

UUA Strategic Vision—A visual layout

Ends: describe a vision of a thriving UU movement

Analysis of our situation and theory of change

- demographics—rise of the “nones” and the flight from organized religion
- culture change of historic proportions
- UU values align
- our values align, but our institutional framework often does not
- Historic opportunity for UUism
- The old models will no longer work. Innovation and excellence are key.*

UUA Role [Do what congregations cannot do by themselves—What we are about: adapting UUism to thrive in a new America]

- Create Partnerships
 - UCC
 - UUMA
 - UUSC
 - SMOLUUC
- Cast a Vision
- Model the way
 - move to 24 Farnsworth
- Public witness on national, international, regional scales
- Curate and create resources
- system maintenance
 - endowment
 - retirement
 - health insurance
 - settlement

UUA strategy

Get Religion—growing our spirits, healing the world

- Resources
 - Worship web
 - published resources
- Public Witness
 - Standing on the Side of Love
 - Marriage Equality
 - Statewide networks
 - Congregationally based organizing
- Field staff work with congregations
- Communications: reaching out to each other and to the wider world
 - Beacon Press
 - Skinner House pubs
 - periodicals UU World
 - bookstore
 - Web
 - “Branding”

Grow Leaders

- Strategic Review of Professional Ministries
 - Partnership with UUMA: professional development
 - Entrepreneurial ministry
 - In Care for seminarians
 - Fulfilling the Call
- Panel on Theological Education
 - Support for seminaries
 - recruitment
- Ongoing: credentialing, support of MFC, etc.
- summer seminary for youth
- Leadership Schools
- RE — Renaissance

Cross Borders—of race, class, culture, ethnicity, nations

- Diversity of Ministry
 - Finding Our Way Home
- Mosaic Makers
- College of Social Justice
- Justice GA
- UU UNO
 - Ghana program
- International Work
 - Holden
 - ICUU
 - IARF
 - Religions of Peace
- Work with partners here (NDLON, NAACP, Puente, etc.)
- Support for marginalized groups
 - lgbtq
 - youth of color
- All our AR/AO/MC work

Key questions—for each and every one of us.

- Does what I am doing lead us to where we need to go?*
- Are we at the UUA (including field staff across the country) the best people to do it?*

Budget Highlights, Changes

- Communications, branding—outreach
- Entrepreneurial ministry—innovation
- Regionalization