


# 2020 Serra Club Officer Training Slides

## Session # 2: How Clubs Work



**Leadership Role on Vocations:**  
**Motivate ALL Catholics to Pray for Vocations!**

- *Organize & Promote:*
  - Rosary programs in parishes (31 Clubs)
  - Special Adorations for Vocations
  - Call by Name program
  - Parish Vocations Committees
  - Seminarian Prayer boards & cards
  - Diocesan newspaper coverage of vocation events
- The four National Vocations Events:
  - Priesthood Appreciation Sunday
  - Vocations Awareness Week
  - World Day for Consecrated Life
  - World Day of Prayer for Vocations

Spring Club Officer Training 2020

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**How Clubs Work**

- **Questions**
- **Comments**
- **Discussion**

Spring Club Officer Training 2020

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**Club Strategic Planning**

- **Annual Club Goal Setting (4A)**
- **The Duluth Club Strategic Planning Model (conducted 2016)**
  - The survey questions (pgs 4B-4E)
  - Summarized responses (pgs 4F-4L)
  - Action plan from responses (pgs 4M-4O)

Spring Club Officer Training 2020

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# Serra Club of \_\_\_\_\_, Goals for 2020 - 2021

V1, 4-20-19

No.	DESCRIPTION	LEADER(S)	TARGET DATE	Completion Date
	PROGRAMS			
	VOCATIONS			
	MEMBERSHIP			
	COMMUNICATIONS			
	SECRETARY - TREASURER - TRUSTEE			

## Duluth Serra Ministry Member Survey

### Background

The Serra International Mission is to foster, promote, and affirm vocations to ministry in the Catholic Church. More specifically, Serra is dedicated to:

- Fostering and promoting vocations
- Supporting priests in their sacred ministries
- Encouraging and affirming vocations to consecrated life
- Assisting Serrans in recognizing and responding to God's call to holiness.

The Duluth Serra Ministry carries out the Serra mission by hosting, sponsoring, or participating in a number of annual events, including: an on-site visit with seminarians at St. Paul Seminary (October); a Christmas Dinner for priests of the Diocese of Duluth; an ice cream social for Benedictine and Franciscan Sisters in Duluth (April); the ordination of new priests and transitional deacons (June); and the ordination of permanent deacons (November).

Individual members of the Duluth Serra Ministry also take responsibility for sending ordination anniversary cards, and birthday cards to each priest in the Diocese of Duluth. In addition, a card with a note of appreciation and support is sent to each priest on Priest Appreciation Sunday each October. Serra members also coordinate the Catholic Connection Program for families of graduating high school seniors who are college-bound, helping them to become affiliated with Catholic organizations on various college campuses. Other members participate in district, regional, national, and international Serra activities. The Duluth Serra Ministry also carries out specific initiatives upon the request of the Bishop. One such effort is currently underway, which will establish a new Serra Ministry in the Brainerd area.

In an effort to further advance the mission of Serra, the Duluth Serra Ministry Board of Directors has commissioned the following membership survey. Please take a few moments to complete the attached survey and return it by Monday, October 3, 2016 in the enclosed stamped, addressed envelope.

Please include your name at the end of the survey so that we can assure a full membership response. However, if you prefer to respond anonymously, you may do so. When the survey findings are compiled, we will not attribute specific responses to individual members. We will regard surveys that include respondents' names as authorization to contact those members if clarification or follow-up is needed regarding specific responses. The compiled survey findings will be shared with the membership.

### Member Survey

*(Please note that the survey uses the term "Duluth Serra Ministry" throughout to describe our*

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organization instead of our former title, "Duluth Serra Club.")

1. Why do you belong to the Duluth Serra Ministry?

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2. For each of the four items below, please rank the effectiveness of our local Serra Ministry using a scale of 1 to 5, with "1" meaning "not effective" and "5" meaning "highly effective." (Please list your ranking of effectiveness on the line following each item.)

- a. Fostering and promoting vocations \_\_\_\_\_
- b. Supporting priests in their sacred ministries \_\_\_\_\_
- c. Encouraging and affirming vocations to consecrated life \_\_\_\_\_
- d. Assisting Serrans in recognizing and responding to God's call to holiness \_\_\_\_\_

3. Our organization currently has over 40 members. Of the total membership, approximately what percentage of members do you know by first and last name without the benefit of a name tag? (\_\_\_\_ %).

4. What suggestions do you have that would help members get to know one another better?

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5. How do you feel about the time, calendar schedule, and location of our meetings?

\_\_\_\_ OK as is (11:45am-1pm the first and third Monday of every month at Black Woods)

\_\_\_\_ I would prefer the following:

- a) Time: \_\_\_\_\_
- b) Frequency: \_\_\_\_\_
- c) Location: \_\_\_\_\_

6. How do you feel about the order of the meeting (Fellowship, opening prayer, introduction of guests, business meeting, Chaplain's update, lunch, speaker, closing prayer)?

\_\_\_\_ OK as is

\_\_\_\_ I suggest the following regarding the order of the meeting: \_\_\_\_\_

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7. Approximately what percentage of regular meetings do you attend? (\_\_\_\_ %)

8. What limits your attendance? \_\_\_\_\_

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9. What suggestions do you have for increasing attendance by members at regular meetings?

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\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

10. What suggestions do you have for increasing participation by members in the annual events, programs, and services of The Duluth Serra Ministry?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

11. How do you prefer to receive information about meetings and Serra activities?

- a. \_\_\_ Email
- b. \_\_\_ Regular mail
- c. \_\_\_ Phone call
- d. \_\_\_ Text message
- e. \_\_\_ Other (please specify) \_\_\_\_\_

12. How do you feel about Serra membership costs (including meals)?

- a. \_\_\_ Costs are about right (\$400 annually for individuals/\$600 for couples)
- b. \_\_\_ Too high, I would suggest they be \$\_\_\_\_\_/year
- c. \_\_\_ Too low, I would suggest they be \$\_\_\_\_\_/year

13. Speakers or topics to consider for future meetings:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

14. Please list names, parish affiliations, and contact information of any Catholic men, women, or couples you would like to propose as prospects for membership.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

15. Would you be willing to bring any of the above prospects to a Serra meeting as a guest?

- a. \_\_\_ Yes (please name) \_\_\_\_\_
- b. \_\_\_ No

16. Is transportation to and from meetings or events a difficulty for you?

- a. \_\_\_ Yes, I would appreciate transportation assistance

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b. \_\_\_No

c. \_\_\_No, but I am willing to transport another member who needs a ride

17. Would you be willing to serve in any of our club leadership positions (officer, program leader, trustee)?

a. \_\_\_Yes (Optional: Area of interest-\_\_\_\_\_)

b. \_\_\_No

18. Please share any other ideas or suggestions for events, programs, or other changes that could help us to grow and improve our Duluth Serra Ministry

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**Thank you very much for taking part in this survey. You are helping to build a more effective Serra Ministry in Duluth. Please send your completed survey in the envelope provided. We will share the results at a future meeting.**

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# Duluth Serra Member Survey Findings

November 18, 2016

## Background:

- Survey instrument was reviewed and approved by Serra Board in August 2016
- Survey was distributed by mail to all 44 Duluth Serra members on September 2, 2016
- Survey materials included a background statement that explained the Serra Mission, ongoing efforts in support of the mission, and the reasons for doing a member survey
- Survey status was referenced at all September and October meetings
- Two main purposes of the survey were cited: (1) Enhance mission effectiveness and (2) expand membership
- Twenty-seven members returned completed surveys (61.5% response rate) as of October 31, 2016

Findings: Note: *Quantitative data and individual member's comments are shown in bold italics. Individual comments of essentially the same meaning have been combined. The member suggestions on items 4, 9, 10, 13, and 18 have been classified by the Serra Board as either "A" (Adopt – do this within the next 12 months), "B" (Hold – reconsider after achieving most "A" priorities), "C" (Not Actionable – response is an opinion, observation, or otherwise not seen as implementable), or "D" (Active – suggestion is already being done). These classifications appear in parentheses at the end of each suggestion.*

## 1. Why do you belong to the Duluth Serra Ministry?

- **To recognize and support the Priests, Nuns, and Deacons in our area (12 responses)**
- **Fellowship with other Catholics and Serra members (11 responses)**
- **To help increase vocations for the Church and Diocese (5 responses)**
- **I love and support the Serra mission (4 responses)**
- **To support Seminarians (3 responses)**
- **I was recruited by a member (2 responses)**
- **Enhancing Catholic beliefs**
- **To serve the Catholic Church**
- **To learn about programs of the Duluth Diocese and the people who do that work**
- **To be able to donate money to the development of Clergy and to add my prayers to the Serra prayer conduit...and to connect my own Priest to that conduit**
- **To be able to give money to the church which is not controlled by the Diocese**
- **To support our Bishop's agenda and goals**

## 2. For each of the four items below, please rank the effectiveness of our local Serra Ministry using a scale of 1 to 5, with "1" meaning "not effective" and "5" meaning "highly effective."

- a. Fostering and promoting vocations to the priesthood **3.31 (scoring range: 1-5)**
- b. Supporting priests in their sacred ministries **4.04 (scoring range: 1-5)**
- c. Encouraging and affirming vocations to the permanent diaconate and consecrated life **3.33 (scoring range: 2-5)**
- d. Assisting Serrans in recognizing and responding to God's call to holiness **3.33 (scoring range: 2-**

3. Our organization currently has over 40 members. Of the total membership, approximately what percentage of members do you know by first and last name without the benefit of a name tag? **63.25%** (response range: 10-100%)

4. What suggestions do you have that would help members get to know one another better?

- *Encourage members to mix up their seating at lunch so members don't sit with the same group each time (6 responses) (A)*
- *Make a special effort to introduce yourself to new members and those you don't know (2 responses) (A)*
- *Encourage members to seek out new members and be more welcoming (A)*
- *Have introductions at meetings of all in attendance (C)*
- *Reactivate summer steak dinner (B – Knights of Columbus currently do this)*
- *Attend the meetings (A)*
- *Wear name tags at meetings (A)*
- *When inducting a new member, go around the room and self-introduce (A)*
- *Have a website with member pictures and names (B)*
- *At each meeting, have one or two Serrans each give a short bio (birthplace, youth, education, family, faith journey, career, interests, hobbies, etc.) or devote a couple of meeting programs to this each year (B)*
- *Each month, ask one member to give a short talk on why he/she belongs to Serra (B)*
- *Have a Serran of the month (C)*
- *Produce an updated membership directory (A)*
- *Smaller task force groups and expanded ministry activities (D)*
- *Encourage greater participation in activities and more committee work (A)*
- *Have a special evening social, with no business, only fun and finger food (B)*
- *Lunches are the best for getting to know each other (C)*
- *Designated seating at meetings, with a changing rotation (C)*
- *Have the VP of Membership, Vocations, and Communication appoint different members to work with them on their efforts (A)*
- *Have longer meeting times (C)*
- *Encourage spouses to join as members (B)*
- *Have a short "stand-up" fellowship gathering (15 to 20 minutes) before the meeting, possibly starting the meeting early (D)*

5. How do you feel about the time, calendar schedule, and location of our meetings?

\_\_\_ OK as is (11:45am-1pm the 1<sup>st</sup> and 3<sup>rd</sup> Monday of every month at Black Woods) **92.6%** (25



responses)

- *The 1PM end time should be flexible to suit program material*
- *A more central location might help both attendance and membership*

\_\_\_ I would prefer the following: 7.4% (2 responses)

a) Time: *Noon* (2 responses)

b) Frequency:

- *Have one meeting per month* (2 responses)
- *Skip meetings during June – August*
- *Is Monday the best day? Three-day holiday weekends reduce total number of meetings*

c) Location: *Black Woods still preferred* (2 responses)

6. How do you feel about the order of the meeting (Fellowship, opening prayer, introduction of guests, business meeting, Chaplain's update, lunch, speaker, closing prayer)?

\_\_\_ OK as is 88% (22 responses)

\_\_\_ I suggest the following regarding the order of the meeting 12% (3 responses):

- *Have a business meeting at only one of the monthly meetings and use the extra time at the second meeting each month for a longer talk from the speaker*
- *Have the speaker first and have the business meeting and information last*
- *Strongly suggest lunch after the speaker*
- *Don't need to have reports from Board at every meeting*

7. Approximately what percentage of regular meetings do you attend? 65.2% (response range: 15%-100%)

8. What limits your attendance?

- *Work/Business, family obligations, other commitments* (17 responses)
- *Traveling out of the area for vacations and other reasons* (7 responses)
- *Annual vacation month*
- *As chapters in my life come and go, my direct participation in Serra will ebb and flow, but I pray with you all the time*
- *Summer weekends that include Mondays*
- *Physical impairments*

9. What suggestions do you have for increasing attendance by members at regular meetings?

- *Email reminders* (2 responses) (D)
- *Calls* (2 responses) (A)
- *Continue to have high-interest topics and speakers* (2 responses) (D)
- *Don't see the need for two meetings per month – fewer meetings will result in increased participation* (2 responses) (C)
- *USPS mailing a few days before a meeting* (C)

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- *Send out a calendar of the meetings once a quarter (D)*
- *Improve food if we can without added cost (D)*
- *This certainly frustrated me a lot as vocation chair...lined up many events where few people showed up (C)*
- *Keep encouraging members to attend (A)*
- *Good speakers, well published (AI has done an excellent job) (A)*
- *Need to make sure special speakers are in the Fall when attendance is highest (C)*
- *Find topics and speakers of maximum interest (A)*
- *Call members who don't attend on a regular basis and also get them involved with the VP's and the workings of the Ministry (A)*
- *Have better programs – too often they seem to be a spur of the moment type thing just to fill a need – they are usually “rushed” by the speaker (A)*
- *Consider shifting to a breakfast meeting (6:45 to 7AM) format to encourage attendance by still working members (C)*
- *Foster greater camaraderie, more social interaction at meetings and at events (A and D)*

10. What suggestions do you have for increasing participation by members in the annual events, programs, and services of The Duluth Serra Ministry?

- *Sending out a calendar far in advance of big events (3 responses) (D)*
- *Phone call reminders (2 responses) (A)*
- *Ask more members to help with the planning of all events (3 responses) (A)*
- *Invitations (D)*
- *Annual Christmas event is fun, though impaired by bad weather at times, but the meals are not memorable (C)*
- *It seems like we are doing a good job with these (C)*
- *Make it more interesting and more mandatory (C)*
- *Make it mandatory to attend 2 such events per year (C)*
- *Always provide transportation (A – for those who otherwise wouldn't be able to attend)*
- *Better marketing of the event (D)*

11. How do you prefer to receive information about meetings and Serra activities?

*(Note: multiple choices allowed)*

- a. Email *(24 responses)*
- b. Regular mail *(5 responses)*
- c. Phone call *(3 responses)*
- d. Text message *(5 responses)*

12. How do you feel about Serra membership costs (including meals)?

- a. Costs are about right (\$400 annually for individuals/\$600 for couples) 93.6% *(25 responses)*

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b. Too high, I would suggest they be \$ \_\_\_\_\_/year 0% (0 responses)

c. Too low, I would suggest they be \$500/year 7.4% (2 responses)

13. Speakers or topics to consider for future meetings:

- *Newly ordained Priests or Sisters, e.g., Fr. Tim Lange and Fr. Blake Rosier (3 responses) (A)*
- *Priests or Sisters on how they were called and what helped them on their journeys (A)*
- *Religious speakers on the good, the "OK," the bad of living a religious life (A)*
- *Vocations director from a seminary (A)*
- *Vicar General speaking on role and responsibilities (A)*
- *More speakers from Monastery (A)*
- *CEO of CHUM (A)*
- *Bishops of Duluth and Superior (A)*
- *Priests who celebrate milestones (25<sup>th</sup> and 50<sup>th</sup> ordination anniversaries) (A)*
- *Re-establish summer celebration with Seminarians and Priests (C)*
- *Regional Catholic leaders on Catholic topics (A)*
- *Youth ministers, College Neumann Center, Vocations Director of Diocese (A)*
- *Diocesan Bankruptcy and management of the situation (B)*
- *Look to our own members and their interesting histories (A)*
- *Someone who attended World Youth Day (A)*
- *Seminarians (D)*
- *Speaker from Real Presence Radio (A)*
- *Speaker on tithing – "what are the benefits?" (B)*
- *Speaker on the Adoration Chapel and how it affects your personal life (A)*

14. Please list names, parish affiliations, and contact information of any Catholic men, women, or couples you would like to propose as prospects for membership.

- *Have some ideas – will pursue – more info later*
- *Matt Beaumier, lawyer at Beaumier Trogden (Pat Pfahl)*
- *Chris McMahan, St. Michael's Parish Administrator (Pat Pfahl)*
- *Corrie and Diane Boese (Carol Spielman)*
- *Dr. Joe and Ruth Henry (Carol Spielman)*
- *Paul Sever, St. Raphael's (John Kelly)*
- *George Beattie, St. Raphael's (John Kelly)*
- *Mike Ellingson, St. Raphael's (John Kelly)*
- *Robin and Valerie Tellor, St. Benedict's (Dennis Soukup)*
- *Paul Thomsen, Cathedral of Our Lady (Jim Splan)*
- *John DeSanto, St. Benedicts (Al Makynen)*

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- *Tim Salsted (Tom Vecchi)*
- *Thomas P. Vecchi (Tom Vecchi)*
- *Julie Zenner, St. Michael's (Jim Cherveney)*
- *Kjell Knudsen, Cathedral of Our Lady (Jim Cherveney)*
- *Dr. Dan Skorich, Cathedral of Our Lady (Jim Cherveney)*
- *Mike Peplinski, St. Benedict's (Jim Cherveney)*
- *Jack Ball, St. Joseph's (Jim Cherveney)*
- *Jesse Murray, Cathedral of our Lady (Jim Cherveney)*
- *Tom Vukelich, St. Joseph's (Jim Cherveney)*

15. Would you be willing to bring any of the above prospects to a Serra meeting as a guest?

- a. \_\_\_ Yes (*12 responses*\*) *\*See item number 14 for Serrans who are proposing prospective members*
- b. \_\_\_ No (*2 responses*)
- c. \_\_\_ "Perhaps" (*1 response*)

16. Is transportation to and from meetings or events a difficulty for you?

- a. \_\_\_ Yes, I would appreciate transportation assistance (*0 members*)
- b. \_\_\_ No (*24 members*)
- c. \_\_\_ No, but I am willing to transport another member who needs a ride (*5 members*\*) *\*Volunteers: Jim Rectenwald, Bill Ohnsted, Jim Monge, Bob Wolters, Jim Cherveney*

17. Would you be willing to serve in any of our club leadership positions (officer, program leader, trustee)?

- a. \_\_\_ Yes (*10 members – one respondent with interest in being a Trustee; nine respondents are currently trustees or officers, one of whom has a special interest in being the Serra vocations "party planner."*)
- b. \_\_\_ No (*7 members*)
  - *Need new member involvement (Comment from one responder)*
- c. \_\_\_ Perhaps in the future (*2 members*)\_

18. Please share any other ideas or suggestions for events, programs, or other changes that could help us to grow and improve our Duluth Serra Ministry.

- *Try to get younger members from local colleges and have a student rate (2 responses) (B)*
- *An informational table at the Men's and Women's Conferences in March 2017 (A)*
- *Connect more with Newman Ministry and local parish groups to make them aware of Serra (invite individuals to Serra meetings as guests) (B)*
- *Hands on projects serving others (D)*
- *Partnering with the St. Mary's Star of the Sea Chapel (A)*

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- *There should be a concerted effort and defined program to recruit young members (A)*
- *Look around at Mass and see who might be a good prospect for Serra membership (A)*
- *We should be more visible in all parishes in the Duluth area (A)*
- *Foster parish vocation committees in each area parish (B)*
- *Invest in a microphone/speaker/amplifier system so that all can hear (\$700) (A)*
- *Clarify the geographic boundaries of the Duluth Chapter (A)*
- *Publish more articles in the Northern Cross (A)*
- *Help area priests become more informed about Serra (A)*
- *Make sure priests who can't attend the Serra Christmas event get cards and gifts (C)*
- *Market the club via mailings from the churches, talks from the pulpit, etc. to make Serra more well known (A)*
- *Have music at meetings once in a while (A – at masses during Serra meetings)*
- *Offer reduced dues during the first 1-2 years for all new members (\$200) (B)*
- *Have lower dues for any diocesan, parish, or Catholic school employee (A)*
- *Develop a prospective member brochure that is specific to Duluth Serra (A)*

**Duluth Serra Ministry**  
**Focus Areas and Goals Developed from 2016 Member Survey**

*(With Timelines and Ownership)*

**Focus Area I: Help Members Get to Know One Another Better**

**Goal 1: Improve overall member and meeting hospitality, employing the following member suggestions:**

- *Members avoid sitting with same group at each meeting*
- *Members introduce themselves to new members and unfamiliar members*
- *Members seek out new members and extend a warm welcome*
- *All members wear name tags*
- *Members foster greater camaraderie at all meetings and event*

**Accomplishment Timeline:** Achieve all of above by May 31, 2017

**Ownership:** Serra President and all members

**Goal 2: When presenting a new member, have all attendees self-introduce in rotation.**

**Accomplishment timeline:** Immediately

**Ownership:** Serra President (or presiding member) and all members

**Goal 3: Build member familiarity through member involvement**

- *Encourage greater member participation in Serra activities and events*
- *Formalize Serra Committees (Membership, Program, Vocations, Communication, Events) and appoint members to them*

**Accomplishment Timeline:** Achieve all of the above by May 31, 2017

**Ownership:** President and Vice Presidents

**Focus Area II: Improve Attendance at Regular Meetings**

**Goal 4: Make meeting reminder calls for members who want/need them.**

**Accomplishment Timeline:** Achieve by May 31, 2017

**Ownership:** President, Vice President of Membership, and volunteer member

**Goal 5: Respectfully reach out to members who don't regularly attend meetings to encourage more frequent attendance.**

**Accomplishment Timeline:** Achieve by November 30, 2017

**Ownership:** Chaplain, President, Vice President of Membership

**Goal 6: Announce the topics of meeting programs in advance (whenever possible) and explain how program topics relate to the Mission of the Duluth Serra Ministry**

**Accomplishment Timeline:** Fully achieve by May 31, 2017

**Ownership:** President and Vice President of Programs

**Focus Area III: Improve Member Participation in Annual Events and Service Projects**

**Goal 7: Annually develop and circulate a sign-up sheet listing all events and service projects so that every member has an opportunity to sign up for ministry activities in which they intend to participate**

**Accomplishment Timeline:** List developed and circulated by November 30, 2017

**Ownership:** President and Vice President of Vocations

**Goal 8: Improve methods for communicating event details and attendance plans**

- *Make follow-up calls to members who have not responded to mailed RSVP's*
- *Offer rides to members for whom transportation is the limiting factor*
- *Send reminders (email, phone calls, regular mail) close to the date of the event*

**Accomplishment Timeline:** All methods in use by May 31, 2017

**Ownership:** Event Chairs and Service Project Chairs

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**Focus Area IV: Improve Meeting Programs**

**Goal 9: Seek meeting program topics of maximum interest and high congruence with Serra Mission, giving priority to the following member suggestions:**

- Newly ordained priests or newly professed sisters on how they were called and factors that have helped them on their journeys
  - Religious speakers on the realities of living a spiritual life
  - Vocations director from a seminary
  - Speakers from St. Scholastica Monastery
  - CEO of CHUM Duluth
  - Bishops of Duluth and Superior (and elsewhere)
  - Priests who are celebrating milestones (e.g., 25<sup>th</sup>, 50<sup>th</sup> ordination anniversaries)
  - Regional Catholic leaders (lay and religious) on Catholic topics
  - Youth ministers, college Neumann Center leaders, Diocesan Vocations Director
  - Serra members who are willing to share their histories
- World Youth Day attendees
  - Real Presence Radio representative

**Accomplishment Timetable:** Seek speakers on all suggested topics by May 31, 2018

**Ownership:** President and Vice President of Programs, assisted by members

### **Focus Area V: Growing Duluth Serra and Improving Mission Effectiveness**

#### **Goal 10: Update various organizational and structural aspects of Duluth Serra Ministry**

- Clarify the geographic boundaries of Duluth Serra Ministry
- Clarify Duluth Serra Ministry status in relation to the Diocese of Duluth
- Update the bylaws of Duluth Serra Ministry
- Clarify the Federal and State of Minnesota tax status of Duluth Serra Ministry and assure that filings are current

**Accomplishment Timetable:** Clarify boundaries by May 31, 2017

**Ownership:** President, District Governor, Trustees, Treasurer

#### **Goal 11: Develop a Duluth Serra Ministry recruitment brochure to support the long-term goal of having one or more Serra members from each Duluth area parish.**

**Accomplishment Timetable:** Brochure ready for distribution by May 31, 2017

**Ownership:** Vice President of Membership and Vice President of Communications

#### **Goal 12: Enhance parish-level awareness and understanding of Duluth Serra in the Catholic community, including:**

- Create special posters for placement in churches along with Serra brochures
- Develop Serra content for placement in parish publications
- Distribute recruitment brochures after masses
- Engage members as Serra advocates within their individual parishes
- Assure that the Duluth Serra Ministry Newsletter is being sent to all area priests and seminarians
- Visit individually with pastors to enhance their understandings of the Duluth Serra mission and to identify prospective members

**Accomplishment Timetable:** All Duluth area parishes reached by May 31, 2018

**Ownership:** President, Vice President of Communications, Vice President of Membership, other Board members

#### **Goal 13: Develop a special initiative for recruiting younger members, effectively reducing the average age of the membership.**

**Accomplishment Timetable:** Develop initiative by November 30, 2017

**Ownership:** President, Vice President of Membership

#### **Goal 14: Have a Serra informational table staffed by members at the annual Catholic Women's and Men's Conferences.**

**Accomplishment Timetable:** In time for March 2017 conferences and annually thereafter

**Ownership:** Vice President of Vocations and Vice President of Membership

#### **Goal 15: Formally partner with the St. Mary's Star of the Sea Chapel of Perpetual Adoration to facilitate scheduled prayer presence by Serrans.**

**Accomplishment Timetable:** Arrangements made by November 30, 2017

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*Ownership:* Vice President of Vocations

**Goal 16: Establish and communicate reduced dues for any Diocesan, parish, or Catholic school employee**

*Accomplishment Timetable:* \$300 rate for employees of Catholic organizations approved by Board on January 24, 2017; update brochures and recruitment letters by May 31, 2017 to reflect this additional rate category

*Ownership:* President and Board of Directors

**Goal 17: Publish more articles in the Northern Cross.**

*Accomplishment Timetable:* Frequency and content established by November 30, 2017

*Ownership:* Vice President of Communications, with support from Board members and Trustees

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