



# SAINT SOPHIA

## UKRAINIAN ORTHODOX SEMINARY

# Stakeholder Engagement & Support S.M.A.R.T. Goal and Action Plan

(7-20-25)

Bill Marianes



STEWARDSHIP  
CALLING



**SAINT SOPHIA**  
**UKRAINIAN ORTHODOX SEMINARY**

## **WHY Statement**

**Inspiring servant leaders equipped  
to fulfill Christ's saving mission to a  
world in need.**



**SAINT SOPHIA**  
UKRAINIAN ORTHODOX SEMINARY

## **Core Values**

**Christlike**

**Excellence**

**Serving**

**Holy Tradition**



**SAINT SOPHIA**  
UKRAINIAN ORTHODOX SEMINARY

## **MISSION Statement**

**Our mission is to bring people closer to Christ through Orthodox spiritual formation, education and the development of servant leaders.**

# **Stakeholder Engagement & Support S.M.A.R.T. Goal**

We will research, develop, and implement a best practices and effective Stakeholder Engagement & Support (“SES”) Programs with a comprehensive communications plan that will achieve the following “SES Targets” **within 27\_ months:**

- (a) implement a parish “Ambassadors Program” where 75-80% of UOC of USA parishes will have a designated St. Sophia Orthodox Seminary (“STSOS”) “Ambassador” within 2 years to: (a) promote to the laity all high-quality multi-week educational offerings (“Online Courses”) that will be completed by at least 450 Casual Learners per year and (b) facilitate at least one parishioner per year qualified individuals to enroll in STSOS degree and certificate programs**
- (b) At least semi-annually, gather all Ambassadors to: (i) provide information about the latest STSOS programs, courses, and resources; (ii) provide Ambassador training; and (iii) obtain feedback from the Ambassadors about the needs and opinions of the parishioners**
- (c) Within 1 year, establish an effective, high quality, and engaging bi-lingual social media education program (on at least Facebook, Instagram, and YouTube) (the “Social Media Program”) where STSOS provides engaging weekly content that experiences interaction metrics that increase at least 10% each quarter;**
- (d) Within 1 year, offer effective “Certificate Programs” in at least the areas of adult education, your education, iconography, parish administration, finance, church education, servant leadership, choir/music chanting, stewardship & engagement development that would result in at least 300 Certificates being earned each year thereafter;**
- (e) Within 1 year, conduct the following “Annual STSOS Programs” (i) at least 1 symposium in partnership with the Orthodox and Non-Orthodox Seminaries willing to participate featuring the most engaging presenters on the most in-demand topics; and (ii) at least 1 sponsored Colloquium event each year at STSOS with at least 200 attendees for qualified featured present to address the most relevant and in-demand topics;**
- (f) Within 1 year establish an “Enrolled Student Parish Visitation Program” (“ESPVP”) where at least one week each year: (i) each full and part-time seminarian is assigned to serve at a parish; and (ii) other Enrolled Students are provided opportunities to serve parishes in areas in which they are studying.**

# Stakeholder Engagement & Support (“SES”)

<u>Actions Steps</u>	<u>Responsible Party</u>	<u>Deadline</u>	<u>Completion Test</u>
Interim Goal 1: Research the most effective IIO Ministries within <b>4</b> months			
<b>1. Form Stakeholder Engagement &amp; Support (“SES”) Team (“SEST”).</b>	SEST Co-Captains	1 month after Start Date	SEST members agree to serve
<b>2. Research at least 2 different successful effective best practices and programs in: (a) creating “Ambassadors” to represent and promote programs for St. Sophia Orthodox Seminary (“STSOS”) to the parishes; (b) best practices in promotion of Online Programs; (c) successful effective, high quality, and engaging bi-lingual social media education programs for engaging weekly content (“Social Media Program”); (d) meaningful named 9 and other “Certificate Programs” STSOS should offer and the corresponding “SEST Effectiveness Metrics” for each; (e) annual symposiums with seminaries and SOS sponsored Colloquium (the “Annual STSOS Programs”); and (f) parish visitation and engagement programs for all Enrolled Students (the “Enrolled Students Parish Visitation Program”). All of the above are collectively the “SES Programs.”</b>	SEST	<b>3 months</b> after step 1	Specific research is completed and documented for each of the SES Programs
<b>3. Analyze all the research from step 2 regarding the SES Programs and create at least two alternative options to implement each of the SES Programs.</b>	SEST	<b>Concurrent with step 2</b>	Complete analysis of step 2 research and create SES Program alternatives

# Stakeholder Engagement & Support (“SES”)

<u>Actions Steps</u>	<u>Responsible Party</u>	<u>Deadline</u>	<u>Completion Test</u>
<b>Interim Goal 2: Develop and implement most effective SES Programs within 3 months</b>			
<b>4. Finalize and create best” SES Programs” consisting of: (a) Ambassadors Program; (b) Online Programs; (c) Social Media Program; (d) Certificate Programs, including any additional Certificate Programs beyond the 9 enumerated ones; (e) “Annual STSOS Programs; and (f) “ESPVP” Enrolled Student Parish Visitation Programs.</b>	SEST	<b>3 months</b> after step 3	All 6 best practices SES Programs are finalized and determined
<b>Interim Goal 3: Begin to Implement SES Programs within 6 months</b>			
<b>5. Recruit and train faculty for all 9 (or more) Certificate Programs and all Online Programs. Begin roll out of Social Media Program and gather baseline metrics. Conduct first of Annual STOS Programs. Initiate Ambassador’s Program and recruit Ambassadors from at least 50% of parishes and begin first semi-annual Ambassador retreat. Initiate first ESPVP.</b>	SEST	<b>3 months</b> after step 4	All faculty for Certificate Programs and Online Programs are recruited and trained. First Annual STOS Programs and ESPVP are completed and assessed
<b>6. Initiate the offering of the developed Certificate Programs with faculty Continue Ambassador’s Program and recruit active Ambassadors from at least 70% of parishes by the end of the first year and continue semi-annual Ambassador retreats.</b>	SEST	<b>3 months</b> after step 5	Certificate Programs released and at least 70% of parishes have Ambassadors.

# Stakeholder Engagement & Support (“SES”)

<u>Actions Steps</u>	<u>Responsible Party</u>	<u>Deadline</u>	<u>Completion Test</u>
<b>Interim Goal 4: Execution SES Programs to achieve the Targets within 12 months</b>			
<b>7. Ensure at least 80% of parishes have actively engaged Ambassadors and at least 450 Casual Learners per year complete Online Programs and at least 1 parishioner from each parish completes a Certificate Program each year. Complete full year deployment with monthly assessment of effectiveness of each SES Program with necessary course corrections to reach goals.</b>	SEST	12 months after steps 5 and 6	All SES Programs are fully implemented for a year
<b>Interim Goal 5: Compile and assess the results of the SES Programs and make necessary improvements within 2 months</b>			
<b>8. Obtain and compile qualitative and quantitative data and determine effectiveness and success of all SES Programs and identify areas for improvement and plans for the next year’s version of all such programs. Finalize and deliver assessment analysis report, and make all refinements necessary to improve SEST Programs and establish next three years goals</b>	SEST	2 months after step 7	Assessment of all SES Programs against stated goals is complete and improvements are finalized for 12-month next cycles.

# Stakeholder Engagement & Support (“SES”)

<u>Lead Measure Action</u>	<u>Deadline Date</u>	<u>% Complete and Date</u>
1. Form Spiritual Formation & Academic Excellence Team		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		



# SAINT SOPHIA

## UKRAINIAN ORTHODOX SEMINARY

# Stakeholder Engagement & Support S.M.A.R.T. Goal and Action Plan

(7-20-25)

Bill Marianes



STEWARDSHIP  
CALLING