

VISION, GOALS, AND STRATEGIES
SANTA CLARA VALLEY LUTHERAN PARISH

VISION: All the ministries of the Santa Clara Valley Lutheran Parish, renewed in faith and spirit and undergirded by *MISSION90*, working together so as to be more effective as a church in outreach, service, and advocacy.

NOTE: In order to achieve the following goals, it is important that all congregational members become involved in *MISSION90* and what it means to be a Christian.

GOALS:

A. OUTREACH/EVANGELISM

The Santa Clara Valley Lutheran Parish (SCVLP) seeks to grow numerically in membership by reaching people of diverse ethnic, racial, and socio-economic standing with the good news of the gospel wherever they are. To this end:

1. By the fall of 1991, the SCVLP will begin intentional programming toward outreach/dialogue with predominant minority groups in the area.
2. By 1993, two Asian congregations/ministries will be under development in Santa Clara County.
3. By 1994, one Hispanic congregation/ministry will be under development in Santa Clara County.
4. By 1995, all present congregations in the SCVLP will have completed, with the help of synod staff and the Division for Outreach of the ELCA, an audit of their own effectiveness and viability as a congregation and, as a result, have taken action either to:
 - a. strengthen their ministry and program;
 - b. cooperate with other congregations in program and ministry development;
 - c. merge with another congregation;
 - d. relocate to an area not presently being served by an ELCA congregation; or
 - e. disband.
5. By the fall of 1992, a collegium of individuals from the SCVLP with expertise in marketing strategies will have formulated workable ideas toward increasing the visibility of ELCA ministries in Santa Clara County.

6. By 1995, the SCVLP will increase its total baptized membership by 2% beyond that of the projected growth rate of the population, moving from a present membership of 11,775 to at least 12,175.

B. SERVICE/MINISTRY

The Santa Clara Valley Lutheran Parish seeks to be responsive to the social/community needs of the area. To this end:

1. By October, 1991, each congregation of the parish will be requested to update its neighborhood needs assessment and identify those needs which can be met by members of that congregation.
2. Clusters of congregations in the parish will be requested to cooperate in the expansion of existing service ministries or the development of new cooperative service ministries and report the results to the SCVLP by April, 1992.
3. The SCVLP will work in partnership with established Lutheran agencies and special ministries to locate, motivate, and equip individuals to serve as volunteers in those agencies/ministries and report the results to congregations in the parish by April, 1992.

C. ADVOCACY/JUSTICE

The Santa Clara Valley Lutheran Parish seeks to have its voice heard as an advocate for justice in society. To this end:

the Conference Dean is requested to appoint, by April 30, 1991, a committee or task force to work in concert with the California Lutheran Office of Public Policy to promote an advocacy/justice ministry within the Santa Clara Valley.

STRATEGIES:

A. OUTREACH/EVANGELISM

1. Intentional outreach to minority groups
 - a. Consult with the Center for Multicultural Ministry at Pacific Lutheran Theological Seminary.
 - b. In concert with the Division for Outreach of the ELCA:
 - 1) Identify locations for new Asian ministries.
 - 2) Identify location for Hispanic ministry.
 - 3) Identify resources for minority outreach.
 - c. Cooperate with the Division for Outreach in planning for and carrying out minority outreach ministries.

2. Congregational development
 - a. Encourage every congregation to conduct an audit of its ministry and program.
 - b. Request synod and/or Division for Outreach staff assistance to conduct that audit.
 - c. Share the results of the audit with the SCVLP.
 - d. Participate in a determination of each congregation's future ministry and focus.

3. Increase membership
 - a. Provide opportunities for spiritual growth and personal development for members and non-members of the SCVLP through the use of MISSION90 and other resources.
 - b. Assist every congregation in developing an effective evangelism program related to its community.
 - c. Provide training for all congregations in outreach/evangelism, utilizing existing resources.
 - d. Provide, on a recurring basis, workshops on such topics as the integration of new members into the mainstream of congregational life, with a special emphasis on the integration of persons from non-Lutheran backgrounds.
 - e. Encourage the use of both traditional and contemporary multi-cultural musical and liturgical resources in every congregation and in parish-wide gatherings of congregations.

4. Development of marketing strategies
 - a. Identify individuals in the SCVLP with marketing expertise.
 - b. Call above individuals together and give them the challenge to develop workable ideas.
 - c. Identify resources necessary to support an increased visibility of our ministries.
 - d. Share the results with every congregation.
 - e. Coordinate a parish-wide publicity program.

B. SERVICE/MINISTRY

1. Neighborhood needs assessments
 - a. Each congregation survey its neighborhood to identify its (the neighborhood's) specific needs.
 - b. Each congregation determine the skills and interests of its own members that would be appropriate for use in helping to meet both the neighborhood's and the community's needs.
 - c. Coordinate the use of congregational human resources in meeting community needs

2. Congregational cooperation in existing/new ministries
 - a. Congregations with existing or potential service ministries encouraged to identify the kinds of help they need.

- b. Share that information with the other congregations in the parish.
 - c. Congregations with available human or other resources encouraged to respond positively to the needs identified by other congregations.
3. Working with established agencies or special ministries
- a. Each congregation encouraged to provide active support of at least one existing agency or special ministry.
 - b. Existing Lutheran agencies and special ministries include: Lutheran Campus Ministry, Lutheran Social Services, Sunny View Lutheran Home, The Lord's Pantry, and Turning Point.
 - c. Existing ecumenical agencies and special ministries include: Correctional Institutional Chaplaincies, the Council of Churches of Santa Clara County, FISH, Friends Outside, the San Jose Family Shelter, San Jose Urban Ministries, and others.

C. ADVOCACY/JUSTICE

Working in concert with the California Lutheran Office of Public Policy (CLOPP), the committee to be appointed will:

- a. serve as a liaison between the congregations of the SCVLP and the CLOPP to develop and promote advocacy issues vital to the parish and the ELCA;
- b. enlist one or more members from each congregation to serve as contact persons for the purpose of advocacy within the congregation and, particularly, for the needs within the SCVLP;
- c. generate publicity, including distribution of the CLOPP newsletter, pertinent to writing legislators, hosting discussion groups, maintaining dialogue with elected officials, and conducting other socially responsible activities as deemed appropriate;
- d. relate to the Sierra Pacific Synod Commission for Church and Society, providing information on activities and issues, and sharing the results with congregations of the parish;
- e. provide leadership in the determining of issues that will be addressed and methods to obtain results, giving priority for such determination to the needs of people in the parish, including the poor and disadvantaged, and environmental issues that affect both this and future generations; and
- f. work in partnership with other ecumenical groups in identifying and responding to emerging community issues.