs (or priorities) of our congregation, evaluate where we are, where we are headed, and brainstorm ideas that will meet these needs over the next three years. This team looked at our current ministry and church governance structure and ways we can all grow as disciples of God's transforming love. This is an on-going process, not one that has an end result, but one with a vision for the future of Campus Lutheran Church and its members, keeping in mind also that we need to look beyond our church family and consider ways we can reach out to our community, state, nation and world.

## **Process**

The committee reviewed our mission plan from 2017-2020, the recent addition, renovations and enhancements to our facility and the current staffing model utilizing Directors of Christian Education. These factors have guided us in our mission and have helped us in growing a discipling ministry to families and college students.

We hosted a "World Cafe" event to brainstorm and gather ideas members of our congregation felt were important for the furthering of our mission and vision into the future. Information was gathered about what we are currently doing well and can enhance, what things we should change or discontinue, and what we can begin to do to focus on discipleship.

The ideas gathered from this meeting and the subsequent town hall meeting are the guidelines for the ministry plan defined in this document.

## **Living Document**

This is a living document. It will be updated as significant new opportunities present themselves and church members and staff initiate creative ministries in response.

## **Priorities and Resources**

Church leadership, pastor, and staff will work together to establish actions to implement this ministry plan and to align resources as we go forward. We will evaluate existing programs, creating new programs and eliminating programs according to these priorities.

## **Prayer and Participation**

Please take time to read this report and learn about the Onward Ministry Plan. We are excited about the goals and ideas that have surfaced through the planning process. These priorities and opportunities are meant to complement the ministries already happening through Campus Lutheran Church.

Please pray and consider where God may be calling you to become more engaged in this faith discipling journey we all share. We hope you will look for areas of ministry where your abilities and passions may blossom, and we can all learn what it means to follow Jesus and bring others to know Jesus.

## History of Campus Lutheran Church

Campus Lutheran Church was chartered as a congregation in 1959 to provide campus ministry at the University of Missouri, Stephens College, and Columbia College. Almost from the start, the congregation has been a diverse mixture of families, students and community members.

Recognizing the need and opportunity to grow in how it carries out its mission, the congregation adopted new mission and vision statements in 2011 which are centered around our Lord's command to make disciples of all nations.

In keeping with our mission and vision, the congregation voted in 2016 to embark on a facility renovation and expansion project. A very successful capital campaign, "Transforming Our Campus for Christ," was carried out later that year.

Prayerfully looking to the exciting future and kingdom work that our Lord has prepared for us, a survey was conducted over a period of 5 weeks in the spring of 2017. The survey, along with feedback from several town hall meetings, became the basis of what was called our "2020 Vision." Between 2017 and 2020 the church facility was renovated and expanded, Grace Road Children's Ministry was launched, and two DCE's (Director of Christian Education) were added to the church staff.

*Onward in Christ's Transforming Love* begins the next chapter of our life together in Christ's mission. We look forward to new opportunities for inviting friends and community to come to know, and grow in, Jesus Christ.

## God's Mission Through Campus Lutheran Church

### Mission Statement

Campus Lutheran Church lives and shares the transforming love of Christ by reaching...

**Upward** in reliance on God the Father, Son and Holy Spirit as the source of our life, purpose, and salvation;

**Outward** to those who have not yet heard or experienced the Good News of God's life-saving love for them in His Son, Jesus Christ; and,

**Inward** to support, encourage, and build one another up as brothers and sisters in Christ as we live out His calling for our lives.

### Vision Statement

We envision Campus Lutheran Church as a congregation that thinks, plans and acts in alignment with God's calling in the Great Commission. We see ourselves as a center for making new disciples from all nations in this generation and the next. We envision this taking place as the followers of Jesus are discipled for living as new people in Christ and sharing His life-transforming love with others.

## **Discipleship**

Discipleship is Jesus' process of showing the people of God how to participate in the mission of God as a daily lifestyle.

### ***Matthew 28:18-20***

*Jesus came and said to them, "All authority in heaven and on earth has been given to me. 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, to the end of the age."*

### ***Acts 1:8***

*"You will receive power when the Holy Spirit has come upon you, and you will be my witnesses in Jerusalem and in all Judea and Samaria, and to the end of the earth."*

# The Onward Ministry Plan

## Directive #1 - Strengthening Relationships

**Desired Outcome:** *God calls us to make disciples of all nations. Establishing a structured process for discipling current and future members to live as new people in Christ who share His life-transforming love with others is critical to our mission.*

**Summary of Findings:** A common theme from the discussions, World Café and town halls was the need for establishing a structured process for discipling current and future members to live as new people in Christ who share His life-transforming love with others. This plan will serve as the basis on which we, as a congregation, can more fully connect to God through Bible study and prayer, while strengthening the relationships within our congregation. Intentional investment in relationship-focused ministry will be a primary means for achieving our congregation's vision of making disciples in this generation and the next.

**Strategic Goal - Strengthen Relationships #1:** Develop and implement an intentional small group ministry plan.

- **Critical Target 1:** The staff of Campus Lutheran Church will develop a small group ministry plan by the end of 2020.

**Steps:**

**Staff will:**

- create a name for the small group ministry, a working definition, structure and format
- create a step by step plan to implement the small group ministry
- introduce the small group ministry plan to the congregation
- provide guidance and training for small group leaders
- identify resources for use by small groups

- **Critical Target 2:** Fifteen new small groups will be established and ongoing based on the new structured process by the end of 2021.

**Steps:**

**Staff will:**

- identify small group leaders
- identify affinity and need groups within the congregation
- communicate schedule for start and stop dates throughout the calendar year

- **Critical Target 3:** Seventy-five percent of Campus Lutheran Church member will participate in small groups.

**Steps:**

- Staff will ensure an adequate number of small group opportunities at various times of the day/week/locations are available
- Staff and all members of Campus Lutheran Church will ensure fellowship opportunities may be included as part of small group Bible study and prayer time
- Staff and all members of Campus Lutheran Church, through our small group ministries, will create a culture of invitation, participation, and multiplication

**Strategic Goal - Strengthen Relationships #1 – Critical Target 3 (cont.)**

- Staff will encourage and equip small groups to actively take part in the church wide ministries (the life of the congregation)
- Staff will provide a pathway for connecting new members to small groups
- Staff and all members of Campus Lutheran Church, through our small group ministries, will resource and release disciples who make disciples

**Strategic Goal - Strengthen Relationships #2:** Develop and implement a pathway to membership that connects people to the mission, vision and fellowship of Campus Lutheran Church.

- **Critical Target 1:** By the end of 2020, the staff at Campus Lutheran Church will develop and implement a four-week process called “Launch” that will help new members form friendships and participate in the ministries of the congregation.

**Steps:**

**Staff will:**

- develop a “Launch” curriculum specifically for Campus Lutheran Church
  - introduce “Launch” to the congregation
  - implement “Launch” as a step for membership at Campus Lutheran Church
- **Critical Target 2:** All pathways to membership at Campus Lutheran (adult instruction, Jr. Confirmation, transfer, profession of faith, etc.) will include participation in “Launch” by 2021.

**Steps:**

**Staff will:**

- communicate the expectation to potential new members that they participate in “Launch”
  - enroll potential new members in upcoming “Launch” classes
  - recruit and train existing members as “Launch Coaches” for new members
- **Critical Target 3:** The pathway to membership at Campus Lutheran Church will be continually available, visible and accessible to all in-person and online ministry guests by 2022.

**Steps:**

**Staff and Communications Team will:**

- ensure there is online prominence on the campuslutheran.org website
- provide information about membership opportunities at congregation-wide events
- encourage and model a culture of inviting new people

**Strategic Goal - Strengthen Relationships #3:** Develop and implement a process for engaging and re-connecting people who stop participating in the ministries of the church.

- **Critical Target 1:** Staff and Elders will recognize when and why someone is becoming disconnected before they leave in order to reconnect with them.

### **Strategic Goal – Strengthening Relationships #3 – Critical Target 1 (cont.)**

#### **Steps:**

##### **Staff and Elders will:**

- establish an effective way to collect and monitor data about participation in worship and other activities
- provide an avenue for congregation members to communicate to elders and staff regarding inactive members or concerns about members
- provide a voluntary exit interview process for members who identify they are leaving the church
- implement a periodic congregational survey to help determine reasons for connecting and disconnecting, and general level of spiritual maturity

- **Critical Target 2:** Reach out to non-members through our small group ministry plan/process.

#### **Steps:**

##### **Staff and all members of Campus Lutheran Church will:**

- through our small group ministries create a culture of invitation, participation, and multiplication
- resource and release small groups to identify non-members and connect them to the church

## **Directive #2 - Strengthening Communication**

### **Desired Outcome:**

*God calls us to share the good news. Effective communication in a visual, information age is critical to proclaiming what God is doing through his church. Our goal is to strength communication at Campus Lutheran Church to better equip members for discipling.*

**Summary of Findings:** Information from the discussions, World Café and town halls indicated a strong need to improve communications both internally and externally. This includes reducing the use of paper, enhancing use of electronic media, and more efficiently communicating between boards, staff, and congregation.

**Strategic Goal - Strengthen Communication #1:** Identify strategies to enhance internal and external communication for sharing the transforming love of Christ.

### **Goal 1 Potential Steps:**

#### **Staff and Communications team will:**

- create a “brand strategy” for all communication
- create a logo for Campus Lutheran Church that reflects our mission/ministry
- redesign the newsletter to be a retrospective story of Campus Lutheran Church
- provide more training of the congregation on use of our website
- maintain internal communication for email/text/calendar will be via Campus Connect
- maintain external communication will be via campuslutheran.org website
- maintain a rolling year calendar will be kept on Campus Connect
- communicate all ongoing programs and opportunities for Bible study and fellowship via Campus Connect and campuslutheran.org
- investigate developing Podcasts
- continue online services/livestream services
- reformat the bulletin announcement page
- utilize video screens for announcements throughout the building
- maintain brief announcements at the start of services
- continue use of Church updates as a communication tool

**Strategic Goal - Strengthen Communication #2:** Improve data collection

Changes in our church membership, our community, our guests, and our circumstances will necessitate agile changes in how we do our ministry. Collecting data ensures that we are regularly measuring our ministries and programming with consistent metrics. Knowing who is attending which ministries and programming (demographics, attendance frequency, and other data) will help us respond in a more agile manner and better prevent the disconnections that we are looking to eliminate.

**Goal 2 Potential Steps:**

**Staff and Communications team will:**

- utilize Campus Connect to record/track attendance, participation in communion, and participation in small groups
- teach and encourage members to help us by checking in to events
- provide training for the individual(s) maintaining data collection
- evaluate our relationship with Church Community Builder (CCB) to determine whether to continue with it or look at other cloud-based record keeping software for Campus Connect

**Strategic Goal - Strengthen Communication #3:** Increase/Enhance communication resources, i.e. hardware and software.

**Goal 3 Potential Steps:**

Communications team will:

- provide multiple Campus connect kiosks
- provide computers in student center by spring of 2021
- provide computers in youth room by spring of 2021
- continue to assess the need for additional AV equipment
- evaluate use of Zoom and/or other technology formats for better stewardship of time spent on meetings
- develop teams of people that can be trained in audio and video production as needed to fulfill the production demands of the communications team
- develop a method of delivering an online worship experience that is consistent with the in-person worship experience
- provide room signage to display scheduled activities



## Directive #3 - Redefining Governance Structure

### Desired Outcome:

*God calls us to be good stewards of his gifts. A congregation is entrusted with property, resources and ministry that deserve our best attention and faithful shepherding. Establish new governance structure to better equip Campus Lutheran Church staff and members for discipling.*

### Summary of Findings:

The current governance structure limits our ability to carry out our mission and vision due to the number of meetings, inefficient meetings, large time commitment of leaders, and other inefficiencies.

**Strategic Goal - Redefine Governance Structure #1:** Align ministries to our mission and vision by the end of 2023

### Goal 1 Potential Steps:

- Upon adoption of the Onward Ministry Plan, the Congregation President will Identify and appoint a task force of members, in the fall of 2020.
- The Task Force will:
  - a. research policy-based governance models
  - b. every 6 months provide updates to the congregation
  - c. present new governance documents for congregation adoption by the spring congregation meeting 2022
  - d. submit to Missouri District by the fall of 2022 for approval
  - e. begin implementation of new governance by the start of 2023

Ideally the below goals will be integrated in the new governance plan:

- Discipling by way of small groups (life/care groups)
- Discipling by way of improved/consistent communication
- Discipling by way of governance
- Strengthen Campus Lutheran Church relationships through Bible study, prayer and fellowship to better equip members for discipling