

Strategic Objective & Action Plan	Responsibility	Expected Completion	Quarterly Progress Good, Slow, Just Starting, Not achievable	Comments
A. Goal Increase membership by 15% annually				
Objectives and Action Steps				
<p>1. Provide 2 annual social activities for current and potential church members</p> <p>a) Create a standalone committee with 5 members</p> <p>b) Coordinate with Development Committee to select 2 activities and dates for the year</p> <p>c) Plan and carry out activities which will include securing church volunteers and space</p> <p>d) Create marketing tools and strategies which will encourage congregants to invite friends, family, and co-worker</p> <p>e) Invite other UU churches to activities</p>	<p>Planning, Social Justice, Membership committees</p> <p>Membership and Development committees</p> <p>Membership Committee</p> <p>Membership Committee</p> <p>Membership Committee</p>	<p>January 30,2015</p> <p>January 30,2015</p> <p>Dates of activities</p> <p>2 months prior to each event</p> <p>2 months prior to each event</p>		
<p>2. Provide child care during service by February 2015</p> <p>a) Renovate brides room</p> <p>b) Planning Committee to work with Child Care Committee (CCC) to strengthen committee as needed</p>	<p>Building and Grounds</p> <p>Planning Committee</p>	<p>January 1, 2015</p> <p>January 1, 2015</p>		

<ul style="list-style-type: none"> c) Recruit and train at least 6 child care volunteers, write job descriptions, and create activity plans d) Solicit donations for activities and other furnishings e) Complete background checks prior to any volunteer working with children f) Place on web-site and post on outside sign that child care is available during service 	<p>CCC</p> <p>CCC</p> <p>CCC</p> <p>Web Master and Building and Grounds</p>	<p>January 30, 2015</p> <p>January 30, 2015</p> <p>January 30, 2015 and on-going</p> <p>January 30, 2015</p>		
<p>3. Provide group spiritual growth and guidance sessions monthly following church service</p> <ul style="list-style-type: none"> a) Rev. Mohr to provide a spiritual growth session on the third Sunday of each month. Sessions should be informal and encourage full participation by all b) Using UUA web site, discussion of the day's message, and other material as needed, the Minister will select topic and lead discussion c) Feedback of session will be gathered at end of each session to determine area for improvement. d) The number of participants attending each session will be reported in the planning quarterly report for evaluation purposes. 	<p>Rev. Mohr</p> <p>Rev. Mohr</p> <p>Rev. Mohr</p> <p>Rev. Mohr</p>	<p>Begins in Jan. and on-going</p> <p>January 17, 2015</p> <p>January 17, 2015 and on-going</p> <p>April 1, 2015 and quarterly</p>		

<p>4. Participate with the UUA’s beta testing program in the fall of 2014, determine appropriate follow-up and implement</p> <p>a) Determine if current ad-hoc Beta-Testing Committee should/will become Membership Committee members</p> <p>b) Review outcome of 2014 project and determine what new branding strategies should be used for at least one new group in 2015</p> <p>c) Write action steps for new initiative</p>	<p>Planning Committee and Branding Committee</p> <p>Planning Committee and Branding Committee</p> <p>Branding Committee</p>	<p>February 1, 2015</p> <p>April 1, 2015</p> <p>April 1, 2015</p>		
<p>B. Goal Expand our vision and mission to reach 100 people (non church members) by December 2015</p> <p>Objectives and Action Steps</p> <p>1. Change current Outreach Committee to Social Justice</p> <p>2. Hold 2 annual forums on Social Justice/justice or UU action items</p>	<p>Planning and Social Justice Committee with Board approval</p> <p>Social Justice Committee</p>	<p>January 30, 2015</p> <p>December 31, 2015</p>		

<p>a) Create a partnership/relationship with another organization for joint activities or action Consider Det. Future City, Moses, WSU student government Midtown, Cass Corridor, and EMEAC as possible partners</p>	<p>Rev Mohr and Social Justice Committee</p>	<p>March 30, 2015</p>		
<p>b) Discuss gentrification as a possible topic for a forum in partnership with partner. Detroit Future City</p>	<p>Rev Mohr and Social Justice</p>	<p>April 2015</p>		
<p>c) Make initial contact with potential partners to determine their interest and if there is a fit</p>	<p>Rev Mohr</p>	<p>June 2015</p>		
<p>d) With board approval, Social Justice Committee to meet with identified partner to create action steps</p>	<p>Social Justice Committee</p>	<p>July 2015</p>		
<p>e) Provide 2 forums with appropriate outreach to draw people to the events</p>	<p>Social Justice Committee</p>	<p>July 2015</p>		
<p>3. Host annual UU regional picnic Young Adult Group to be asked to take this responsibility as they did last year. They will create the action steps</p>	<p>Social Justice Committee</p>	<p>December 30, 2015</p>		
<p>4. Increase our visibility through adding 1 and improving 1 of our social media accounts</p>	<p>Planning Committee and Young Adult Group</p>	<p>January 2015</p>		
<p>a) Add church Twitter account</p>	<p>Planning Committee and Young Adult Group</p>	<p>January 2015</p>		
<p>b) Publicize the new Twitter account to congregation, other UU churches and on website</p>	<p>Planning Committee and Young Adult Group</p>	<p>January 2015</p>		
<p>c) Improve written procedures for all publicity</p>	<p>Paul</p>	<p>March 2015</p>		
<p></p>	<p>Dan S</p>	<p>April 2015</p>		

	Dan S, Tamara, Joan and Beth	October 2015		
<p>C. Goal Improve organizational support to mission having at least 6 new or improved management tools</p> <p>Objectives and Action Steps</p> <p>1. Board Committee to provide job descriptions, annual goals and performance evaluations to all employees</p> <p>a) Reference existing contracts, modify as needed to set annual goals and clarify job responsibilities</p> <p>b) Design (or select) a performance tool and review tool with all staff</p> <p>c) Provide all staff with annual performance evaluation</p> <p>d) Provide minister with annual performance evaluation</p> <p>2. Develop job description for committee chairs</p> <p>a) Develop model job description for a committee chair position which also describe the role/responsibilities of the committee</p> <p>b) Using the model ask all current committee chairs to develop a job description which reflects their responsibilities and reporting requirement to the Board of Directors</p> <p>c) Obtain board approval for the job descriptions</p> <p>d) Provide committee chair performance evaluation which includes annual</p>				
	Board President and Minister	May 30,2015		
	Board President and Minister	February 1, 2015		
	Minister	December 1, 2015		
	Board President	December 1, 2015		
	Sharon Mills	November 2014		
	Board President	January 31,2015		

<p>goals. The goals should be or include the assigned objectives in the annual strategic plan</p>	<p>Board President</p>	<p>January 31, 2015</p>		
<p>3. Develop a Policy and Procedure Manual for Board approval by December 2015.</p>	<p>Board President</p>	<p>March 31, 2015 and annually each March</p>		
<p>a) Collect and evaluate all recent past policies and procedures to determine usefulness and missing important policies</p>				
<p>b) Update and secure board approval on modified policy</p>				
<p>c) Post on web-site with hard copies distributed as needed</p>				
<p>4. Improve internal current communication system in at least 2 areas.</p>	<p>Deanna will chair an ad-hoc policy committee(with Mary Lou, Sharon, Tamara, Dan S. and Robert Johnson</p>	<p>April 2015</p>		
<p>a) Encourage congregation to utilize google.doc system for improved internal communication. Provide educational information and easy direction to members</p>	<p>Policy Committee</p>	<p>May 2015</p>		
<p>b) Determine best uses for U-tube. For internal uses, provided education to members, for external uses market availability on web-site</p>	<p>Web master and Board President</p>	<p>June 2015</p>		
<p>c) Hold semi-annual congregational meeting</p>	<p>Roger Mohr, Nancy and Roger Z</p>	<p>April 2015</p>		
<p>d) Provide quarterly financial report to congregation in monthly newsletter</p>				

<p>e) Develop an interface communication system for committees</p>	<p>Roger Mohr, Nancy and Roger Z</p>	<p>April 2015</p>		
<p>5. Provide leadership development training for church members</p>	<p>Board President and Minister</p>	<p>December 2014 then each May and November</p>		
<p>a) Create an ad-hoc leadership training committee to investigate UUA leadership trainings, Gamaliel, Moses and others. Include members that have skills in leadership, training, and communication</p>	<p>Treasurer</p>	<p>Jan., April, July and October each year</p>		
<p>b) Select training based on costs, time commitment and availability of trainers</p>	<p>Board Chair and Planning Committees</p>	<p>March 2015</p>		
<p>c) Provide leadership training to current and potential church leaders</p>	<p>Board of Directors</p>	<p>April 2015</p>		
<p>d) Conduct membership skill/interest survey at least annually and at all Getting Involved meetings</p>	<p>Ad-hoc leadership Training Committee</p>	<p>May 2015</p>		
<p>e) Provide summary of skill/interest to Minister and Planning Committee</p>	<p>Trainers selected by Training Committee</p>	<p>October 2015</p>		

	Joan	January 2015 and on-going		
	Joan	March 2015 and quarterly thereafter		
<p>D. Goal: Raise \$1000 above budget projection by December 31, 2015 (2014-15 fiscal year goal is \$2000)</p> <p>Objectives and Action Steps</p> <p>1. Increase committee membership by 2 members</p> <p>a) Identify at least 5 committee members with skills and/or experience in fund raising, works well with group, willing to work hard</p> <p>b) Provide a personal invite to join the Development Committee-have them volunteer at Noel Night</p> <p>c) First meeting of new committee</p> <p>2. Complete 1 new fund development strategy</p> <p>a) Create a Special Offering program where there will be a second offering for a specific purpose. The program will</p>	<p>Development Committee</p> <p>New Committee Chair-Matt</p> <p>New Development Committee Chair</p> <p>Development committee</p>	<p>Nov 2014</p> <p>Dec 2014</p> <p>January 15, 2015</p> <p>January 30, 2015</p>		

define how and who will get a special offering. Procedure to be approved by the Board				
b) Identify a grant coordinator	Development committee	April 2015		
c) Explore potential funders of grants that fit with First Church	Development committee	May 2015		
d) Submit 1 grant applications	Grant Coordinator	As defined by funder		
e) Explore with the Church Trust to possibility of developing a Bequests strategy to establish a “Leaving A Legacy” program for first church. If feasible secure a volunteer with knowledge of bequest programs	Development and Trust Committees	June 2015		
f) Bequest volunteer to determine action steps for program	Bequest Volunteer	November 2015		
g) Determine need for a strategic investment specialist and secure if appropriate	Development and Finance Committees	April 2015		
3. Complete one additional(not an on-going event) fundraising events				
a) Select a new fundraiser event and date for the event	Development Committee	March 2015		
b) Select fundraiser team to plan and implement event	Development Committee	June 2015		
c) Engage congregation in event with marketing that creates excitement	Development Committee	2 months prior to event		

