



# Saint David's Strategic Planning Vestry Session One

May 18, 2021



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## **Build upon our current strengths (service/ music/ education) to promote growth, diversity and community**

### **What are we trying to improve upon? What we heard:**

- We have a wonderful traditional service – how can we get more people engaged?
- Music is a great way to reach out to the community; make sure people know that if they enjoyed the concert, there is more music for them to enjoy on Sundays during worship.
- Make the music program more of a draw for the church
- Our music program is wonderful so we should emphasize this. How about more secular music to attract more young people to come inside?
- Do more with Day School parents - find a way to interact with them in a positive way that encourages them to attend St. David's. Lot of families that go through the Day School aren't members of St. David's, and we don't do much to encourage them to join. Perfect age for new members.



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**Suggested strategies:**

- A. Develop a new worship schedule that aligns to the needs all target membership groups while maintaining traditional tenets
  - Content
  - Timing
  - Channels (digital, in-person)
  - Location (Great Hall, outside etc.)
- B. Showcase Music at Saint David's and in broader community
- C. Reexamine links between Day School and Church to increase flow of new, young families



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## Build upon our current strengths (service/music/education) to promote growth, diversity and community

### Example Ideas:

**1**

#### Service

- Ensure sermon is inspirational and ties lessons to current times
- Bring back monthly family service
- Examine each service for length and content and stick to it
- Block off certain pews for younger members to sit together
- Experiment (e.g. change timing on home Ravens game days)

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#### Music

- Promote music to congregation to increase participation – need to increase support by members
- Promote congregation at music events
- Highlight music in PR
- Introduce some secular music to attract a younger audience

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#### Education

##### Day School

- Welcome party for new day school families to introduce them to church programs
- Parent Ambassadors
- Weeknight happy hours
- Invite to outreach programs

##### Sunday School

- Flexible learning schedule
- Considering curriculum



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**Build upon our current strengths (service/music/education) to promote growth, diversity and community**

- Which strategies do we want to explore?
- Who from the Vestry will lead this workstream?
- What research is required?
- What talents in the parish can we leverage?
- What resources will the strategies require?
- What are the planning milestones?



## **Strengthen outreach programs within our immediate community to broaden reach, diversity and opportunity for participation**

**What are we trying to improve upon? What we heard:**

- Expand programs to help attract younger / more diverse members
- Think about additional outreach opportunities close to Roland Park – to create a tighter connection to the local community
- We should invest more in outreach
- We should include non-members in outreach programs
- Want more options for multi-generational outreach



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## Strengthen outreach programs within our immediate community to broaden reach, diversity and opportunity for participation

### Potential strategies:

#### A. Expand programs and funding of outreach

- ▶ Close to neighborhood
- ▶ Diverse programs that will be attractive to more members (youth and millennials may be attracted to different causes and ways of participation than baby boomers)
- ▶ Multi-generational
- ▶ Greatly expand participation opportunities

#### B. Integrate outreach into marketing and PR planning



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**Strengthen outreach programs within our immediate community to broaden reach, diversity and opportunity for participation**

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