

STRATEGIC PLAN 2021 - 2023

SMA

St. Matthew the Apostle

--- Catholic Church ---

2715 North Sarah Street - St. Louis, MO 63113 –

www.stmatthewtheapostle.org

Letter from the Parish Life Coordinator

Dear Parishioners,

In the October 2019 meeting of the Parish Pastoral Council leadership, the parish leadership and I sought the guidance of the Holy Spirit to help us envision the future of our parish by exploring and discussing our greatest strengths, our most challenging weaknesses, our creative opportunities and the biggest threats to our parish.

While we are excited to look to the future, we do not want to lose sight of the viability we have now - we are proud of our welcoming spirit and the diversity of our parishioners in liturgical and sacramental ministry, along with our liturgical celebrations, and our collaboration work in the community. Going forward, the group identified three focus areas: sustainability, engagement, and collaboration.. These areas involve strengthen financial stability for the parish, financial development, stewardship and development, facilities and maintenance, marketing, informed Catholics, outreach for youth and young ministries, promote racial justice, coordinate activities, and outreach in The Ville.

It was clear from that initial discussion that in order to sustain vitality and to grow, our parish needs to set a direction for current and future Church. At my request, the leadership group committed to the creation and implementation of a three-year Strategic Plan to be shared with the parish by Easter 2021. A Strategic Plan Committee was formed with representatives on the Parish Council and members from Administration and Finance, Christian Formation, Parish and Community Life, Social Concerns and Spiritual Life and Worship commissions.

After fifteen months of intense and dedicated work, and guided by your wise and constructive feedback and input through a parish assembly and listening sessions, our representatives have produced this Parish Plan, which I present to you with great joy.

The plan offers a snapshot of our current status, a vision for where we want to go, and a blueprint for accomplishing that vision. We shall use it as a roadmap to guide us in all our administrative and pastoral decisions.

I offer my profound thanks to those whose time and talent brought this plan to fruition as well as those who provided assistance in the writing, editing and production of this plan. Now that we have defined the direction for what we want to become, let us recommit ourselves to making St. Matthew the Apostle our "Spiritual home where we welcome all, work for justice and grow in God's love. "

Cheryl Archibald, Parish Life Coordinator

Letter from the Parish Life Coordinator

Planning Process

Summary

Data Review

- **Parish Pastoral Council Survey**
- **Parish Viability Study**

S.W.O.T. Analysis (Strengths, Weakness, Opportunity, Threat)

Mission, Vision, Values

Mission

Vision

Values

Key Strategies

Strategy One: Sustainability

Strategy Two: Engagement

Strategy Three: Collaboration

Timeline

Organizational Chart

Planning Process Summary

Through careful listening, researching, discerning and planning, the Parish Pastoral Council has developed a Strategic Plan that is grounded in the mission of St. Matthew the Apostle Catholic Church but also reflects the input from our entire parish community. During the Parish Assembly in August of 2019 the Pastoral Council recognized the need to develop a Strategic Plan that would identify priorities and set goals in collaboration with each other to help us live out the mission.

In the Fall of 2019, the Parish Council began a pastoral planning process. The Parish Council started with a brainstorming session of strengths and weaknesses of the parish. The Council sought out additional data and reviewed the Archdiocese Viability Study which highlighted the assets/strengths and deficits/needs of our parish. From November 2019 to January 2020 the Parish Council determined, discerned and documented a holistic list of strengths, weaknesses, opportunities and threats (S.W.O.T.) to be presented to the parish for consideration.

Once the needs were identified, the Parish Council asked the parishioners' input in prioritizing the needs. In March of 2020, a Special Parish Assembly was called to present and reflect on the state of the parish and for the entire parish to determine the priorities for the next three years. Before finalizing the list of priorities, the final document of the Future of Our Parish Plan for St. Matthew was completed. Some of that data impacted the prioritized list as well. Late March of 2020, the Parish was closed in response to the pandemic.

In the Fall of 2020, the planning process resumed. The next step in the planning process involved the development of goals and objectives to meet the identified needs. This segment of the journey was begun with heartfelt reliance on the Holy Spirit. Following the completion of the goals and objectives, action steps to meet the objectives, measurement of success and timeframes were generated by the appropriate commission.

The Parish Council is grateful to each parishioner who participated in the process of developing the Strategic Plan. It is important to know that the document as presented is incomplete. Because it is a living document that will reflect the ongoing and changing needs of the parish, it will require revisions and additions. The Parish Council will make every effort to keep you apprised of the changes on a periodic basis, with a major evaluation of the Strategic Plan every 3-5 years.

Data Review

After compiling and reviewing data from a number of sources, a summary of key items are:

Parish Viability Study

In 2015, every Archdiocesan parish undertook a parish viability study. This involved several town hall meetings, brainstorming, and survey data collection. The key findings for St. Matthew the Apostle are:

Top 10 Assets: Mass, no debt, collaborate with others in the neighborhood, available priest, congregation involved in liturgy, rooted and invested members, attentiveness to needs of elders, rich in the tradition of the African American community, Homilies and parishioners are encouraged to use their talents to serve the community.

Top 10 Deficits: Long term planning, neighborhood conditions, aging of community, insufficient funds for effective operations, divisions between parish organizations, lack of visibility outside of parish, difficult to assess spiritual needs, limited number of young people, lack of evangelization/outreach and many people no longer live in the parish boundaries.

There was an overall rating of 8.5. This result was a rating of “good” from potential ratings.

Future of Our Parishes Final Report

Foreseeable Transitions: The parish completed an analysis to determine foreseeable transitions that are facing the parish that requires planning. Transitions include:

- The current lease of our Family Center. The current lease will end mid-summer. The parish is looking for new tenants. The building is secure and is used for occasional parish events. Without new tenants the parish will need to make some operational adjustments to account for that loss of income.
- Addressing physical plant needs. A maintenance plan prioritizing the work to be done is in the process of being developed.
- Currently the Jesuit Order provides grants to the parish, broadening the pool of funds for capital improvements and major repairs. A larger pool of grants and funds are needed for all repairs to be done.
- Growing as practicum site for Theology Students from Aquinas Institute who are looking to understand and strengthen skills for this model of parish leadership and structure.
- Strengthening Parish Council Roles with role descriptions and active commissions based on parish leadership involvement

Strengths, Weakness, Opportunity, Threat (S.W. O. T.)

Strengths	<ul style="list-style-type: none"> Promote online giving Sacramental Preparation Homilies People choose to come Jesuit involvement Diversity Ministries/Outreach 	Opportunities	<ul style="list-style-type: none"> Children’s Ministry (K-12) Opportunities for people to get involved Outreach and involvement in The Ville Invite people back to the Church Develop List of activities & streamline Rethink Family Center use for income
Weaknesses	<ul style="list-style-type: none"> Membership of Choir Parish spread too thin Expensive to maintain buildings Low attendance Don’t invite others to church or activities Young People not prepared to lead Divisions within the parish Little participation 	Threats	<ul style="list-style-type: none"> Parishioners don’t live in the boundaries Aging Parish Facilities Negative Press Safety of the neighborhood Old facilities Aging Parishioners

Vision, Mission, Values

Vision

A parish totally committed and dedicated
to its parishioners and community

Mission

The very heart of St. Matthew the Apostle Catholic Church is Jesus Christ present on the altar. Our mission, born at that altar, is to be sent forth into our neighborhood in order to build up the Kingdom of God. The labor of this effort must address in deed more than in word, the needs of our people.

Values

Christ Centered

Welcoming

Diverse Community

Sacramental

Grounded in The Ville

Strategies for 2021-2024

Strategy One: **Sustainability**: Ensure long-term financial success through policy, partnership, funding, stewardship, operations, and maintenance.

Objective 1: Create and implement a financial development plan

- Full evaluation of current financial activities
- Identify opportunities to increase revenue
- Focus on stewardship, including grants, fundraising, tithing, donor engagement

Objective 2: Create and implement a usage plan for the parish buildings and facilities

- Evaluate all parish buildings and potential usage
- Determine parish presence in The Ville

Objective 3: Create and implement a comprehensive maintenance plan

- Evaluate maintenance needs of each building
- Determine a short-term maintenance plan
- Prioritize and develop a long term maintenance plan

Strategy Two: **Engagement:** Encourage participation of our parishioners in collaborative decision-making around youth and families, on-going education, and marketing by sharing ‘our story’.

Objective 4: Develop and implement a comprehensive marketing plan for the parish

- Plan appeals to adults and youth, tell our story and faith journey
- Capitalize and highlight our strengths (welcome, light in The Ville)
- Solicit ideas from young people and collect testimonies of parishioners’ experience

Objective 5: Develop resources and material to further Catholic Education (Informed Catholics)

- Develop programs for the different age and interest groups
- Promote what we offer and our history (church, windows, statues)
- Conduct a survey to determine interest

Objective 6: Develop a plan that fosters engagement for our young people

- Develop a safe, youth friendly church, have a youth commission
- Support families – connect families, host family/game nights,
- Be creative and intentional about engaging youth in liturgy and parish life

Strategy Three: Collaboration: Commit to opportunities to work together for achieving racial justice, partnerships and community encounters.

Objective 7: Develop pathways for parishioners to explore racial justice topics

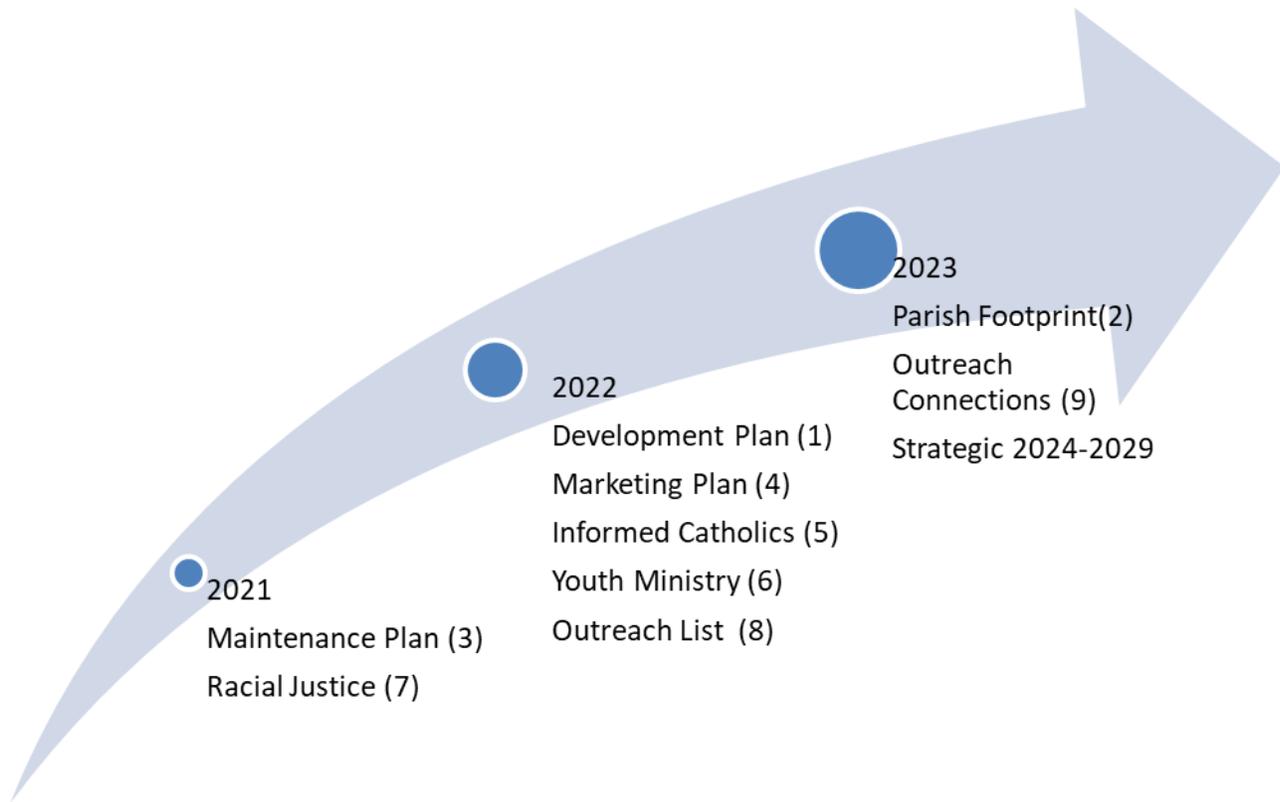
- Start a monthly Article Club for parishioners interested in learning and discussing racial justice topics

Objective 8: Develop and implement an outreach list for parishioners

- Develop and maintain a quarterly shared list of events/projects
- Intentional invitations to get people involved

Objective 9: Identify opportunities for parishioners to collaborate with others in the area

- Partner with other congregations in The Ville for shared learning/ecumenical events
- Prayer walks in the neighborhood (against violence/Stations of the Cross)



Organizational Chart

APPENDIX 7A

ST. MATTHEW THE APOSTLE CATHOLIC CHURCH
PPC Organizational Chart – (January 2021)

Parish Life Coordinator – Cheryl Archibald

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Parish Pastoral Council
Chair – Sheryl Williams
Vice Chair – Peter Jones
Secretary – Jerry Nichols

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Administration & Finances
Myles McCabe

Budget, Finances, Facilities Management, Financial,
Stewardship and Development

Christian Formation
Desiray Taylor Oliver

Bridges, Bible Study, Parish Retreats, Religious Education,
Youth Ministry, Young Adult Ministry

Parish and Community Life
Robbi Sanders

St. Ann Sodality, Holy Name Society, Ladies Auxiliary of
Peter Claver, Knights of Peter Claver and special events

Social Concerns
Joe Monahan

Consolation Ministry, Health Education, Homebound
Ministry, St. Vincent de Paul, Ville Collaborative, Ville
Collaborative (R2K)

Spiritual Life and Worship
Jerry Hall

Acolytes, Choir & Music, Eucharist Ministry, Environment,
Greeters, Ushers, Lectors