

Strategic Planning Committee
Meeting Notes
March 28, 2022

In Attendance: Pr. Chris, Steve Frei, Chair, David Vogt, Jen Holmer, Sarah Iverson and Brenda Wilcox. Unable to attend were Tom Golden, Angie Rieger, Sara McCormack and Stephanie Barth.

The meeting opened at 6:30 p.m. at the Madison Campus and via Zoom by Chair, Steve Frei. Steve led the group in a devotion from 2 Thessalonians 1: 3 “We ought always to thank God for you, brothers and sisters, and rightly so, because your faith is growing more and more, and the love all of you have for one another is increasing.” Steve reflected on the many milestones we’ve met and offered thanksgiving for the many things and people along this journey.

Sarah I. made a motion that was seconded by Pr. Chris to approve the minutes from the March 22nd meeting. The motion passed unanimously. The Committee confirmed that the paper sheets from our brainstorming session don’t have to be archived as we’ve captured all the content in a PowerPoint added to the J drive.

The Committee confirmed that the strategic plan on One Drive has been completed by each of the subteams. Tom will take it from here to blend the information into a consistent format. We discussed the importance of highlighting Good Shepherd’s mission and vision in the introduction section and outlining how the plan helps bring life to our mission/vision. It’s open as to who on the Committee takes a lead in doing this.

Steve then led the Committee in a discussion on some of the feedback provided by the Church Staff.

Relative to the question as to whether we continue to lean into a hybrid church model, the Committee agreed this has to be a strategic consideration. However, we have to define what hybrid means or looks like for Good Shepherd, looking across all ministry areas. We also have to understand the impact on resources. We talked about including a recognition of this in the introduction section, but the Strategic Planning Committee will need to spend time on this in the future, taking into consideration some of the comments shared in February by Ryan Panzer and Eric Holmer.

The Committee felt that with our vision focus on developing transformative relationships, its important to have a specific initiative focused on Membership/Belonging vs. covering this in other initiatives.

We also talked about the importance of evangelism and how right now our External section has two paths – one focused more on service and one on evangelism. We agreed to re-visit this as we look at the next version of the strategic plan. In addition, we need to define what evangelism looks like/means to Good Shepherd.

The Foundation is a key part of Good Shepherd’s generosity focus. Thus, we need to discern how to include the Foundation in plans moving forward or possibly have the Foundation develop their own strategic plan. A subset of the SPC will meet with Jim Wiederhoeft to discuss further.

The Committee then shifted to a further discussion on the ideas that came out of the Blue Sky session. Everyone was in agreement that these ideas need to be captured in the strategic plan and referenced in the plan introduction. However, it’s important that each idea stand on its own and can be understood

by whoever is reading the plan. All Committee members are asked to take the ideas they contributed and expand into 1-2 sentences that can be added to the plan. In addition, if any SPC member has further ideas, they should be documented and added. This work is to be completed by Friday, April 1 and forwarded to Steve.

Steve then reviewed the next steps of the Committee as outlined in the meeting agenda. The next Committee meeting will be Tuesday, April 19th and will include a discussion on the strategic plan as pulled together by Tom. The meeting will start at 6:30 p.m. and be hosted in Zoom. Tom will lead the Committee in a devotion.

The meeting adjourned at 7:30 p.m. with the Lord's Prayer.