

BIRMINGHAM UNITARIAN CHURCH

2008-2010 GOALS AND OBJECTIVES

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1/15/08, Revised 3-6-08

INTRODUCTION TO BUC'S 2008 GOALS AND OBJECTIVES:

We pursue these goals to provide a dynamic and growing spiritual home for those who wish to live lives of integrity, service and joy. By achieving these goals and objectives we will better provide our members, friends, children, youth, visitors and the wider community with a place to grow in their ability to think theologically, articulate their own spiritual experiences and truths, to live and serve in community and to transform the world toward greater justice, compassion and health.

Special note for 2008:

During this year of clergy transition, these goals are expected to be reviewed & revised in consultation with the Interim Minister.

1. **GROW BUC AS A LARGE UU CHURCH PRESENCE** in Michigan, the Heartland District and the broader UU Community
 - *By March* Participate, present workshop & host exhibit at UUA large church conference
 - *By April* increase UUA connections for all board members & staff to build awareness of BUC & enhance relationships between BUC members & others
 - *By December* achieve a 12-month average weekly Sunday main sanctuary worship participation of **375** individuals
 - o *Maintain quality of Sunday morning worship experience by reserving adequate time for preparation including reading, reflecting, shared planning/coordination, and writing*
 - o Continue to track campus-wide participation; report monthly summary to Board, Program Council, Program Staff
 - *By July* have **600** members
 - o Maintain accurate records of participation in BUC activities
 - o Create accessible member database for use by clergy, staff, Program Council committees & clusters
 - o Assure that all lapsed members are contacted
 - o Assure that all visitors are contacted
 - o Assure that all new members are connected & supported in becoming involved in BUC activities
 - o Monthly: Report membership status & clergy contact to Congregational Development Committee – determine action
 - *By April* Develop & implement a PR campaign using UUA materials to encourage visitors to attend BUC
 - *By June* work with Communications Cluster to upgrade all publications; assuring consistency of look/message & that each piece is inviting & informative
 - *By December* Publicize & host 2 open houses
 - *By December* Host 3 New UU classes
 - *Prior to Interim Minister Selection:* Implement strategies identified by 2007 Membership Summit:
 - o Enhance & expand existing membership database
 - o Develop & implement a membership retention project
 - o Develop & implement a visitor/new member connection project to:

- Make it easy to join BUC
- Make it easy to *join in* BUC activities/ministries & fulfill membership criteria
- *After Interim Minister Selection*: Determine additional membership strategies with Board and Shared Leadership Team

2. ESTABLISH A FOUNDATION UPON WHICH TO BASE EXPANDED PROGRAMMING

- Plan for a successful transition to a new senior minister through:
 - *January*: Establishment of Senior Minister Search Committee
 - Orientation of members & connection to UUA Settlement Officer
 - Establishment of work plan
 - Implementation of work plan
 - Periodic reports to the board & congregation of progress
 - *January*: Establishment of Interim Minister Search Committee
 - Orientation of members & establishment of work plan
 - Review of prior congregational assessment for Assoc. Minister
 - Monthly reports to the Board of progress
 - *June*: Hire Interim Minister to begin Sept. 1
- Strengthen infrastructure for administration, cluster/committee charters, communications, data management, evaluation, facilities management, human resources, IT, policies, volunteer recruitment/management
 - Update cluster/committee charters
 - Establish accessible database for member contacts
 - Establish initial administrative, facilities, financial and risk management evaluation tools/processes
- Increase year-round visibility & activities of Stewardship Committee to achieve a 5% increase in 2009 pledges by:
 - *March*: Recruit Development Committee Chairperson, hold initial meeting
 - *June* :“Stewardship Sunday” event with speaker
 - Initiating monthly contact with pledgers by 1/31/08 for stewardship recognition, encouragement & assurances of BUC’s good financial management to increase confidence & participation
 - Hold Stewardship kickoff event & meal to strengthen the connection between fellowship & stewardship
- *June* - Initiate 2009 budget planning process to assure a 6% increase over 2008 operating budget
- Implement 2008-2010 Capital Improvements Plan with Facilities Committee & vendors, to make facilities more “clean, green, & seen” to increase overall facilities ministry use by 6%

3. EXPAND AND NUTURE OUR RELIGIOUS ACTIVITIES AS A MEANS FOR MEMBER CONNECTEDNESS AND SPIRITUALITY WITHIN THE CHURCH

- Strengthen participation in small groups fellowship by:
 - Deepening facilitators’ training
 - Establish events for small groups fellowship members that renew & refresh

- Continue to grow participation in small groups fellowship to assure that, at minimum, 25% (approximately 130) of BUC members are also members of a small group fellowship
- Create a “Culture of Appreciation” for:
 - Members
 - Neighbors
 - Staff
 - Stewardship
 - Visitors to BUC core programming & activities; Visitors to BUC campus for non-BUC activities
 - Volunteers

4. **EDUCATE LAY LEADERS AND THE CONGREGATION IN MINISTRY AND SHARED MINISTRY**

- *By 5/08* broaden the definition of what is considered ministry to include non-traditional elements (i.e. facilities ministry, financial ministry, outreach ministry, worship ministry, etc.) & communicate it effectively within the BUC community.
- *By 7/08* Establish evaluation measurements for each element of a broader ministry definition and design data collection
- Define ministry roles and enhance collaboration and communications within the Church through
 - *Monthly* Shared Leadership Team meetings
 - *By 6/08* Establish annual joint planning session for Board of Trustees, Committee Chairpersons & Program Council members for subsequent year
 - *By 2/08* Hold Annual Past President’s Council meeting
- Expand Worship Associates program by:
 - *By 6/08* add 5 new members
 - *By 6/08* Establishment of Lay Leader Coordinator