

# UUCMP Strategic Plan 2024-2027



Our Strategic Plan focuses our energies in three areas, in order to:

1. Enhance and Enrich Religious Exploration for our Community
2. Improve Welcoming, Advertising, Outreach
3. Foster Connection & Involvement for Members



## 1. Enhance and Enrich Religious Exploration for our Community

Outcomes	Action Steps	Participants	Financial/Staff Resources	Start/End Date	Considerations/ Interested Individuals	Completion Benchmark
<b>1.1 Engage our children continuously across age groups</b>	Fortify our Children’s RE Program <b>Including:</b> - Increase number of RE classes - Promote adult volunteer involvement in RE	DRE, COFM	DRE & COFM	May 2024	- Develop/publish curricula or syllabi for all classes (Rebecca Irwin)	More classes, Curricula published, More volunteers
	Provide opportunities for multi-generational engagement <b>Including:</b> - promote parent/community awareness of RE - Focus/interact RE classes with Soc. Justice and Environ. Justice committees - Create more musical opportunities for youth involvement in services	DRE, COFM, MD, Social Justice Committee	DRE & COFM  LE Committee	May 2024	- Nature experiences for childrens and adults (Don Reynolds) - Childrens’ craft sales (Warren Finch) – Musical ideas (Wanda Sue Parrott) – Soc. & Env. Justice (Nan Foster, Amy Blondell)	More activities
<b>1.2: Improve our RE transition from children to Young Adults</b>	Build a learning “bridge” from children’s RE to young adult RE <b>Including:</b> - Develop adult/young adult RE opportunities for newcomers - Encourage church committees to engage our children	DRE, LE Committee, COFM, Program Council	DRE & COFM  Young Adult Group	May 2024	- Adult Opportunities for new comers (Celia Barberena) - Reestablish “coming of age” field trips -e.g. to Boston (Corey Brunson, Dennis Hamilton) - Children/ committees (Mary Kay Hamilton)	
<b>1.3: Reinvigorate and organize Adult Learning Experiences</b>	Expand RE for life-long learners <b>Including:</b> - Develop an integrated RE learning experience from pre-K thru adult - Restart LE Committee	DRE, COFM, MIN, LE Committee	LE Committee	May 2024	- Life long Learning (Robert Brunson, Corey Brunson) - Personal spiritual odysseys (Bob Sadler)	Reinvigorated LE

<b>2. Improve Welcoming, Advertising, Outreach</b>						
<b>Outcomes</b>	<b>Action Steps</b>	<b>Participants</b>	<b>Financial/Staff Resources</b>	<b>Start/End Date</b>	<b>Considerations/ Interested Individuals</b>	<b>Completion Benchmark</b>
<b>2.1: Improve our Welcoming environment</b>	Move to 2 services when the worship attendance dictates (average monthly in-person attendance over 100)	WAs, Membership Committee	MIN, DRE, MD - Increased staffing costs?		- Parking & Coffee Hour logistics - timing of services, choir, RE, zoom, etc.	
	Improve the Greeter experience <b>Including:</b> - Provide greeter training - Increase number of greeters/ ambassadors or floaters - Identify & utilize zoom greeters - Welcome all who come through the door	Membership Committee  -		May 2024	- Improved greeting (Nan Foster, Rose Lovell, Kathleen Craig, Dennis Hamilton, Mike Lovell, Meredith Harrill) - Try to match visitors with members (Be Astengo, Rose L., Lauren Keenan, Sharon Sadler, Carol Collin, Kathleen C.) - More explicit welcome for families, parents & children (Carol Greenstreet, Susan Holland)	
<b>2.2: Advertise more and better</b>	Improve signage <b>Including:</b> - Evaluate street sign effectiveness - Evaluate Bulletin board placement & effectiveness - Evaluate advertising options - Design & implement measurement methods	B&G Committee, Communications Committee	Advertising funds	May 2024	- Signage (Robert Brunson) - Advertising options (Kathleen Craig, Meredith Harrill)	
<b>2.3: Reach out to the community to connect and network</b>	Identify organizations to connect with (CSUMB, parents with children, LGBTQ+, Ohana, etc. Then reach out.	Communications Committee, COFM, Soc. Just., Inclusion TF	MIN, DRE		- Coordinate with RE (Don Reynolds) - LGBTQ+ (Amy Blondell) - Tabling (Konny Murray, Rebecca Irwin)	
	Train members how to present ourselves as Unitarian Universalists And specifically UUCMP to visitors, neighbors, or others (elevator speech)	Membership & LE Committees	MIN	May – Oct. 2024	(Susan Holland, Alora Daunt & Jon Letts)	

<b>3. Foster Connection &amp; Involvement for Members</b>						
<b>Outcomes</b>	<b>Action Steps</b>	<b>Participants</b>	<b>Financial/Staff Resources</b>	<b>Start/End Date</b>	<b>Considerations/ Interested Individuals</b>	<b>Completion Benchmark</b>
<b>3.1 Increase Opportunities for Social Connection</b>	Form a Social Committee <b>Including:</b> - Organize Circle Suppers - Monthly potluck & activities	Membership Committee, Social Committee		May 2024	(Be Astengo, Celia Barberena, Lauren Keenan) - Circle Suppers (Celia Barberena)	More social events
<b>3.2 Connect Old &amp; New Members</b>	Provide targeted opportunities for connection <b>Including:</b> - Encourage families to take new members under wing - Book discussions	Membership Committee	MIN	Sept. 2024		
	Better management of bulletin boards with group events/activities	Communications Committee	Admin staff	May 2024		
<b>3.3 Build Church Leadership</b>	Identify potential leaders <b>Including:</b> - Support work of Leadership Committee	Leadership Committee	MIN, UU Resources	May 2024	(Mary Kay Hamilton, Mibs McCarthy)	Active leadership committee
	Provide Leadership development opportunities <b>Including:</b> - Publicize regional and denominational workshops and conferences - Develop and implement "Pathway to Membership" - Identify and coordinate member "Talents, Experience, Interests"	Leadership Committee, Membership Committee, LE Committee	MIN	Sept. 2024	(Mary Kay Hamilton, Robert Brunson, Doris Beckman, Celia Barberena, Nan Foster) -County resources (Be Astengo) - offer groups about what it means to be UU - Congregational exchange - Visit other congregations	More leaders trained
<b>3.4 Increase Participation on Committees</b>	Publicize Committees and Their Activities <b>Including:</b> - Invite committees to offer Sunday "Committee Matters" & tabling - Encourage use of bulletin boards and posters posted - Offer regular work parties	Program Council	Program Council & Leadership, MIN, Admin staff	Sept. 2024	- Enhance and/or "distribute" Connections Fair, paragraph in newsletter, tables in welcome hall (Lauren Keenan, Don Reynolds)	More robust and diverse committees