

Strategic Vision and Plan

Diocese of Des Moines

Presentation: Business Officers Forum, September 14, 2023

Jason Kurth, Chancellor

Strategic Vision and Plan: Purpose of my Presentation

How does this connect to your role in your parish?

1. You are leaders in your parish. You are connected to people you serve.
2. Focus on Priorities. In learning the diocese' priorities, this is a good time for you to be thinking about yours.
3. Accountability. Our strategic plan focuses on serving and building trust and relationships. Your feedback, especially during our annual survey but in other ways too, can help us remained focused and keep us accountable.

Strategic Visioning Process: A Brief History

- Prayer and Discernment: Bishop's Call to Prayer started in February 2021
 - In a pastoral context, strategic visioning is rooted in prayer and discernment
- Listening "Humble Inquiry": Dan Ebener of Quad City Leadership Consulting
 - "An interactive Process to Lead Change"
 - Qualitative data: 38 focus groups, 40 1:1 conversations
 - Priests, deacons, parish staff members, youth, young adults, "nones", parishioners, Hispanic community leadership, diocesan staff, Catholic Charities board, local Protestant leadership, community leadership, etc.
 - Quantitative data: Early 2022 Survey –15 themes that had risen to the surface in listening to the people to seek their feedback on the highest priorities.
 - 2,600 responses (168 Spanish)

Strategic Visioning Process: A Brief History

- Collaborative Process: Diocesan Strategic Visioning Steering Committee.
 - Leaders from across the Diocese
 - Met throughout fall 2021 to go through the research from the Humble Inquiry phase and identify themes → 15 themes surveyed
 - Met throughout the Spring to work on the plan with Bishop
 - Summer 2022 Consultations with regional and national experts in Communication, Welcoming, Youth and Young Adult ministry, and Adult Faith Formation
 - Bishop was also listening and consulting to formulate Mission and Vision statements in consultation with the Steering Committee
 - Fall 2022 → Articulated and Refined the Strategic Mission, Vision and Plan

Strategic Vision

Mission + Vision + Strategic Plan = Strategic Vision

Mission: Sowing God's Spirit

Vision: Cultivating Connections in Christ

“We form intimate bonds with Christ through the personal and collective experiences of (1) encounter, (2) friendship and (3) communion.”

Strategic Plan: 3 Priorities

Available [online](#) (handouts provided)

Strategic Plan

Strategic Priorities: 3 Strategic areas of focus for the next 3 years that enable us to live out our mission and reach our vision.

1. Serve and Lead the Parishes
2. Communicate our Message more Boldly and Clearly
3. Transform Culture and Structures of the Diocesan Pastoral Center

Strategic Plan: Priority 1

- Strategic Priority: Serve and Lead Parishes
- Strategies:
 1. Create a Culture of Care/ Welcoming
 2. Invite People into an Encounter with Jesus Christ
 3. Accompany our Youth into Discipleship
 4. Engage our Young Adults into Full Participation
 5. Prepare Disciples for the Domestic Church

Strategic Plan: Priority 1

Action Steps

- a.) Identify the “Model parishes” in this area
- b.) Form, develop and train a Commission
- c.) Involve the Commission in creating a toolbox for parishes
- d.) Implement best practices

Strategic Plan: Priority 2

- Strategic Priority: Communicate our Message more Boldly and Clearly
- Strategies:
 1. Saturate Various Forms of Media with the Catholic Message
 2. Convey the Beauty of Catholic Teaching
 3. Share this Strategic Vision with the People of the Diocese

Action Steps: a) Hire a point person on social media, b) Catholic “influencers” c) Work with Catholic Charities to hire a person to teach and advocate church teachings, d) Provide a list of talking points to address complex, polarizing issues, e) Present this vision and plan (like here!)

Strategic Plan: Priority 3

- Strategic Priority: Transform Culture and Structures of the diocesan Pastoral Center
- Strategies:
 1. Align the Structure of the Pastoral Center to this Vision
 2. Enhance the Culture of Servant Leadership by building trusting relationships with parish leaders
 3. Action Steps: a) Conduct a strategic review of the structure of the Pastoral Center, b) Develop the Diocesan Pastoral Council (DPC) with its Commissions, c) Discuss, discern and reflect upon the culture of the Pastoral Center, d) Assign liaisons from the diocesan staff to each parish e) Practice the best practices identified by the Commissions at the Pastoral Center, e.g. welcoming

Strategic Plan Implementation

- Strategic Priority 1
 - 5 Commissions have been formed, report to the Diocesan Pastoral Council
 - Each Commission has a chair from the community and a point person from diocesan staff
 - Working on their toolbox
 - Trying to respond to what we heard when we listened: Diocesan initiatives- top-down, often little parish input and involvement in the creation, little support during implementation
 - Commissions: made up of parish leadership, the lead the creation of the tool kits, parishes will be given options for their situation, tools to help discern which strategy to focus on, and training and resources for support

Strategic Plan Implementation: Commission Rosters

Strategy 1.1 - Create a Culture of Care and Welcoming

Rebecca Bahl	St. Francis of Assisi, West Des Moines
Daniel Shook	St. Mary's, Shenandoah
Kate Mitchell **	St. Augustin, Des Moines
Loralee Chase	Sacred Heart, West Des Moines
Maria Matamoros	St. Boniface, Waukee
Jeff Vorwerk	Ss John and Paul Parish, Altoona
Cindee Hays	St. Mary Parish, Red Oak
Jenny Schmidt	St. Anthony Parish, Des Moines
Steve Vonnahme	Ss John and Paul Parish, Altoona
Patty Origer	St. John's, Adel
Cathy Jordan	St. Mary of Nazareth, Des Moines

Strategy 1.2 – Invite People into an encounter with Jesus

Maryanne Dailey	St. Patrick, Imogene
Jill Faust	St. Patrick, Council Bluffs
Reverend Mr. Kurt Heinrich	St. Augustin, Des Moines
Mary Heinrich*	St. Augustin, Des Moines
Michelle Helm	St. Thomas Quinas, Indianola
Mónica Meredith	St. Francis of Assisi, West Des Moines
Reverend Sylvester Okoh	St. Clare, Clarinda
Tom Quinlan	St. Francis of Assisi, West Des Moines
John Gaffney	St. John the Apostle, Norwalk

Strategic Plan Implementation: Commission Rosters

Strategy 1.3 - Accompany our Youth into Discipleship

Addie Croegaert*	Dowling Catholic High School
Maria Haas	Ss John and Paul Parish, Altoona
Sadie Lage	St. Thomas More Center
Reverend Max Carson	St. Patrick, Council Bluffs
Jill Gerling	All Saints and St. John's (Adair)
Reverend Patrick Amedeka	Holy Spirit (Creston)
Julie Sokolowski	Sacred Heart West Des Moines
Eva Alexander	St. Ambrose Cathedral
Curtis Brown	Communion Liberation Ministry
Jessica Pancho	

Strategy 1.4 – Engage our Young Adults

Daniel Rosmann	St Boniface, Westphalia
Benjamin Cohen*	St John's, Norwalk
Sydney Swanson	St Francis, West Des Moines
Caleb Chmelka	Corpus Christi, Council Bluffs
Reverend Nick Smith	Christ the King Parish, Des Moines
Justin White	Diocese; St Pius X, Urbandale

Strategy 1.5 – Prepare Disciples for the Domestic Church

Alan Vonnahme	St Mary Parish in Red Oak
Jenni Lihs	Sts John and Paul in Altoona
Reverend Lazarus Kirigia	St Mary Parish in Red Oak
Reverend Jake Epstein	Corpus Christi Council Bluffs
Reverend Mr. Dennis Patrick	St. Cecilia, Panora
Reverend Mr. Matthew Halbach	St Luke, Ankeny Iowa
Ann Andersen	St. Michael Parish, Harlan
Paulette Chapman*	Holy Trinity Parish, Des Moines
Adam Storey	St. John's Basilica

Strategic Plan Implementation

- Strategic Priority 2 -- Communicate our Message More Boldly and Clearly
 - Communications Committee has become a Commission of the DPC
 - Working with a consultant on diocesan-wide branding/marketing of the Strategic Vision
 - Brought on Alexis Nicholson, Digital Evangelization Specialist as fulltime member of the Evangelization Team
 - John Huynh hired as Director of Social Justice, shared position with Catholic Charities
 - Social Media initiative for parishes – you'll hear more about this later from Anne and Fr. Brad

Strategic Plan Implementation: Commission Roster

Strategy Priority 2 – Communicate our Message More Boldly and Clearly

Reverend Joel McNeil	St. Patrick, Dunlap and Sacred Heart, Woodbine
Dan Kinsella	St. Patrick, Imogene
Ryan Johnson	St. Francis of Assisi, West Des Moines
Jacinda Bevilaqua	St. Augustin, Des Moines
Matt Willkom	Basilica of St. John, Des Moines
Jim Field	Ss Peter & Paul, Atlantic
Kelly Franzen	St. Joseph Parish, Des Moines
Tom Chapman	Holy Trinity Parish, Des Moines
John McGee	St. Patrick Parish, Perry
Erin Hurley Smith	St. Francis of Assisi, West Des Moines
Reverend Reed Flood	Dowling Catholic, St. Boniface, Waukee
Nicole Evans	Marketing/Omaha
Anne Marie Cox	Diocese

Strategic Plan Implementation

- Strategic Priority 3: Transform Culture and Structures of the Diocesan Pastoral Center
 - Strategy 3.1: Align Structures to the Vision
 - Other goals: to create efficiencies and “bottle opener” approach, a structure of greater accountability and ownership
 - Diocesan Office Reorganization effective May 1, 2023
 - Reorganized into 6 Teams
 - Senior Leadership Team: Bishop is lead, Vicar General, Chancellor, Vice Chancellor, CFO, Superintendent, Director of Evangelization and Mission, Senior Advisor, and Communications
 - Vicar General Team: Works with Vicar for Priests (new), Judicial Vicar, Vicar for Divine Worship, Vicar for Newly Ordained and International Priests, Vicar for Hispanic Ministry, Vocations and Permanent Diaconate. Vicar General will be ¾ time starting January 2024
 - Bishop’s Office Team: Chancellor is lead, working with Vice Chancellor, Archivist, Bishop’s Executive Assistant, Director of Communications, and Coordinator of Tribunal

Strategic Plan Implementation

- Strategic Priority 3: Transform Culture and Structures of the Diocesan Pastoral Center
 - Strategy 3.1: Align Structures to the Vision
 - Reorganized into 6 Teams (continued)
 - Administration & Finance Team: CFO lead, works with Finance staff (Controller, Internal Controls, IT, Facilities Management, Development) and Administration Staff (Property Management, HR and Safe Environment, Building Receptionist)
 - Evangelization & Mission Team: Director of Evangelization and Mission Lead, Evangelization Team includes Adult Evangelization and Leadership, Youth Evangelization, Young Adult Evangelization, Campus Evangelization, and Digital Evangelization; Mission/Formation Team includes Marriage and Family Life, Hispanic Formation, Disability Ministry, and Social Justice
 - Catholic Schools Office Team: Superintendent lead, with Marketing & Enrollment, Bilingual Community Outreach, Professional Development, and Teaching and Learning

Strategic Plan Implementation

- Strategic Priority 3: Transform Culture and Structures of the Diocesan Pastoral Center
 - Strategy 3.1: Align Structures to the Vision
 - Diocesan Pastoral Council appointed and began meeting in February 2023

Reverend James Ahenkora	Council Bluffs
Reverend Michael Amadeo	Des Moines
Reverend Mr. Michael Carney	Portsmouth
Most Reverend William M. Joensen, Ph.D.	Des Moines
Dan Kinsella	Red Oak
Jason Kurth	Des Moines
Maria Matamoros	Des Moines
Erika Mendez	Des Moines
Reverend Mr. Dennis Patrick	Adair
Tom Quinlan	Des Moines
Daniel Rosmann	Portsmouth
Catherine Swoboda	Des Moines
Jeff Vorwerk	Des Moines

Strategic Plan Implementation

- Strategic Priority 3: Transform Culture and Structures of the Diocesan Pastoral Center
 - Strategy 3.2: Enhance the Culture of Servant Leadership/Build Trusting Relationships
 - Diocesan staff days on Servant Leadership, Humble Inquiry
 - Humble Inquiry listening sessions – Evangelization and Mission Team with other senior leadership, beginning this fall
 - Survey for Parish leadership on diocesan staff (January 2023)
 - Performance Management Process (annual reviews, goal setting, and coaching)
 - Team and Individual goals focused on Increased participation and engagement with parish leadership; customer experience satisfaction

Strategic Plan Implementation

- What's coming?
 - Humble Inquiry sessions (Fall 2023)
 - Survey options for Assessing Parish Engagement (Fall 2023)
 - Commission Toolboxes (Early 2024)
 - Survey for Parish leadership on diocesan staff (based on Team and Staff goals) – late winter 2024

Strategic Vision

- Questions, Comments?
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