

**Strategic Plan
for
Young Adult Ministry:
Development, Growth and Expansion**

**Diocese of Charleston
(2015-2018)**



Revised 4/2/14

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Preface to the Strategic Plan

The following Strategic Plan for Young Adult Ministry was inspired and directed by the guidelines set forth by the United States Conference of Catholic Bishops in *Sons and Daughters of the Light: A Pastoral Plan for Ministry with Young Adults*.

The Strategic Plan was additionally shaped by the counsel of a Young Adult steering committee comprised of Young Adults representing the different regions of the Diocese. The committee included both single and married Young Adults.

The Strategic Plan (2012-2015) initiated by the former Associate Director of Young Adult Ministry, Valerie Soop, was the result of an assessment of the health of Young Adult Ministry in the Diocese of Charleston carried out by the Associate Director of Young Adult Ministry from January through March, 2012.

The next phase of *Development, Growth and Expansion (2015-2018)* initiated by Associate Director of Young Adult Ministry, Rachel Neubauer, continues the mission of the Office of Young Adult Ministry set out by the *Strategic Plan: Establishment and Expansion (2012-2015)*. The *Strategic Plan: Development, Growth and Expansion* addresses the state of Catholic Young Adult Ministry in the Diocese of Charleston and looks forward to the critical needs in ministering to Young Adults.

Mission, Vision, and Philosophy of Young Adult Ministry

MISSION:

The Office of Young Adult Ministry seeks to help Young Adults answer the *Universal Call to Holiness* by connecting Young Adults with Jesus Christ, His Church and His challenge to bring the Gospel-with its message of hope-to society.

VISION:

To build strong communities of Young Adults who are in love with Jesus Christ and who are committed to serving Him in the Church and in the world

PHILOSOPHY:

Young Adult Ministry seeks to connect Young Adults with: Jesus Christ; the Church as a welcoming Christian Community; the Mission of the Church in the World; and a Peer Community where Faith is nurtured and strengthened. We believe with the words of Pope Emeritus Benedict XVI that “being Christian is not the result of an ethical choice or a lofty idea, but the encounter with an event, a person, which gives life a new horizon and a decisive direction.” (*Deus Caritas Est*) To realize the mission of holiness, we seek to work with the Holy Spirit in calling Young Adults into a relationship with Jesus Christ, by striving to nourish their hearts, minds and souls in providing them with the necessary resources and opportunities. The goals from these opportunities include: meaningful experiences of the liturgy, developing a deep prayer life, learning more about faith, and how to share individual God-given gifts with the Church.

General Overview of the Role of the Diocese

- Provide resources and support to an individual Young Adult Ministry
- Establish and assist in maintaining communication between Young Adult Ministry's throughout the diocese
- Provide opportunities that help Young Adults grow in holiness and build community at a Diocesan level (Retreats, Mission trips, Conferences, Rallies, etc...)
- The Associate Director coordinates and supports activities of Young Adult groups by working in close communication with Regional and Local Young Adult Leaders
- The Associate Director serves as a spokesperson for the Young Adult community to the Diocese as well as serving as spokesperson for the Diocese to the Young Adult community
- The Associated Director carries out the vision of the Bishop and regularly informs him on the health and progress of the ministry.
- Provide opportunities to train and equip Young Adult Ministry Leaders in carrying out the mission of Young Adult Ministry in the Diocese

Challenges and Strategies of Young Adult Ministry

Challenges:

It is crucial to understand the unique challenges inherent to Young Adult Ministry in order to develop a successful Young Adult Ministry program. Unlike Youth or Campus Ministry, the Young Adults themselves lead Young Adult Ministry. The success of a Young Adult Ministry depends upon the initiative and commitment of volunteer Young Adult Leaders. Thus, the Diocese cannot control the speed with which Young Adult Ministries are created. Another challenge exists in the transitory nature of Young Adults. Young Adults are mobile and move frequently. There is a high turnover rate in Young Adult Ministry and a common struggle is maintaining consistency. Too often, a parish/region's Young Adult Ministry depends on a single leader. When that leader moves away, the ministry collapses. While numbers are never a wholly sufficient metric in measuring the success of a ministry, they remain useful in gauging a ministry's effectiveness. It is important to acknowledge that fluctuations in the number of Young Adults attending events are not as easily correlated to the effectiveness of the Ministry since Young Adults move around so often. Finally, Young Adults are prone to "parish hopping" and hesitate in becoming members of a single parish, which creates an obstacle in efficiently tracking them for ministry outreach.

Practical Strategies:

- The principal strategy of Young Adult Ministry is to invest in leadership. Following the ‘*relational-ministry*’ model of Jesus Christ and the Apostles, a small number of leaders are equipped and trained, to not only carry out the Gospel message through their specific Young Adult Ministry, but also are trained to equip and train other rising leaders to do the same
- Emphasize the *Universal Call to Holiness (Lumen Gentium 214)*. As the Laity, we are called to be the *evangelizers of society through the home and workplace (Christifideles Laici)*. It is critical to Young Adult Ministry that Young Adults understand the correlation to being an authentic witness of Jesus Christ and living their daily lives in society. Within this calling, Young Adults are challenged to reach the heroic virtue of greatness God has called humanity towards, since the beginning of time.
- Create and structure local Young Adult Leadership Teams similar to the Deanery structure. Local (Young Adult) Parish Representatives make up the Leadership Team with a Regional Coordinator (appointed by Associate Director) facilitating the group. It is imperative to the future of the Church that Young Adults are not only offered opportunities to come together as a Regional and/or Diocesan unit, but that they are nurtured and encouraged to not only join, but take part in their Parish family.
- Communicate events effectively. Flyers, brochures, social media and the website must be professional and visually appealing in order to compete with the high-quality websites and advertisements that surround Young Adults.

Diocesan Initiatives

The following plan is a summary of the Office of Young Adult Ministry's ongoing efforts to encourage holiness among Young Adults through Diocesan programs

Leadership Training

Description:

1. The Office of Young Adult Ministry will offer a weekend of Leadership Training each year in order to equip Young Adults with leadership skills and tools necessary to Christian discipleship.
2. The leadership training will occur annually, in late Summer or early Fall.
3. The event will be open to all Young Adults in the Diocese of Charleston; however, Young Adults already in leadership positions will be especially encouraged to attend.

Goals:

1. Promote an understanding of the '*Universal Call to Holiness*' among Young Adults
2. Equip Young Adults to be effective Catholic leaders in society and in the Church
3. Encourage zeal for the mission of the Gospel
4. Nurture a sense of community among Young Adult leaders in the Diocese
5. Teach and equip leaders on how to teach and equip other leaders
6. Create a support/mentorship system for those in Deanery Coordinator positions

Implementation:

1. Create a curriculum that emphasizes the Mission of Young Adult Ministry in the Church and Diocese of Charleston which Young Adult Ministries can use as a resource
2. Organize the training : speakers, schedule, logistics
3. Distribute the training brochure to Regional Coordinators, other local Young Adult Leaders, Parishes, etc..
4. Contact Pastors and encourage their promotion of the training weekend through announcements after Mass and in the parish bulletin
5. Promote the training weekend through social media
6. Arrange for an announcement to be broadcast by Catholic Radio
7. Invite key Young Adult leaders directly
8. Provide any needed scholarships for Young Adults to attend training

Local Outreach Initiatives

Description:

1. The Office of Young Adult Ministry will collaboratively host with local leadership team two outreach initiatives each year
2. The Young Adult Launch Mass will be held once in the late Summer/early Fall and once in the Winter (January) to launch the various offerings on Young Adult ministry

Goals:

1. Allow an outreach for those Young Adults not active in a weekly Bible Study or small group
2. Expose Young Adults to Mass and the Sacraments
3. Emphasize the importance and preeminence of the interior life from which flows all active ministry
4. Promote holiness.
5. Encourage discernment and vocations
6. Encourage community and involvement

Implementation:

1. Organize with local leadership a date and location
2. Organize schedule and logistics: priest, musicians, servers, lectors, ect...
3. Create with local leadership brochures, schedules to be passed out after Mass
4. Promote through social media
5. Arrange for an announcement to be broadcast on Catholic Radio

Diocesan-Wide Young Adult Programming

Description:

1. Diocesan wide, one-day program for Young Adults in order to encourage faith, virtue, prayer, discernment, and service (reaching a larger number; community--what makes it distinctive).
2. The Young Adult rally is held annually in the Columbia area.
3. Mass will be celebrated as part of the rally

Goals:

1. Awaken and enkindle a deep desire for God among Young Adults
2. Call forth Young Adults to truly understand their identity
3. Foster a sense of community among Young Adults in the diocese.
4. Appeal to Young Adults who would not usually go to a retreat or Bible study
5. Encourage Young Adults to become involved in their local Young Adult group so as to live out their faith in a peer-community that offers support and accountability

Implementation:

1. Determine a theme for the program
2. Organize: speakers, music, logistics
3. Distribute the communications and collateral to all Parishes, Regional Coordinators, other local Young Adult Leaders, and other Diocesan Offices that minister to Young Adults
4. Promote the rally through social media
5. Arrange for an announcement to be broadcast on Catholic Radio

Day of Service

Description:

1. The Office of Young Adult Ministry will collaboratively host with local leadership team for a 1-day Diocesan-wide Day of Service
2. The Young Adult Day of Service will be held during the Fall or Spring.

Goals:

1. Allow an outreach for those Young Adults not active in a weekly Bible Study or small group
2. Expose communities to the young Catholic Church
3. Encourage holiness through contemplating the face of Christ in the poor and sacrificial service
4. Expose Young Adults to the universality and cultural diversity within the Church
5. Show the hope and joy of the Gospel amidst poverty
6. Illustrate the connection between ministry and the interior life
7. Encourage community and involvement

Implementation:

1. Organize with local leadership a designated local leader
2. Organize schedule and logistics with local charities
3. Organize Lunch Location and Speaker
4. Promote through social media
5. Arrange for an announcement to be broadcast on Catholic Radio
6. Work with Diocesan Director of Communications to contact secular media
7. Contact Miscellany

Lenten Outreach

Description:

1. The Office of Young Adult Ministry will co-host Lenten Days of Recollection to highlight the importance of silence, discernment, fasting, virtue, prayer, and other aspects of Christian discipleship
2. Days of Recollection will be the initiative of the local Young Adult Ministry and occur during Lent and in different areas of the diocese

Goals:

1. Allow Young Adults time to spend in silent reflection
2. Help Young Adults learn how to listen to God and nurture an open spirit to His will
3. Emphasize the importance and preeminence of the interior life from which flows all active ministry
4. Promote holiness.
5. Encourage discernment and vocations

Implementation:

1. Create a curriculum in collaboration with local Young Adult leadership, local priests, and the Office of Vocations
2. Organize schedule and logistics
3. Distribute brochure to Regional Coordinators, local Young Adult Ministry Leaders, parishes, and other Diocesan Offices that minister to Young Adults
4. Promote through social media
5. Arrange for an announcement to be broadcast on Catholic Radio

Retreats

Description:

1. The Office of Young Adult Ministry will offer spiritual retreats focused on prayer and practicing virtue
2. Retreats will occur bi-annually, in the Fall and Spring

Goals:

1. Foster a desire for holiness among Young Adults
2. Re-echo the understanding of the personal identity of the Catholic Young Adult
3. Encourage devotion to the Sacraments through parishes and local offerings
4. Nourish and strengthen the prayer lives of Young Adults
5. Promote vocations awareness and the importance of discernment
6. Build a sense of community among Young Adults in the diocese

Implementation:

1. Determine a theme for the retreat
2. Organize the retreat: speakers, schedule, and logistics
3. Distribute brochure to regional coordinators, local Young Adult group leaders, parishes, and other diocesan offices that minister to Young Adults
4. Promote through social media
5. Arrange for an announcement to be broadcast on Catholic Radio

Mission Trips

Answering the call to service, living Faith in the world.

Description:

1. Young Adult mission trips will be organized in order to highlight the importance of serving those in need and to expose Young Adults to the universality and cultural diversity within the Church as well as to the possibility of hope and joy in the midst of poverty.
2. Mission trips will occur annually
3. A second mission trip, either international or domestic, may be added to accommodate demand or as budget allows

Goals:

1. Encourage holiness through contemplating the face of Christ in the poor and sacrificial service
2. Expose Young Adults to the universality and cultural diversity within the Church
3. Show the hope and joy of the Gospel amidst poverty
4. Illustrate the connection between ministry and the interior life
5. Promote the possibility of a missionary vocation among Young Adults
6. Establish Ongoing Mission Trip Program

Implementation:

1. Research possible non-profit organizations and religious communities with whom to serve
2. Outreach to Office of Catholic Charities & Office of Social Ministry for opportunities
3. Promote the trip through flyers, promotional videos, social media, announcements on the radio and in *The Catholic Miscellany*
4. *Collaboration with Offices of Vocations, and Hispanic Youth & Young Adult Ministry*
5. Organize informational and preparatory meetings for the Young Adult mission team
6. Organize fundraising efforts
7. Organize the trip logistics
8. Plan times for group prayer and reflection

Pilgrimages

Description:

1. The Office of Young Adult Ministry will host pilgrimages to holy places in order to instill devotion and piety in the hearts of Young Adults, and to provide an environment outside of their comfort zone to explore God's will in their lives
2. Pilgrimages will be held every two years to holy places within, or outside, of the United States

Goals:

1. Promote holiness and a greater understanding of one's identity in Christ
2. Foster devotion to Mary and the Saints through visits to various holy places
3. Expose Young Adults to the universality and cultural diversity within the Church
4. Show the hope and joy of the Gospel
5. Illustrate the connection between ministry and the interior life to the Young Adults, especially in the pilgrimage setting
6. Encourage greater discussion of Vocations within the Young Adult community

Implementation:

1. Meet with the Vicar of Vocations to discuss possibilities and planning
2. Work together with the Office of Vocations in terms of programming and logistics

World Youth Day

Description:

1. The Associate Director of Young Adult Ministry will join with the Director of the Office of Youth and Young Adult Ministry to participate in World Youth Day in order to strengthen faith, increase zeal, and inspire hope
2. The Young Adults will travel and lodge with the Youth from our Diocese
3. World Youth Day occurs every two to three years.

Goals:

1. Promote holiness and a greater understanding of one's identity in Christ
2. Expose Young Adults to the universality and cultural diversity within the Church
3. Renew the Young Adult pilgrims' zeal for the Lord and for the mission of the Church
4. Cultivate a greater love and appreciation for the Pope as Vicar of Christ

Implementation:

1. Distribute the brochure to Regional Coordinators and other local Young Adult Ministry leaders
2. Promote the trip through social media
3. Work with the Director of Youth and Young Adult Ministry to coordinate trip logistics
4. Organize informational and preparatory meetings for the Young Adult pilgrims
5. Plan times of group reflection and prayer for the Young Adult pilgrims from our Diocese

Conferences/Workshops

Description:

1. The Office of Young Adult Ministry will host conferences and/or workshops on topics of interest to Young Adults to respond to their needs
2. Topics may include but are not limited to: *Theology of the Body*, managing personal finances, parenting, evangelization, social justice, marriage, dating, friendships
3. Conferences and/or workshops may be held at the Regional or Diocesan level
4. Conferences and/or workshops will be offered one to two times a year

Goals:

1. Provide resources and educational opportunities in response to the needs and interests of Young Adults
2. Encourage a life of Christian discipleship in which a person's entire lifestyle and their subsequent decisions are instructed by the faith
3. Provide an opportunity for Young Adults to understand their identity in Christ and the specific role God has created them to fulfill
4. Nurture a sense of community among Young Adults who share the same interests or struggles

Implementation:

1. Assess and discern which topics are most needed and/or requested
2. Determine whether a Diocesan wide or Regional conference would be most appropriate
3. Collaborate with respective Diocesan Offices, if applicable to topic area
4. Organize the conference: speaker(s), logistics
5. Promote the conference through brochures, social media, announcements on the radio and in *The Catholic Miscellany*

Distribute brochures to Regional Coordinators, local Young Adult Ministry Leaders, Parishes, and other Diocesan Offices that minister to Young Adults

Diocesan Relationship to Local Young Adult Ministry

The following plan is a summary of the Office of Young Adult Ministry's ongoing efforts to encourage holiness among Young Adults through its support of local Young Adult Ministry

Types of Young Adult Ministry:

Regional Leadership Teams

In cities where there is a concentration of Catholic parishes, Young Adult Ministry will follow a regional approach in order to be more effective in meeting the needs of Young Adults and to encourage consistency by involving multiple leaders that represent each parish in the specific area. The Regional Young Adult Leadership Team will serve to support the multiple Parishes in that Region. The Regional Young Adult Team is facilitated by a Regional Coordinator whose goal is to not only work with the Regional Leadership Team to provide outreach to Catholic Young Adults through studies, social and other activities, but to also help nurture and grow parishes desiring to host a Young Adult Ministry.

Examples of cities with Regional Leadership Teams:

Charleston

Columbia

Greenville

Myrtle Beach

Hilton Head/Bluffton

Types of Young Adult Ministry:

Parish Groups

In cities and towns where there are only one or two parishes, Young Adult Ministry will follow a parish-based approach. Individual Parishes will have their own Young Adult Ministry.

The Associate Director will invite and encourage leaders of these groups collaborate for different outreach initiatives.

Examples of cities and towns where parish groups are most appropriate:

Aiken

Spartanburg

Rock Hill

Florence

Sumter

Key Elements for a Successful Young Adult Ministry

The following elements are marks of a successful Young Adult Ministry and will be encouraged:

- Strong and Prayerful Leadership
- Regular Study of Scripture, Sacred Tradition, and Magisterial Teachings
- Regular times for Prayer
- Focus on Theology and Apologetics
- Devotion to the Sacraments
- Commitment to serving the poor, sick, vulnerable
- Fellowship / Social Events
- Effective Communication (via social media and parish announcements)
- Work and collaborate with local parish offerings
- Work within Diocesan Pastoral Plan as well as communicate with Associate Director of Young Adult ministry

Regional Coordinator

Description:

1. Regional Young Adult Ministries will have a Regional Coordinator who serves as a single point of contact in order to facilitate communication and coordination with the diocesan Office of Young Adult Ministry.
2. The Regional Coordinator will lead and guide the Young Adult Leadership group in that specific region
3. As a volunteer position, the Regional Coordinator will be appointed by the Associate Director of Young Adult Ministry. The Associate Director will collaborate with the local Young Adult Leadership Teams, and the Regional Coordinator to discern length of term
4. The Regional Coordinator will be most effective as a full-time, paid position

Responsibilities:

1. Lead the Young Adult Leadership Team in their region
2. Communicate regularly with the Associate Director on their specific needs and give updates on major events and the group's overall health
3. Promote Diocesan programs among the Parishes and Young Adults in that region
4. Work with Pastors and local Parish staff to promote Young Adult Ministry and to find ways for Young Adults to be more involved in Parish life
5. Emphasize the mission of Jesus Christ and the *universal call to holiness* and ensure that it remains the focus of the group's activities

Implementation:

1. The Associate Director will meet with each Regional Coordinator every quarter at minimum
2. The Associate Director will assist in choosing and appoint a Regional Coordinator in conjunction with local leadership, including pastors

Diocese's Role in the Establishment, Expansion, and Maintenance of Young Adult Ministry

Establishment

In order to fulfill the mission of helping Young Adults answer the universal call to holiness, the Associate Director of Young Adult Ministry will work to initiate the establishment of Young Adult Ministries where they do not exist in following four steps:

1. Contact the local parish(es) for information about the Young Adult presence in the parish and to inquire if they can identify any faithful Young Adults who could be potential leaders of a Young Adult group.
2. Meet with Young Adult contacts to discuss the possibility of starting a Young Adult Ministry
3. Invite them to attend either a Diocesan-wide event or an event hosted by one of the existing Young Adult Ministry's to expose them to the possibilities of what their group could be and to encourage intergroup relationships and mutual encouragement
4. Provide resources as well as the history and experience of how other successful Young Adult Ministries in the Diocese began
5. Follow-up with and support Young Adult contacts on action plans to initiate the Young Adult outreach

Note : The success of a Young Adult Ministry depends on the initiative and commitment of the Young Adult leaders. If there are no Young Adults willing to lead a group, the role of the Associate Director will be to maintain communication with the local parish(es) and encourage them to be aware of potential Young Adult leaders.

Diocesan Role in the Establishment, Expansion, and Maintenance of Young Adult Ministry

Expansion

There are several types of expansion:

1. One parish-based group expanding to become a Regional group that forms a Regional Leadership Team and serves several Parishes
2. Several parish-based groups joining together to form a Regional Leadership Group to better serve the specific area and the needs of Young Adults
3. A Regional Leadership Group expanding to include more parishes
4. In all three cases the Associate Director will support expansion efforts by meeting with Pastors to explain the vision of Young Adult Ministry in our Diocese and the benefits of Young Adult Ministry, and the structure of the Regional Leadership Team
5. In the second case, the Associate Director will also coordinate communication among the different Young Adult group leaders while offering the encouragement, support, and resources needed to form an effective regional group and work with the leaders to appoint a Regional Coordinator

Diocesan Role in the Establishment, Expansion, and Maintenance of Young Adult Ministry

Maintenance

Once a group is established, the Associate Director will support the maintenance of the Ministry through:

1. Regular communication with Regional Coordinators and/or the local Young Adult Ministry leader(s).
2. Regular visits to the local Young Adult outreaches and Leadership meetings to encourage and support their efforts
3. The Office of Young Adult Ministry will provide financial support of local Young Adult groups upon approval of a written proposal outlining the need and purpose of the requested funds. A portion of the Young Adult Ministry Budget will be devoted to supporting local and regional initiatives.

Collaboration with other Diocesan Departments

The following plan is a summary of the Office of Young Adult Ministry's efforts to encourage holiness among Young Adults through collaboration with other Diocesan Departments

Youth Ministry

Description:

1. A collaboration with the Director of Youth Ministry and Young Adult Ministry to promote Young Adult initiatives among the Young Adults involved in Youth Ministry and to build awareness of Young Adult Ministry's existence among the Youth
2. Collaboration occurs throughout the year as invited

Goals:

1. Encourage Young Adults involved in Youth Ministry as volunteers to participate in local Young Adult Ministry and their outreach as a means to nourish their own faith in addition to serving the youth
2. Increase awareness of Young Adult Ministry's existence among the youth to instill in them a desire to become involved once they are Young Adults

Implementation:

1. The Associate Director of Young Adult Ministry and the Director of Youth and Young Adult Ministry will meet to discuss possibilities for collaboration
2. The Associate Director of Young Adult Ministry will attend and speak at various Youth Ministry events throughout the year as invited
3. The Associate Director will communicate regularly with Youth Ministers to encourage them to promote Young Adult Ministry in their parishes

Campus Ministry

Description:

1. A collaboration with the Director of Campus Ministry and local Campus Ministers to encourage students to participate in Young Adult Ministry during the summer and after graduation
2. The Associate Director of Young Adult Ministry and the Director of Campus Ministry will meet for collaboration

Goals:

1. Increase awareness of Young Adult Ministry's existence and programs among college students
2. Foster a sense of mutual collaboration as both departments seek to help Young Adults grow in holiness

Implementation:

1. Discuss opportunities for mutual collaboration
2. Encourage local Campus Ministers to be knowledgeable of the local Young Adult ministry's in the Diocese in order to direct graduating seniors staying in South Carolina to the local group
3. Attend and speak at Campus Ministry events as invited
4. Promote Young Adult events among college students during the summer

Vocations

Description:

1. A mutual collaboration with the Office of Vocations of programs and ideas in order to promote holiness and increase vocations awareness among Young Adults in the diocese
2. The Associate Director of Young Adult Ministry and the Vicar of Vocations will meet to review programs and ideas

Goals:

1. Discuss ways and means in which both offices can assist Catholic Young Adults to understand and grow in the universal call to holiness, and the importance of discernment in Christian discipleship
2. Plan opportunities for each office to participate in the independent programs of the other office
3. Arrange and review the potential of cosponsored events by both offices

Implementation:

1. Provide the opportunity to exchange strategic plans with the Office of Vocations in order to mutually review collaboration of programs and priorities
2. Include the Office of Vocations in the programming of the Young Adult Leadership Training to highlight the importance of discernment in Christian discipleship
3. Invite the Office of Vocations to assist at the Young Adult Rally
4. The Vicar of Vocations will be invited to visit Young Adult groups throughout the diocese in order to address topics relating to discipleship and discernment
5. Be available to assist in the programming of the Young Women's Discernment Retreat so that a more holistic understanding of discernment and Christian discipleship may be emphasized
6. Have the availability to attend and speak at the Seminarian Gatherings to highlight and illustrate the Church's ministry to Young Adults in South Carolina
7. Discuss future possibilities of collaboration relating to days of recollection, mission trips, and pilgrimages

Family Life

Description:

1. A collaboration with the Office of Family Life in order to best address the needs of Young Adults regarding family life issues and to encourage Young Adults to know and live Church teachings on these issues
2. The Associate Director of Young Adult Ministry and Director of Family Life will meet to discuss possibilities for collaboration and to review programs and ideas

Goals:

1. Discuss ways and means in which both offices can nurture an understanding and appreciation of Church teaching on family life issues among Young Adults
2. Plan opportunities for each office to participate in the independent programs of the other office
3. Promote holiness by encouraging Young Adults to embrace and live the Church's teachings on human life.
4. Encourage, plan and promote opportunities that address specific growing needs of Young Adult married couples with and without children

Implementation:

1. Provide the opportunity to exchange strategic plans with the Family Life Office in order to discuss opportunities for collaboration and review the vision and priorities of each office
2. Promote events hosted by the Family Life Office that are of interest to Young Adults
3. Explore the possibility of co-hosting workshops and seminars on family life issues including but not limited to the Theology of the Body and Fertility Care
4. Assist in the planning of certain Family Life Office events to help make them "Young Adult friendly"

Catechesis and Christian Initiation

Description:

1. A collaboration between the Office of Young Adult Ministry and the Office of Catechesis and Christian Initiation in order to increase both offices' effectiveness in providing Young Adults opportunities for faith formation
2. The Associate Director of Young Adult Ministry and the Director of Catechesis and Christian Initiation will meet to discuss possibilities for collaboration and to review programs and ideas

Goals:

1. Promote holiness among Young Adults through opportunities for faith formation
2. Increase awareness of Young Adult Ministry among Directors of Religious Education and catechists
3. Discuss ways and means to best minister to Young Adults returning to the Church for Sacramental Preparation or coming into the Church through the R.C.I.A.

Implementation:

1. Meet with the Director of Catechesis and Christian Initiation to discuss introducing Directors of Religious Education and Catechists on the best practices to minister and engage Young Adults
2. Invite the Director of Catechesis and Christian Initiation to speak at the Young Adult Leadership Training
3. Assist in the programming of On Fire With Faith in order to provide a Young Adult track
4. Be available to visit R.C.I.A. classes in the spring to encourage Young Adults to join a local Young Adult Ministry to continue their study of the Catholic faith within a peer community
5. Explore future possibilities of collaboration including co-hosting workshops

Hispanic Ministry

Description:

1. A collaboration with Director of Hispanic Ministry and Coordinator of Hispanic Youth and Young Adult Ministry in order to better address the universal needs of Young Adults in this Diocese
2. The Office of Young Adult Ministry anticipates exploring the possibility of co-hosting events in order to encourage the integration of Hispanic Young Adults with other Young Adults in the diocese.

Implementation:

1. Meet with Director of Hispanic Youth and Young Adult Ministry to discuss possibilities for collaboration, opportunities for integration and ideas
2. Collaborate with Director of Hispanic Youth and Young Adult Ministry to plan Young Adult Day outreach

Catholic Charities

Description:

1. A collaboration between the Office of Young Adult Ministry and Catholic Charities in order to facilitate opportunities for Young Adults to serve those in need within the diocese
2. The Associate Director of Young Adult Ministry and the Director of Catholic Charities will meet to discuss possibilities for collaboration

Goals:

1. Foster a spirit of service and generosity among Young Adults so that serving others becomes an integral part of their lifestyle
2. Attract and reach out to Young Adults who may not be comfortable attending a Bible study or Holy Hour
3. Support the mission of the Church and serve the community by supplying volunteers to Catholic Charities
4. Encourage holiness through contemplating the face of Christ in the poor and sacrificial service
5. Work with Catholic Charities for Annual Young Adult Day of Service for opportunities
6. Collaborative efforts on outreach for Young Adult Medical professionals to serve on annual Medical mission trips.

Implementation:

1. Arrange a meeting with the Director of Catholic Charities
2. Facilitate communication between Catholic Charities, Regional Coordinators and other local Young Adult Ministry Leaders

Social Media Outreach

The following plan is a summary of the Office of Young Adult Ministry's ongoing efforts to encourage holiness among Young Adults through social media

Newspapers

Description:

1. Articles in both Catholic and secular newspapers in order to promote awareness of the Church's ministry to Young Adults and encourage involvement in Young Adult Ministry in the Diocese

Goals:

1. Increase awareness of the Church's ministry to Young Adults
2. Spark interest among Young Adult readers to come experience a vibrant, Catholic Young Adult community

Implementation:

1. Communicate frequently with *The Catholic Miscellany* to facilitate regular articles on Young Adult Ministry and related themes
2. Meet with the diocesan Director of Media Relations to explore possibilities for articles in secular newspapers
3. Advertise Diocesan Young Adult events through announcements in the newspaper

Radio

Description:

1. Announcements and interviews on Catholic Radio in order to promote Young Adult Ministry in the diocese

Goals:

1. Increase awareness of the Church's ministry to Young Adults
2. Encourage Young Adult listeners to participate in their local Young Adult Ministry and Diocesan-wide Young Adult events

Implementation:

1. Schedule interviews with Catholic Radio several months before the event to be promoted
2. Cooperate with Catholic Radio and EWTN to facilitate interviews and programs on Young Adult related themes

Website and Blog

Description:

1. A digital resource for Young Adult Ministry in the diocese that connects Young Adults to the local Young Adult Ministries and outreach in their area, informs them of upcoming events, provides a listing of Diocesan Catholic parishes and provides links to Catholic resources

Goals:

1. Encourage holiness through thought-provoking blog articles and videos
2. Provide up to date information on Young Adult events throughout the Diocese
3. Connect Young Adults to their local Young Adult Ministry
4. Foster a sense of community and unity among Catholic Young Adults in the Diocese

Implementation:

1. Maintain and develop the current website and blog
2. Create videos addressing various topics relating to the faith
3. Reference Young Adult Ministry websites from other Dioceses for new ideas

Facebook

Description:

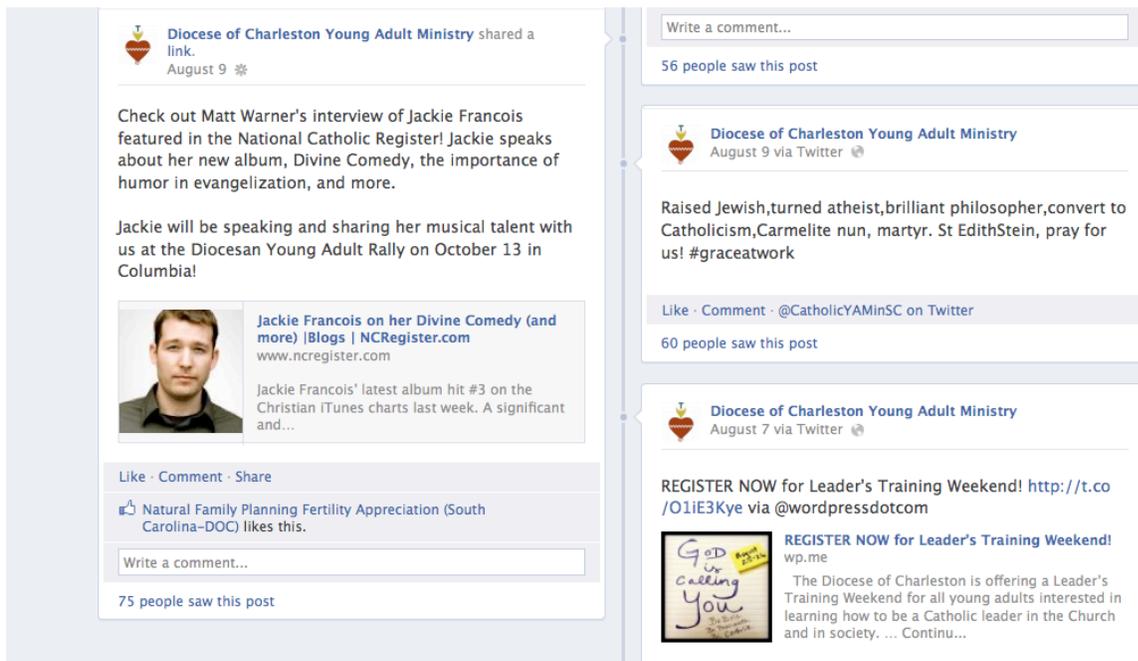
1. The largest social networking site, Facebook is an effective tool to connect and share information with Young Adults
2. A Facebook page will be maintained and updated regularly

Goals:

1. Evangelize through posting Scripture verses, quotes from the Saints, and links to good Catholic articles
2. Reach out to non-practicing Catholic Young Adults
3. Foster a sense of community and unity among Catholic Young Adults in the diocese
4. Provide up to date information on Young Adult events throughout the diocese

Implementation:

1. Maintain and develop current Facebook page
2. Post photos and videos that encourage more interaction



Twitter

Description:

1. A powerful social networking site where users post brief updates limited to 140 characters, Twitter allows for users to "follow" each other.
2. The Office of Young Adult Ministry maintains a Twitter account (CharlestonDioceseYAM) in order to reach out to Young Adults in the Diocese

Goals:

1. Evangelize through posting Scripture verses, quotes from the Saints, and links to good Catholic articles
2. Reach out to non-practicing Catholic Young Adults

Implementation:

1. Maintain and develop current Twitter account
2. Post "tweets" regularly
3. Research which kinds of tweets are most often "retweeted" in order to reach a broader audience

