

Vision

People of any age, ability, identity, and economic opportunity are welcomed, nurtured, and valued as a diverse body and a blessed part of God's creation.

Mission

Exploring Grace in Creation.

Values

Growth- Growth in oneself and community is fundamental, limitless, and irrevocable. Growth occurs when we are challenged while we create and respect safe environments. This allows for everyone to explore faith, nature and relationship with God at a pace and depth that they choose.

Renewal- Renewal occurs when time and space are set aside for reflection, practice, and rest. We are renewed through salvation and thus restored.

Adventure- Adventure happens when one approaches unknown risks and activities with faith and joy. Adventuring occurs when people are free from judgment and have access to discover the complexity of nature and God in a safe way.

Community- Community and families have diverse values, needs and gifts. Communities are built through fellowship, connection, hospitality, and appreciation for the Body of Christ.

Education- Education that allows people to transform, develop, and understand relationships and the world around them in a new way. Education occurs through opportunity, exploration of the world, continued learning and lived experience.

Introduction

Lutherwood's 2023 Strategic Plan provides a roadmap for growth over the next three years, incorporating a prayerful and collaborative approach toward addressing the unique ways that different community members engage with Christ through creation. The plan summarizes goals and necessary steps in three specific action areas: Accessibility, Inclusivity, and Mission Visibility.

Lutherwood is uniquely positioned to integrate congregational needs and continue to develop and grow because of the support of North and South Western ELCA and LCMS congregations. Lutherwood is your camp. Lutherwood will continue to respond to changes in

congregational needs with a common direction and goal centered around the exploration of Grace in creation.



Accessibility

Accessibility is essential to fulfilling our vision and mission in the world. By partnering with local groups and organizations and seeking out funding opportunities for expanding accessibility to the camp, we will only live deeper into our vision of the world.

- **ADA Building Accessibility:** A full exploration and forward plan to ensure camp buildings and facilities are accessible and ensure appropriate physical spaces for all visitors to Lutherwood.
- **Updated Web Navigation:** Assessment and update of the website and registration tools to ensure ease and intuitiveness for all users. Clarity of communication and messaging on the camp website and social media to ensure 'insider' language is removed or explained, establishing a welcoming experience for new users and potential campers.

- **Camp Signage:** Update and clarification of camp signage and navigation tools. Establishment of clear directions and signage across the camp property. Appropriate and visible maps available at the camp, along with clearly marked building signage.
- **Transportation:** Exploring and planning a structure to ensure transportation limitations are not a barrier for camp visitors. Communicating transportation opportunities clearly on the website and through other camp communication tools.
- **Scholarship:** Clear communication and ease of access for individuals looking for scholarship support. Clear and established standards for utilization of scholarship, including scholarship access for all supplies a camper might need to attend camp.



Inclusion

Inclusion offers the opportunity to think and act with unique and human-centered approaches. With an inclusive lens, we can invite more people to holistically engage in the connections and environment around Lutherwood.

- **Land Acknowledgement and Indigenous Awareness:** Establish awareness and partnership with local tribal communities to ensure land maintenance and conservation efforts are sustainable. Understand the practice of land acknowledgment and create and share a lang acknowledgment on Lutherwood communication tools (website, marketing materials, etc.) and at Lutherwood events.

- **Rebuild Elementary Age Camp Usage:** In partnership with congregational leadership and staff, work to understand the congregational needs for Elementary programming and revitalize the Elementary camp experience.
- **Focus on Hospitality:** Ensure buildings, camp staff, camp host structure, and communication all welcome visitors and create a supportive and hospitable experience.
- **Language Assessment:** Assess current camp communications, songs, resources, and camper materials for accessible and inclusive language. Incorporate a normal practice of pronoun usage, eliminate stigmatizing language around mental health and ensure staff understand how to redirect/correct when folks don't use inclusive language. Ensure camp communication utilizes a youth voice.
- **Standard Board Positions:** Establish a youth board position with flexible limits to ease barriers and increase access and participation on the board.
- **Inclusive Programming:** Ensure programming is accessible and inclusive for all ages and aspects of neurodiversity. Increase adult programming, sensory sensitive programming, down syndrome programming, dyslexia sensitive programming, and work to understand the needs of folks who may need ADHD and Anxiety support.



Mission Visibility

Exploring, communicating, and living into our mission creates trust and offers new opportunities to connect people with what makes Lutherwood so special. Deepening our engagement with member congregations means we can act as God's hands in our world.

- **Year-round Pastoral Representation:** Establish a Pastor-in-Residency program
- **Bring Lutherwood to Others:** Identify ways for campers and supporters to enjoy songs, recipes, and videos of camp life outside camp visits.
- **Communications Structure and Plan:** Establish communication structure and increase staffing to promote data-driven decision-making and improve available data for camp supporters and congregations.
- **Re-Assess Congregation Communication Strategy:** Identify an ideal approach to open multi-directional feedback between the camp and member congregations. This will ensure that camp decisions align with congregational needs.
- **Fundraising Sustainability Plan:** Identify approaches like legacy planning and grant management to ensure the camp can expand as needed and continue to grow moving to meet congregational needs.
- **Onsite Mission Visibility:** Ensure camp staff know and understand the camp's mission and vision. Verify camp mission, vision, and values are present and visible in camp spaces.