

BPC STRATEGIC PLAN

2026 - 2027



BPC STRATEGIC PLAN

1) LETTER FROM THE EXECUTIVE PASTOR

2) EXECUTIVE SUMMARY

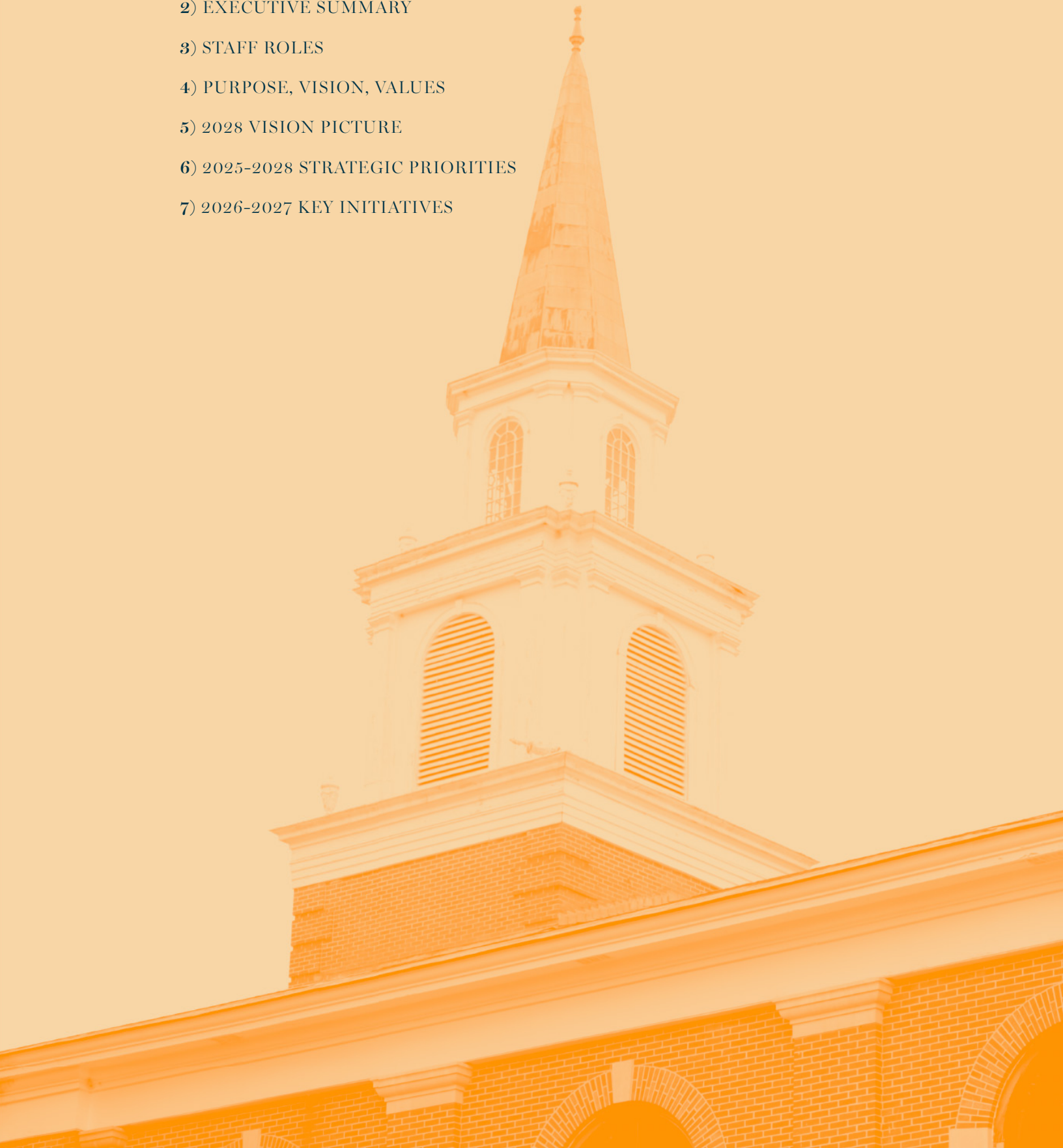
3) STAFF ROLES

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5) 2028 VISION PICTURE

6) 2025-2028 STRATEGIC PRIORITIES

7) 2026-2027 KEY INITIATIVES



1

LETTER FROM THE
EXECUTIVE PASTOR

BPC FAMILY,

What you have before you is the product of much prayer, time, focus, and hard work by our staff and leaders. This Strategic Plan is designed to help us articulate where we believe God is leading Brookhaven Presbyterian Church and how we intend to steward the people, resources, and opportunities He has entrusted to us in pursuit of that calling.

Within these pages, you will find a clear picture of who we are (our Purpose, Vision, and Values), where we believe God is leading us (our Vision Picture), and how we plan to move in that direction (our Strategic Priorities and Key Initiatives). As you read through this plan, I would encourage you toward two things. First, pray over these plans, remembering that they are ultimately held in submission to and dependence upon God. Second, keep in mind the broader context shared below, that you may see more clearly God's hand at work in and through our church.

One reality that consistently marks life in any healthy church is change. Change is often difficult because growth into something new—and, Lord willing, something better—requires adjustment. Yet change is also a gift because it gives us the opportunity to discern with greater clarity who God is calling us to be and how He is calling us to pursue His mission. Both the *process* and the *product* of change invite us to become more like Christ, which is the very purpose of our lives.

Over the years, that change may take many forms. Ministries evolve, leaders come and go, new opportunities emerge, and fresh challenges require new approaches. Through it all, God remains faithful. Our calling is not simply to preserve what has been, but to faithfully steward what God is doing among us today while preparing for what He may do tomorrow. This work is not always easy, but it is a joy when undertaken together in commitment and love. There are few things better in life than being together in commitment and love.

May God continue to renew His church and lead us ever more deeply into the life and work of His Kingdom. With Love and Commitment,

Evan Lowell



2

EXECUTIVE SUMMARY

PURPOSE

Glorify God & Enjoy Him Forever

VISION

A CONFSSIONAL and *ECUMENICAL* community committed to building
God's kingdom through both *WORD* and *DEED*.

VALUES

Incarnation, Prayer, Generosity, & Renewal

VISION PICTURE

People

- Equipped families for spiritual growth in all stages of family development
- People generally feel connected and cared for in community
- 10% of new members have joined by profession of faith
- 50% of adult members have entered a developed BPC catechism process
- A renewed vision for our young adult communities
- 10% of new members are ethnically diverse

Organization

- We have maintained a 55% budget allocation towards staffing
- We have successfully allocated 16% of our annual operating budget towards external ministries in an effort to return to our goal of 25%
- We have proper systems of collaboration and communication in place for a church our size to sustain growth
- Effective communication methods have been developed for high congregational awareness surrounding budget and external / internal ministries
- We have clear pathways to people engagement with information being streamlined and easy to access
- Continued strength of lay leadership engagement
- Physical plant facilities are suitable to our ministry needs
- We have pursued faithfulness in the midst of denominational uncertainty

Influence

- We have a more engaged and collaborative presence in the foster care community
- We have a more proactive and robust support of the local working poor and/or under-housed community
- We have developed a channel for church planting and are financially planning for it
- We have internally marketed BPC Housing, increased its capacity to 5 units, and exported its model to 1 other church.

STRATEGIC PRIORITIES & KEY INITIATIVES

1. FAMILIES

- A. Plan & Execute VBS Dynamic Equivalent
- B. Develop CM Catechism & Integrate into BPC Catechism
- C. Develop YM Catechism & Integrate into BPC Catechism

2. EVANGELISM

- A. Maintaining & Strengthening Alpha Course
- B. Maintaining & Strengthening VIP Prayer Culture
- C. Develop & Financially Plan for a Church Plant

3. ADULT CATECHISM/FORMATION

- A. Content & Follow-up process development for catechism
- B. Re-envision leadership structure
- C. Research & Develop connection opportunities to allow faster assimilation
- D. Strategize for integrating external ministries into catechism

4. EXTERNAL MINISTRIES

- A. Plan, Develop & Fund More Robust Ongoing Care Pathways for Working Poor
- B. Strengthening BPC Housing Operations

5. ORGANIZATIONAL PROCESS & COMMUNICATION

- A. Manage & Execute Phase 2 Building Renovation
- B. Research & Develop Internal Marketing Strategy
- C. Develop & Implement Formation/Messaging Plan for Giving/Generosity
- D. Develop & Implement Staff/Session/Deacon Communication Rhythms



STAFF ROLES

Zach Bradley

Senior Pastor

The Senior Pastor is the primary leader of the church at BPC. This position is responsible for the vision and direction of the church, preaching/teaching, leading Session business, vision for building/property use along with capital campaign fundraising, and selective "creative weed" projects.



Laurel Chason

Assistant to the Senior Pastor

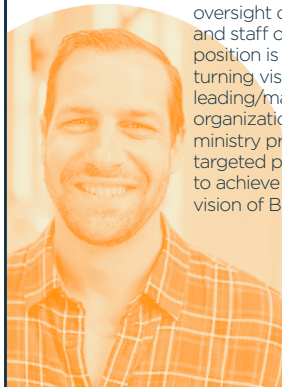
The Assistant to the Senior Pastor is responsible for administratively assisting the Senior Pastor in fulfillment of his work, primarily through scheduling and workload prioritization. This role will also assist in logistics for strategic planning each year and join the Senior Pastor at monthly strategic meetings.



Evan Lowell

Executive Pastor

The Executive Pastor leads in the execution and oversight of all ministry and staff operations. This position is responsible for turning vision into reality, leading/managing the staff, organizational operations, ministry processes, and targeted pastoral ministry to achieve the purpose and vision of BPC.



Beth Goss

Director of Shepherdung & Formation

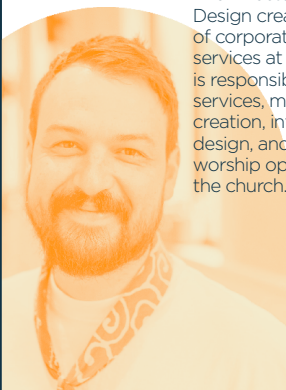
The Director of Shepherdung & Formation is responsible for leading the care of the congregation through pastoral care and development of spiritual formation rhythms. This position is also responsible for assimilation processes that get new people connected, along with communication strategies across all levels of the organization.



Stefan Cashwell

Director of Worship & Design

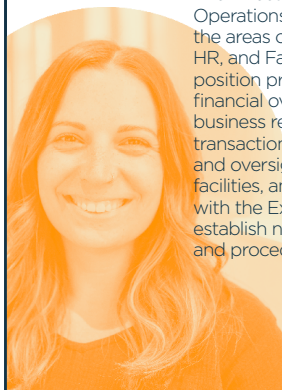
The Director of Worship and Design creates the experience of corporate worship in all services at BPC. This position is responsible for worship services, music & song creation, interior & graphic design, and alternative worship options in the life of the church.



Mallory Chow

Director of Business Operations

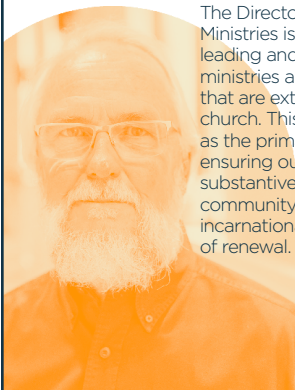
The Director of Business Operations is responsible for the areas of Finance, Business, HR, and Facilities. This position provides day-to-day financial oversight, manages business relationships/transactions, gives direction and oversight for church facilities, and collaborates with the Executive Pastor to establish needed policies and procedures.



Ken Matlack

Assistant Pastor & Director of External Ministries

The Director of External Ministries is responsible for leading and maintaining all ministries and partnerships that are external from the church. This position serves as the primary driver for ensuring our church remains substantively involved in community-oriented and incarnational ministry works of renewal.



Blythe Coker

Director of Youth Ministry

The Director of Youth Ministry is responsible for creating and maintaining a ministry that welcomes and engages 5th-12th grade students and their families. Through various ministry programs, this position will nurture the spiritual formation of our youth, while also caring for and equipping their parents.



Dana Simpson

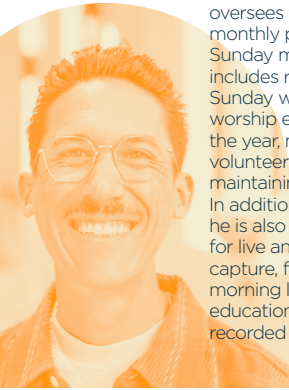
Director of Children's Ministry

The Director of Children's Ministry is responsible for creating and maintaining a ministry that welcomes and engages children ranging from newborn to 4th grade, along with their families. Through various ministry programs, this position will nurture the spiritual formation of children, while also caring for and equipping their parents.



Taylor Chow

Production Manager



The Production Manager oversees the weekly and monthly production of Sunday morning service. This includes running sound for Sunday worship and other worship events throughout the year, managing tech volunteer teams, and maintaining our AVL System. In addition to these services, he is also responsible for live and recorded content capture, from Sunday morning live stream to educational content and recorded music.

Barbara Jones

BPC Housing Manager



The BPC Housing Manager builds, maintains and drives the BPC Housing Program, a wealth creation program intended to address the affordable housing gap.

Allie London

Administrator



The Administrator provides support to the ongoing operations of the church. This position executes the weekly office and administrative needs, provides communications support, and assists with financial administration.

Julie Tuttle

Events & Facilities Coordinator



The Event & Facilities Coordinator provides administrative support to the various events of BPC, with Sunday being the main event. This position is responsible for both administrative duties and hands-on preparations, ensuring events are set up for success.

4

PURPOSE, VISION,
VALUES

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“Glorify
GOD
& Enjoy
Him *Forever.*”

What We Mean.

Confessional: We maintain theological convictions and traditions in accordance with historic Presbyterianism.

What would this look like if it were happening?

1. We practice and enjoy our rich spiritual tradition by learning from those who have come before us.
2. We adhere to denominational structure, government and discipline.
3. The essentials of Christian faith are the foundation of church membership.
4. We teach/preach our theological convictions with love and humility.

Ecumenical: We pursue the Kingdom of God together despite our theological differences.

What would this look like if it were happening?

1. We listen to and learn from each other with humility and patience.
2. We engage in meaningful discourse about ideological differences with honesty and respect.
3. Membership does not necessitate adherence to all of our theological distinctives.
4. We partner with churches and organizations of other Christian traditions in the pursuit of God's Kingdom.
5. We engage with people/groups who think differently than us because we are secure in our convictions.

Word: We bear witness to the Kingdom of God through proclaiming the crucified and risen Christ as He is revealed to us in Scripture.

What would this look like if it were happening?

1. We preach and teach the breadth and depth of Scripture.
2. We submit to Scripture as our final authority for faith and life.
3. We pursue the likeness of Jesus as we apply the Scriptures to our lives individually and in community.
4. God draws us to Himself and continually renews us.

Deed: We bear witness to the Kingdom of God through demonstrating the love and good deeds of the crucified and risen Christ as He is revealed to us in Scripture.

What would this look like if it were happening?

1. We give significant strategic and organizational energy to ministries of Deed and not just ministries of Word.
2. We work to meet the tangible needs of those in our church and community in addition to sharing the message of Christ.
3. We engage with and listen to those in both our church and community to drive strategies for care.
4. We extend the love of Jesus to all people because they reflect the Image of God.

Vision

"A Confessional

AND

Ecumenical

community

committed to

building God's

Kingdom

through both

Word AND Deed."

How We Live.

Generosity: We give freely and abundantly of our time, money, and gifts in the recognition that Christ first gave everything freely to us at great expense to Himself.

What would this look like if it were happening?

1. We tithe sacrificially, with a goal of 10% of our income, to the church.
2. We budget sacrificially to increase External Ministries capacity.
3. We serve consistently on Leadership.

Renewal: We relinquish our lives to Christ as He is making us new so that we are able to participate with Him in making all things new.

What would this look like if it were happening?

1. We rely on grace when we come to the end of ourselves.
2. We practice humility and repentance towards God and others.
3. We bear witness to Jesus in our community through our faithful presence.
4. We pursue wholeness in our community through ministries of mercy (foster care, adoption, housing, etc.).

Incarnation: We move to meet people where they are because God meets us where we are.

What would this look like if it were happening?

1. We meet people on Sunday mornings who are new to us to facilitate relational connection in the church.
2. We submit to one another out of reverence for Christ.
3. We consider the needs of others as greater than our own.
4. We embody Jesus in our community through our faithful presence.

Prayer: We seek God's presence, relying on His power and guidance in every aspect of our lives and ministry.

What would this look like if it were happening?

1. We allow prayer to permeate our planning in life and ministry.
2. We believe in the power of prayer to bring renewal to our community through the work of the Spirit.
3. We surrender our desire for control by entrusting ourselves to God through prayer.
4. We find great joy in our relationship with God through prayer, both individually and corporately.

Values

"We are a church

that **pursues**

Generosity, Renewal,

Incarnation, & Prayer."



2028 VISION PICTURE

Envisioning the Church We're Becoming

PEOPLE

- Equipped families for spiritual growth in all stages of family development
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ORGANIZATION

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INFLUENCE

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 - We have developed a channel for church planting and are financially planning for it
- We have internally marketed BPC Housing, increased its capacity to 5 units, and exported its model to 1 other church.
 - We have internally marketed BPC Housing, increased its capacity to 5



2025-2028 STRATEGIC PRIORITIES

Turning Vision Into Action

A. FAMILIES

B. EVANGELISM

C. ADULT CATECHISM/FORMATION

D. EXTERNAL MINISTRIES

*E. ORGANIZATIONAL PROCESS
& COMMUNICATION*

*These strategic priorities focus the stewardship of our resources for the three-year period of this strategic plan. The key initiatives that follow in section 7 are the specific projects that flow out of our strategic priorities and are the actual work being pursued for the 2026-27 ministry year.



2026- 2027
KEY INITIATIVES

Our Roadmap to Becoming



FAMILIES INITIATIVES

Develop CM Catechism & Integrate into BPC Catechism

Initiative Leader: Dana Simpson

Team: Emily Evans, Christy Wilkerson, David Bishop, Burke Buster, Caroline Antonio

Approximate Date/Time:

- Fall '26: Develop mission and values
- Winter '27: Identify categories and develop philosophy for each
- Spring '27: Develop catechism & tool
- Summer '27: Send to design team
- Fall '27: Tool is ready for release to families!

Physical Space Needs:

- Space for meetings (1 classroom)
- CM on Sunday takes place in classrooms and in gym

Proposed Budget: \$200

Core Value(s) Embodied: Prayer & Renewal

Strategic Priority: Families

General Activities to Realize this Initiative:

- Establish Children's Ministry mission and values
- Identify age/development categories, including consideration for kids with learning differences and special needs
- Develop philosophical approaches to each age/development category
- Develop family catechism packet and family spiritual formation diagnostic tool (similar to the adult catechism but created for parents to consider kids' and family's needs)

Why Are We Doing This?

Our desire is to create an intentional plan for building a strong foundation for faith formation for our children from birth-4th grade that can be built upon in our youth group and for the rest of their lives. Our hope is that this plan integrated with our adult catechism will create an environment where parents feel equipped to invest in the spiritual lives of their children.

Plan & Execute VBS Dynamic Equivalent

Initiative Leader: Dana Simpson

Team: Blythe Coker, Sadie McGuire, Caroline Crockett, Madison Hensley, Abbey Chakalos, Laurel Chason, Kelly & Lee King, Dave Cousins

Approximate Date/Time:

First VBS Summer 2027 or Summer 2028 depending on construction of building, space availability, and planning.

Physical Space Needs:

- Gym
- Classrooms 200-204
- Meeting Room
- Sanctuary
- Depending on Build Initiative and construction timing:
 - Fellowship Hall
 - Green Space

Proposed Budget: \$250-\$1,000

Core Value(s) Embodied: Renewal & Incarnation

Strategic Priority: Families

General Activities to Realize this Initiative:

- Meet with 3 other people who have developed and run a VBS at various churches
- Send survey to BPC families with questions about what they would like to see in a VBS
- As a team, create a vision and loose structure for VBS based on information obtained from activities above
- Build a budget based on information from other churches and the vision/outline developed by team
- Develop a marketing plan for VBS (internal and external)
- Build registration process and pay structure
- Program VBS
- Recruit volunteers

Why Are We Doing This?

With the help of our youth and our adults, we hope to create a fun-filled VBS program for BPC kids, their friends, and the neighborhood where kids can build friendships and learn to love and enjoy God and where kids can receive the love of God through the church.

Develop YM Catechism & Integrate into BPC Catechism

Initiative Leader: Blythe Coker

Team: Zach Bradley, Joseph Antonio, Anne Marie Dine

Approximate Date/Time:

- Spaced throughout the ministry year by coordination with the rest of the church calendar
- Most frequently occurring on Sunday mornings or evenings
- Goal to have 1-2 classes in the Fall and 1-2 classes in the Spring
- By the end of the ministry year, have a one pager for topics and activities covered throughout a student's time in youth ministry

Physical Space Needs:

- A classroom for teaching or space to host larger events
- The BPC Youth space - gym, loft, backyard

Proposed Budget: \$500 - course materials

Core Value(s) Embodied: Renewal & Incarnation

Strategic Priority: Families

General Activities to Realize this Initiative:

- Meet as a team to create a list of topics that are appropriate for the church to address - considering the needs of families within our congregation and neighborhood.
- Create a spiritual development scaffold for middle through high school students with a goal of holistic engagement with the church by students.
- Plan a trip schedule for recommended spiritual retreat and mission trip experiences based on age.

Why Are We Doing This?

So that parents feel supported and equipped in guiding their children through middle and high school in such a way that grounds them in Biblical truth. So that a student's time in youth ministry is defined by clear engagement in different topics and spiritual practices.

B

EVANGELISM INITIATIVES

Maintaining & Strengthening VIP Prayer Culture

Initiative Leader: Ken Matlack

Team: Ken, Beth, Macy, Joseph

Approximate Date/Time:
September 30, 2026

Physical Space Needs:
N/A

Proposed Budget: \$500 promotional material

Core Value(s) Embodied: Renewal, Incarnation, & Prayer

Strategic Priority: Evangelism

General Activities to Realize this Initiative:

- Meet with Beth, Macy and Joseph to discuss strategy for strengthening our VIP prayer effort.
(by August 31, 2026) (all other activities would arise out of having developed a plan)

Why Are We Doing This?

- Continue to build an environment where members of BPC are equipped & encouraged to pray for their friends who may not know Jesus so that many of our neighbors and friends begin their discipleship with him.

Develop & Financially Plan for a Church Plant

Initiative Leader: Zach Bradley & Ken Matlack

Team: Zach and Ken

Approximate Date/Time: July 2027

Physical Space Needs: N/A

Proposed Budget: \$2,200 (\$500 Promotional Material, \$1700 Hosting donors and potential candidates)

Core Value(s) Embodied: Renewal, Incarnation

Strategic Priority: Evangelism

General Activities to Realize this Initiative:

- Demographic studies that lead to CP location (by December 31st, 2026)
- Budget development based on CP philosophy (by March 31, 2027)
- Secure initial funding pledges (by August 31, 2027)
- Search out and interview potential candidates (seminaries, church-planting networks, mission organizations, etc.) (by May 31, 2027)
- Develop plan for startup (by July 31, 2027)

Why Are We Doing This?

Our calling to see the kingdom of God extended goes beyond our immediate community to the Metro Atlanta area and to the ends of the earth. We seek to go (incarnation) and desire to see many become disciples of Jesus (renewal). We believe church-planting is the most effective way to see God's kingdom extended.

Maintaining & Strengthening Alpha Course

Initiative Leader: Ken Matlack

Team: Ken, Erica Buster, Austin Hudson, Katherine Patera, Grant Martin

Approximate Date/Time:

March 3rd, 2027

Physical Space Needs:

Meeting space (Gathering Space), tables and chairs, sound system, video projection, table ware

Proposed Budget: \$5,500

Core Value(s) Embodied: Renewal, Incarnation, & Prayer

Strategic Priority: Evangelism

General Activities to Realize this Initiative:

- Recruit leadership team 9/1
- Work with Stefan to create Alpha page on BPC website 9/15
- Work with Beth on “marketing” strategy 9/1
- Recruit leaders for Prayer Team, Hosting Team, Meal Team, Setup/tear down Team 10/1
- Begin training teams by 11/1
- Run weekly meetings

Why Are We Doing This?

We want to support our members by providing a safe place to discuss matters of faith and life, to the end of seeing our friends and neighbors become followers of Jesus.



***ADULT CATECHISM/FORMATION
INITIATIVES***

Strategize for Preliminary Integration of External Ministries into BPC Catechism

Initiative Leader: Zach Bradley

Team: Zach, Ken, Blythe, Dana, Beth (these may entail individual meetings with Zach more than full team meetings)

Approximate Date/Time:

- Summer 2026: Meeting with full team
- Individual meetings as necessary: August, September 2026
- October 1, 2026: Final Strategies (what trips and ministries, how often offered, etc) and Annual Offerings (2027) finalized in time to be designed in the 2027 Catechism

Physical Space Needs:

Conference room for meetings

Proposed Budget: TBD depending on scope of desired offerings; potential ask from External Ministries Budget

Core Value(s) Embodied: Generosity, Incarnation

Strategic Priority: Evangelism

General Activities to Realize this Initiative:

- Zach, Ken, Blythe, Dana, Beth meet twice, Summer 2026
- Determine budget for offerings
- Plan 2027 Offerings

Why Are We Doing This?

Equip people of BPC with clear, regular, and achievable pathways for personal participation in:
1) ministries of deed; 2) engagement with missions.

Re-envision Leadership Structure

Initiative Leader: Zach Bradley & Beth Goss

Team: Dana, Blythe, Ken, Stefan, Mallory, Evan

Approximate Date/Time:

Phase 1: 6/1/26

Phase 2: 6/1/27

Physical Space Needs:

N/A

Proposed Budget: \$500 promotional material

Core Value(s) Embodied: Renewal, Incarnation, & Prayer

Proposed Budget: N/A

Core Value(s) Embodied: Renewal, Incarnation, Prayer

Strategic Priority: Adult Catechism

General Activities to Realize this Initiative:

Phase 1:

- Meet with team to evaluate current leadership structure (what is working/not working)
- Determine any changes to be incorporated into 2026-2027 ministry year

Phase 2:

- Continue to evaluate leadership structure and determine solid plan to implement in the 2027-2028 ministry year

Why Are We Doing This?

We are taking time to evaluate and re-envision our leadership structure so that our structure allows for our leaders to be postured to succeed in caring for our people and serving in our community with intentionality.

Research & Develop Connection Opportunities to Allow Faster Assimilation

Initiative Leader: Beth Goss

Team: A portion of current Assimilation team members

Approximate Date/Time:

- 12/31/26: Plan in place
- 8/31/26: Update Assimilation leadership team job description

Physical Space Needs:

Classroom / Space for Newcomers lunches

Proposed Budget: Newcomers lunch 3x per year: \$750 (\$250 per lunch)

Core Value(s) Embodied: Incarnation, Renewal

Strategic Priority: Adult Catechism

General Activities to Realize this Initiative:

- Determine and evaluate Current Assimilation Rhythms to determine changes that are needed:
What is working? What is not working? What needs to be added / changed?
- Develop a solid plan for implementation of changes
- Evaluate and update job description for Assimilation leadership team

Why Are We Doing This?

So that there is a clear path for newer people to connect to the life of our church and begin to thrive spiritually through both community and serving. We want to see people move from attending to being actively engaged and growing spiritually.

Content & Follow-Up Process Development for Catechism

Initiative Leader: Beth Goss

Team: Zach, Stefan (website integration), Blythe (YM integration), Dana (CM integration)

Approximate Date/Time:

12/31/26-phase 2 ready to present to congregation

5/15/27-full integration with YM and CM

Physical Space Needs: Classrooms for Sunday school and other gatherings

Proposed Budget: \$1500 printing materials and website integration; \$6700 to print 2 new Streams of Living water devotionals; \$500 for other books and materials

Core Value(s) Embodied: Renewal, Prayer, Incarnation

Strategic Priority: Adult Catechism

General Activities to Realize this Initiative:

- Further Develop Processes/annual timeline to include creation/implementation/follow-ups, etc.
- Integration of the following:
 - Youth Ministry
 - Children's Ministry
 - External Ministries
 - Short-term Mission Trips
- Further development of the self-diagnostic tool:
 - Automatic feedback given after the survey is filled out
 - Integrate into the BPC website
- Develop Implementation pathways:
 - Newcomers lunches
 - Membership
 - Others
- Annual building out of packet:
 - Plan for calendar year 2027
 - Update to reflect all offerings at BPC

Why Are We Doing This?

So that our congregation has clear visible tracks that equip them to participate in a personal spiritual growth plan each year.



***EXTERNAL MINISTRIES
INITIATIVES***

Plan, Develop, & Fund More Robust Ongoing Care Pathways for Working Poor

Initiative Leader: Ken Matlack

Team: Kristina Crockett, Ricky Wilson, Zach, Barbara

Approximate Date/Time:

May 31, 2027

Physical Space Needs: Meeting room

Proposed Budget: \$1000 for Hosting/visiting/exploring other ministries

Core Value(s) Embodied: Generosity, Incarnation, Renewal

Strategic Priority: External Ministries

General Activities to Realize this Initiative:

- Building on the philosophy developed the previous year, meet to prayerfully consider what opportunities
- God is giving that includes both working poor more broadly and immigrants more specifically.
(October 31)
- Network with other ministries (April 30)
- Develop a plan to be implemented in the following ministry year (May 31)

Why Are We Doing This?

Christ's call to us is to care for those in need. We want to approach each individual as an image bearer of God and serve them holistically including physical, spiritual and social needs.

Strengthening BPC Housing Operations

Initiative Leader: Barbara D. Jones

Team: Natasha Glover (Intern), 17 BPC Volunteer Leaders & Community Partners

Approximate Date/Time:
August 2026-August 2027

Physical Space Needs: Meeting/training rooms, classroom/workshop & community event space.

Proposed Budget: \$21,096

Core Value(s) Embodied: Incarnational, Prayer, Generosity

Strategic Priority: External Ministries

General Activities to Realize this Initiative:

- Recruit, train and develop BPC housing Ministry leaders and volunteers
- Identify and inform fundraising opportunities to support ministry development and sustainability
- Oversee the Coosawattee/Dresden property remodels through owner /BPC representation
- Enhance tenant and property management policies and procedures
- Build and strengthen community partnerships

Why Are We Doing This?

We are doing this in response to God's call to address the needs of communities of Color experiencing socioeconomic disparities, so that BPC Housing Ministry and Operations becomes a sustainable, ministry centered housing support model that strengthens tenant well being, community relationships, and long-term economic resilience. Through this work, Church leaders and volunteers will also grow in intercultural awareness, humility and discipleship as they faithfully serve and engage diverse individuals and families.



***ORGANIZATIONAL PROCESS &
COMMUNICATION INITIATIVES***

Research & Develop Internal Marketing Strategy

Initiative Leader: Stefan Cashwell

Team: Stefan Cashwell, Mallory Chow, Blythe Coker, Anna Stuart
(Zach to act as Key Contributor)

Approximate Date/Time: N/A

Physical Space Needs: N/A

Proposed Budget: TBD upon planning

Core Value(s) Embodied:

Incarnation:

- This initiative reflects Incarnation by recognizing that communication is not merely informational, but relational and embodied. Clear, thoughtful, and unified communication helps people meaningfully experience the life of the church rather than simply hear about it. It ensures that ministry vision, opportunities, and care are communicated in ways that feel personal, accessible, and lived out within the community.

Renewal:

- This initiative reflects Renewal by reevaluating and improving existing systems, workflows, and communication habits that may no longer effectively serve the church. By developing healthier and more sustainable communication practices, the church becomes better equipped to reduce confusion, strengthen collaboration, increase participation, and support ongoing spiritual and organizational flourishing.

Strategic Priority: Organizational Process & Communication

General Activities to Realize this Initiative:

- Initial meeting with team to assess areas of weakness and strength in current marketing process
- Collaborate with Communications and other departments as needed, to develop an improved marketing strategy and rollout plan
- Fully implement improved internal marketing strategy across all areas of the church

Why Are We Doing This?

So that what we say about God is actually lived, embodied, and experienced.

Develop & Implement Staff/Session/Diacon Communication Rhythms

Initiative Leader: Zach Bradley

Team:

Kristina Crockett - Chair
Ken Webb
Ken Matlack
Jonathan Surls
Vanessa Winterstein

Approximate Date/Time:

- First Meeting on 5/28
- Bi-weekly or monthly meetings following
- Implementation: January 2027 at latest; August 2026 at earliest

Approximate Date/Time:

- First Meeting on 5/28
- Bi-weekly or monthly meetings following
- Implementation: January 2027 at latest; August 2026 at earliest

Physical Space Needs: Meeting room

Proposed Budget: N/A

Core Value(s) Embodied:

This has more to do with applying our staff values than our church core values
Staff Values: Love, Collaboration, Trust, Humility applied to Session and Diaconate

Strategic Priority: Organizational Process & Communication

General Activities to Realize this Initiative:

- Determine regular communication avenues between Session, Staff, Diaconate
- Develop organizational relationship and oversight from Session as governance of BPC to Diaconate as governance of Deed Ministry to External Ministries of high and low sophistication
- Internal Deacon Clarity: Develop Procedures for Job Descriptions, Term Limits, Agendas, etc

Why Are We Doing This?

So that organizational clarity and structure within and between Session, Diaconate, and Staff facilitates healthier, more efficient, and more effective ministry.

Develop & Implement Formation/Messaging Plan for Giving/Generosity

Initiative Leader: Evan Lowell

Team: Mallory Chow & Finance Committee

Approximate Date/Time: Winter 2026

Physical Space Needs: N/A

Proposed Budget: N/A

Core Value(s) Embodied: Generosity

Strategic Priority: Organizational Process & Communication

General Activities to Realize this Initiative:

- Schedule a time with Build Initiative Team to discuss experience of the initiative and how we can carry forward practices from this initiative
- Collaborate with Mallory on role clarity and scope pertaining to this topic
- Collaborate with Zach for input on how he may/may not want to see this area developed
- Collaborate with Finance Committee for input
- Explore resources for ideas on how other churches implement this
- Decide on role clarity and develop a formation/messaging plan
- Present plan, focusing on philosophical/theological approach, to Session and Deacons for input and approval
- Collaborate with marketing team for input on how to maximize effectiveness of plan
- Collaborate with Beth/Allie on scheduling and implementation of communications
- Implement the plan

Why Are We Doing This?

So that we pursue the spiritual practices of giving time, money and gifts freely and abundantly as a congregation. This will help us, individually and corporately, embody our value of Generosity in a way that builds for the Kingdom of God through Word and Deed.

Manage & Execute Phase 2 Building Renovation

Initiative Leader: Mallory Chow

Team:

Evan Lowell and Building Committee (David and Kristen Ware, Jennifer Koontz, Sam McArthur, Will Harper, Ann and Arthur Kennedy, Ken Matlack)

Approximate Date/Time: Fall 2026 - Fall 2027

Physical Space Needs: None, yet, all of it.

Proposed Budget: Build Initiative Funds

Core Value(s) Embodied:

Renewal/Incarnation

Strategic Priority: Organizational Process & Communication

General Activities to Realize this Initiative:

- Develop a comprehensive site master plan with architects, staff, and Building Committee³⁸ that will serve as a guide for our decisions in this renovation and future renovations.
- Establish a preliminary project budget.
- In collaboration with Building Committee and applicable staff, complete design process (Schematic Design, Design Development, and Construction Documents) with Architects and Owners Rep.)
- Secure GC and establish a firm project budget and timeline.
- In coordination with Owners Rep, oversee construction project through its entirety, ensuring key decision makers are included along the way as issues arise.
- Ensure the congregation is regularly informed of project updates, timeline, progress, etc through BPC's various communication avenues.

Why Are We Doing This?

Ultimately, so that the Kingdom of God can be built through BPC. We desire to see our various ministries of BPC continue to thrive and grow, our congregation to experience God through our physical space, and be a sign of life in our community and neighborhood.