

STRATEGIC PLAN
NORTH TEXAS UNITARIAN UNIVERSALIST CONGREGATIONS
Adopted by Board on September 23, 2017

I. EXECUTIVE SUMMARY

The strategic plan for North Texas UU Congregations is a 5-year plan with goals for one, three, and five years. The goals and their measurements are based on inspire, learn, and grow.

II. ELEVATOR PITCH

NTUUC is a cluster of 13 member congregations. We connect and support UU congregations in North Texas to inspire, learn, and grow.

NTUUC creates an infrastructure for our congregations which allows people to become inspired to engage in the UU and wider community, and to further their own personal growth and the growth of UU'ism in North Texas.

III. VISION AND MISSION

Vision: A more just, loving and sustainable world

Mission: Connect UU's to inspire, learn and grow

IV. SWOT: Strengths, Weaknesses, Opportunities, Threats/Challenges

Strengths

- Connectivity between congregations
- Network of dedicated people – the power of working together
- Ability to unite congregations and community of liberal religious people to create real social change in North Texas
- Ability to provide centralized support and resources to congregations/clearinghouse of information, resources
- Ability to self-fund operations without outside sources
- Annual educational conferences and workshops
- OWL (Our Whole Lives) training
- Annual recognition awards to individual volunteers and staff
- Participation in Pride Parades
- Ability to financially assist congregations
- Registration assistance to individuals attending relevant conferences and workshops

Weaknesses

- Difficulty fully staffing committees/recruiting volunteers
- Communicating between representatives and board and congregational leadership
- Lack of branding of NTUUC
- Relationship with UUA – crediting the larger organization – giving credit
- Lack of effectiveness in marketing and promoting activities to UU's in North Texas
- Lack of effective mentoring and training new board representatives

Opportunities

- Social action support/networking/leadership model for autonomous clusters in US
- Outside funding to fund special activities, outreach of intentional ministries
- Communications model (Zoom) allowing committee and board meetings by phone/internet
- Better utilize our resources to promote NTUUC activities
- Relationship with UUA
- Telling our stories – informal history
- Covenant with region – how would you like it to read?
- Training and mentoring new board representatives

Challenges

- Institution is not an end/excuse for being
- Congregations supporting each other for better or worse (cf. Cambridge Platform) – through problem situations
- Maintain autonomy of cluster as well as respect autonomy of member congregations
- Awareness that we are servant leaders

V. GOALS:

Inspire:

Years	Range	Goal	Responsibility
Year 1	2017-2018	Educate congregational members on NTUUC	All Board Reps
Year 3	2017-2020	Increase congregational participation in NTUUC committees and events	All Board Reps
Year 5	2017-2022	Hold one joint event a year for all congregations, outside of trainings	Special Task Force

Learn:

Years	Range	Goal	Responsibility
Year 1	2017-2018	Sponsor a white privilege/undoing racism workshop	Education and Social Justice Committees
Year 3	2017-2020	Proximity/cultural awareness training – being engaged in social justice	Education and Social Justice Committees
Year 5	2017-2022	Being a partner with other organizations in social action	Social Justice Committee

Grow:

Year	Range	Goal	Responsibility
Year 1	2017-2018	Add UU presence to MLK Jr parade(s)	Staff and Task Force
Year 3	2017-2020	Develop public information strategy	Staff and Communications Committee
Year 5	2017-2022	Apply for grants to assist in social action	Staff and Social Justice Committee

VI. KEY PERFORMANCE INDICATORS

Inspire:

Year 1	2017-2018	Questionnaire to Congregational Boards
		Presidents/VPs show up at periodic dinners
		Count social media mention of NTUUC news by congregations
Year 3	2017-2020	Count attendance at all NTUUC events by congregation
		Count committee participation by congregation
Year 5	2017-2022	Type of event, congregations attending and how many from each congregation

Learn:

Year 1	2017-2018	Type of event held, congregations represented, and how many from each congregation
Year 3	2017-2020	Type of event held, congregations represented, and how many from each congregation
Year 5	2017-2022	List of organizations and purposes and level of engagement as assessed by NTUUC Board and/or congregational boards
		Feedback survey from organizations re: participation and additional participation needed

Grow:

Year 1	2017-2018	Parades in which participated, congregational participation, and number of participants
Year 3	2017-2020	List methods are we using and perceived effectiveness of each. Number of public information
		Releases put out and what method was used.
Year 5	2017-2022	List grant applications, to whom, for what, amount requested, amount received, and how used.