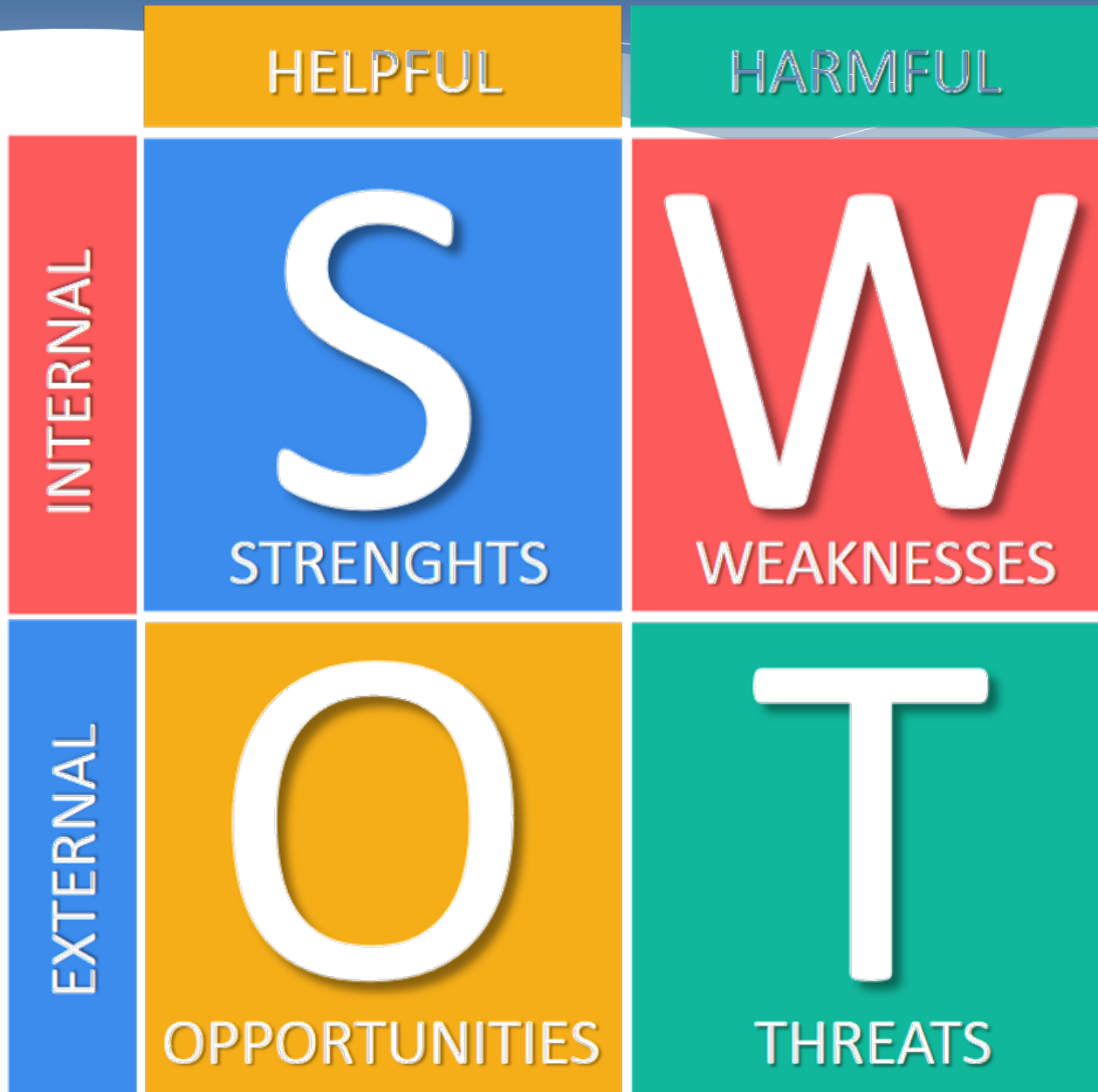


# WELCOME to The Future of Saint John

Strategic Planning Executive Committee

SWOT Analysis





\* Yes, we know “Strengths” is not spelled correctly

# Strengths

- \* Faith Formation
  - \* Youth
  - \* Adult
- \* Missionary Outreach
- \* Incredible Facilities
  - \* Pulte Family Life Center
  - \* Updated/Renewed Church
  - \* Completion of Campus Master Plan
- \* Ministries
- \* Volunteers
- \* Parishioners' Stewardship
  - \* Time
  - \* Talent
  - \* Treasure
- \* Location
- \* Exceptional Business Operation
- \* Eucharist
  - \* High Attendance at Mass
- \* Clergy
- \* Communications and Technology Environment
  - \* Bulletin
  - \* Website
  - \* Email
- \* Activities
  - \* Target Wide Demographic
  - \* CYO Brings Families Into Parish
  - \* CAO Additional Unique Engagement
  - \* Ongoing Programs, Not Just Events
- \* Vibrant Community
  - \* Multi-Generational Parish
  - \* Strong Presence of Many Young Families
- \* Successful Transition to New Leadership



# Weaknesses

- \* Financial
  - \* PFLC Expense
  - \* Lack of Planned Giving Program
  - \* Inadequate Financial Resources
  - \* Need Endowment
  - \* Very High Cost of Operations
  - \* Cash Flow Issues
  - \* Debt
- \* Programmatic Structure Immaturity
  - \* Determine when a Program No Longer Benefits the Needs of the Church
  - \* Fractured Ministry Structure
  - \* Lack of Adequate Listening Forums
- \* Parking/Traffic
- \* No Spanish Sacraments/Mass
- \* Opinionated Parishioners
- \* Inadequate Communications
  - \* Lack of Digital Communications
  - \* Failing to Make Surrounding Community Aware of our Offerings
- \* Church Feels Large
- \* Lack of Environmental Issue Initiative
- \* No Parish School
- \* Aging Parish
- \* Lack of Pervasive Participation
  - \* Member Engagement Beyond Mass Attendance
  - \* Number of Parishioners with No Real Connection to SJE
  - \* Families that Register for Sacrament but don't Attend
  - \* Small Percentage of Parishioners Doing Majority of Volunteering/Ministry
  - \* Too Much Done by Too Few
  - \* Outreach Lacking for Young Adult Community
  - \* Lack of Input from Youth



# Opportunities

- \* Programs
  - \* Continuous Promotion of CYO and CAO
  - \* Fully Develop CYO
  - \* Ability to Make Catholic Church a Part of a Person's Life
  - \* Develop Functions to Bring Us Closer to our Religion
  - \* Implementation of Evangelii Gaudium
  - \* CARE Program
  - \* Community Service Opportunities
  - \* Enhanced Speakers Forum
  - \* Retreats
  - \* Forums to Discuss Concerns
- \* Facilities
  - \* Pulte Family Life Center
  - \* Buses
- \* Sense of Community
  - \* Unlimited Local Needs
  - \* Mentorship
  - \* Untapped Talent
- \* Marketing SJE
  - \* Activities
  - \* Ministries
  - \* Create a Brand
  - \* Social Media
- \* Growing Population in Naples
- \* Young Families' and Generations Involvement
  - \* Engage Families After Baptisms / First Communion
  - \* School Next Door



# Threats

- \* Church Sex Abuse Scandal
  - \* Stigma Left by Priest Abuse
  - \* Diocese Reaction/Response to Sex Abuse Scandal
  - \* Public Reaction to Scandals
- \* Relevance of Religion/Catholicism in Modern World
  - \* Reduction in Practicing Catholics
  - \* High Percentage of People Who do not View Religion as Important
  - \* Competition with Other Religions and Organizations
  - \* Busy Lives do not Prioritize Church
  - \* Young Adult Involvement is Less
- \* Culture Vs. Church
  - \* Current Society “Norms” do not Match Church Teaching
  - \* Seismic Social Reordering Away from Christianity
  - \* Anything Goes Mentality
  - \* Marginization of Religion
  - \* Materialism in Culture vs. Respect for All
  - \* Secularization of Society
  - \* Universe Spirituality
  - \* Competition from “Religion of Materialism”
  - \* Weak Family Circles degrades Church Engagement
- \* Other Religious Options
- \* Threat of Schism in Church
- \* Negative News Media
- \* Recession
- \* Clergy Shortage
  - \* Reduced Number of Priests (SJE)
- \* Church Musical Chairs – Transient Nature of Parishioners



## Strengths

- Eucharist and the Mass
- Vibrant Community
- Missionary Outreach
- Incredible Facilities
- Activities Scope
- Faith Formation for All
- Parishioners' Stewardship
- Location
- Clergy
- Communications and Technology

Environment

## Weaknesses

- Financial
- Programmatic Structure Immaturity
- Inadequate Communication
- Lack of Pervasive Participation
- No Spanish Sacraments/Mass
- Parking / Traffic

**#ToKnow**  
**#ToLove**  
**#ToServe**

## Opportunities

- Programs
- Facilities
- Sense of Community
- Marketing
- Growing Population in Naples
- Young Families' and Generation's Involvement

## Threats

- Church Sex Abuse Scandal
- Relevance of Church in Modern World
- Culture vs. Church
- Clergy Shortage
- Other Religious Options Outreach to our Parish
- Recession
- Church Musical Chairs

# Current Mission of Saint John

To Know, To Love and To Serve God, in His Church  
and Our Community

**#ToKnow:** Educate and Evangelize

**#ToLove:** Socialize and Include

**#ToServe:** Minister and Diakonia



SAINT JOHN *the* EVANGELIST  
CATHOLIC CHURCH





# Vision: The Future of Saint John

Our plan is to become a beacon of community and faith here in Naples, renewed with our Life Center and campus as a “*new wineskin*” of Catholic engagement for decades to come.

