

## Team/Committee Strategic Planning Report

Date: - December 4, 2019

Team/Committee: -Communications

Team/Committee Chair: - Vicki Cunningham

### Strategic Planning Goals:

- Review Strategic Plan with Team
- Discuss/identify how Communications can help with all goals
- Communicate with other teams about how we can help.

### Actions Taken to Date to Achieve Goals, including problems and solutions:

- Created worksheet "Communications Team and the UUCS Strategic Plan" to guide team discussion.
- Discussed each page of the Strategic Plan in 3 successive meetings.
- Page 4 Identified major thrust of document as Pastoral to Program shift, and also guiding Purpose, Mission and Vision of Plan
- Page 5 We have offered CHR a webpage to publicize job descriptions and job openings.
- Page 5 We now have a policy page on the website, and will be fine tuning it in the coming months.
- Page 7 Questioned the meaning of the word covenant. No current congregational covenant, though we have posted the UUCS board covenant as an example.
- (Page 10 Lifespan RE) We have a Children's Programs on the main page of the website, and it is a major section of the newsletter. Steve Rose is adding Adult RE column to the Newsletter by reporting on congregants' responses to the monthly theme.
- Page 11 Policy Governance - We have a policy page now, which will be fine tuned. Also we are planning a new main section on the website with FAQ- so info on how to do a fundraiser, for example, is spelled out. It would include policies, acronyms, etc.
- Page 12 Community Documents- Illuminate the process of the changes to Vision Mission, Bylaws, and covenant. Post Final and advise in Newsletter
- Page 13 Foster Leadership Development - Publicize Leadership Development opportunities and help canvass for volunteers.
- Page 14 - Expanding role of Committee on Ministry- Publicize report of findings from their reviews of all ministries.
- Page 15 New Planning team for 2023 - Publish on web and in NL summaries of THINKING TOGETHER meetings.
- Page 16 Financial Resources - We publish the Budget Team findings on the website each year, in advance of the Annual meeting.
- Page 17 Facilities - Interesting to note that the building was built for a Pastoral Style church!- note the lack of adequate meeting rooms. We publicize Facilities needs for volunteers, extra funding as when the large window was leaking and rotted, etc.
- Page 18 Emergency Preparedness - no action now. We may have advertised a fire drill (long ago) and information about training on the CPR machine in the Foyer.
- Page 19 Administration and Technology Management. - From team experience, we heartily hope this means Technology Administration (not the office administrator) and Technology Management. Tech Administrator would include keeping track of users, access and logins. The

Technology Management would be a tech team that works on equipment, security, updates, etc.

- Page 20 UU Principles and Purposes - We now have these listed on the website. Our slides at CCTV and the Progressive film series have included a slide about the 7 principles of UUCS. We ordered colorful bookmarks of the principles as a “takeaway” for the Social Justice Team as they attend events. We put some of these in the Foyer for visitors. We try to use these principles as guiding action in what we publish online and in newsletters etc.
- Page 21 Social Justice - We post Social Justice news in Facebook and the newsletter and on the website. We also post Share the Plate recipients, with their descriptions. Our current Communications Team policies include a policy on when a team can say they represent the congregation as a whole and when a team must say they represent their team as part of UUCS.
- Page 22 Membership and Fellowship - We currently publicize Policies, workshops and fellowship opportunities as they occur. Also publicize volunteer opportunities.

### **Future Planned Actions and Comments:**

- P 7 Covenantal ties - We can help with any surveys about covenant by the COM, and help roll out info on the Congregational covenant, conflict resolution (now part of policies on website from the Safer Congregation Committee?) and covenant education.
- P 8 Types of Growth - We could have a series of posts on the website, tied to the Strategic Plan, with sections on every part of the plan. For this topic, “Thinking about Growing” or “Growing Our Thinking.” Smaller versions could be in each monthly Chalice and the Flame Newsletter.
- P 9 Future web page on job descriptions and current openings updated by info from CHR.
- Page 10 Lifespan RE - consider changing the button name to Youth Programs to get more youth. Promote youth programs on facebook as well as RE. Support with ads.
- Page 11 policy Governance - Occasional roundup of policies in an article in the newsletter?
- Page 15 New Planning team for 2023 - Ongoing conversations need a forum. Can we provide it online? With alias emails, emails to future [boardchair@uusalem.org](mailto:boardchair@uusalem.org) could be scheduled to pop up monthly a year or so in the future. - when they pop up, follow up and reschedule. Provide a calendar of events, and assign a role to do this for the future team.
- Page 16 - Financial Resources; Encouraged a member of the Finance team to consider a series of articles on the 5 financial pillars as pledge season begins. They could become posts (see info on Page 8 above). Specific articles in the newsletter could be on how donated dollars support our mission, the importance of bequests and endowments, why we need reserves, etc. We have a place on the website under “Our Budget Process” which would allow us to list the information on the “Five Financial Pillars” almost directly from the Strategic plan. It could be a reference site for congregational learning.
- Page 17 Facilities - Continue to educate the congregation on facilities needs.
- Page 18 Emergency Preparedness - We can post for recruiting a team. As training sessions and outcomes become clear, we can help educate the congregation with articles, perhaps re-format information gained into brochures. It is important to prepare for emergencies without being obsessed by them.
- Page 19. Admin and Technology Management. We can post policies and procedures, and support the tech team and tech admin team with our input from our experiences.
- Page 20 UU Principles Continue to publicize the principles and use them as guidance in our work.

- Page 21 Social Justice – Continue to hold up Social Justice opportunities and actions of our congregation. We could highlight the Social Justice calendar if it is kept current.
- Page 22 Membership and Fellowship – continue to publicize policies, workshops and fellowship opportunities as they occur. Also publicize volunteer opportunities.

Submitted by:

Vicki Cunningham, Chair, Communications Team  
January 28, 2020