

Monteagle Sunday School Assembly

Strategic Plan-Executive Summary

Under the direction of the Long Range Planning Committee of the MSSA and with guidance from the Strategic Planning Task Force named by the Committee, the strategic planning process began in early 2013. Ann Coulter of A. Coulter Consulting was hired to assist with the strategic planning process.

One major goal of the process was to provide multiple and varied opportunities for members and other important stakeholders to provide input and to review progress throughout the planning process. This began with a detailed survey instrument sent to all Assembly members, renters and friends and family. During the summer season there were two half day planning sessions for the Task Force and two public forums at the Assembly for additional input. The basic strategic plan was adopted by the Board in December, 2013 and committees and working groups began to create a more detailed Implementation Plan. All plan components are contained in this report.

The Mission of the Monteagle Sunday School Assembly is to be a welcoming community of Christian faith where people gather to engage in spiritual growth and renewal, lifelong inquiry and learning, recreational and cultural enrichment, while being good stewards of our natural resources and our Assembly heritage.

We do this through:

- An active and varied program of events and activities for members, guests, and the community at large
- An emphasis on developing values, character, and leadership among our children and young people
- Promoting and fostering an intergenerational and family friendly environment
- A membership engaged in governing the Assembly and guiding its future
- Taking excellent care of the Assembly grounds, buildings, and facilities
- Sound financial management to ensure the sustainability of the Assembly

Values -

We believe:

- A safe, caring, and friendly environment promotes spiritual, moral and intellectual growth for people of all ages
- In the value of the Assembly's Chautauqua heritage and in our community traditions
- Our interdenominational Christian beliefs are the bedrock of our community
- In the centrality of our responsibilities to the children and young people in our midst
- Education is key to a happy life, recreation sustains our bodies, and cultural enrichment is central to creating a civil society
- In being good stewards of the natural and built community around us, and in being good neighbors to those beyond our gates

During the 2013 Strategic Planning Process, six broad comprehensive goals were established by the Task Force for the five year period, along with strategies to achieve them. These goals are action oriented, quantifiable, and designed to best accomplish the overall MSSA mission.

Goal 1. Enhance Overall Assembly Quality of Life

- Strategy A. Create a More Welcoming Atmosphere
- Strategy B. Improve Communications among Members, Friends, and Visitors
- Strategy C. Enhance Community Outreach and Community Service Programs
- Strategy D. Be More Environmentally Friendly
- Strategy E. Enhance Our Diversity

Goal 2. Increase Participation Among all Groups in Programs, Events, and Activities

- Strategy A. Increase Platform Appeal to all Participant Groups
- Strategy B. Increase Marketing and Outreach to Potential Visitors

Goal 3. Periodically Evaluate the Governing Structure and Practices of the MSSA

- Strategy A. Periodically Perform a Legal/Tax Status Study
- Strategy B. Periodically Review Board Structure and Governing Policies

Goal 4. Increase the Financial/Fiscal Sustainability of MSSA, Define Measureable Benchmarks

- Strategy A. Facilitate Leasehold Transfers
- Strategy B. Grow the Endowment
- Strategy C. Promote Membership Growth
- Strategy D. Increase Non-member Revenues

Goal 5. Determine the Ideal Physical Plant and Footprint to Enhance and Expand Assembly Grounds

- Strategy A. Evaluate Potential Expansion of Assembly Footprint to protect and enhance the Mission
- Strategy B. Evaluate Feasibility and Need for Year Round Facilities
- Strategy C. Define Facilities Maintenance/Replacement Plan

Goal 6. Increase/Enhance Overall Marketing and Promotional Efforts

- Strategy A. Target Potential Members and Renters
- Strategy B. Market to Increase Gate Revenues

A detailed commentary of all of the goals may be found in the full Strategic Plan in the members section of the website.