

**First UU Church of Detroit**

**2015 Strategic Plan Final Report**

**Vision:** First UU is an urban center in Detroit for spiritual renewal and social justice.

**Mission:** First UU strives to be an expanding transformative community whose mission is to liberate truth, radiate kindness and love courageously.

<b>Strategic Objective &amp; Action Plan</b>	<b>Responsibility</b>	<b>Expected Completion</b>	<b>Final End of Year Report (Completed, Good, Slow, Just Starting, Not achievable)</b>	<b>Comments</b>
<b>GOAL Increase membership by 15% annually</b>				
<b>Objectives and Action Steps</b>				
<b>1. Provide 2 annual social activities for current and potential church members</b>				
a) Create a standalone committee with 5 members	Planning, Social Justice, Membership committees	January 30,2015	<b>Completed</b>	<b>Social Justice is separate</b>
b) Coordinate with Development Committee to select 2 activities and dates for the year	Membership and Development committees	January 30,2015	<b>Completed</b>	<b>Welcoming Task Force (WTF) has completed 4 events</b>
c) Plan and carry out activities which will include securing church volunteers and space	Membership Committee	Dates of activities	<b>Completed</b>	
d) Create marketing tools and strategies which will encourage congregants to invite friends, family, and co-worker	Membership Committee	2 months prior to each event	<b>Not achievable</b>	<b>Need to work on branding/marketing strategies. Need volunteers to move this forward</b>
e) Invite other UU churches to activities	Membership Committee	2 months prior to each event	<b>Completed</b>	
<b>2. Provide child care during service by February 2015</b>				
a) Renovate brides room	Building and Grounds	January 1, 2015	<b>Completed</b>	

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b) Planning Committee to work with Child Care Committee (CCC) to strengthen committee as needed	Planning Committee	January 1, 2015	<b>Not needed</b>	
c) Recruit and train at least 6 child care volunteers, write job descriptions, and create activity plans	CCC	January 30, 2015	<b>Completed</b>	
d) Solicit donations for activities and other furnishings	CCC	January 30, 2015	<b>Completed</b>	
e) Complete background checks prior to any volunteer working with children	CCC	January 30, 2015 and on-going	<b>Completed</b>	
f) Place on web-site and post on outside sign that child care is available during service	Web Master and Building and Grounds	January 30, 2015	<b>Completed</b>	
<b>3. Provide group spiritual growth and guidance sessions monthly following church service</b>				
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	Rev. Mohr	Begins in Jan. and on-going	<b>Completed</b>	<b>Started Feb 8, due to minister's resignation this has been placed on hold. Planning committee seeking new leadership</b>
b) Using UUA web site, discussion of the day's message, and other material as needed, the Minister will select topic and lead discussion	Rev. Mohr	January 17, 2015	<b>Not achievable at present</b>	

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c) Feedback of session will be gathered at end of each session to determine area for improvement	Rev. Mohr	January 17, 2015 and on-going	<b>Not achievable at present</b>	
d) The number of participants attending each session will be reported in the planning quarterly report for evaluation purposes.	Rev. Mohr	April 1, 2015 and quarterly	<b>Not achievable</b>	<b>9 people attended the 1 session held</b>
<b>4. Participate with the UUA's beta testing program in the fall of 2014, determine appropriate follow-up and implement</b>				
a) Determine if current ad-hoc Beta-Testing Committee should/will become Membership Committee members	Planning Committee and Branding Committee	February 1, 2015	<b>Determined that Membership Committee to continue as is</b>	<b>Membership will be a standalone committee, how the work of WTF will continue is not determined.</b>
b) Review outcome of 2014 project and determine what new branding strategies should be used for at least one new group in 2015	Planning Committee and Branding Committee	April 1, 2015	<b>Not achievable</b>	<b>A new Interweave Group has been formed as a result of WTF efforts. WTF has been disbanded</b>
c) Write action steps for new initiative	Branding Committee	April 1, 2015	<b>Not achievable</b>	<b>No leaders or volunteers available at this time A membership outreach committee is needed to continue this work</b>

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<b>GOAL Expand our vision and mission to reach 100 people (non church members) by December 2015</b>				
<b>Objectives and Action Steps</b>				
<b>1. Change current Outreach Committee to Social Justice</b>	Planning and Social Justice Committee with Board approval	January 30, 2015	<b>Completed</b>	
<b>2. Hold 2 annual forums on Social Justice/justice or UU action items</b>	Social Justice Committee	December 31, 2015	<b>Completed</b>	
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	Changed to Social Justice Committee only due to minister's resignation	March 30, 2015	<b>Started</b>	<b>Hosted a gentrification forum</b>
b) Discuss gentrification as a possible topic for a forum in partnership with partner, Detroit Future City	Changed to Social Justice Committee only due to minister's resignation	April 2015	<b>Completed</b>	
c) Make initial contact with potential partners to determine their interest and if there is a fit	Changed to Social Justice Committee only due to minister's resignation	June 2015	<b>Started</b>	
d) With board approval, Social Justice Committee to meet with identified partner to create action steps	Social Justice Committee	July 2015	<b>Not Completed</b>	
e) Provide 2 forums with appropriate outreach to draw people to the events	Social Justice Committee	December 30, 2015	<b>Completed</b>	<b>Viola Liuzzo film,40 attended Gentrification forum, 75 attended</b>

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<b>3. Host annual UU regional picnic</b> Young Adult Group to be asked to take this responsibility as they did last year. They will create the action steps			<b>Completed</b>	
<b>4. Increase our visibility through adding 1 and improving 1 of our social media accounts</b>				
a) Add church Twitter account	Paul Chislett	March 2015	<b>Completed</b>	
b) Publicize the new Twitter account to congregation, other UU churches and on website	Dan Secrest	April 2015	<b>Not started</b>	
c) Improve written procedures for all publicity	Dan Secrest, Tamara Halliburton, Joan Smykowski and Beth Bailey	October 2015	<b>Good</b>	<b>Will be completed in early 2016</b>
<b>GOAL Improve organizational support to mission having at least 6 new or improved management tools</b>				
<b>Objectives and Action Steps</b>				
<b>1. Board Committee to provide job descriptions, annual goals and performance evaluations to all employees</b>				
a) Reference existing contracts, modify as needed to set annual goals and clarify job responsibilities	Board President and Minister	May 30,2015	<b>Completed</b>	
b) Design (or select) a performance tool and review tool with all staff	Board President and Minister	February 1, 2015	<b>Completed</b>	
c) Provide all staff with annual performance evaluation	Changed to Board President	December 1, 2015	<b>Not achievable</b>	<b>Moved to 2016</b>
d) Provide minister with annual performance evaluation	Board President	December 1, 2015	<b>Not achievable</b>	<b>Will be completed for interim minister in 2016</b>

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<b>2. Develop job description for committee chairs</b>				
a) develop model job description for a committee chair position which also describe the role/responsibilities of the committee	Sharon Mills	November 2014	<b>Completed</b>	
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	Board President	January 31, 2015	<b>Completed</b>	
c) Obtain board approval for the job descriptions	Board President	January 31, 2015	<b>Completed</b>	
d) Provide committee chair performance evaluation which includes annual goals. The goals should be or include the assigned objectives in the annual strategic plan	Board President	March 31, 2015 and annually each March	<b>Partial Completion</b>	<b>Board President has completed all except for chairs who have not respond to her request for a meeting</b>
<b>3. Develop a Policy and Procedure Manual for Board approval by December 2015.</b>				
a) Collect and evaluate all recent past policies and procedures to determine usefulness and missing important policies	Deanna will chair an ad-hoc policy committee(with Mary Lou Malone, Sharon Mills, Tamara Halliburton, Dan Secrest and Robert Johnson	April 2015	<b>Completed</b>	

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b) Update and secure board approval on modified policies	Policy Committee	May 2015	<b>Not achievable in 2015</b>	<b>Work in progress, should be ready for board approval in early 2016</b>
c) Post on web-site with hard copies distributed as needed	Webmaster and Board President	June 2015	<b>Not achievable in 2015</b>	<b>Will be implemented and posted following board approval</b>
<b>4. Improve internal current communication system in at least 2 areas.</b>				
a) Encourage congregation to utilize google.doc system for improved internal communication. Provide educational information and easy direction to members	Changed to Communication Committee due to Minister's resignation and needing only 1 person to report	April 2015	<b>Completed</b>	
b) Determine best uses for YouTube. For internal uses, provided education to members, for external uses market availability on web-site	<b>Changed to Communication Committee due to Minister's resignation and needing only 1 person to report</b>	April 2015	<b>A work in progress</b>	
c) Hold semi-annual congregational meeting	Board President and Minister	December 2014 then each May and November	<b>Completed</b>	<b>Will be on-going</b>
d) Provide quarterly financial report to congregation in monthly newsletter	Treasurer	Jan., April, July and October each year	<b>Completed</b>	<b>Will be on-going</b>
e) Develop an interface communication system for committees	Committees		<b>Completed but not successful</b>	

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<b>5. Provide leadership development training for church members</b>				
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	Changed to Planning Committee as committee is willing to take responsibility	April 2015	<b>Completed</b>	
b) Select training based on costs, time commitment and availability of trainers	Changed to Planning Committee as committee is willing to take responsibility	May 2015	<b>Complete</b>	
c) Provide leadership training to current and potential church leaders	Changed to Planning Committee as committee is willing to take responsibility	October 2015	<b>Completed</b>	
d) Conduct membership skill/interest survey at least annually and at all Getting Involved meetings	Membership Committee/Joan Smykowski	January 2015 and on-going	<b>Partial Completion</b>	
e) Provide summary of skill/interest to Minister and Planning Committee	Membership Committee/Joan Smykowski	March 2015 and quarterly thereafter	<b>Not completed</b>	

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<b>Goal: Raise \$1000 above budget projection by December 31, 2015 (2014-15 fiscal year goal is \$2000)</b>				
<b>Objectives and Action Steps</b>				
<b>1. Increase committee membership by 2 members</b>	Development Committee	Nov 2014	<b>Completed</b>	
a) Identify at least 5 committee members with skills and/or experience in fund raising, works well with group, willing to work hard	New Development Committee Chair- Matt Friedrichs	Dec 2014	<b>Not achievable</b>	
b) Provide a personal invite to join the Development Committee- have them volunteer at Noel Night	New Development Committee Chair- Matt Friedrichs	January 15, 2015	<b>Completed</b>	
c) First meeting of new committee	Development Committee	January 30, 2015	<b>Completed</b>	
<b>2. Complete 1 new fund development strategy</b>				
a) Create a Special Offering program where there will be a second offering for a specific purpose. The program will define how and who will get a special offering. Procedure to be approved by the Board	Development Committee	April 2015	<b>Completed</b>	<b>Share the Plate has been approved but not implemented</b>
b) Identify a grant coordinator	Development Committee	May 2015	<b>Not achievable</b>	
c) Explore potential funders of grants that fit with First Church	Grant Coordinator	June 2015	<b>Not achievable</b>	
d) Submit 1 grant applications	Grant Coordinator	As defined by funder	<b>Not achievable</b>	

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<p>3. 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</p>	<p>Development Committee</p>	<p>December 2015</p>	<p><b>Not achievable</b></p>	<p><b>Will move to 2016</b></p>
<p>4. <b>Complete one additional(not an on-going event) fundraising events</b></p> <p>a) Select a new fundraiser event and date for the event</p> <p>b) Select fundraiser team to plan and implement event</p> <p>c) Engage congregation in event with marketing that creates excitement</p>	<p>Development Committee</p> <p>Development Committee</p> <p>Development Committee</p>	<p>December 2015</p> <p>December 2015</p> <p>December 2015</p>	<p><b>Completed</b></p> <p><b>Completed</b></p> <p><b>Not completed</b></p>	<p><b>November Play</b></p>