

ERUUF Strategic Plan 2017-2019

The ERUUF Strategic Plan is a living document intended to be used and modified as appropriate. It draws from a variety of sources including:

- ERUUF's Statement of the Ends
- Small group conversations during the 50th Anniversary year: Who are we? Whose are we? Who are our neighbors? What is our promise?
- Plan and Eight Ends developed by the Multicultural Change Team for ERUUF's ministry for Racial Equity and Inclusion
- Proposal by Earth Justice to become a Green Sanctuary congregation
- Board of Trustees Strategic Planning Retreat held in February 2017

Note: This overview of the strategic plan includes four main goals and the key objectives and strategies designed to attain these goals. For more detailed information around who is responsible and how the strategies will be assessed, you may see the more detailed plan developed by Reverend Cayer, the staff, and committees.

Objectives	Specific Strategies
Goal 1: Engage members as a Beloved Community to live our UU Principles	
Support all members on their journey of transformation	<ul style="list-style-type: none"> • Revise the ends for Wednesday Connections programming • Offer more adult programs to support UU identity, REI ends, spirituality, practical life • Develop a strong Adult Programs Team
Ensure worship services support spirituality	<ul style="list-style-type: none"> • Incorporate service elements every week that support inner life and call to action • Include a thoughtful mix of inner- and outer-directed service themes • Provide Wednesday and seasonal Vespers to support members mid-week and in times of crisis
Engage members in Justice Opportunities	<ul style="list-style-type: none"> • Provide members with justice opportunities that 1) educate about issues; 2) provide opportunities for service; 3) allow members to serve as witnesses to injustice; 4) advocate and work for social change.
Implement strategies to retain new members	<ul style="list-style-type: none"> • Create and disseminate a Toolbox for new and existing members • Offer Covenant & Community classes • Offer a Journey Toward Membership course • Increase Membership Committee
Reach out to current members	<ul style="list-style-type: none"> • Member of ministry team reaches out personally 2x year to every member
Revitalize and renew Pastoral Care ministries	<ul style="list-style-type: none"> • Recruit new Pastoral Associates from across age groups and demographics • Do outreach to new parents • Do outreach and care for CCRC and "aging in place" members • Offer Care Team programs: end of life, caring conversations • Offer four Sunday services/ yr on healing, spiritual care, human development

Objectives	Specific Strategies
Create skills and opportunities for living in a covenantal Beloved Community	<ul style="list-style-type: none"> • Offer adult programming on topics such as: Covenantal communication skills; Skillful engagement w/ conflict; Listening; Dialogue with attention to racial equity and inclusion; Practicing Right Relationship
Continue to create a racially equitable and inclusive covenantal religious community	<ul style="list-style-type: none"> • Offer Witnessing Whiteness classes • Support a People of Color Group • Offer Film / discussion series • Create immersion experiences • Provide opportunities for cross-cultural dialogue (within ERUUF and beyond) • Provide a course on UU History of Racial Justice • Offer workshops on Inclusion and Equity • Create spiritual/theological reflection opportunities (1:1, in services, etc)
Work for a world that is healed and transformed; where respect for the interdependent web of all existence enables people from all walks of life to live without fear of human caused environmental destruction and in harmony with each other and the rest of creation.	<ul style="list-style-type: none"> • Engage in the process to become a Green Sanctuary congregation • Engage the ERUUF community to more fully live our first, third, and seventh UU Principles with regard to sustainability and earth justice • Create opportunities for congregational engagement and participation in climate justice networks local-to-global • Develop and maintain a partnership with at least one faith-based organization (e.g., Commit2Respond, NCIPL, GreenFaith), at least one non-faith-based organization (e.g., NC WARN, 350.org), and at least one front line community
Goal 2: Create pathways to spread justice and/in the light of our liberal religion	
Reach out to the broader Durham community	<ul style="list-style-type: none"> • Hold Soulful Sundown Services in downtown locations
Energize, expand UUism in communities where it does not exist	<ul style="list-style-type: none"> • Create a Task Force to study models for distance ministry • Research needs of existing groups, ERUUF distant members, underserved areas to the north and south • Consult w/ Rev. Hollister and Sacred Fire • Reach out to existing lay led groups • Create circles in Cary, Chatham County where we have existing members • Live Stream Services
Extend ministry to local campuses	<ul style="list-style-type: none"> • Continue to Support NCCU campus ministry • Revitalize Young Adult ministry at ERUUF • Research campus ministry at Duke/ in partnership with Chapel Hill UU congregation

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Become a partner in the community with other progressive groups working for social and racial justice	<ul style="list-style-type: none"> • Educate ERUUF members in preparation for partnership • Create new partnerships for service and justice work with organizations led by people of color • Supports efforts of Durham CAN on Affordable Housing (identify link between home owner equity and reparations) and contribute to CAN Equity Fund
Cultivate/develop ERUUF as a sanctuary (welcoming) space for liberal religious ideals, hope, inspiration	<ul style="list-style-type: none"> • Develop the capacity to host groups, lectures, talks, and shows by outside artists and intellectuals on topics / issues of concern to members • Develop criteria for hosting a specific number of community events that are oriented to social change • Continue to be an Early and Regular Voting Site
Goal 3: Create a culture where racial equity and inclusion is the norm	
Embed racial equity and inclusion into ERUUF's policies and procedures	<ul style="list-style-type: none"> • Review Ends, Mission, Covenant, By-laws, Operating and Personnel Policies for racial bias, equity and inclusion • Review Personnel, Hiring and Supervision Practices for racial equity and inclusion • Create REI processes that move beyond "onboarding" to "Inclusion" for ministers, staff and key lay leaders
Emphasize racial equity and inclusion in ERUUF's programming	<ul style="list-style-type: none"> • Provide continuing education to build and sustain awareness of racism, white privilege and supremacy, and the power and structural dynamics that support racism • Ensure that equity and inclusion are emphasized in all ERUUF programming, including adult and children's RE, worship service, music, leadership positions • Continue/expand our current anti-racism leadership
Goal 4: Build ERUUF's organizational capacity	
Build financial capacity to allow for fair compensation of all staff, hiring of third minister, and increased support of the UUA	<ul style="list-style-type: none"> • Create New Stewardship Council • Apply for Foundation grant for a stewardship consultant • Increase UUA contribution every year until we get to Fair Share
Develop plan for long-term capital maintenance and improvement	<ul style="list-style-type: none"> • Conduct a capital needs assessment • Research means of funding capital improvements (low interest loans, capital campaign to begin capital endowment fund)
Align staff to support strategic goals	<ul style="list-style-type: none"> • Update the Staffing plan • Research more affordable Health Insurance options

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<p>Increase internal and external communication (social media, etc)</p>	<ul style="list-style-type: none"> • Create a new website with a simple design that is mobile-friendly • Integrate Blog, Facebook, Instagram, and Twitter platforms • Design Communication Flow with lay leaders • Live Stream services
<p>Develop and communicate clear strategy for responding to requests for ERUUF involvement in community events</p>	<ul style="list-style-type: none"> • Identify where to route inquiries, requests for partnership, publicity, space • Develop decision making trees and cost benefit criteria for “how to get a good idea into play at ERUUF” that can be used by teams • Teach and review the process in leadership and team start ups/orientations
<p>Implement Campus Safety Plan</p>	<ul style="list-style-type: none"> • Review and update existing plan • Create implementation team • Share plan with staff and lay leaders • Create a Crisis Communication plan
<p>Review and Update ERUUF’s Ends</p>	<ul style="list-style-type: none"> • Board task force, and as a whole board