

Board Goals Church Year 2022-2023

Developmental Goal 1:

We want to define a broad shared vision of our purpose for being a congregation so that we can feel energized, dedicated, and aligned in the use of our resources.

Goal 1 Team: Breck Gastinger, Chris Little, Rev. Tim

Supported ideas: Reevaluate and revitalize the covenant and the mission statement with members of the congregation. Have a mission/vision so powerful that it makes us get up and do something. Explore models for establishing our mission.

Action Statements:

- Board watches Simon Sinek TED talk that Jimmy shared in advance of the September 2022 board meeting. [Linked here](#)
- Board Member team defines what a mission and vision statement are and communicates this to the board.
- Engage and empower a Taskforce with a charge to evaluate, revise, and replace, if necessary, our mission statement by March 2023. Part of their charge will emphasize the importance and necessity of engaging the congregation broadly.
- Use these statements to guide and inform budget and strategic priorities for 2023.

Supporting ideas: Decide if we need a new strategic plan grounded in vision measured by the SMART goals.

Action Statements:

- Board needs to decide if a robust and specific mission and vision statement is enough or if we would also like to develop a multi-year strategic plan.

Developmental Goal 2:

We want to be a more welcoming, inclusive, and anti-racist congregation, cultivating greater diversity in our membership and stronger engagement with the broader Charlottesville community.

Goal 2 Team: Pam McIntire, Renee Brett, Steve Brecker

Supported ideas:

- Goal 2 action plans will be adjusted to align with and support our Mission as developed in Goal 1.
- Welcoming and inclusive outreach for all, but especially young adults, college students, multicultural, anti-racist, anti-oppressive, and LGBTQIA2S+ communities.
- Clear path to membership
- Coordinate our social justice initiatives to provide a united message of who we are as UUCville to the community.
- Support multicultural diversity throughout our congregational activities.

- Evaluate our congregational activities and structures through a multicultural lens.

Action statements:

For this year:

- Organize a small group to begin accumulating information and resources to support eventual training for the congregation on being a welcoming community.
- Collaborate with the Social Justice Council to strengthen the Council and coordinate our community outreach and our congregation's multifaceted, but united, social justice brand in the community. We have a shared purpose and we can highlight that. Coordinate with the Communications Committee, Social Justice Council, and Social Action Groups.

In service of increasing our community's awareness of our social action activities, the Council might consider:

- Monthly social action Sunday events or activities after Sunday services
- Ask the Communications Committee how to best increase Charlottesville Community awareness of our comprehensive social action activities
- Highlight successes on Sunday mornings and in the Friday newsletter
- Ask the Social Justice Council to consider our RELEVANCE in the Charlottesville Community and whether there are initiatives or opportunities for coordination with other groups that would support our presence in the community.
- Ask committees and staff to include multicultural activities throughout all aspects of Congregation life. Coordinate with Leaders of all Congregation Committees and Task Forces, Rev. Tim, Director of Music Scott Deveaux, and the Music Committee
 - Encourage worship services that are dedicated to multicultural movements and dates.
 - Support live multicultural music offerings on Sunday mornings
 - Encourage members with musical talents to participate
 - Engage local multicultural music groups to rent the sanctuary for concerts

For the next year:

- These steps will be adjusted to support our congregation's mission as developed through the process of working on Goal 1.
- Organize a task force to design training on being a welcoming community. This task force could use the secret seeker checklist to identify the specific needs of our congregation. This training would be open to the wider congregational community but conducted with groups of committees. Coordinate with Membership Committee. Coordinate with Rev. Leia. This might include:
 - Anti-racism, Anti-Oppressive, micro-aggression awareness and skills.
 - Adult sexuality education around diversity in sexuality identities
 - Awareness of young adult culture
 - What to say to welcome newcomers, and each other
 - Trained teams to support welcome tables on Sunday mornings
- Create a Task Force (and possibly a committee in the future) to evaluate our congregation life and structures through a multicultural, anti-racist, anti-oppressive lens
 - Identify expertise and interest within our congregation in examining our life and structures

- Ask Task Force to look for training in conducting a multicultural, anti-racist, anti-oppressive audit
- In future years, consider conducting a multicultural, anti-racist, anti-oppressive audit
- In future years, consider creating a committee that has the ongoing responsibility for monitoring our activities and structures
- Consider that while this is important, proceeding too quickly on this without the presence and participation of people from marginalized groups, might be counterproductive.

**Developmental Goal 3:
We want to strengthen our Stewardship Ministry
to manifest passionate support of our mission
with time, wisdom, and finances.**

Goal 3 Team: Jimmy Gorham, Kay Frazier, Rev Tim

Definition of Stewardship Ministry:

The Stewardship Ministry shall

- (1) nurture a culture of giving, through the responsible development, planning, and management of the congregation's resources, and
- (2) care for our human, physical, and financial resources.

Key Concepts:

- Emphasize clearly and repeatedly that stewardship is a year-round activity, inextricably intertwined with UUCville's mission and theology.
- Celebrate the recent success of annual pledge drives.
- Connect the acts of pledging, and of fulfilling that pledge, with our vision and mission.
- Celebrate gifts of time, and clearly identify the various pathways by which congregants can volunteer (e.g. hold a volunteer fair).
- Strengthen legacy giving, through planned donations and the Endowment Fund.
- Create a clear path for capital and long-range planning for maintaining and improving our buildings and grounds.
- Promote transparency in all financial matters.
- Strengthen communication throughout the Congregation regarding Stewardship.

Action Statements:

- Utilizing Rev Linda's vision of a Stewardship Ministry, we will form a Stewardship Steering Committee (SSC), to develop both short- and long-term priorities in enabling and expanding the Stewardship Ministry.
- The SSC shall comprise six individuals. The Developmental Minister, DAF, and Treasurer will serve as *ex officio* members. Three members of the congregation (not Board members) will serve as at-large members. Term limits and other restrictions TBD.
- The SSC's charge shall be to:
 - Take into consideration the Key Concepts in developing short-term and long-term priorities, i.e. planned giving, stewardship of time, pledge drive, long term planning.
 - Build networks and convene stakeholder groups, supporting collaboration and coordination within the congregation to advance the stewardship priorities.
 - Enhance communication and transparency around stewardship, celebrating our successes, while acknowledging opportunities for improvement.
 - Oversee, but not operate, the annual Pledge Drive (PD):
 - Pledges are the most significant contributor to operational financial stability. We recognize that the effort surrounding a successful PD needs to take place year-round.
 - We also recognize that the Operational aspects of each year's PD are daunting and that asking the SSC to also oversee PD operations is likely to result in burn-out.
 - With these in mind, a Pledge Drive Operations Team (PDOT) shall be formed early in the church year (i.e. September) to plan the year's March Pledge Drive, and to coordinate the pre- and post-drive tasks, assessments, and communications.
 - The SSC will make recommendations to the Board for the composition of each year's PDOT.
- The Board will assess the work of the SSC at year's end, evaluating whether it has become an effective mechanism to build and sustain the Stewardship Ministry going forward.

Developmental Goal 4:

We want to strengthen our internal processes and communication skills, build trust, and become more emotionally and operationally functional than we have been historically.

Goal 4 Team: Bev Ryan and Pam McIntire

Supported ideas:

An operationally functional governance model has a clear organizational chart, with clear and concise responsibilities of the Board, Staff, and Committees that are readily available for the Congregation.

Action Statements:

For this year:

- Review and update all committees to include a current description of the committee, chair, and active status.
- Develop a brief description of the Board and our Governance to help the congregation be aware of the Board's purpose and functioning.
- Work with the Communications Committee to develop a brief, clear, and concise statement of the structure of UUCville, and how things get done.
- Develop a list of frequently asked questions to be posted on the website as well as distributed regularly to the congregation in the Friday email. (Examples below)
 - I have an idea/concern: whom should I talk to?
 - I want to become more involved in the church: how do I do this?
 - What does it mean to become a leader?
 - What can I do if I'm unhappy about something?
 - What can I do if I feel that someone is inappropriate or disrespectful?

For next year:

- Explore our governance model and how we might change our current model to better reflect our mission.

Supported ideas:

Finding and nurturing new leadership will help sustain our initiatives, and enhance the growth and self-exploration of members and the Congregation as a whole.

Action Statements:

For this year:

- Provide messages about leadership from the pulpit.
- Include frequently asked questions that help promote a culture that sees leadership as a mission and helping us grow spiritually.

For next year:

- Plan a yearly leadership workshop.