

Strategic Plan Goals 2014-2015

Introduction

Our Mission: *Inspired by the wisdom of diverse religious traditions and our own history of ethical engagement, we strive to nurture spiritual growth, support and care for each other, and effect change through our love for the world.*

The Community Church of Chapel Hill has invested almost three years in setting its course for the next decade. First the congregation adopted its mission (2010) then its vision (2012). The goals and actions included in this document reflect the thoughts, dreams and planning of many members. They were developed through a process that was meant to help the congregation decide how it could fully engage in fulfilling its mission and vision. The strategic plan offers a path toward our collective desire to: a) live our vision; b) keep our faith community vital, engaged and healthy; c) communicate more effectively about Unitarian Universalism to a broader community; and d) increase our individual capacity for social justice and service work.

Members of the congregation, the Board, the Church Council, ministry and committee members and staff have been involved in creating the strategic actions described in this document. An overview of the strategic planning process is included at the end.

In reviewing this plan there are several essential points to consider.

- **Scope.** This is a three-year plan. The actions completed through 2015 will serve as a foundation for future actions (2016-2020). The focus of the first three years of the plan is education, planning, and providing infrastructure and financial capacity for future actions. The plan will be intentionally revised each year, taking into account the financial resources of the church.
- **Flexibility.** The actions described in each section are intentionally open to allow room for committees, ministries, and church members to adapt and modify as needed.
- **Finances.** A financial plan was developed to support the strategic plan. In order to achieve the elements of this plan we need to be both realistic and forward-thinking in terms of resources – including time, people and money. If we don't have enough resources, then we simply will not do parts of the plan. The financial plan outlines a path to affording our goals. It shows how we can achieve our financial goals either by increasing membership or by increasing pledge commitments from current members, with an understanding that in reality it will be some combination of the two strategies. An important focus of the financial plan for the next three years is to build the capacity to hire an assistant minister.
- **Growth.** The congregation has strongly affirmed that it wants to remain a midsize church (under 500 members). So our growth assumptions reflect that intention. Although the plan allows for and anticipates some growth, the plan assumes that the maximum number of members we might add by 2020 is 125, at which point we would reach the maximum for a midsize church. The plan is flexible and recognizes that it is very possible that we will not add 125 members by 2020. Growth is dependent on many unknown variables, and we are not counting on it.

- **New Settled Minister.** The plan acknowledges that the talents, interests and vision of our new minister play an important role in our work together. We have intentionally left time and space in the plan for developing our relationship with the new settled minister. Goals and objectives include opportunities for the new settled minister to be involved in the implementation of the plan. Our plan is open and flexible to allow the new settled minister to engage with the vision and help shape how it becomes reality.
- **Governance.** The Board of Trustees is responsible for the implementation, monitoring and evaluation of the Strategic Plan, including the establishment of new committees and ministries. Each component of the plan includes suggested measures of progress and success – committees and ministries will further develop, change and/or adapt these measures as they begin to implement their activities.
- **Enhanced Programs and New Initiatives.** In the visioning process we committed to building and expanding our excellent existing programs as well as pursuing new initiatives. In the plan below, the Enhanced Programs are listed first and New Initiatives are listed second. They are not listed in order of priority.

This document briefly describes the vision, goals, actions and initial success measures (vital signs) for each of the 11 vision blocks affirmed by our congregation. The most important part of this plan is **the fact that it is a living document that is meant to serve only as a guide**. Goals and actions can and will be modified over the years. It is fully recognized that there is a need for additional resources, both volunteers and financial, in order for us to fulfill the ambitious goals that were created. This plan provides us with a framework as well as specific actions and partnerships to move us forward to live our collective mission.

The 2014-15 plan described below covers the goals as determined by the ministries and committees involved with the programs. Some goals remain unchanged while some goals have been modified. The Caring Ministry will update their goals once the new settled minister begins in August, 2014.

Activities supporting the goals can be found in the appendix as well as the annual report located on the church website: <http://www.c3huu.org/>

ENHANCED PROGRAMS

Vision Block: Worship and Arts

Committee / Ministry: Worship Ministry

Goal One: Continue to recruit an evermore diverse group of worship associates, including at least two young adults to assist the minister in the pulpit. Specifically recruit at least one more male associate by the Fall. We strive to reflect the congregation's diversity.

Any modifications to this goal? NO

Goal Two: Bring guest ministers and lay people in to speak over the summer and at special services in order that the congregation may hear a diversity of voices. This is in service to the congregation's continued spiritual growth and to provide us with intellectual and ethical inspiration.

Any modifications to this goal? NO

Goal Three: In order to assure a smooth transition during the ministerial transition, keep continuity on Sundays and maintain a sense of community and momentum over the next church year. We will help to orient the Settled Minister and support his or her work.

Any modifications to this goal? NO

Goal Four: We will schedule and sponsor an annual meeting with all committees that contribute to the Sunday Service experience: Art, Music, Sound Room technicians, Flower Committee. This is in service of our mission to care for each other, and in recognition of the interdisciplinary nature of our committees and ministries.

Any modifications to this goal? NO

Activities for this Goal: set a date for a meeting with all the above

Goals from the original plan

1. Beautify our existing worship space and create new worship spaces. (*Worship Ministry, Buildings and Grounds Committee, Art Team*)

- Hold more services at Memorial Rock, primarily in the fall and spring.
- Engage in the space assessment, space utilization planning and capital campaign process. *(Have begun the space assessment.)*
- Increase art that is part of the buildings and the grounds.

2. Improve upon and expand our current worship experience. (*Minister, Worship Ministry, Communications Committee*)

- Expand our audiovisual and technical capacity.
- Open a dialogue with our new settled minister about how to incorporate diverse and multicultural worship styles in Sunday worship without misappropriating rituals and how to engage in shared worship with other faith groups.
- Ensure that the budget for honorariums for outside speakers is fully funded. *(DONE.)*

3. Extend our worship experience into the larger community. (*Worship Ministry, Caring Ministry, Communications Committee, Sound Team*)

- Reach out to shut-in members and conduct services with them in homes or at continuing care retirement communities.
- Collaborate with Communications Committee and Sound Team to stream our services to shut-ins and others who can't attend services in person.

- We will improve our communications with the broader community outside the church to advertise our Sunday services. *(Communications Team is working on this.)*

4. The Worship and Arts program will continue to be accountable, accessible and relevant to the congregation. (Worship Ministry, Minister, Art Team)

- Worship Ministry will improve communication with congregation. *(Communications Team and the Board are working on this.)*
- With the new settled minister, we will solicit input and feedback from multiple sources to continue to evaluate and improve the Worship and Arts program.

Vision Block: Music

Goal One: Improve participation in congregational singing

Any modifications to this goal? NO

Activities:

- Ensure sufficient quantity and quality of hymnals
- Increase the organization of hymn sings to help the congregation sing with heart and soul
- Maintain adequate funding to retain an excellent music director *(Budget for 2014-15 allows for further education and training opportunities for the director.)*
- Provide and maintain high quality musical instruments and sound equipment

Goal Two: Provide regular music in the Children's Religious Education program

Any modifications to this goal? NO

Activities:

- Organize musicians and choir members and train RE volunteers
- Determine how to have the RE folks enjoy choir presentations in the service from time to time

Goal Three: Encourage greater participation in the overall music program

Any modifications to this goal? NO

Activities:

- Create evening programs, including an "open mic" style coffee house comprising members and friends, and inviting the general public
- Hold big events to encourage more people to participate in the music program *(see the Annual Report for a listing of events held Jan-June, 2014.)*

- c) Create musical programming for people of all ages, ability and experience (*see the Annual Report for a listing of events held Jan-June, 2014.*)
- d) Produce a brochure outlining musical activities available at the church
- e) Maintain a current and attractive bulletin board for the music program in the Commons area
- f) Implement ways to create an ongoing awareness of the various opportunities in the music program
- g) Coordinate with MUUSE (Musical UU Social Events), a group of people who plan social activities for the Community Church Choir.

Goal Four: Use music to support social justice issues, community outreach and bring people together around issues, e.g. benefit concerts

Any modifications to this goal? NO

Activities:

- a) Work with the Social Justice Committee and other groups to organize concerts with social justice themes in mind (e.g. the May 4 Emma's Revolution concert against Amendment 1 with Standing on the Side of Love)
- b) With the Music Team and interested musicians, organize at least one coffee house concert to work out what is involved and get a group of people to help organize
- c) Extend our music to the people we care for through the Caring Ministry (homebound and residents of local retirement communities).

Vision Block: Caring (updates forthcoming after settled minister starts Aug, 2014.)

Vision Block: Lifespan Religious Education

Goal 1: Add additional space for Religious Education programs. (*Board of Trustees, Children and Youth Ministry Teams, Spiritual Exploration for Adults, Congregation*)

- o Any modifications to this goal? YES
- o Include accessibility in space assessment.
- o Activities for this Goal: SEA will participate in the space needs assessment team relating to SEA program needs.

Goal 2: Develop and implement a "Sunday School" program for adults (*Spiritual Exploration for Adults*)

- Any modifications to this goal? YES
- SEA cannot take on establishing adult Sunday School. We are working on feasibility. Add additional governance teams to meet this goal. Adult Sunday School requires structural church-wide programming. *[Sunday services will be earlier in the day beginning Sept, 2014.]*
- Activities for this Goal: Create questions for the congregational survey assessing preferences and ideas for space, schedule and structure for an adult Sunday school program. Conduct survey of other UU adult Sunday school programs.

Goal 3: Strengthen multicultural and multigenerational components of Religious Education for all ages. (Minister, Director of Lifespan Religious Education, Spiritual Exploration for Adults, Children's and Youth Ministry Teams, Faith in Action Ministry)

- Any modifications to this goal? YES
- It would be good if we could know more about what multicultural components might be.
- Activities for this Goal: Identify potential courses addressing multigenerational, and multicultural courses.

Goal 4: Develop and strengthen programs that integrate children and youth into the life of the church and build a UU identity so that they remain in the church throughout childhood and are more likely to remain Unitarian Universalists as adults. This program will include programs on UU identity for parents. *(Children and Youth Ministry)*

Any modifications to this? NO

Activities:

1. Support some activity for children related to ECO's Share the Plate designee or Earth Day
2. Continue to seek high school student/s with interest as advisor or participant in ECO
3. Identify some environmental interests of high school youth and support their efforts in one or more areas
4. Continue to seek opportunities for environmental program ECO might present to middle school youth or support one they develop for other groups

Goal 5: The minister will continue to give oversight to, and when possible expand, current programs that enable individuals to develop a personal spiritual practice, such as Wellspring, Covenant Groups, and Building Your Own Spiritual Practice. (Committees and Ministries)

Any modifications to this goal? NO

Activities : We will offer BYOSP annually.

New activities for 2014-15

1. Reintroduce Building Your Own Spiritual Practice (BYOSP).
2. Evaluate the need for a post-BYOSP course that might offer the opportunity to participants to become more deeply involved in their spiritual practice.
3. Offer a lay leadership course, perhaps based on Harvest the Power from UUA, provided we can find a facilitator.
4. Plan a more ambitious spiritual retreat for spring 2015, perhaps with a leader like Tara Brach.

Vision Block: Justice and Service

***Vision:** We have an active social justice ministry with engagement by members of the congregation as individuals on issues as well as a churchwide focus on topics identified by the congregation. This ministry includes collaboration with aligned groups beyond our walls and strong links to UUA social justice work.*

Goals:

1. Establish a Justice and Service Council to effectively advocate for, coordinate (where appropriate), evaluate impact, and publicize the justice and service ministries of the church. (*All Justice and Service Ministries*)

- Create council.
- Implement and evaluate goals identified by the council.

DONE.

2. Improve communication with congregation about the activities of the service and justice ministries of the church and opportunities for action and learning. (*Justice and Service Council and staff*)

- Implement a justice and service newsletter for the congregation in a variety of formats.
 - Implement social media strategy and continue to improve and evaluate communications.
- Any modifications to this goal? NO

3. Strengthen coordination and collaboration on justice and service projects with local Unitarian Universalist congregations and with the Unitarian Universalist Association. (*Minister, Justice and Service Council*)

- Host a cluster meeting of the justice and service ministries from local UU congregations to meet, share information, and make connections.
- Identify and implement successful strategies which will improve coordination among congregations.

Any modifications to this goal? NO

Activities for this goal:

1. Continue to strengthen connections with ERUUF's Ministry
2. Build connections with at least one other UU fellowship
3. Support UU grassroots effort to divest UUA Common Endowment Fund from fossil fuels (*withdraw if accomplished at GA 2014*)
4. Continue to build familiarity and utilize UUA resources for topics of interest, potential programs

Committee / Ministry: **Justice United leadership team**

Justice United by its very nature serves the vision of Justice and Service, the reason we exist is to “collaborate with aligned groups beyond our walls” to empower people in the community to organize for social change. The Justice United leadership team conducts Listening Sessions on a regular basis to identify topics of concern to the congregation.

New Activities: Raise 2013 Dues

Ideally our annual dues would come to \$2770, or \$10 for every member household.

Any modifications to this goal? YES

We have not been able to raise the full \$10/member household for the past few years, but we are, nevertheless, among the strongest supporters. Justice United doesn't expect us to bring in more than we have been, about \$6-7 per member household. For the year 2013, we paid \$1788.75.

Activities:

- a. STP
- b. Basketball Parking
- c. determine whether or not there is a need to have a second STP or other fundraising.

New Activity Two: Conduct Listening Sessions

- a. Recruit new folks
- b. Conduct Listening Sessions within The Community Church F
- c. Identify Community Church folks who are interested in particular future projects of Justice United

Any modifications to this goal? YES

Justice United asks us to identify member concerns on a regular basis; this work is as useful to our Faith in Action Justice Council as to Justice United. **So we have added to our goal that we will take an active role in the Justice Council.**

In 2014, we will be trying a different form of Listening sessions.

This has not happened yet, so we cannot evaluate it for the following year.

Activities for this goal: we will send a representative to the quarterly meetings of the Justice Council, and bring information and ideas to and from both bodies.

New Activity Three: Increase the number of people involved with some aspect of the work of Justice United and develop a sense of partnership with members of other faith and /or identity groups.

Any modification to this goal? NO, it is already consistent with the strategic plan as is stands.

Activities for this Goal:

A. Within the Team.

- a. Conduct Team meetings 4-6 times a year. Recruit new members
- b. Participates in regular meetings of Justice United Countywide Leaders (~every 6 weeks)
- c. Distribute ourselves in different working groups of Justice United

B. Within the Greater Congregation

1. Communicate about the work of Justice United to the congregation.
 - a. Continue regular Newsletter, Bulletin and Email updates about issues, Actions and Alerts concerning the work of Justice United. *Continuing*
 - b. Transfer our internal interest email list to the data list of Justice United to facilitate New and Alerts going out directly to interested folks. *DONE*
2. Participation in the work of Justice United
 - a. Give the congregation a range of possible ways to be involved in the work of Justice United: from single time to long term involvement
 - b. Bring 10-20 people to a Fall Assembly (we brought 8, but two of those planning to attend were ill)
 - c. Raise awareness and support for the new agenda as it is developed.

Justice United leadership team at the Community Church:

Ruth Gibson, Joan Garnett, Lynn Harmon, Marilyn Alexander

Any Additional Goals/Activities:

Committee / Ministry: ECO

ECO has a mission to educate, encourage and support the church and its members to take actions toward sustainability. This mission overarches multiple areas of the church's Strategic Plan. ECO members take this role seriously, supporting goals in several blocks, for 2014-15 as indicated below.

Vision Block: Growth and Stewardship

Vision: *We have an enduring commitment to the fiscal health, accessibility, and sustainability of our church. We are good stewards of our buildings and the environment. Our growth is supported by increased ministerial and support staff where needed.*

Goal 1: Conduct space assessment, develop space plan based on assessment, and conduct capital campaign to fund new space.

Any modifications to this goal? NO

Activities for this Goal: ECO member will continue to participate on space assessment taskforce with eye to sustainable practices and materials

Goal 2: Add staff hours as needed to support growth and program needs. Begin funding additional ministerial position and increase annually.

Any modifications to this goal? NO

Goal 3: Conduct annual satisfaction survey and report vital signs to the congregation in an annual report to be overseen by the Board of Trustees.

Any modifications to this goal? NO

Growth and Stewardship - Tentative New Goal on Environmental Sustainability *Although being good stewards of our building and the environment are parts of the descriptive vision for this block, no church goals or measurements are specified.*

Activities for this goal: Study if and what to submit as a possible church environmental sustainability goal

Vision Block: Welcoming

Vision: *We provide a warm, inclusive, vital, and supportive culture for visitors, newcomers, members, and associates. We effectively welcome and integrate newcomers and new members. We provide ongoing support to help newcomers, members, and associates discern how to share their time and talents and how to connect at church. We create and maintain visibility as an inclusive congregation that stands on the side of love in our extended community.*

Goal One: Create a welcoming environment at Sunday services for all, including visitors and newcomers to the church.

Any modifications to this goal? NO, although we did add activities for this Goal based from the Strategic Plan.

Membership Activities:

1. Staff visitors welcome table and newcomers table on Sundays using established protocol and assist with new member orientation sessions and recognition services.
2. Secure and train greeters for Sunday services.
3. Monitor supplies for Sunday coffee hours and purchase those that cannot be ordered by the administrative staff.
4. Update materials to clearly provide ways in which both newcomers and established members wanting a deeper commitment can plug into church activities.
5. Expand the newcomers table to accommodate such things as Directory updates and information on upcoming Fellowship events.
6. Identify people who are willing to float as greeters after Sunday services and develop guidelines to distribute to this group of floating Greeters.
7. Obtain ongoing feedback from visitors, new and existing members, and other committees and ministries to improve the effectiveness of our Team and the welcoming culture of our Church.

Goal Two: Facilitate increased recognition and interaction between new members and existing members and associates to foster a more inclusive community.

Any modifications to this goal? NO, although we did add activities for this Goal based from the Strategic Plan.

Membership Activities:

1. Complete the rollout of our membership photo directory.
2. Encourage nametag usage and radical hospitality practices to help new members and newcomers assimilate to the congregation and church activities more seamlessly.

3. As a Team, commit to attending future Diversity and Multiculturalism Workshop(s) sponsored by the Faith in Action Team.
4. Assign and track “welcoming” calls to new members, request biographies to include in the monthly newsletter, take and display photographs of new members on a prominent bulletin board.
5. Hold new member receptions at someone’s home after each new member recognition service to provide one-on-one face time between the new members and the membership team and the Minister.

Goal Three: Assess Membership Team Web presence and initiate changes as identified.

Membership Activities:

1. Work with Director of Welcoming Ministries and other Church staff/volunteers to improve Web content to create a more welcoming portal for prospective new members and visitors.
2. Rollout online directory community and help members take advantage of its features to know each other better.

Original Goal Three: **Implement a process to evaluate the church’s fellowship offerings and develop new programs that build connections between visitors, newcomers, members, and associates.**

- Form a Fellowship Committee, develop a three-year plan based on the results of *Evaluating Your Membership Process* and implement.
- Roll out fellowship activities.

DONE.

New Initiatives

Sacred Grounds

Vision: *Our buildings and grounds project our welcoming spirit to the larger community and provide spaces that encourage spiritual, meditative, and educational growth.*

Goal 1: To create sacred grounds - a beautiful campus that communicates and reflects our values and theology to our congregation and the public with meditation spots, education spaces and walking trails, including improved access to our grounds and buildings. (*Sacred Grounds Task Force*)

Any modifications to this goal? NO

Activities:

1. Share environmental opportunities, concerns, impacts, alternatives as plans are developed (rain gardens; natural, local, reuse of materials . . .)
2. Advocate balancing vision/goals with protection of our rather unique “island” of wildlife and nature in the midst of a residential and university setting
3. Support solar panel installation as long as that remains a viable option
4. Begin collecting ideas and identifying what steps and resources might be involved in preparing such a nature guide for our grounds
5. Explore possibility of holding at least one citizen scientist or “Thoreau” event

Goal 2: Create memorial area around Memorial Rock and the amphitheater. (*Board of Trustees*)

Any modifications to this goal? NO

Activities:

1. Serve on Memorial Rock taskforce
2. Advocate balancing vision/goals with protection of our rather unique “island” of wildlife and nature in the midst of a residential and university setting

Goal 3: . Improve level of maintenance for both grounds and buildings. (*Board of Trustees, Congregational Administrator, Buildings and Grounds*)

- Conduct an assessment to establish what staff, volunteer and contract configuration is needed to clean and maintain the facilities and grounds.
- Expand and develop Buildings and Grounds Committee to meet unexpected maintenance needs, operations policies and long-term planning.

Develop and begin implementing maintenance plan based on assessment

Any modifications to this goal? NO

Vision Block: Diversity

Vision: *We are a welcoming, multigenerational, multifaith, and multicultural congregation.* We initiate programs that grow our skills to increase and sustain the diversity of our church community and to live and interact with integrity in an increasingly diverse world.*

** Multiculturalism means nurturing a religious community where people of all races, ethnicities, religious backgrounds, sexual orientations, and cultures see their identities reflected and affirmed in every aspect of congregational life – worship, fellowship, leadership, governance, religious education, social justice, etc.*

Goals:

1. Increase the individual and congregational competence and commitment to multicultural ministry by participating in structured learning opportunities designed by the UUA and in consultation with UUA leaders. (*Faith in Action Ministry and the Congregation*)

- Offer the Weaving the Fabric of Diversity program to our members, associates, and youth.
- Offer the Building the World We Dream About program to our members, associates, and youth.
- Offer Beloved Conversations, Jubilee training, JUUST Change training, or some other appropriate advanced training.

Any modifications to this goal? NO

2. Ministry, committee and task force members will identify and implement strategies in their areas, which support our collective commitment to being a welcoming, multigenerational and multicultural congregation. (*All groups in the congregation*)

- Engage members of the different groups in learning about potential strategies to implement in their areas. They will then develop a plan for acting on some of those strategies.
- Implement strategies.
- Evaluate programs and make any needed revisions to strategies and plans.

Any modifications to this goal? NO

3. Board of Trustees, minister, staff and leaders will engage in a formal and continuous process of discernment and evaluation of our progress as a congregation toward our diversity goal. They will be open to new directions and opportunities for our growing multicultural ministry and will commit to participate in the programs offered in Goal 1. (*All leaders*)

- Establish a diversity task force to develop and guide the implementation process for this goal.
- The diversity task force will evaluate the success of our diversity program and in consultation with the Ministry and Management Team make recommendations to the Board about how to proceed with any needed changes and next steps.

Any modifications to this goal? NO

Vision Block: Communications & Technology

Vision: *We communicate effectively within and beyond our walls. We use inclusive and interactive technology that encourages involvement, commitment, and spiritual growth.*

Committee Members: Kathy Farinola, Marya Ilgen-Lieth, Ruth Leopold, Sindy Barker, Mark Smith (consultant)

Description

Internal and external communications, whether traditional or technology-based, are central to the mission of the Community Church. Volunteers and staff have done an admirable job at maintaining and improving the effectiveness of the church's communications. However, the Communications Committee and others with whom we've spoken are aware of further necessary improvements, which require special expertise and/or fees. These improvements are necessary to ensure that:

- members and associates are able to access the information they need in an appropriate format, whether traditional or electronic
- staff and volunteers can communicate as needed to carry on the work of the church
- potential visitors are attracted to our church

In addition, it is critical that we better coordinate the various systems of communication and data storage to maximize the effectiveness and efficiency of church communications.

Goals:

1. Improve systems and infrastructure to ensure effective communication within and beyond our walls. (*Communications Committee*)

- Add staff hours for communication and establish a Communications Committee.
- Communications Committee will evaluate congregation needs for consistent and effective internal communication and record keeping and develop a strategy and messages to meet those needs.
- Implement plan for effective internal communication and record keeping.

Any modifications to this goal? NO

2. Implement enhancements to improve inclusive and interactive communication within and beyond our walls. (*Communications Committee, Worship Ministry, Sound Team*)

- Identify messages and goals for improved communication.
- Implement live streaming of Sunday services.
- Implement a comprehensive social media strategy.
- Implement a professionally designed website.

Any modifications to this goal? NO

3. Implement a coordinated program of advertising and promotion of the Community Church of Chapel Hill and Unitarian Universalism (*Communications Committee and Staff*)

- Establish a subcommittee of the Communications Committee to plan an advertising and promotion program.
- Identify the message and goals of an advertising and promotion plan.

Implement advertising and promotion program.

Any modifications to this goal? NO

Intentional Leadership

Vision: *Our church offers programs that engage members in identifying and developing their own callings and inspire their ministry to the church and the world.*

Goal 1: Develop a formal leadership development program to nourish, support and engage our current leaders and to help develop a pool of new and adaptive leaders for all aspects of church life. (Board of Trustees)

Identified leaders will develop or adopt an existing lay leadership curriculum, identify leaders to lead the curriculum, and develop an implementation plan for a lay leadership program.

Implement the program.

Evaluate program and continue to implement.

Any modifications to this goal? NO

Goal 2: Expand commitment to lay leadership development by offering regular courses that support new and current church leaders and support those developing callings and ministries in their personal lives and in the world, including, but not limited to, Lay Leadership as Spiritual Practice. (SEA Team, Board of Trustees, Church Council, Committees and Ministries)

Make directions more specific.

Activities: Demonstrate evidence of how lay leaders are supported and developed in SEA. (tabling, navigating, leading sessions, evaluating, etc.)

Any modifications to this goal? NO

Vision Block: Sanctuary for Dialogue

Vision: *We are known in the community as a sanctuary for dialogue, where people with conflicting points of view can come together in an inclusive, safe, and respectful environment to discover common ground on difficult issues. We are able to hold difficult conversations in our own congregation, where conflict is embraced honestly, courageously, and productively.*

Goal 1. A sanctuary for dialogue will be fully implemented in four to 10 years.

Any modifications to this goal? NO

Goal 2. With the new settled minister, develop goals for implementation of Sanctuary for Dialogue vision.

Any modifications to this goal? NO

Goal 3. Continue to encourage and nurture existing programs and practices that foster an environment of deep listening and dialogue. (*Committees and Ministries*)

Any modifications to this goal? NO

Activities: We will offer a class on the book *The Righteous Mind*.

APPENDIX

Alternate format for activities supporting goals.

SEA (Spiritual Exploration for Adults) of The Community Church of Chapel Hill Unitarian Universalist

Goals and Budget Tracking 2014-15

2014-15 SEA Goals:

Strategic Plan Goals Assigned to SEA	SEA Activities
Lifespan Religious Education Goal 1: Add additional space for Religious Education programs.	Participate in the space needs assessment team relating to SEA program needs
Lifespan Religious Education Goal 2: Develop and implement a “Sunday School” program for adults.	Create questions for the congregational survey assessing preferences and ideas for space, schedule and structure for an adult Sunday school program.
	Conduct survey of other UU adult Sunday school programs.
Lifespan Religious Education Goal 3: Strengthen multicultural and multigenerational components of Religious Education for all ages.	Identify potential courses addressing multigenerational, and multicultural courses.
Lifespan Religious Education Goal 5: The minister will continue to give oversight to, and when possible expand, current programs that enable individuals to develop a personal spiritual practice, such as Wellspring, Covenant Groups, and Building Your Own Spiritual Practice.	Offer BYOSP annually.
Intentional Leadership Goal 2: Expand commitment to lay leadership development by offering regular courses that support new and current church	Demonstrate evidence of how lay leaders are supported and developed in SEA. (tabling, navigating, leading sessions, evaluating, etc.)

leaders and support those developing callings and ministries in their personal lives and in the world, including, but not limited to, Lay Leadership as Spiritual Practice.	Offer a lay leadership course, perhaps based on Harvest the Power from UUA, provided we can find a facilitator.
Sanctuary for Dialogue Goal 3. Continue to encourage and nurture existing programs and practices that foster an environment of deep listening and dialogue.	Offer a class on the book <i>The Righteous Mind</i> .

Other SEA Goals	SEA Activity
Improve our courses that require the use of technology.	Purchase wall-mounted screen for the Straley Room.
	Purchase a large-screen television for the Kirby Room.
Diversify our courses by utilizing more facilitators from outside the church.	As one example, hire a trainer to help us prepare to facilitate discussions as part of the Sanctuary for Dialogues goal.
	Purchase curriculum materials.
Evaluate the need for a post-BYOSP course that could help participants get more involved in their spiritual practice.	Examine the UUA website (Tapestry project?)
Plan a more ambitious church-wide spiritual retreat for spring 2015.	Hire a noted speaker, e.g., Tara Brach.

ECO Goals Tracking 2014-15

Strategic Plan Goals	ECO Activities
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<p>Lifespan Religious Education Goal 4: Develop and strengthen programs that integrate children and youth into the life of the church and build a UU identity so that they remain in the church throughout childhood and are more likely to remain Unitarian Universalists as adults. This program will include programs on UU identity for parents</p>	<ol style="list-style-type: none"> 5. Support some activity for children related to ECO's Share the Plate designee or Earth Day 6. Continue to seek high school student/s with interest as advisor or participant in ECO 7. Identify some environmental interests of high school youth and support their efforts in one or more areas 8. Continue to seek opportunities for environmental program ECO might present to middle school youth or support one they develop for other groups
<p>Justice and Service Goal 3: Strengthen coordination and collaboration on justice and service projects with local Unitarian Universalist congregations and with Unitarian Universalist Association.</p>	<ol style="list-style-type: none"> 5. Continue to strengthen connections with ERUUF's Ministry 6. Build connections with at least one other UU fellowship 7. Support UU grassroots effort to divest UUA Common Endowment Fund from fossil fuels (<i>withdraw if accomplished at GA 2014</i>) 8. Continue to build familiarity and utilize UUA resources for topics of interest, potential programs
<p>Growth and Stewardship Goal 1: Conduct space assessment, develop space plan based on assessment, and conduct capital campaign to fund new space.</p>	<p>ECO member will continue to participate on space assessment taskforce with eye to sustainable practices and materials</p>
<p>Growth and Stewardship - Tentative New Goal (<i>Environmental Sustainability - Although being good stewards of our building and the environment are parts of the descriptive vision for this block, no church goals or measurements are specified.</i>)</p>	<p>Study if and what to submit as a possible church environmental sustainability goal</p>
<p>Sacred Grounds Goal 1: To create sacred grounds - a beautiful campus that communicates and reflects our values and theology to our congregation and the public with meditation spots, education spaces and walking trails, including improved access to</p>	<ol style="list-style-type: none"> 6. Share environmental opportunities, concerns, impacts, alternatives as plans are developed (rain gardens; natural, local, reuse of materials . . .) 7. Advocate balancing vision/goals with protection of our rather unique "island" of wildlife and nature in the midst of a residential and university setting

our grounds and buildings.	8. Support solar panel installation as long as that remains a viable option 9. Begin collecting ideas and identifying what steps and resources might be involved in preparing such a nature guide for our grounds 10. Explore possibility of holding at least one citizen scientist or “Thoreau” event
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Goal 1: Determine if there are ways ECO might offer environmental assistance to other church groups.	<ul style="list-style-type: none"> • Discuss potential needs with other church groups • Develop ways to address identified needs (<i>possibly eco-friendly art materials, methods to rid building/grounds of insects, invasive plants, reuse or reduce inserts</i>) • Consider offering programs tailored to specific church groups (<i>children, youth, Outdoor Connections, WomenCircle...</i>) on topics such as vermiculture, composting, eco-cleaning methods
Goal 2: Focus on increasing church's and individuals' sustainability efforts	<ul style="list-style-type: none"> • Encourage initial step to implement lighting strategy developed by high school youth in 2013-14 to reduce energy use • Increase awareness of ways to reduce church's footprint on planet • Monitor and adjust composting system set up previous year (2013-14) • Host sustainability team challenge, sustainability photos project • Assist w/art project w/children reusing “scrap” items • Use this year's theme, Sustainability, to better communicate church and individual actions that may be taken and their relationship to sustainability
Goal 3: Provide awareness and education on environmental issues and opportunities for church and members to take action	<ul style="list-style-type: none"> • Continue recycling efforts • Continue use of wider ECO email group to communicate • Include topics such as water, geo-engineering . . .

Communications Team

Proposed Tasks for Fiscal Year

The Communications Committee requests the allocation of church funds to support critical communications-related tasks, such as some or all of the following, in the upcoming fiscal year. (Note: This list might not be exhaustive.)

- Hire a communications consultant to assess the full range of church communications, identify communications needs, and produce a plan for a coordinated communications system.
- Hire a usability professional (church member at a discounted rate) to identify user requirements and generate a user-centered design for the church Web site and/or other resources.
- Pay for the creation of a custom banner graphic for the web site.
- Place church ads in local newspapers (such as the News & Observer's Worship Services Directory) or other media channels
- Pay fees for Constant Contact (the electronic communications tool currently used for newsletters, etc.)