



UNITARIAN
UNIVERSALIST
ASSOCIATION

UUA Mission Priorities – Strategy, Planning & Assessment

Board of Trustees – April 2026

uua.org



Goals for Mission Portfolio

External

- Set strategic priorities for each mission area
- Communicate the how/why for priority projects
- Measure impact towards goals for each priority

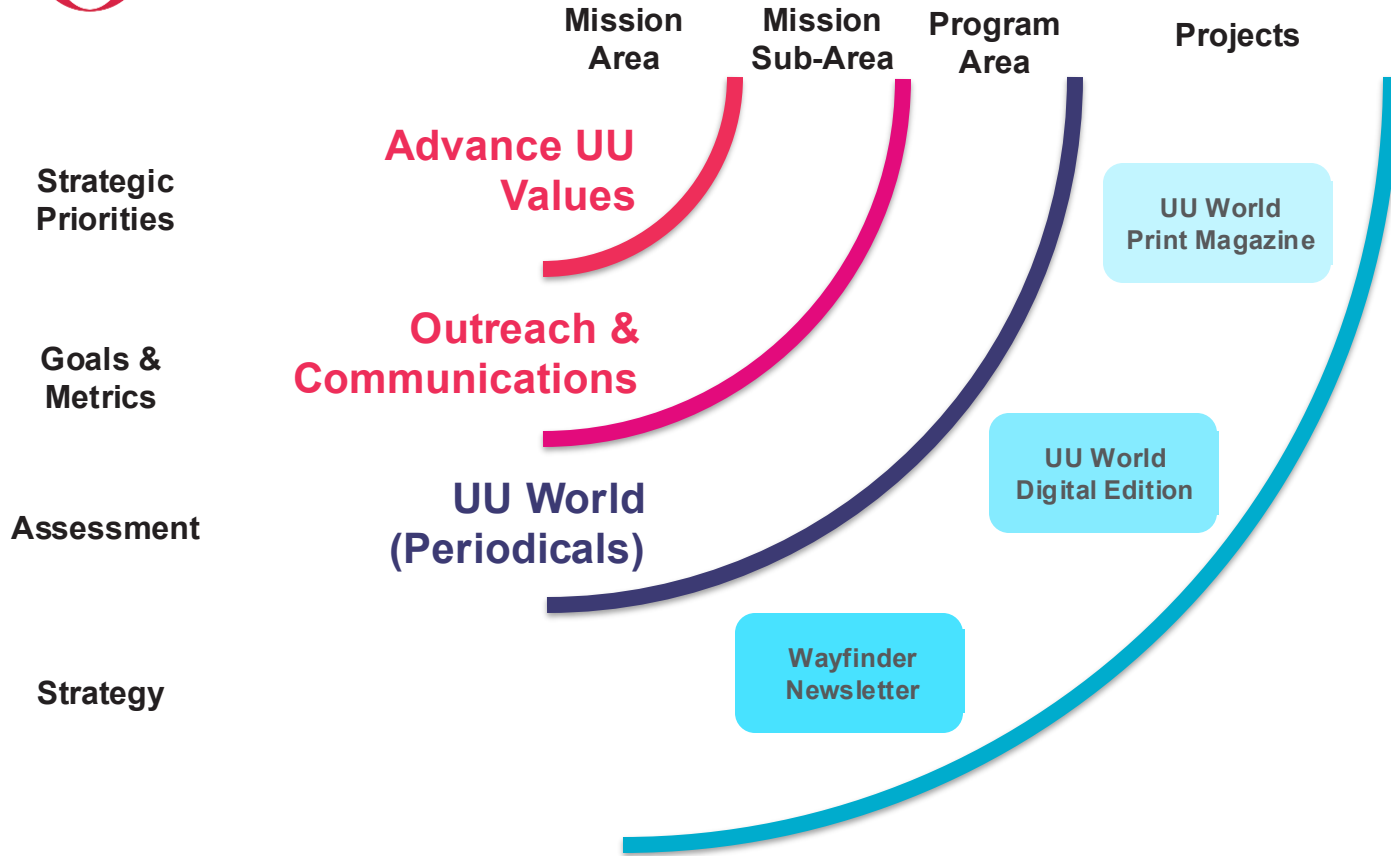
Internal

- Roles, responsibilities, and goals for work are clear
- Connects projects & programs to mission areas
- Staff can learn about each other's work





Connecting our work to mission & impact





Stages for strategy, planning & assessment

Implement strategy

Define goals & assessment



Set mission priorities

Grounded in
Meet the Moment

Build mission portfolio

Describe current projects





Mission Areas

- Equip congregations & communities for vital ministry
- Support and train leaders, both lay & professional
- Advance UU values in the world
- Organizational administration and support

Overlay approaches – leadership development, community care, infrastructure & systems





DRAFT PRIORITIES & KEY PROJECTS





Equip congregations & communities

***Mission Priority:** Cultivate congregations & communities who have the capacity, resilience, and public presence to sustain ministry that meets the moment.*

Key projects

- LeaderLab, UU Institute
- Insurance and business services
- Faithify & stewardship resources
- Woven Faith curricula
- Deeper Joy programs



Support & train leaders

***Mission Priority:** Reimagine the pathways to ordained ministerial leadership to become widely accessible, relevant, and sustainable through formation, credentialing, search/settlement, and professional growth & development.*

Key projects

- Transitions Review Task Force
- Widening the Pathways Initiative
- State of religious professionals data project





Advance UU values

***Mission Priority:** Be a prophetic force for moral imagination and against white Christian nationalism through faithful voice, coalition-building, and protecting our communities.*

Key projects

- UU the Vote/Side With Love organizing
- Climate Justice Taskforce
- Legal actions & public witness
- Risk assessment and response

>> Reparations is a potential future area





Organizational administration & support

Priorities (already communicated to UUA staff)

- *Safe & sustainable operations* – To create a resilient organization, the UUA must be financially stable and sustainable and prepare for potential risks and threats.
- *Strategic, courageous & aligned programs* – Reorienting our work towards our greatest needs and opportunities requires setting high level priorities and ensuring each mission and program area are aligned through strategy, planning, and assessment.
- *Equitable & values driven workplace* - We are revamping our systems for people and culture in the organization to embody our values in the workplace, with an emphasis on equity and access.



Discussion Questions

- How well does the draft of each mission priority capture what seems most urgent and essential to meet the moment?
- Do you think the list of current key projects is likely to achieve the aims of each priority?
- What kind of goals or metrics would you suggest for each priority area?