

January 13, 2014

Jim Key
UUA Moderator
Chief Governance Officer

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Report to the UUA Board of Trustees

I have received several emails, calls, and comments since our last board meeting that strongly suggest we, as a new smaller Board, must do a better job of communicating our activities to our Sources. While we have met in full business session only once since the election of all of us last June, there is an expectation from our constituents to communicate our deliberations and actions. Although we published a summary of our work on the UUA Web page, we have no presence on the Board blog or Facebook.

In reaching out to John Hurley, Director of Communications, I reviewed a copy of notes and recommendations from the Communications working group of the board from April 2010. It is appended for our review and discussion at our January meeting. I expect to emerge from that meeting with a Communications plan that we can begin to execute immediately following our January meeting.

My recent focus has been having discussions with multiple trustees and other stakeholders on how to make GA General Sessions, formerly know as Plenary, more engaging for the delegates while covering the necessary business of the Association. I will ask those individuals and organizations who traditionally present to provide a written report which will be printed and available to the delegates. This will provide more detail than the verbal report will have time to include. Additionally, I will ask that the number of presenters for each report minimize the number of people involved, preferably only one person. Additionally, I will ask that the reports demonstrate linkage to our Ends as well as the theme of GA 2014, Love Reaches Out. I am consulting with young adult leaders and others to consider short TED-type teaser talks to engage delegates and encourage conversations outside General Session Hall or at specific workshops.

As we develop our 2015 board calendar, I am asking the Trustees to approve changing the offsite meeting, usually our January meeting, to April. I envision our April 2015 Board Meeting to be held in Selma, AL

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to coincide with the 50th Anniversary of the Selma to Montgomery Voting Rights March to be celebrated in March 2015. You will recall that the UUA Board recessed their meeting in 1965 to answer the call from Dr. Martin Luther King to come to Selma after events on Bloody Sunday, March 7, 1965. The [Living Legacy Project](#) will be organizing events for Unitarian Universalists and others to honor those who participated in the Civil Rights movement.

I have one item for Executive Session involving a potential Conflict of Interest

Meetings with congregations

- First UU Church of the Palm Beaches, governance workshop and preach
- Joined UUs from seven congregations across South Carolina at the [Truthful Tuesday](#) rally in Columbia

Meetings with committees and organizations

- UU Ministers Association
- District Presidents Association, Boston
- Presidents Council Retreat, Boston
- Audit committee, Boston
- Finance Committee, Telcon
- Executive Committee, Telcon
- Open UUA Committee, Telcon
- UU Society of Community Ministers, Telcon
- Ministerial Fellowship Committee, Telcon
- Meadville Lombard Theological School, Chicago
- GA Planning Committee, Portland

Addendum:

Communications Sub-Group

April 17, 2010

Participants: Linda Laskowski, Gini Courter, Joe Gayeski, Nancy Bartlett, Jeanne Pupke, Tom Loughrey, Lew Phinney, John Blevins. Additional interest: Jake Morrill, John Hawkins

Charge:

Short term: implement John's recommendations for this board meeting and the near future

Long term: institutionalize recommendations and create overall strategy for use of electronic media/board communications

John Hurley's recommendations (in bold, actions by sub-groups below each one)

1. Improve board's presence on website by:

- **adding a summary of board meetings**
- **board of trustee's blog, and**
- **post-meeting videos**

- Tom will ask Susan Ritchie to coordinate a summary of board action after each board meeting, including this one, as part of her Assistant Secretary role. We envision an intriguing short paragraph (that could be part of the UUA home page features) that would link to the Board home page. We expect she can tap into the notes taken by various board members.

- Linda will set up a conference bridge for a call to plan the board blog at 3:30 EDT on April 28 with Joe, Tom, Lew, and potentially John H and Jake.

- Tom will shoot short videos of Susan on highlights of the COA history, Dan on the values differences in our retirement plan investment managers, and Nick Allen's preaching on Sunday morning

2. Create Board Facebook page: Joe to set up, feature Tom "UUA Board of Trustees"

3. Review and revise current page

- Gini will set up a conference bridge to redesign the board page on May 3 at 3:00 EDT with Lew and Jeanne (potentially John H. and Jake).

Questions to ask your trustee: potential tool to link to from Board website. Will to collect questions from other trustees and collate.

Sub-group to check in at May board meeting for next steps.