Vision for Faith 2030 Planning Retreat II, August 23, 2026

Attendance: listed in minutes of business meeting that preceded this retreat.

A. Process review & guidelines – The Council agreed upon today's process, agenda & meeting guidelines.

B. Finalize purpose statement and core values – We then finalized the new/revised purpose/mission statement & core values.

MISSION

To be a welcoming community of people who spread God's grace by teaching God's word, connecting followers in faith, and serving others through loving action.

MOTTO/TAGLINE

Loved by God - Living for Others

CORE VALUES

Faith

We want to grow in faith to a God who is faithful to us

Service

We are placed on earth to serve

Welcome

We welcome all people where they are at - physically, emotionally, spiritually

Worship

We gather to celebrate God's grace in various places and ways

C. Finalize vision description – The group then agreed that the following description captured what we would like FLC to "look and feel like" by 2030. This description is for internal use: it is not something that would appear in publications or on the website or social media. It is relatively detailed so that it can provide leaadership with a base for goal and strategy development. It is aspirational by design and is what our plan and subsequent actions will be built around, with our mission and core values as anchors.

VISION DESCRIPTION

By the year 2030, Faith Lutheran Church will be vibrant, diverse and growing. There will be a variety of ways that people can engage with our ministry depending on where they are at in their faith journey. We will have found new ways to evaluate our ministry that are based not just on membership and attendance (though those remain important).

Worship options will have increased in both number and type from the 2026 baseline. Our outreach/marketing will be strong and consistent, communicating God's word and our commitment to service. Our educational efforts will be varied and effective.

D. SWOT Analysis - What are FLC's strengths & weaknesses, opportunities and threats as related to the vision description above?

STRENGTHS (INTERNAL)

Leadership

Commitment

Creativity

Community involvement we already have

Some innovation already

Youth education

Meeting folks where they are at

Recorded contemporary music

History of generosity

Welcome people at any level of engagement

Endowment fund

WEAKNESSES (INTERNAL)

Communication can be inconsistent

Worship time and type opportunities are limited

Tension with comfort level of some members with ELCA

Community visibility

Aging membership

Small group ministry opportunities

Competition with Good Shepherd

OPPORTUNITIES (EXTERNAL mostly ☺)

Youth ELCA gatherings

Social media used correctly

Technology to explore

People hunger for real life experiences

Community outreach programs

Being present at community events

More youth involvement in music

Youthworks library

Lots of options for adult ed

Sermon notes for adults?

THREATS (EXTERNAL mostly)

Competition for time

National trend of decreased engagement in religion

Loss of trust in organized religion

Media

Inflation leading to increased pressure on time and resources

Burnout of volunteers

Pace of life

Sense of "support in community" has decreased

Busy social lives

E. What are the two to four "big things" that need to be done to achieve our vision by 2030 (our goals)?

GOALS

1. ***Broaden participation***
2. ***Grow the congregation***
3. ***Increase community visibility***
4. ***Increase the number and variety of worship and engagement opportunities***

F. What do we need to do to achieve those goals (our strategies)? The focus here is on measurable strategies for the next 12 months with the understanding that the Council will keep the plan in the forefront of regular meetings and update strategies as needed. A formal plan review and update will occur at least once per year through 2030.

GOAL 1: ***BROADEN PARTICIPATION***

Strategy 1.1 - *Beginning in September 2026, teams, pastor, council and other members will identify members who are suited for types of involvement and ask them face to face to participate.*

Action Step 1.1.1 - *This can include a temple talk aimed at encouraging people to answer the call and making it clear we are looking for help.*

Action Step 1.1.2 – *Continued use and evaluation of use of Sign Up Genius*

Target for evaluation – *By August 2027 we will have five consistent new ushers and or communion assistants and two to three new members on teams, specifically Faith in Action and Green teams.*

Strategy 1.2 – *By May 2027, Pastor Heather and Dave Iverson will have explored feasibility of creation of a men's group*

Target for evaluation – *By May 2027, we will know whether a men's group is sustainable.*

GOAL 2: ***GROW THE CONGREGATION***

Strategy 2.1 – *By March 2027, the Communications Team and Jen Smith will explore creation of a link tree based in our online service that will connect people more to our church using a single QR code.*

Strategy 2.2 - *By March 2027, the Communications Team and Office Manager will create a pamphlet specifically for community outreach (hard copy and online) that will allow for physical placement at locations and events and placement in the Marshfield Visitors Guide.*

Targets for evaluation – *Has the link tree been created? Any response as a result? Has the pamphlet been created, approved by the Council and distributed? Where? Any feedback on it? Is FLC back in the Marshfield Visitors Guide in 2027?*

GOAL 3: ***INCREASE COMMUNITY VISIBILITY***

Strategy 3.1 – *By December 2027, the Council and Teams will assure that FLC has a physical presence at three community events*

Action Step 3.1.1 – *Prioritize arrangements for Maple Fall Fest 2027, Marshfield Cultural Fair, Pride Fest*

Action Step 3.1.2 – *Also consider a presence at Holiday and Dairyfest parades*

Action Step 3.1.3 – *Create a tote that has handouts and essential items so it is easy for people to set up and distribute at any event*

Targets for evaluation *– By December 2027, count and description of events. Was the event tote created and used?*

Strategy 3.1 – *By March 2027, an ad hoc group will initiate design of and order a new FLC shirt/shirts that includes our motto and a strong graphic.*

Target for evaluation – *Have the clothing items been created and distributed by March 2027. Were they well received?*

GOAL 4: ***INCREASE THE NUMBER AND VARIETY OF WORSHIP AND ENGAGEMENT OPPORTUNITIES***

Strategy 4.1 – *By September 2026, WELCA Chair, Kathy Seevers, with support of the Council, will encourage the Dinner for Eight groups to begin again.*

Strategy 4.2 – *By October 2026, Pastor Heather and the Worship and Music Team will plan for an Advent "kick off" service or gathering or ?*

Strategy 4.3 – *By October 2026, Justin Polzin and the Youth & Family Education Team will plan for increased engagement of youth in services e.g. student musicians, kids instruments for a song, assisting with offerings, etc.*

Strategy 4.4 – *By August 2027, the Communications and Worship and Music Teams will have explored increased use of visual media as part of some services.*

Targets for evaluation – *Were the Dinner for Eight gatherings reupped? Successful? Was there an Advent kick off gathering? How did it go? Has youth engagement in services increased from the August 2026 baseline? How has it gone? Has there been an increase in use of visual media in some services? How has it been received?*

G. What are our next steps?

1. Nancy will send draft summary notes from this session to the group within one week.
2. We will continue to gather more information from contact with the synod, ELCA, neighbors, teams.
3. We will think about all this and then revisit and refine at the next Council meeting currently scheduled for September 27.