

STRATEGIC PLAN 2020

Leadership: To develop internal leadership and enhance our role as community conveners.

Professional Leadership

Ministry:

- A. A skeleton plan for the minister: 1) percentage time of minister, 2) budget, 3) responsibilities (internal and external outreach), 4) timeline, 5) congregational input
- B. A plan for calling a minister: 1) budget, 2) process (search team, congregational input), 3) timeline

Staff:

- A. Assess positions needed
- B. Hiring process
- C. Evaluation process (2-way process)
- D. Appreciation
- E. Support
- F. Individual work plan objectives flowing from organizational plan (2-way process)
- G. Professional development (minister/staff)

Lay Leadership

Training:

- A. Process skills: 1) communication, 2) planning, 3) conflict resolution, 4) group process (e.g. conducting meetings)
- B. Technology: 1) training for staff, 2) training for members
- C. Hospitality
- D. Programming: 1) skill, 2) content
- E. Diversity
- F. External training

Community Outreach (Convener):

- A. Collaborative events: 1) number, 2) groups
- B. Marketing efforts
- C. Representation in pertinent groups
- D. Focus areas and groups: 1) lead, 2) participate

Volunteer Development:

- A. A process for volunteer and leadership development: 1) ways to identify and mentor volunteers and leaders/ strengths and interests, 2) training/preparation, 3) support and assessment
- B. A plan for volunteer appreciation

Programming: To develop programming and outreach that equips us to become a beacon to ourselves and others.

Lifespan religious education:

- A. Assess existing programs/needs/resources
- B. Marketing internally and externally, attract Nones

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- C. Adult: 1) new activities and programs, 2) using internal & external space, 3) increase participation, 4) quick availability for new visitors, 5) special issue events/forums
- D. Youth: 1) new activities and programs, 2) using internal & external space, 3) increase participation
- E. Intergenerational: 1) new activities programs, 2) increase participation

Social justice:

- A. Develop sustained relationships with key community partners: 1) develop the capacity to respond as needed to social and environmental issues as they arise, 2) assess community contacts/channels, 3) special collections, 4) UU the Vote, 5) act as community conveners based on our liberal faith tradition and values
- B. Internal projects/events: 1) intergenerational participation, e.g. milk weed bombs, 2) special collections, 3) other
- C. Congregation sponsored events

Sunday service & music:

- A. Leadership development for Sunday services: 1) facilitators, 2) speakers, 3) planners
- B. Support strong music program: 1) innovation, 2) intergenerational involvement, 3) excellent paid staffing
- C. Assess strategies to ensure strong, effective team: 1) evaluate number and diversity of members, 2) ensure support for summer programming, 3) assess resources

Community outreach:

- A. External: 1) community conveners based on our liberal faith tradition and values (see SJ), 2) Other events/activities, a. fun, b. educational
- B. Combined events: 1) partnering with community organizations, 2) building coalitions, 3) forums and educational events

Fellowship:

- A. Fun:
 - 1) dinners
 - a. in-home gatherings (e.g. Circle dinners)
 - b. full congregation
 - 2) family: i.e. Fab Fridays, outdoor activities
 - 3) adult: i.e. outdoors, plays
 - a. singles/couples
 - b. all adult
- B. Celebrations: 1) holiday, 2) Fellowship milestones

Sustainability: To build our capacity to accomplish our vision and mission.

Finance/Stewardship:

- A. Increase pledges
- B. Develop multifaceted stewardship plan: 1) related social activities, 2) communication with fellowship & individuals, 3) year-long education on generosity, gratitude and planned giving, 4) Consider additional fund raising
- C. Increase communication on financial status of the fellowship

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- D. Pursue possible grants
- E. Pursue revenue generation, e.g. facility rental

Members/Friends:

- A. Increase members/friends: 1) attract “nones,” 2) attract more families, 3) attract more diversity
- B. Retaining members/friends: 1) nurturing spirit, 2) pastoral care, 3) maintaining/increasing connection to fellowship/individual members/friends
- C. Connection program for new members/friends

Facilities: To ensure we have the facilities to accomplish our internal and external goals.

Building:

- A. Usage by members & others
- B. Assessing needs/usage
- C. Maintenance planning
- D. Aesthetics
- E. Assess and maintain safety and security

Grounds:

- A. Maintenance
- B. Aesthetics
- C. Usage for activities
- D. Parking assessment/plan

Using community resources:

- A. Events in parks/other facilities/ buildings
- B. Retreats for planning or spiritual growth

Management Systems: To develop and enhance (mission-driven) management systems that support: planning , technology, reporting and communications.

Planning process:

- A. Establish the practice of creating an annual plan based on the strategic plan
- B. Board review progress on annual plan quarterly and annually
- C. Teams review progress on annual plan quarterly and annually
- D. Congregation repeats strategic planning process in 2025

Technology:

- A. Ensure fellowship has updated equipment and software
- B. Develop overall technology plan and funding for it

Communications:

- A. Improve internal systems; 1) between teams, 2) between board and teams, 3) between staff, 4) between staff and volunteers, 5) congregation as a whole, 6) increased marketing of programs/events
- B. Improve external systems; 1) religious organizations, 2) community organizations, 3) UUA and mid-America region, 4) increased marketing of programs/events
- C. Develop creative and fun strategies of communication

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Marketing:

- A. Develop marketing plan to increase the visibility and identity of the fellowship in: 1) media, 2) community, 3) community organizations, 4) religious organizations, 5) congregation, 6) website
- B. Implement the plan
- C. Assess performance of marketing plan

Organizational clarity:

- A. Develop clear organizational chart; 1) supervisory relationship, 2) accountability structure
- B. Assess previous restructuring of teams from the 2015 strategic plan and update for current use
- C. Publicize to teams and congregation as whole