TOWSON PRESBYTERIAN CHURCH

STRATEGIC PLAN 2026-2030

Congregational Summary

For more than a year, Session has been prayerfully discerning who God is calling Towson Presbyterian Church to be and where we are called to go. Session has reflected upon our history, studied our previous vision plan of 2018 and current ministries, shared multiple congregational assessments, and listened to the congregation. This plan does not seek to change who TPC is. It builds upon the identity, call, and gifts God has already given our community of faith, while directing our energy and focus where we believe God is calling us to grow.

Values & Mission

The plan begins with a fresh review of TPC's mission & values based on all Session has discerned.

Our Values

INCLUSIVE **CURIOUS** **COMPASSIONATE** **COURAGEOUS**

Our values remain unchanged, continuing to reflect how we believe God calls us to live and serve in the world.

Our Mission

Towson Presbyterian Church cultivates curious disciples of Christ who grow in faith, strive for justice, care for creation, and embody God's inclusive love.

The new mission statement puts our values into action—formation, justice, earth care, and love in action—and gives us a shared measure for the ministries, programs, and investments we pursue together.

Listening, Learning, Discerning

As part of this process, church members and participants completed the Church Assessment Tool (CAT) in 2025, an extensive congregational survey that measured the church's health and energy, our strength and weaknesses, our culture and openness to change, and our hopes for the future. Session analyzed these results not as a strategic plan in themselves, but as an important voice in our prayerful discernment alongside our ministry experience, history, values, and life together.

Notably, the CAT identified TPC as a "Transformational" congregation—its highest category—reflecting unusually strong member satisfaction and energy. TPC is not a congregation in crisis, but a healthy, energized church with the capacity and desire to move faithfully into its next chapter.

The CAT also revealed the congregation has two overarching goals:

REACH MORE PEOPLE & WILLINGNESS TO CHANGE TO DO SO

The congregation's clearest future priority is reaching new people (particularly young adults and families) *and* incorporating them into the life of the church. Importantly, members expressed a willingness to change in order to reach and incorporate more people. That matters because this calling will require experimentation, new systems, and thoughtful investment.

DEEPEN MISSION

Members also want to deepen mission and outreach through strengthening current and developing new partnerships with organizations already serving our community.

The CAT also described TPC as a "Magi" congregation, shaped by intellectual curiosity, theological openness, and a desire to serve. That description resonates strongly with our values and with the congregation we know ourselves to be—a community that asks questions, welcomes complexity, and seeks to put faith into action.

Two Strategic Priorities Moving Forward

1. Invite More People into Belonging. Strengthen invitation, hospitality, follow-up, digital engagement, young-adult and family ministry, and pathways that help newcomers move from first encounter to meaningful participation.

2. Live Our Mission More Deeply in the World. Expand partnerships and hands-on opportunities through which we strive for justice, care for creation, serve our neighbors, and embody God's inclusive love.

How We Will Begin

The Vision Plan translates discernment into action. Some work is already underway; other goals will require experimentation, sustained attention, and additional resources.

FOCUS	WHAT WE WILL DO	EARLY BENCHMARKS
Connection & Welcome	Build on the Connection Team already underway; strengthen visitor follow-up; create clear "Next Steps" that help people move from welcome toward participation and belonging.	Launched; 90% of recorded first-time visitors receive follow-up w/in 48 hrs; avg 3+ new visitors/wk by 2027.
Digital Invitation	Launch "Plan Your Visit" and virtual-visitor pages; improve livestream experience; strengthen email, web, advertising, and social-media reach.	Visitor pages and streaming upgrades by Dec. 2026; establish baselines and track growth.
Young Adults & Families	Build a young-adult fellowship; strengthen parent/caregiver gatherings and formation, and preschool-family outreach; explore realistic college-student engagement.	Young-adult and parent relationship building; parent involvement increase throughout 2027; discern college ministry viability.
Mission Partnerships	Tell the story of TPC's impact; deepen local partnerships; discern sustainable national and international relationships that fit our values and capacity.	Mission Impact Dashboard by Jan. 2027; first new local partnership by Spring 2027.
Facilities	Study how our campus can better support welcome, accessibility, connection, and mission; and what improvements are realistically possible and financially responsible.	Session-led facility and feasibility study, including potential designs, expenses, and funding capabilities.

How We Will Know We Are Moving Forward

Growth at TPC is about far more than membership totals. We will pay attention to whether newcomers return and find meaningful connection; whether more people participate in worship, formation, mission, and giving; whether regular worshippers—both in-person and virtual—deepen their involvement in the life of the congregation.

Early measures include reaching at least 3 new visitors per Sunday, 20-25% of first-time visitors returning for a second visit, 10-15% becoming regular participants within about six months, and (over time) 50-60% of regular worshippers engaging in another area of church life. These are benchmarks, not rigid scorecards, and will be adjusted as we learn.

This Plan Will Require Resources

Session recognizes that these goals cannot simply be added to existing workloads. Living into this plan will require appropriate scale and staffing capacity, volunteer leadership and support, financial support, and, at times, outside expertise.

Not every experiment will succeed. Some goals will be challenging. The plan gives TPC permission to try, learn, adapt, and invest where we see genuine fruit rather than simply adding permanent programs.

YOUR INVITATION

The CAT told us that TPC is healthy and energized. It helped us discern our strengths, values, and identity more clearly, as well as where the congregation hopes TPC will go—OUTWARD—to reach more people and make a greater difference beyond our walls.

This plan is our prayerful response, and is an invitation to all of us to invest together in the next chapter of Towson Presbyterian Church.

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