

February 24, 2008

To: Saint Mark's Episcopal Cathedral Community
From: The Collins Group – Kate Roosevelt, CFRE, Vice President;
Eric Stevens, Senior Consultant
Re: Strategic Planning Update

On the occasion of Saint Mark's 2008 annual meeting, we offer this update to the Vestry and parish.

Background

Saint Mark's engaged The Collins Group in late 2007 to organize and facilitate a process to update the Cathedral's 2001 strategic plan. The group overseeing this process is the Mission and Strategy Committee, led by Chair Bob Muglia and Vice Chair Carol Hoerster.

Process to Date

Since early December 2007, The Collins Group has met with the Committee six times to review the 2001 strategic plan, develop a common set of definitions for the updated plan, develop draft vision and mission statements, and identify critical issues for the Cathedral.

Next Steps

Building on the Committee's work, we are preparing to meet with members of the Saint Mark's community to gather input on the draft vision and mission statements, as well as the critical issues that might be addressed in a renewed strategic plan. The success of the planning process – by its very nature – depends on a high level of participation from the parish community. As such we are designing several opportunities for people to discuss and respond to the elements developed by the Committee:

- “Café Hope” style gathering
- Online survey
- Individual/family interviews

Once scheduled, these opportunities will be well-publicized in person, online, and in print. Stay tuned for more information in March. We are planning to complete the update of the strategic plan in April.

Please feel free to contact either of us with your questions.

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