

PCB SMART GOALS

1. PCB's aging and retiring congregation is resulting in a decline in membership as members die or move away. Increasing membership in 2026 by 40 members will help repopulate the members of PCB thereby allowing PCB to replace members with new faces. Various events can be organized to attract more families, to include bake sales, Music on the Hill, church gatherings, mission trip, etc. with an objective of increasing new family attendance and participation by at least 40 new members in 2026. Current PCB congregants are critical to attaining this goal by greeting visitors, inviting them back, sharing with them some of PCB's activities, and introducing them to other church members, thereby helping them to feel at home.

Specific – As churches from all denominations face a decline in membership, PCB's focus needs to be on increasing its membership by adding at least 40 new members in 2026. Church congregants can support this goal by identifying themselves to visitors and new members and then introducing them to others within the church

Measurable – New members are enrolled in the church registry so any membership growth is measured at the church office.

Attainable – PCB has already attracted 11 new members YTD2025

Relevant – This task is relevant to the longstanding life of PCB. New members are vitally important to keeping up the life of a church, and introducing changes that keep the church current and young feeling.

Time-Bound – This will be measured and completed end of 2026

Year 1 –

- Member growth will be measured every quarter in 2026 with adjustments to occur during the year if we are falling short of our goal of 40 new members in 2026.

On-Going

- Subsequent years will have new member growth set for the next year.

2. A vibrant Christian Ed program is critical to the growth of PCB. Towards that end, a coordinated, focused, and organized direction for PCB's CE Program to attract new family's needs to be developed and implemented. Additionally have 50 participants weekly in adult CE by end of 2026. The groups targeted would include:
 - Adults via adult ed with a goal of 50 participants in adult CE weekly by end of 2026.
 - At least 15 young adults, i.e. teenagers, to attend PCB youth events
 - At least 10 youth attending the PCB Youth Program weekly
 - Toddlers – care during church services and other church events

Specific – A coordinated and organized CE program focused on the above groups is lacking at PCB. Leaders of each group will develop programs focused on these groups. Doing this will increase church attendance (more youth attending means more parents attending) while also offering education opportunities for adults.

Measurable – The aim is to have 50 participants in Adult CE by end of 2026.

Attainable – this is a realistic and attainable goal

Relevant - This goal demonstrates a sense of proactiveness within the church. Besides, hosting regular events increases the church's visibility, making it more likely for people to join.

Time-Bound – The goal's timeline is end of 2026

Year 1 –

- Define the organizational structure of The PCB CE program.
 - Ministry to children/toddlers
 - Ministry to youth (tweens and teens)
 - Ministry to young families
 - Ministry to adult families
- Identify leaders of each group listed above to manage the activities of these groups
- Identify means to adequately fund the CE program operation and activities
- Identify most pressing needs and address those aspects so as to maintain the current programs until a revised organizational structure can be implemented.

Year 3 –

- Thoroughly evaluate CE program and make adjustments to reflect congregational needs

Year 5 –

- Means and methodologies for including all members in some ongoing CE program so that they are more fully involved in the life of PCB.

3. PCB has traditionally had a deficit budget where annual spending is greater than the receipts. This is no longer a sustainable model, so a realistic annual budget needs to be set and then worked so as not to be exceeded. Congregants can support this goal by generous giving of their resources, time, and talent to keep the programs currently offered, while adding new ones.

Specific – Deficit spending is no longer a model that works at PCB, so a realistic budget needs to be set, and then monitored so as not to be exceeded. Committees need to set realistic budgets and then work to ensure they are not exceeded during the year.

Measurable – Monthly financial statements will monitor spending and alert Elders when it is exceeded so appropriate steps can be taken to bring it back within budget.

Attainable – When budgets are set, committees should be able to manage within their budgets so as not to exceed their plans.

Relevant – Having a viable and realistic budget and living within it is an important goal at PCB for responsible stewardship.

Time-Bound – Budget vs Expenses are monitored monthly with all spending vs budgets reviewed year end 2026.

Year 1 –

- 2026 budgets to be submitted by committees by the beginning of September 2025 with the final budget to be ready by October 2025.
- Review expenses vs budget monthly and make adjustments as necessary to spending and unbudgeted expenses.

On-Going

- Monthly review of financial statements to ensure PCB stays within budget.

4. PCB needs to improve its transparency so congregants have a better understanding of the workings of the church. This would include financials, committees and their work, updates on programs the church offers, and improved communication to and with the congregation.

Specific – While PCB offers a lot, most are unaware of many of the offerings as well as what the various committees do. Putting SMART Goals for the committees, Session, and PCB will help people understand what the direction and goals of these groups are. Publishing the members of various committees, committee minutes, Session minutes, and PCB financials monthly, will significantly improve transparency, while also keeping members up to date on what is on-going at PCB. Congregants can help with this by reviewing the information on PCB's web site and sign up to join committees that interest them or where they have a skill set that the committee can use. Congregants also need to view the web pages frequently as they are fluid documents that are updated frequently.

Measurable – Reviewing PCB's web site and the count of those that visit the site, will help understand the usefulness of the site, and which pages are visited the most. Feedback from congregants will also help in understanding whether more information (i.e. transparency) is needed.

Attainable – Web pages are being worked on currently, with the expectation that transparency can be improved by June 2026.

Relevant – This task will help eliminate confusion as to who does what at PCB, what is being offered, who is on what committee, and what direction is PCB headed. As non members looking for a church check out PCB's web site, the improvement in transparency will provide a better sense of what PCB is all about.

Time-Bound – Transparency improvement should be well along by June 2026.

Year 1 –

- SMART Goals are posted for all groups and committees
- Financials are posted monthly
- Session minutes are posted monthly
- Committee reports and committee members are posted and updated as needed

On-Going

- Updating the web pages by committees and church groups is critical to the success of this initiative, as it will build trust and confidence in the congregation that PCB leadership is moving PCB forward