

STRATEGIC PLAN



JESUS EXALTED + WORD EXPLAINED
EASTERN STAR CHURCH

VISION

Growing people to love like Jesus.

MISSION

Forming followers of Jesus to love God, love people, and live to serve. (Matthew 28: 18-20)

VALUES

- **Christ-Centered:** We root our work in the teachings and love of Jesus Christ.
- **Multi-Generational:** We honor and nurture every generation.
- **Spirit-Led Innovation:** We embrace creativity and boldness.
- **Faithful Excellence:** We honor God's plan.
- **Love & Unity:** We serve generously and care deeply.



GOAL 1

Next-Generation Engagement/Family Ministry Development

Evolve our ministry to intentionally engage children, teens, and young adults in lasting discipleship to form future leaders.

Strategy 1 (Children): Design and deliver engaging, inclusive children's ministry experiences that reflect diverse needs, build early faith foundations, and actively involve parents in the discipleship journey.

Strategy 2 (Teens): Strengthen teen ministry by integrating leadership development, relevant programming, and relational pathways that keep teens connected to faith during critical transition years.

Strategy 3 (Young Adults): Reimagine young adult engagement by offering flexible, purpose-driven discipleship and leadership opportunities that meet young adults where they are, both in person and online.

Strategy 4: Redesign the new-member journey (from first interest forward) using benchmarking and best practices to foster deeper connection and belonging.



GOAL 2

Accelerate Transformation and Innovation

Innovate across campuses by using technology to enhance worship, communication, and engagement.

Strategy 1: Reimagine worship style, flow, and delivery by thoughtfully integrating technology to enhance spiritual connection and accessibility.

Strategy 2: Modernize infrastructure and facilities to reliably support current and future technology-enabled worship and engagement experiences.

Strategy 3: Lead the congregation through cultural and mindset shifts required for innovation, acknowledging that not all members will move at the same pace.

Strategy 4: Invest in visionary, forward-thinking creatives and staff who can translate Eastern Star's vision into compelling, modern expressions of ministry.



GOAL 3

Align and Strengthen Our Multi-Campus Model

Create an aligned "one church, three locations" experience while honoring the unique character of each community.

Strategy 1: Expand intentional opportunities for shared worship and experiences that reinforce a unified Eastern Star identity across campuses.

Strategy 2: Ensure every campus consistently reflects excellence, warmth, and hospitality while remaining responsive to local community context.

Strategy 3: Extend discipleship beyond physical campuses by offering high-quality virtual learning and faith-formation opportunities.

Strategy 4: Strengthen volunteer engagement across all campuses by creating shared systems for recruitment, training, and service pathways.



GOAL 4

Elevate Communications, Outreach, and Visibility

Amplify Eastern Star's voice and story so our faith, impact, and invitation are visible, compelling, and trusted.

Strategy 1: Develop and implement a cohesive communications strategy that aligns internal culture with external storytelling and outreach.

Strategy 2: Strengthen Eastern Star's brand identity by clearly defining and consistently expressing who we are across campuses, ministries, visuals, and messaging to build recognition, trust, and belonging.

Strategy 3: Clarify and communicate what membership means in an inviting, inclusive way that lowers barriers and sparks curiosity and commitment.

Strategy 4: Expand Eastern Star's digital marketing strategy by leveraging online platforms, targeted outreach, and content campaigns to reach new audiences, deepen engagement, and increase participation across all locations.



GOAL 5

Expand Growth and Development Opportunities for All Team Members

Intentionally invest in leaders and staff so they are equipped, supported, and prepared to advance the church's evolving vision.

Strategy 1: Build a sustainable leadership pipeline through intentional succession planning and knowledge transfer at all levels.

Strategy 2: Strengthen staff efficiency by aligning department-specific professional development resources to ministry goals and evolving needs.

Strategy 3: Foster a culture of joy, care, and professionalism that supports retention, well-being, and long-term commitment.

Strategy 4: Provide targeted transition support—including executive coaching—to ensure leaders are equipped to guide the church through change.