

# CHURCH AND SCHOOL STRATEGY – Summary

Key Takeaways from the EDOT Strategy Steering Committee 2 Summary Deck (October 2024)

## 1. Church Growth Strategy: Four Key Levers

The Diocese's growth strategy is structured around **four primary levers**:

- **Revival:** Restoring attendance to historical levels in churches with declining participation.
- **Expansion:** Extending existing, stable parishes to reach new congregants.
- **Church Planting:** Establishing new churches in underserved or growing areas.
- **Strategic Investment:** Assessing church sustainability and reallocating resources where revival is not feasible.

Each lever involves:

- A structured **playbook approach** with assessment, targeted initiatives, and governance.
- Tailored **Diocesan support**, ranging from independent execution to intensive leadership intervention.

## 2. Church Revival

- Aimed at reversing declining attendance, particularly in congregations where historic attendance trends indicate recovery potential.
- Requires **leadership engagement, programmatic initiatives, and Diocesan governance**.
- Success hinges on:
  - Strong leadership teams with **effective vision and communication**.
  - Worship experiences that are **engaging and relatable**.
  - Integration of **online resources** and **alternative forms of engagement**.
  - Adaptability to community needs.

## 3. Church Expansion

- Focuses on **healthy parishes with stable attendance and growing surrounding populations**.
- Can be executed with **passive (self-sustaining) or active (Diocese-supported) engagement**.
- Strategies include:
  - Expanding physical campuses.
  - Introducing **new ministries** to reach diverse groups.
  - Developing **satellite locations**.

#### 4. Church Planting

- Targets **areas with low Episcopal presence** or **underserved populations** in already saturated regions.
- Requires:
  - **Demographic and geographic assessments** to identify high-potential locations.
  - Development of **real estate, leadership, financial, and marketing playbooks**.
  - A **community-led but Diocese-guided model**.
  - A **three-phase execution plan** focused on long-term sustainability.

#### 5. School Growth Strategy

- Mirrors church strategy with three core areas:
  - **Optimization:** Increasing enrollment in existing schools.
  - **Expansion:** Adding grades to strengthen the educational pipeline.
  - **School Planting:** Establishing new schools where Episcopal presence is lacking.
- Key factors for success include:
  - **Strong leadership** and **engagement with families**.
  - **Relevant and engaging curriculum**.
  - **Community-building efforts**.
  - Strategic use of **Diocesan support for leadership development and financial sustainability**.

#### 6. Survey Results & Takeaways

- The **strategic priorities** are generally agreed upon, but **communication needs improvement**.
- **Leadership development strategies** require clarification.
- **Diocesan foundations** are perceived as valuable but could be more proactive in communication.
- **Intergenerational ministry lacks clear strategy and resources**.
- **Multicultural ministry needs structured plans**, with those who implement strategies seeing success.
- **Church planting efforts need better long-term planning**.
- **Community outreach efforts show mixed effectiveness**, often depending on alignment with congregational strengths.
- **Schools are seen as an area needing stronger support**, despite demographic opportunities.

## 7. Next Steps

- **Resource prioritization** is needed to align with the Diocesan vision.
  - Steering Committee members are asked to **allocate resources across strategic opportunities**.
  - **Implementation roadmap** will be finalized in the next committee meeting.
  - **Three-phase strategic development process:**
    - **Fact Gathering:** Assessing EDOT's current state.
    - **Strategy Design:** Developing a comprehensive roadmap.
    - **Implementation Blueprint:** Establishing execution plans.
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## Summary of Key Action Items

- **Enhance communication and awareness** of Diocesan strategic efforts.
- **Develop a structured governance model** to support and oversee revival, expansion, and church planting.
- **Clarify leadership development paths** to ensure sustainable church growth.
- **Strengthen school engagement strategies** to optimize enrollment and expansion.
- **Allocate resources strategically** based on impact potential and long-term sustainability.

This strategy aims to **strengthen Episcopal presence** through **sustainable church and school growth**, ensuring **leadership, community engagement, and mission alignment** drive future initiatives.