



*Dreaming a New Day:
The Strategic Plan*

Chevy Chase Presbyterian Church

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by March 10, 2013.

***Dreaming a New Day:
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Chevy Chase Presbyterian Church
Washington, D.C.
Strategic Plan 2013-15
First Reading 2.19.2013

Vision Statement

CCPC seeks to be a congregation where God is the center of our lives; we celebrate the children and youth and equip them with faith to meet life's challenges; and we work for justice in our local and global communities.

Christ our Center

Objectives:

1. People will grow spiritually as individuals, having a stronger connection with God, Jesus, the church, and each other through a shared life of faith built upon spiritual practices of prayer, study, worship, giving, hospitality and serving.

Strategies:

1) Provide more time for adult spiritual formation/education opportunities on Sunday morning.

- a) Develop a plan to change the worship schedule on Sunday mornings to create a time between services for Adult Education and Fellowship. This plan WILL maintain the structure of Children's Church School to be concurrent with the first service.

Christian Education Committee, Worship and Music Committee

2) Create Spiritual Development Benchmarks for Children, Youth and Adults

- a) Select appropriate curricula for all ages to facilitate learning and faith.
- b) Investigate web resources for spirituality to share with parents and teachers.

Christian Education Committee

3) Encourage families to develop spirituality in their homes.

Christian Education Committee

4) Grow small groups

- a) Understand existing small groups (who attends, who leads, frequency of meeting, activities, outward focus, spiritual emphasis, why open or closed, etc.). Audit, survey, observation, development of brochure, website, other information about small groups.
- b) Nurture existing small groups and encourage development of new small groups. Training sessions for small group leadership and participation, guidelines for small group leadership and participation, application of technology, initiation and nurturing of new small groups, identification and validation of leadership of and participation in small groups.
- c) Make small group existence, activities, and possibilities widely known to CCPC members and attendees and encourage parishioner leadership and participation in small groups. Bulletin announcements, brochure, person to person activities of CC members, website information, Gateway information, Facebook, Twitter
- d) Starting where we are, develop and implement guidelines for CCPC small group formation

and operations. Leadership, participation, outward and spiritual focus and activities, relationship to CCPC's overall vision and spiritual journey

Connections and Mission Committees

5) Provide pastoral care to the members and friends of CCPC using both clergy and members of the congregation.

- a) Include pastoral care in the position descriptions of all pastoral/program staff.
- b) Encourage pastoral care through small groups.
- c) Create a feedback loop with the congregation and the Associate Pastor to capture the informal pastoral care that takes place.
- d) Increase support and guidance to help deacons carry out their duties.
 - i) Energize "Church's Neighbors" program.
 - ii) Continue the flower, casserole and prayer shawl ministries.
- e) Develop avenues for more youth involvement in pastoral care.
 - i) Create the role of a youth deacon.
 - ii) Involve the confirmation class.
- f) Explore the possibility of hiring a part-time retired pastor to coordinate pastoral care and work with the deacons.
- g) Expand parish associate participation in pastoral care program.

Program Staff, Pastoral Staff, Deacons, under the Coordination of the Associate Pastor and/or a part-time contracted (not called) Pastor for Pastoral Care

2. Provide vibrant Sunday morning worship that helps people grow spiritually and reaches more people.

Strategies:

1) Increase children's participation and leadership in worship.

- a) Form a Children's Worship Team/Committee to organize and coordinate children as acolytes, liturgists and assistant liturgists (maybe read a few lines of scripture as part of the greeting), do artwork for the worship bulletins, etc.

Worship and Music Committee with Christian Education

2) Review/redesign the 1st Service order of worship to allow for different elements of worship.

3) Maintain our emphasis on the quality of the CCPC music programs.

- a) Continue support for the Carol and Junior Choirs.
- b) Support paid section leaders.
- c) Retain qualified DOM.

Worship and Music Committee

4) Integrate various art forms to provide alternative expressions of worship:

- a) Use drama, liturgical dance, visual aids during sermon(projected or props).

Worship and Music Committee

5) Create 1-2 sermon series for the program year.

- a) Incorporate worship aids: banners, prayer cards, etc.
- b) Work with Christian Education and Mission to build programs around themes.

Worship and Music Committee, Mission Committee, Christian Education Committee

- 6) **Use all in-house media and website to regularly solicit participation in the various church music groups and choirs.**
Worship and Music Committee, Communications Coordinator
- 7) **Use social media to broadcast services for members and public.**
Worship and Music Committee, Communications Coordinator
- 8) **Create a team to explore additional ways to increase worship attendance.**
Worship and Music Committee

3. Grow the size of the membership and integrate members into the life of the congregation.

Strategies:

- 1) **Create an Inviting Team to attract and welcome, and follow-up with new members.**
 - a) Work with the **Communications Coordinator** develop a comprehensive marketing strategy to reach non-members. Including: free advertising, web technology, Facebook/Twitter, Webcast/Webinars, Blogs, YouTube, Improved CCPC Website, Web searches that facilitate connection to CCPC.
 - b) Reach out to visitors.
 - c) Arrange for Inquirer's classes.

Reports to Connections Committee

Performance Measure: Report back to Session with a plan by the June, 2013 Session meeting.

- 2) **Create a First Impressions Task Force to improve the first impressions visitors have of CCPC.**
 - a) Improve signage inside and outside the building.
 - b) Improve the appearance of the facility outside bricks/mortar, and inside: bathrooms, hallways, bulletin boards.
 - c) Create a Welcome Center in Chadsey Hall.

Task Force to be created by (not necessarily comprised of) Worship and Music and Facilities.

Performance Measure: Report Back to Session in September, 2013 on the progress made for the fall startup.

- d) **Create an Inclusion Team to help new members connect to a group/activity**
 - i) Create system through use of interviews, database, surveys to connect people to the appropriate people, committees, groups.
 - ii) Create a shepherd program by which new members are nurtured by a shepherd for a set period of time.

Reports to Connections Committee

Children our Blessing

4. Children and youth will experience church as a safe and joyous place in which they experience the love of God in the community.

Strategies:

- 1) **Make the Child Protection Policy readily accessible electronically for parents.**

2) Develop a time for unstructured play for elementary school children to develop friendships.
Christian Education Committee

5. Children and youth will have a solid foundation of Christian Education and Spiritual Formation.

Strategies:

- 1) Teach children and youth the stories and songs of the faith, how to worship in community, and other spiritual practices such as prayer, giving, and service.**
- 2) Provide parents tools to help their children and youth grow in faith.**
- 3) Equip Youth to apply their faith to their daily living.**
- 4) Increase the integration Children and Youth Ministries in our justice ministries.**
 - a) Redesign the position of the Associate Pastor to include responsibilities for youth ministry, confirmation, in addition to justice and pastoral care duties.
 - b) Continue and create family mission programs including (family mission day, a Family fix up/garden day).
 - c) Provide transformative mission trips especially for youth.
 - d) Encourage young people to participate in special justice worship services. Earth and Justice Sunday services.

Worship and Music Committee, Mission Committee, Christian Education Committee, Create a new Youth Committee/Team

Justice our Passion

6. Engage in advocacy, acts of compassion and active and generous giving of time, talents and tithe so that God's presence is realized in our local and global communities.

Strategies:

- 1) Nurture a fundamental commitment to mission**
 - a) Ensure Justice issues are part of Worship every Sunday.
 - i) Include in sermons, concerns and/or prayers.
 - ii) Establish a focused prayer program (or pamphlet) on justice issues.
 - b) Shape and focus our programs for justice, peace and equality
 - i) Within 3 months, provide an overall plan for mission programs new and existing.
 - ii) Evaluate our programs and report to the congregation on “what you get for your money – where it goes.”

Worship and Music Committee, Mission Committee

- 2) Strengthen Mission's focus on education**
 - a) Work with Worship and Music and Christian Education to design a “season of a [specific topic]” (like hunger, housing, education, re-entry and rehabilitation, immigration, poverty, marriage and family, etc., and linked with interfaith networks to increase effectiveness) that would last about 3 months (post-Christmas).

Performance Measure: Develop within 18 months and have 40% participation in “season” activities and participation in mission/education during this “season of” time

Worship and Music Committee, Mission Committee, Christian Education

3) Provide opportunities for learning about the Biblical call to justice.

Mission Committee, Christian Education

4) Work with other committees to build mission awareness.

Worship and Music Committee, Mission Committee, Christian Education

5) Grow the level of participation in mission ministries (financial, volunteers, etc.) to expand CCPC’s outreach to the local and global community

a) Increase our commitment to mission within the budget.

b) Ask every member to make a service commitment as part of their stewardship: “what you will do through service, prayer, advocacy as well as to monetary gifts.”

i) Design a “what you will do pledge card for next year’s stewardship campaign

Mission Committee, Stewardship

6) Develop a CCPC cadre of active advocates for justice, ensuring that our program is inclusive of all our talents and offers opportunities for all ages and for different times

a) Establish a number of small, intergenerational prayer, study and action groups that would focus on a range of issues identified by those called to a particular issue.

Mission Connections Committees

Resources for Ministry

7. Develop a communication plan that allows existing and potential members to be informed about and active in the ministries of CCPC.

Strategies:

1) Create a Communications Team

2) Evaluate the website to ensure it is easy to find current activities.

3) Expand Facebook, and e-blasts (Short and frequent blasts are better than long, multi-topic ones) in communicating information.

4) Evaluate Gateway.

Communications Team with Communications Coordinator

8. Prepare for the Long-term Maintenance and use of the facilities.

Strategies:

1) Consider creating a Facilities Committee.

2) Develop a long-term building/capital plan (major maintenance, expansion, renovation).

3) Use the physical plant analysis to generate a capital needs budget for the next ten to fifteen years.

4) Regularly assess the best use of funds applied toward facilities.

5) Working directly with Building Manager and custodial services, directly oversee daily operations and maintenance of facilities as well as long-range repair, restoration and preservation.

Facilities Committee

9. Ensure sustainable financial security for the ministries.

Strategies:

- 1) **Consider creating a Finance Committee.**
 - a) Oversee Investment Sub-Committee.
 - b) Oversee the Planned Giving Sub-Committee.
 - c) Work with the Auditors.
- 2) **Do an Activity Based Cost analysis of how much of our budget goes toward the various ministries of our church, mission, education, music, etc.**
- 3) **Explore how to use the facilities to generate more income.**
- 4) **Consider funding building maintenance through a combination of the annual budget (routine maintenance) and establishing a building maintenance fund for longer-term capital maintenance and facility preservation.**
- 5) **Develop a sound investment plan to generate increased return, preserve capital and a predictable cash flow.**
 - a) Establish/grow the endowment to \$6,000,000 by 2020.
 - b) Establish an investment sub-committee.
- 6) **Develop a structured Planned Giving program with printed materials.**
- 7) **Identify new sources of income.**

Finance Committee

- 8) **Create a Stewardship Task Force to study best practices in stewardship and recommend a three year plan for:**
 - a) Developing a year round stewardship program.
 - b) Engaging every member in financial giving.

Stewardship Committee

Performance Measure: Increase number of pledges by 20% over the next 4 years.

10. Create a positive work environment for our staff by having appropriate compensation and benefits as well as encouraging continuing education and professional growth.

Strategies:

- 1) **Design a sustainable staffing plan to implement the vision.**

Personnel and Finance

- 2) **Create a Volunteer Team to design a plan for increasing volunteer support of church activities.**

Report to Personnel

- 3) **Investigate options for health insurance, medical benefits and long-term investment plans.**

Personnel and Finance

Christ our Center ✦ Children our Blessing ✦ Justice our Passion

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