

20/20 Vision Update:

Mission Statement:

Leading people to pursue a Jesus-first life.

Core Values

- Biblical Truth
- Missional Outreach
- Authenticity / Transparency
- Stewardship
- Cultural Relevance
- Family
- Community
- Excellence

Re-launch – 2020 Vision: Focusing on Morning Star's future

What is the goal: We hope to passionately communicate the refocused mission, values, vision, and strategy of Morning Star Community Church and inspire people to be involved.

On Jan 12th (+) the goal will be to celebrate MStar's history and inspire people with the Jesus-first life. It is likely that we will take the rest of January to communicate the values, vision, and strategy for our people and their neighbors on how we take steps toward living this life. This a fresh start for Morning Star as we work re-align our ministries and efforts to make disciples.

Organization: 3 pillar teams:

Pre-Launch (Sept - Jan)

- John
- Jen
- Robert
- Kate (Rebrand and Remodel)

Launch - day of January 12, 2020

- Katrina
- Jared

Post-Launch (Jan-spring break/may)

- Chris
- Jim (Video and Website)

Timeline:

- October --
 - Mission, Vision, Values, Strategy mostly done
 - Rebrand Proposal
 - Finalize re-launch budget & goals of fundraising
 - Lobby remodel budget proposal submitted

- November--
 - Rebrand Proposal Finalized
 - Lobby remodel design proposed
 - Staff members writing some content for the new webpage--articles, blog posts, interviews, videos
 - Determine a realistic timeline for video instalment
 - Vision, Values, Strategy: Polished
 - Winter/spring/summer calendar events submitted for approval
 - Jan 12 service and celebration planning

- December--
 - New website--Jim spends this month finalizing
 - Planning/Design of the stage changes needs to be confirmed; materials purchased
 - Lobby remodel design needs to be done & confirmed
 - Winter/spring/summer calendar events confirmed
 - Unique celebration & Jan 12 service plan finalized

- January 12--Mission, Values, Vision & Strategy
 - Unique service/celebration day
 - New Website
 - Re-brand
 - Lobby remodel
 - New stage design
 - New programs, new initiatives, new events in line with MVVS
 - Winter/spring/summer ministry calendar
 - Theme for the year?

- POST LAUNCH
TBD