

CUUC Strategic Planning Proposed Goals to Implement Vision

I. Building Improvements - Make the Building Fully Accessible to Persons with Disabilities and Environmentally Sustainable

Objective / Deliverables: Create a committee to develop options to make the building accessible and environmentally sustainable. The committee will work with the congregation to select an option and will develop a plan to fund improvements, including a possible capital campaign.

Deadline: 24 months, including completion of a potential capital campaign for funds needed

II. Membership - Attract, Engage, Develop, and Retain Members to Achieve a Sustainable Faith Community

Objective / Deliverables: Create a Membership “Council” to develop and implement programs to:

- Promote CUUC in the larger community to attract new members
- Retain and mentor new members
- Better engage members in CUUC volunteer and social activities
 - Help CUUC friends and members engage in social justice programs and journey groups
 - Identify and support members who are “at risk” of leaving
- Develop new leaders for CUUC

Deadline: 12 months to create “council” and identify programs to start implementation including annual survey of members

III. Marketing - Promote the Aspirations, Activities and Achievements of CUUC to Amplify and Strengthen the CUUC Brand

Objectives / Deliverables: Create a Marketing “Council” to support needed marketing and communications across and beyond the congregation

- CUUC committees would coordinate all marketing and communications through the Marketing “Council”
- The Marketing “Council” will secure a budget and needed resources to properly carry out needed internal and external marketing and communications efforts

Deadline: 12 months to create council and to secure budget and resources

IV. Social Justice - Establish and Sustain Engagement with the External Community to Explore Our Shared Principles Together

Objectives / Deliverables: Expand the Social Justice Coordination Committee to foster coordination of social justice activities and engagement with the external community, and to:

- Promote communication across the Social Justice Teams to share lessons learned and identify opportunities for coordination
- Coordinate outreach to the external community on social justice activities
- Develop policies for lobbying and other key activities with the external community
- Help secure funding needed for key social justice activities

Deadline: 12 months to expand the Social Justice Coordination Committee, secure a budget, and develop a plan to coordinate activities and marketing to better promote social justice programs within and beyond our community