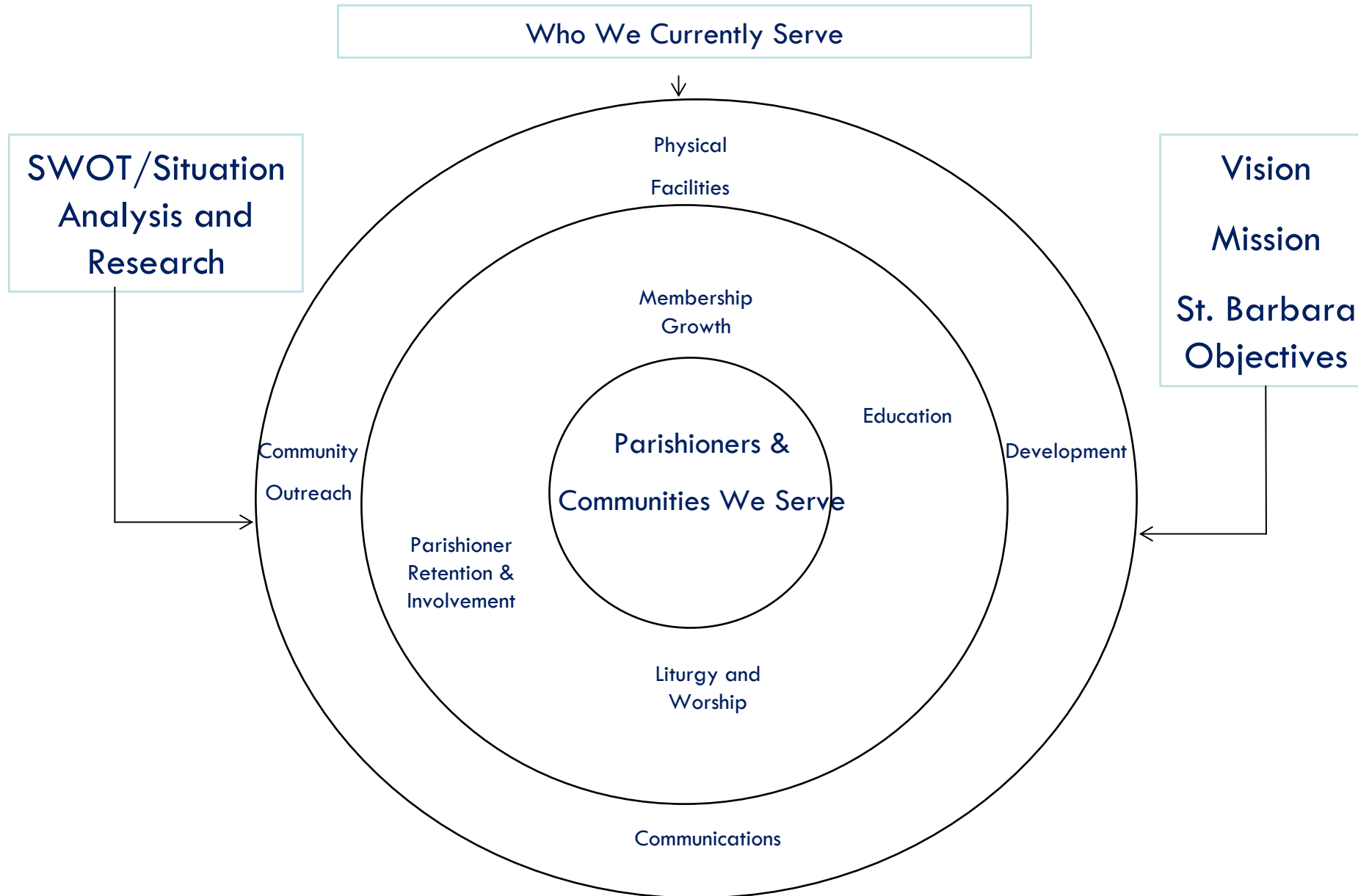




Strategic Plan – Draft 5

Feb, 2009

# St. Barbara Strategic Planning Model



# Historical Overview

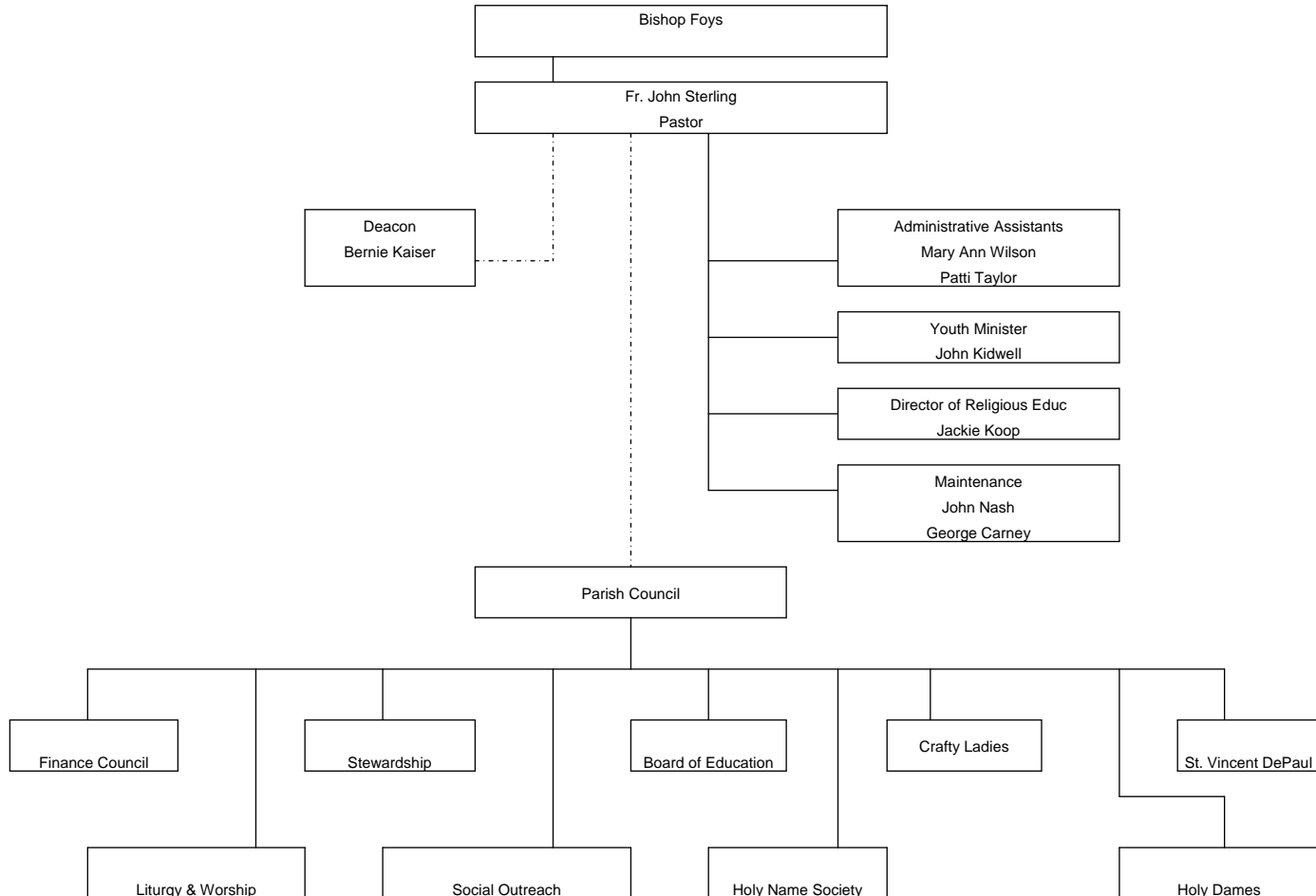
- June 14, 1967, St. Barbara was established with about 78 families and named for Barbara Schaeffer who donated the land along with her husband Henry.
- First Mass in present church was celebrated on July 13, 1969
- Father Ruschman directed the parish from inception to 1981
- Current pastor, Father John Sterling was appointed in 2008 and the parish is some 500 families strong

# Who We Currently Serve

- ~550 families in parish with average family size of 4 people
- ~100 families joined in the last year
- Gender split is roughly equal with 52% women in the parish
- Geographic profile includes:
  - 172 families from Erlanger/Elsmere
  - 161 families from Independence
  - 61 families from Taylor Mill
  - 51 families from Florence

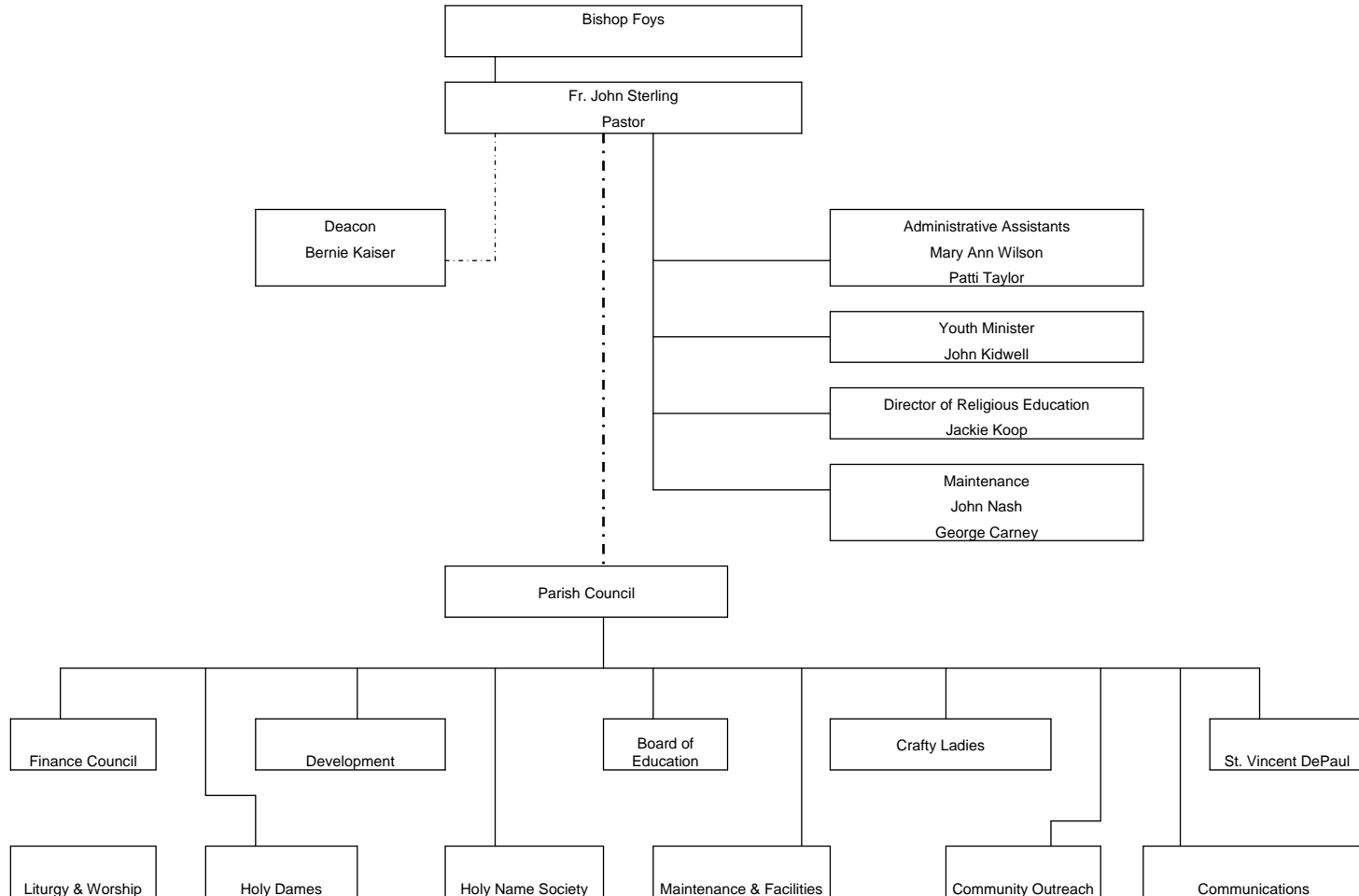
# Current Organizational Structure

St. Barbara Organization Chart



# Proposed Organizational Structure

St. Barbara Organization Chart



# Mission Statement

We, the saints and sinners of St. Barbara's Parish, are a Roman Catholic community.

Through joyful Eucharistic worship and loving community, we strive through Jesus and the Holy Spirit to build the Kingdom of God on earth as we prepare for the Kingdom of Heaven.

We seek to serve others individually and as a parish according to God's plan for us; we are the Body of Christ.

# Vision Statement

To progress as a parish while retaining the close knit Christian community based on the values of the Roman Catholic church and its traditions.

# Situation Analysis

## Strengths

- Spirit of Community
- Dynamic Pastor and Momentum of Father John
- Deep Spirituality of Parish
- Variety of Social Events and Activities
- Highly Involved and Cohesive Parish Community
- Family Orientation
- Small Size of Parish
- Great Location in Growing Area/New Road
- Parish Open to New Ideas
- Good Liturgy and Mission Groups
- Good Music through Volunteers
- CCD Program
- Vibrant Youth Group

# Situation Analysis

## Future Challenges

- Same People Participating in Service Activities
- Physical Facilities are Limiting
- Lack of Seating Space
- Accounting/Bookkeeping Needs to Be Revamped
- Web Site and Use of Technology
- Not Enough Information Provided to New Parishioners

# Situation Analysis

## Future Challenges

- Ability to Reach More and Deeper into the Community
- Identifying and Bringing New Parishioners Into Service
- Need to Use More and Latest Technology
- Possible Restructuring of Parish Office
- Developing Sports Program for Parish
- Lack of Marketing/Communications
- Explore New Committee Structure
- Lack of Strategic Planning and Vision

# Situation Analysis

## Future Threats

- As Growth Occurs, Need to Maintain Small Community Feel
- ‘Competition’ with other Churches Nearby
- Expense of Technology and Physical Facilities Cost
- Time Pressures on Families
- Shortage of Priests
- Societal Lack of Interest and Involvement of Younger People
- Future use of Diocesan Property
- Economic Crisis Impact on Future Growth

# St. Barbara Objectives

- Expand Outreach to the Various Communities Served by St. Barbara
- Provide Outstanding Educational Opportunities so that Parish May Grow in its Understanding of Catholic Faith
- Continuously Improve Core Activities of Liturgy and Worship
- Create New and Enhance Existing Physical Facilities
- Enhance Communication about St. Barbara Vision, Mission and Activities Within and Outside the Parish
- Generate Sufficient Financial Resources to Achieve Vision and Execute Current Mission

# Community Outreach

- Create greater awareness of and continue *current* outreach activities
- Generate new volunteers with a focus on getting families and youth involved
- Develop *new* outreach activities targeting general public community
- Design *new* outreach activities targeting those in need

# Education

- All Catechists Achieve Certification (RCIA, CCD)
- Create Annual Theme for Adult Education Coursework
- Create Programs for Parenting and Family Planning

# Liturgy and Worship

- Develop Process for Recruiting and Training New Ministers
- Establish Measures of Accountability for Current Ministers
- Review Current Mass Times with Potential for Revision of Schedule
- More Involvement in Eucharistic Adoration

# Physical Facilities

- Define responsibilities of current Facilities Committee regarding Building Project/Church Expansion.
- Identify and welcome parishioners of various expertise that are willing to help maintain our facility.
- Schedule a "Walk Thru" by committee members to become familiar with various buildings on the property
  - Develop a list of short term improvements.
- Develop a plot, outlining the property as well as various utilities on the property.
- Develop a maintenance schedule and review various mechanical units and required replacement.

# Marketing/Communications

- Audit all current communications activities
- Understand the most effective ways to communicate with parishioners (especially the use of technology)
- Develop a fully integrated communications plan
- Web updates
- Establish a technology subcommittee to address opportunities for technical growth and development

# Development

- Evaluate and assess development and fundraising efforts
- Obtain software to develop and maintain database of all prospective individual and corporate donors
- Unify and integrate all development efforts with renewed emphasis on policies and procedures
- Improve the percentage of parishioners giving
- Raise \$1.9 million dollars for Phase I of new facilities and expansion

# Next Steps

- Provide feedback regarding plan to:
  - [shank@u Dayton.edu](mailto:shank@u Dayton.edu) or Father John
- Reorganize structure of committee work and begin to move forward on specific goals
- Hold periodic reviews of progress toward goals.