

## **Too Long Didn't Read: A Synopsis of the Strategic Plan 2022**

1. There is a new Strategic Plan developed and ready for a congregational vote to adopt.
2. The SP Task Force did a lot of work with the congregation to find out their ideas & priorities.
3. We have a vision that is comprehensive and forward-thinking.
4. There are six Strategic Planning Directions and each has a set of initiatives.
5. Some initiatives are continuations of those we are already doing, some are new.
6. The new initiatives are listed below. Details are in the Strategic Plan.
7. We are voting on adoption of the plan on Sunday, February 27, 2022 at 1pm on Zoom.
8. A "Yes" vote means you agree with the direction of the plan and for the Board to implement it.
9. There will be a Strategic Planning Council to oversee the Strategic Plan implementation.
10. More information, the Plan, and the link for the Congregational Vote meeting can be found at [muuf.org/sp](http://muuf.org/sp)

### **Strategic Plan New Initiatives:**

#### ***Strategic Direction 1: Expanding Community and Congregational Involvement***

- Establish a Volunteer Resources Team with a Volunteer Coordinator (Year 1)
- Recruitment of a Denominational Affairs Liaison with UUA-National & Central Eastern Region (Year 2)
- Review & develop programs to attract & retain members and youth (year 2-3)
- Hire of music assistant to expand musical ministry (year 3-4)
- Development of a Campus Ministry (year 4-5)

#### ***Strategic Direction 2. Enhancing and expanding socially responsible activities and service***

- Reinvigorating SEAC + Social Justice chair & have a yearly retreat (year 1)
- Obtain recertification of MUUF as a Green Sanctuary (year 1-2)
- Increase preparedness for climate emergencies (year 3-4)

#### ***Strategic Direction 3. Improving organization systems***

- Improve support for new leadership & succession (year 1)
- Form an IT task force to improve online systems, record keeping and access (year 2)

#### ***Strategic Direction 4. Strengthening and expanding our Lifespan Learning Program***

- Increase transparency of communications across Lifespan Learning & adjacent groups (year 1+)
- Increase Youth retention & involvement (years 1-5)
- Hire Youth Minister or Assistant Minister (year 3-4)

#### ***Strategic Direction 5. Creating effective outreach and publicity***

- Improve online content & access (year 1)
- Start & maintain a professional promotional campaign (year 2)
- Promote visibility (year 2-5)
- Provide transportation hub to MUUF for services/events (year 2-3)
- Guide us through congregational growth (year 1-2)

#### ***Strategic Direction 6. Improving the financial health and physical home of our congregation***

- Perform analysis of congregational giving
- Align revenue raising and spending