



# THE VISION/TRACTION ORGANIZER™

Put together by the David's Star Strategic Planning Committee (SPC) and Church Council.  
Execution of the plan will be at the direction of the church council members listed below with support from the SPC members listed in parenthesis.

**DAVID'S STAR LUTHERAN**  
Council President: Todd Backus

Buildings & Grounds – Brian Lee (Jon Guenther)  
Worship & Membership (Elders) – Dan Bolha (AJ Kruse)  
Christian Education – Jason Walz (Andy Loeffler)

Evangelism – Jason Markgraf (Erin Woody)  
Spiritual Growth – Dennis Bell (Heidi Walz, Peter Mueller)  
Stewardship – Dave Zarling (Randy Matter)

## VISION

### CORE VALUES

*Core values are clearly defined in our Creed and statement of beliefs*

### CORE FOCUS™

**Purpose:**  
To share God's truth with every generation.

**Our Niche:**  
Bible-based, education-focused family ministry

### 10-YEAR TARGET™

Every David's Star member is engaged in our ministry.

### ENGAGEMENT STRATEGY

**The List:**

1. Current DSL members
2. Current School families
3. Parents with school age children PK-8 in the surrounding communities seeking an alternative to public schools
4. Unchurched people in the communities surrounding our church including Jackson / Cedarburg / Germantown / Richfield
5. Anyone in our area seeking the truth of Law & Gospel
6. Families moving to the area for elementary and secondary Christian education opportunities
7. Seniors, retirees, and shut-ins in the surrounding area
8. Friends and members who can attend virtually, but are unable to be present
9. High school and college aged students, especially those transitioning away from home
10. Those interested in a rural or "country" church setting

**Three Uniques:**

1. Heritage of Unchanging Biblical Truth
2. Commitment to Christian Education
3. Expansive Property & Location

**Proven Process:**

(Future project: New Member Assimilation Process)

### 3-YEAR PICTURE™

Future Date: June 30<sup>th</sup> 2025

**Measurables:**

1. Total Membership:
2. Total School Population:
3. Average Weekly Church Attendance:
4. % of Worship Bible Class Attendance:
5. # of Volunteers:

**What does it look like?**

1. DSL church and school have increased opportunities for connection with families at all stages of life.
2. DSL has an updated website and elevated social media presence with increased engagement.
3. DSL has a full ministry team and a staffing plan in place to proactively address future needs.
4. DSL is executing a master plan for facilities, and improvement projects are being completed.
5. Both the church and school are using helpful modern technology to enhance the member experience.
6. DSL is using the church woods to enhance our ministry and has a plan for its long-term use.
7. Percentage of members attending worship is growing.
8. Fellowship opportunities are well-attended and vibrant – including the time between services.
9. Our church services have new visitors each week.
10. DSL is regularly engaging high school and college age young adults in a meaningful way.
11. DSL members are boldly carrying out personal evangelism.
12. Our school is near capacity, and our preschool has a waiting list.
13. Each grade has a single teacher from PK-8th grade.
14. Our school has elevated capabilities for academic early intervention.
15. A majority unchurched preschool families are continuing engagement with our ministry.
16. DSL is maintaining a database of their member's skills and gifts that is used to provide opportunities for stewardship.



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## TRACTION

### 1 YEAR PLAN

Note - # in parenthesis indicates what 3 year picture item each line relates to

Measurables: TBD

#### Buildings & Grounds

1. Create a master facilities improvement plan, including organization & documentation of equipment to identify improvements (4)
2. LED replacement in the classrooms (4)
3. Steeple maintenance understanding (4)
4. Create a plan to enhance the church woods (6)
5. Investigate cemetery long term plan (4)
6. Updated HVAC panels are in place (+BOE) (4)
7. An updated parent room is complete (4)

#### Worship & Membership (Elders)

1. Defining DSL Membership Roster (7)
2. Complete a ministry staffing plan (+Board of Ed) (3)
3. Incorporate new hymnal (5)
4. Enhance sanctuary and worship technology tools - video & sound (5)
5. Worship music leader/coordination (3)

#### Christian Education (Board of Ed)

1. Engage with WELS School Consulting Services & Morning Star in a study of Cooperative Education Ministry (3 & 14)
2. Develop and begin implementation of strategic staffing plan (3 & 13)
3. Re-establish an educational technology committee (5)

#### Evangelism

1. Expand the social media process (2)
2. Increase visibility of events/activities and church groups (5)
3. Determine and document "proven process" for membership assimilation (1/15)
4. Reinstate mailers (7)
5. Research a church app (5)

#### Spiritual Growth

1. Re-energize/continue the youth ministry: AIR Group/JAM Group. Start college & young adult group (10)
2. Increase bible study attendance through better communication and a variety of times/types/subjects/leaders (1)
3. Incorporate improved technology options for spiritual growth (5)

#### Stewardship

1. Establish a new committee for finance/stewardship & gifts that aligns with the strategic goals of the V/TO and constitution (16)
2. Collect information on the talents of our members (1)
3. Establish a financial workshop for unique financial circumstances (1 & 8)
4. Review online giving (5)

### SHORT TERM GOALS

Short Term Goals for the Trimester (July 1 – October 31):

Note - # in parenthesis indicates a target for how many days to complete this task

#### Buildings & Grounds

1. Research options for proper organization and documentation of a master facilities maintenance and improvement plan (simple Excel document on the DS server or perhaps a cloud based 3<sup>rd</sup> Party software). (60)
2. Prioritize and communicate improvements and corrective actions that are expected to be addressed in the upcoming trimester (120)
3. Schedule walk through with LED vendor to determine classroom replacement costs and potential paybacks. (90)
4. Obtain updated proposals for steeple maintenance and determine if it is feasible to inspect steeple without renting a lift/crane (90)
5. Initiate discussions with the cemetery committee to begin long term care planning for the cemetery (120)

#### Worship & Membership (Elders)

1. Identify and rank inactive members. (120)
2. Draft a Ministry Staffing Plan with anticipated needs to share with the council and school board. (120)
3. Create and share a rollout plan for all aspects of the new hymnal use at DSL –include contingencies related to sanctuary technology. (90)
4. Integrate approved technology enhancements in the sanctuary. (90)
5. Capture all possible worship music coordinator options and submit a recommendation to the council. (120)

#### Christian Education (Board of Ed)

1. DS BOE will develop a staffing plan for DS LES. in the next 120 days. (120)
  - a. This staffing plan will include the BOE ideal student/teacher ratio per grade level, including the trigger point of class enrolment for adding a teacher's aid. The BOE will also provide a timeline for principal succession, as well as a listing of steps to follow in the replacement process of DSL teaching staff. Included in the principal succession will be a prioritized list of principal duties. This list will allow DS BOE to more adequately provide Principal Release time to be the educational leader at DS.
2. The DS BOE will re-establish an Educational Technology Committee. (120)
  - a. This committee will be charged with organizing, overseeing, and implementing technology in the classrooms of DSL. The DS BOE will establish objectives and parameters for the Educational Technology Committee. This committee will be formed and functioning before the start of the 2022-2023 school year.

#### Evangelism

1. Commit and delineate roles for up to 6 team members to improve and maintain relevant social media presence on Facebook and Instagram. (90)
2. Draft a list of events/dates as well as appropriate geographical boundaries for mailers (30)
3. Identify and plan at least 2 additional ways to advertise events/organizations in the church/school (60)

#### Spiritual Growth

1. Recruit a leader for organizing a group focused on young adults (College Age to mid twenties) (60)
2. Put together and begin implementation of a multifaceted communication plan related to bible class offerings (90)
3. Assess technology needs for how we deliver spiritual growth opportunities for membership (120)

#### Stewardship

1. Identify, create, and invite a list of candidates to carry out Stewardship Committee Mandates (120)
  - a. Someone for Budgeting
  - b. Someone for Communicating Stewardship on an ongoing basis to the Congregation
  - c. Someone for Coordinating talents of the congregation and needs of the congregation
2. Contact the member management software company we use and find other churches using it to manage member talents. Interview 2-3 churches using this software to understand its capabilities. (120)
3. Identify 3 resources (firms or individuals) that would be willing to run workshops for deferred giving opportunities for David's Star members. (120)
4. Touch base with Jennifer Miller, who has researched different app/online giving providers. Review them and make a recommendation to Council on which provider to use. Important considerations: (120)
  - a. App based & Usable on Website
  - b. Easy to use
  - c. One-time or recurring gift capability
  - d. Confirmation of gift notification
  - e. Adjustable / pass-thru capability for special giving programs

### ISSUES

1. Balance the desire for traditional worship elements with contemporary worship elements.
2. Create a space plan for ministry growth (+Board of Ed +Elders) (4) 2023?