

“If you don’t know where you are going, that is probably where you will end up.”  
Campus ministries engage in a variety of activities. The challenge is often developing a coherent vision, so that the program is more than a loose collection of activities. There are many ways to approach the task of strategic planning. Below is the one model developed by Jim Holthus and the ministry at Bemidji State University, Bemidji, Minnesota: an overarching vision and an exposition of the key words which define the ministry’s goals.

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**MOST:  
Mission-Objective-Strategy-Tactics**

**“Now Jesus did many other things in the presence of his disciples which are not written in this book, but these are written that you may believe that Jesus is the Christ, the Son of God, and that believing, you might have life in his name.”  
(John 20:30-31)**

Mission

To strengthen students’ relationships with Jesus Christ

(so that)

Objective

Our students, like Abraham, will be a blessing to the world and to those around them both now and in life after college

(by focusing on and living out these nine key words)

Strategy

Invite/Include/Encourage  
Discover/Develop/Disciple  
Celebrate/Serve/Send

(as we do the following programs and ministry on campus and in and around our community)

Tactics

Worship, Food for Thought, Bible Study, Supper for a Buck, Outreach, Lutheran Student Movement, Retreats, Special Events, Service Projects, Leadership Training and Development

## **Invite/Include/Encourage Discover/Develop/Disciple Celebrate/ Serve/Send**

**INVITE:** Take a risk and let others know what Jesus Christ means to you. Let them know that you are involved with our programs, ministry, or worship and see if they'd like to attend with you. Ask them if they'd like you to remind them when you're going to come to worship or to one of our programs so they can come with you.

**INCLUDE:** Remember what it was like for you when you were a stranger or outsider. When you see someone you don't know sitting or eating alone at one of our events go over to them to introduce yourself. Introduce them to your group of friends so they have options other than just sitting alone.

**ENCOURAGE:** Just listen when students need to talk. Offer counsel if they ask for it or be willing to help them find someone who can be more effective than you in situations when you're out of your depth. Avoid put-downs and affirm their individuality.

**DISCOVER:** Take a spiritual gifts inventory to learn what your individual gifts for ministry might be. Accept that you are a gifted person and that your skills, talents and abilities could be used to help benefit others at college and elsewhere.

**DEVELOP:** Find ways to exercise your spiritual gifts by volunteering to be a part of our student group, worship team, or other ministries. Realize that we all "learn by doing" and that nobody does anything perfectly the first time.

**DISCIPLE:** Accept that you are on the way to becoming a mature Christian. Begin to cultivate habits which reinforce your spiritual growth such as Bible reading, prayer, worship, service and other activities that give God more of your life.

**CELEBRATE:** Join other Christians in a meaningful experience of praise and singing. Learn what it means to come together as the "Body of Christ" in worship. Take part regularly in receiving the Sacrament of Holy Communion.

**SERVE:** Begin to learn that the Christian life is not meant to be self-centered but other-centered. Find ways to serve others in our community; join other Christians who have learned about the joys of freely giving themselves in service.

**SEND:** Accept that life at college is a time of transition and not meant to be permanent. Realize that God will be with you when you leave here and that you can help create a Christian community no matter where you may go on your life's journey.

