

YOU SPOKE—WE LISTENED—LET’S MAKE IT HAPPEN
UNITARIAN CHURCH OF BATON ROUGE
2011-2015 STRATEGIC PLAN

Values Undergirding the Strategic Plan

As a member congregation of the **Unitarian Universalist Association**, the Unitarian Church of Baton Rouge (UCBR) has covenanted to affirm and promote the following **Principles**:

- The inherent worth and dignity of every person;**
- Justice, equity, and compassion in human relations;**
- Acceptance of one another and encouragement to spiritual growth
in our congregations;**
- A free and responsible search for truth and meaning;**
- The right of conscience and the use of the democratic process
within our congregations and in society at large;**
- The goal of world community with peace, liberty, and justice for all,**
- Respect for the interdependent web of all existence of which we are a part.**

The **Bylaws** of the church state that the **Purpose** of the UCBR shall be to:

- **Support the free and disciplined search for truth as the foundation of religious fellowship;**
- **Affirm, defend and promote the supreme worth and dignity of every human personality;**
- **Contribute to the vision of a world community founded on the values of tolerance, justice, and peace;**
- **Provide a focus for significant ethical and social issues, supporting individual conscience and responsibility as the ultimate moral authority;**
- **Form a community of mutual concern, serving the needs of its members, and providing opportunities for personal growth and fulfillment; and**
- **Celebrate life by worshiping together freely.**

UCBR Mission Statement

**Grounded in love and respect for nature and humanity
and dedicated to the individual’s search for truth,
we provide a home where we can celebrate spiritual diversity
and commit ourselves to serving the human community.**

UCBR Vision Statement

Many Beliefs, One Community, A Better World

Goals Guiding the 2011-2015 Strategic Plan

Source of Goals

Maturational and Incarnational Growth Goals were derived from cottage meetings attended by congregants. Strategies for achieving these goals were developed by the six Program Councils and refined by the Planning Committee. Means for achieving the strategies, i.e., organic growth goals, were suggested by the six Program Councils and converted into a time line and numeric (financial) growth goals by the Planning Committee.

Maturational Growth Goals

We deepen and expand our understanding of, and ability to articulate, Unitarian Universalism
(Understanding UUism).

We commit to grow spiritually and to live our Unitarian Universalist values in our daily lives
(Manifesting UUism).

We commit to shared ministry and leadership **(Shared Ministry).**

Incarnational Growth Goals

We are a welcoming community that embraces and promotes the worth and dignity of all
(Welcoming).

We make our presence known because our religious tradition has much to offer **(Presence).**

We embody our Unitarian Universalist values by advancing social justice through education and advocacy and by responding to those in need in our community through organized service projects **(Justice/Service).**

Organic Growth Goals

An assistant minister to expand our professional ministry capacity **(Assistant Minister).**

Added and/or improved facilities, specifically sanctuary improvements, parking lot improvements, a new multipurpose building, and remodeled existing space **(Improved Facilities).**

The resignation of the Director of Religious Education (DRE) in August 2010 led the Planning Committee to include plans for hiring a new DRE in the five-year plan **(DRE).**

A capital fund drive to provide for new and improved facilities and initial funding of a second minister position **(Capital Fund Drive).**

Regular assessment of, and planning for, the ministries of the church **(Assessment/Planning).**

Ongoing review of administrative structures as church staff and programming grows
(Administration).

Numeric Growth Goals

Estimated *capital funds* and increases in *operating funds* are included in the timeline.

Recommendations for Fall 2010 (A Prequel to the Five-Year Plan)

- Capital Fund Drive:** Recruit Capital Fund Drive Task Force
Arrange assessment visit by UUA Capital Fund Consultant
- Assistant Minister:** Recruit an Assistant Minister Search Committee
Consult with UUA Transitions Director about process of searching for an Assistant Minister on a two-year contract basis
Development of job description for an Assistant Minister
Preparation of a congregational profile for the search
- DRE:** Interviews for an Interim DRE
Hiring of an Interim DRE (contract through July 2012)
- Facility Improvements:** Move speakers in sanctuary (plan already in process)
Recruit a Facility Design Task Force
Explore options for expanding space
Contract with an architect for concept sketches
- Assessment/Planning:** Recruit Ministries Assessment Task Force
Task Force reviews/revises assessment instruments
- Understanding UUism:** Formation of an Adult Curriculum Team
- Manifesting UUism:** Add more Pastoral Care Associates as needed (ongoing goal)
Offer regular pastoral care trainings (ongoing goal)
Send Branches group leaders to Small Group Ministry Institute annually (ongoing goal)
Continue to develop Branches Leadership Team (ongoing goal)
- Welcoming:** Institute regular potlucks (4-6 a year, ongoing goal)
- Presence:** Updated website with members only area
Ads in "225" magazine (ongoing goal)
Define marketing plan mission and develop marketing plan
Explore social media
Include Denominational Affairs in Outreach column in church newsletter (monthly, ongoing goal)
- Justice/Service:** Include Social Justice information in order of service and church newsletter (ongoing goal)
IAF involvement to include community organizing training, publicizing public forums, legislative advocacy (ongoing goal)

Recommendations for 2011

- Capital Fund Drive:** Assessment Visit by UUA Capital Fund Drive Consultant in January
Feasibility study and promotion of fund drive goals in spring
Conduct drive in fall
- Assistant Minister:** Search Committee interviews candidates
Board hires Assistant Minister (contract for August 2011 thru July 2013)
- DRE:** Form Search Committee for a permanent DRE (Fall 2011)
Draft job description for DRE position
- Assessment/Planning:** Conduct bi-annual Ministries Assessment
- Administration:** Investigate administrative, governance, financial management,
supervisory models for churches our size and larger
Hire an administrative consultant (possibly Joe Sullivan)
- Facility Improvements:** More detailed designs for new/remodeled space
- Understanding UUism:** Pilot UU courses/workshops
Develop Branches sessions
Ministerial coverage for all services (Fall on)
- Manifesting UUism:** Add Pastoral Care Associates and offer trainings as needed
Send Branches group leaders to Small Group Ministry Institute
Continue to develop Branches Leadership Team
- Shared Ministry:** Offer leadership development workshop
- Welcoming:** Offer regular potlucks and explore financing for catered meals
Offer regular workshops on welcoming (ongoing goal)
Offer workshop for parents of RE children
Branches program for youth (ongoing goal)
Youth attendance at district rallies/leadership trainings (ongoing goal)
Picture directory for 60th anniversary
- Presence:** Programming on BRPN
Continue ads in "225" magazine
Initiate marketing plan
Adopt social media policies/procedures
Continue Outreach and Denominational Affairs column in newsletter
- Justice/Service:** Continue Social Justice info in order of service and church newsletter
Build Social Justice Kiosk
Continue IAF involvement
Form partnership with St. Paul Lutheran (ongoing goal)
"60/60" service projects

Recommendations for 2012

- Capital Fund Drive:** Evaluate results of fund drive
- Assistant Minister:** Provides ministerial coverage during Senior Minister's sabbatical (April-May)
Review Assistant Minister position (Fall)
Form search committee (Fall)
- DRE:** Hire DRE to begin in August
- Assessment/Planning:** Update strategic plan for 2013-2017
- Facility Improvements:** Raise chancel, install new carpet
Install new audio-visual system
Begin construction of new/remodeled space
- Understanding UUism:** Continue UU courses/workshops
Develop campus ministries
Ministerial coverage for all services
Add Children's Choir Director and Accompanist
- Manifesting UUism:** Add Pastoral Care Associates and offer trainings as needed
Send Branches group leaders to Small Group Ministry Institute
Continue to develop Branches Leadership Team
- Shared Ministry:** Offer leadership development workshop
- Welcoming:** Offer regular potlucks and catered meals in new fellowship hall
Continue regular workshops on welcoming
Plan ministry for parents of RE children
Continue branches program for youth
Continue youth attendance at district rallies/leadership trainings
Offer 7th-9th grade OWL
Plan and train for OWL for other age groups
- Presence:** Continue programming on BRPN and ads in "225" magazine
Increase broadband capacity
Continue Outreach and Denominational Affairs column in newsletter
- Justice/Service:** Continue Social Justice info in order of service and church newsletter
Build electronic kiosks
Continue IAF involvement and partnership with St. Paul Lutheran
Plan on-going service projects

Recommendations for 2013

- Assistant Minister:** Search Committee interviews candidates
Call, hire, or extend contract (Fall)
- Assessment/Planning:** Conduct bi-annual ministries assessment, focusing on staff needs
- Facility Improvements:** Complete any remaining remodeling of original space
- Understanding UUism:** Evaluate UU courses
Bring in outside speakers re UUism
Further develop campus ministries
Add third worship service and music staff
Boston heritage trip for youth
- Manifesting UUism:** Add Pastoral Care Associates and offer trainings as needed
Send Branches group leaders to Small Group Ministry Institute
Establish professional Branches Coordinator position
- Shared Ministry:** Offer leadership development workshop
Begin annual ministerial intern program
- Welcoming:** Continue offering regular potlucks and catered meals
Continue regular workshops on welcoming
Implement ministry for parents of RE children
Continue branches program for youth
Continue youth attendance at district rallies/leadership trainings
Offer OWL for age group(s) other than 7th-9th grade
- Presence:** Continue programming on BRPN and ads in "225" magazine
Continue Outreach and Denominational Affairs column in newsletter
Begin streaming services
- Justice/Service:** Continue Social Justice info in order of service and church newsletter
Utilize electronic kiosks
Continue IAF involvement and partnership with St. Paul Lutheran
Implement on-going service projects
Mission trip

Recommendations for 2014

- Assessment/Planning:** Conduct cottage meetings
Develop strategic plan for 2015-2019
- Administration:** Policy Governance seminar with Joe Sullivan, Consultant
- Understanding UUism:** Continue offering UU courses
Bring in outside speakers re UUism
Further develop campus ministries
Continue three worship services
- Manifesting UUism:** Add Pastoral Care Associates and offer trainings as needed
Send Branches group leaders to Small Group Ministry Institute
- Shared Ministry:** Offer leadership development workshop
Continue annual ministerial intern program
- Welcoming:** Continue offering regular potlucks and catered meals
Continue regular workshops on welcoming
Further develop ministry for parents of RE children
Continue branches program for youth
Continue youth attendance at district rallies/leadership trainings
Offer OWL for 7th-9th grade
- Presence:** Continue programming on BRPN and ads in "225" magazine
Continue Outreach and Denominational Affairs column in newsletter
Continue streaming services
- Justice/Service:** Continue Social Justice info in order of service and church newsletter
Utilize electronic kiosks
Continue IAF involvement and partnership with St. Paul Lutheran
Implement on-going service projects

Recommendations for 2015

- Assessment/Planning:** Conduct bi-annual ministries assessment
Begin implementing strategic plan for 2015-2019
- Understanding UUism:** Continue offering UU courses
Bring in outside speakers re UUism
Further develop campus ministries
Continue three worship services
- Manifesting UUism:** Add Pastoral Care Associates and offer trainings as needed
Send Branches group leaders to Small Group Ministry Institute
- Shared Ministry:** Offer leadership development workshop
Continue annual ministerial intern program
- Welcoming:** Continue offering regular potlucks and catered meals
Continue regular workshops on welcoming
Further develop ministry for parents of RE children
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