

STRATEGIC PLAN FOR PROFESSIONAL MINISTRIES

Selected strategies on which to focus in 2012/2013

Updated 3-26-2012

Major Strategy: Aggressively Recruit Leaders

| Sub-strategy | Tactic | Person Responsible/ Completion Date |
|---|---|--|
| Develop recruiting strategy in partnership with identity-based schools, and the UU professional associations. | Determine the specific role each organization can play in creating intentionality to recruitment of strong, diverse candidates for our ministry. Strive to enhance one another's efforts. | David Pettee December 2012 |
| Significantly improve the UUA website to focus on <i>leadership</i> , not the process of credentialing. | Develop a series of recruiting videos for use on UUA website, seminary websites, presentations at GA, at undergraduate schools and other venues. | Harlan Limpert September 2012 |
| Convene "Think Tank" of UU Ministers who have a passion for Recruiting excellent parish ministers. | Bring this conversation outside the walls of the UUA to benefit from the creativity and partnership of colleagues in the field. | May 2012 |

Major Strategy: Support Multicultural Immersion Learning

| Sub-strategy | Tactic | Who is responsible? Ending? |
|--|--|---------------------------------|
| Create multicultural learning communities for congregations and leaders engaged in significant multicultural ministries. | Dev. Multicultural Leadership Institute, building on February 2012 event at All Souls in Washington, DC and Finding Our Way Home retreat. 2013 in Tulsa on multicultural music; complete Skinner House book. | Taquienna Boston Spring 2013 |
| Create service immersion trips that | In partnership with UUSC and the Young Adult | Eric Cherry |

| | | |
|---|---|------------------------|
| are grounded in UU theology involving clergy and seminarians. | Spirituality & Service consultant, develop new funding sources, education opportunities, and trip opportunities. Involve more seminarians and UU religious professionals as well as lay people. | Erik Mohn June 2013 |
|---|---|------------------------|

Major Strategy: Reimagine and Evaluate our Credentialing Efforts

| Sub-strategy | Tactic | Who is responsible? |
|--|---|---|
| Create Assessment Framework for UU Ministry | Partner with the UUMA and MFC using consultants from the Education Development Corporate. Work with a panel of UU ministers to develop rubrics. Bring to the MFC to consider revision of Competencies. | Sarah Lammert, Harlan Limpert, Don Southworth Dec 2012 |
| Reform RSCC Function and Structure | Work with MFC and UUA Board to study a shift in emphasis from evaluation to one of “in-care” and present proposal to UUA Board. | David Pettee, Jess Halperin (MFC) |
| Evaluate Current District In Care Systems and build successful Model | Utilize Brandeis Consultant/ Logic Model to evaluate the Mountain Desert District In Care system. Hold In Care Summit with representatives of 6 districts currently exploring or engaged with this program. Partner with UUMA | Sarah Lammert; Nancy Bowen; Parisa Parsa |
| Strengthen Mentoring Program | Partner with UUMA to recruit and train “lead mentors” and develop mentoring guidelines for ministers in preliminary status and seminarians. | Sarah Lammert; Parisa Parsa |

Major Strategy: Expand Transitions Systems

| Sub-strategy | Tactic | Who is responsible? Ending? |
|---|---|--|
| Shift to twice-a-year Transitions System | Offer 18-24 month Interims as new norm; encourage congregations to advertise openings for February or August. | Keith Kron First February openings 2013 |
| Improve Interactive Settlement System On Line | Work with UUA IT services to upgrade the on line Settlement System; redo the Transitions Video for search committees. | Keith Kron Video June 2012 Upgrade System December 2012 |

Major Strategy: Support Advanced Learning for All Religious Professionals

| Sub-strategy | Tactic | Who is responsible? Ending? |
|---|--|--|
| Association Sunday devoted to Advanced Learning for UU Ministers, professional Religious Educators and professional Music Leaders | \$180K has been granted to UUMA, LREDA and UUMN for scholarships, lecture series, the EDC project and a cross disciplinary meeting (see below) | Sarah Lammert, Terry Sweetser Final Grants July 2012; Reports due December 2012 |
| Develop learning opportunities for cross-disciplinary UU professionals | Assn Sunday funded a meeting with all three organizations to strategize around promoting healthy staff groups. | Prof Development Director; Jan Gartner May 2013 |

Major Strategy: Be More Strategic in the Use of Scholarships & Grants

| Sub-strategy | Tactic | Who is responsible? Ending? |
|--|---|--|
| Target scholarship monies to promising and diverse candidates for our ministry. | Bundle currently available funds into particular merit categories. | David Pettee Spring 2012 |
| Create incentives for potential seminarians of color to attend UU identity schools | Offer scholarships for exploratory class at SKSM and M-L which can be counted towards an MDIV if the student enrolls. | David Pettee January 2012 |
| POTE to create strategy for its grants initiatives | Decide whether to focus on UU identity schools or continue to fund projects in multi-faith seminaries. | David Pettee; Rob Eller-Isaacs April 2012 |

Major Strategy: Measure What is Truly Important

| Sub-strategy | Tactic | Who is responsible? Ending? |
|---|---|------------------------------------|
| Implement Brandeis University logic model as the model for all major UUA staff initiatives. | Provide training to all UUA staff groups on the logic model using webinars, in-person training, and written materials. Encourage its use for all major programs. | Harlan Limpert |
| Develop online surveys to solicit feedback on UUA programs and initiatives for use in monitoring reports and other assessments. | Using SurveyMonkey and its significant analytical tools, develop four major UUA-sponsored surveys using standardized methods to enable longitudinal measurements of key indicators. | Harlan Limpert |
| Identify key information needed for use in a “dashboard” of key | Partner with each staff group director to identify key indicators of effectiveness of their teams in service to | Harlan Limpert |

| | | |
|---|---|--|
| measurements of progress in each major area of the Association. | our faith. Obvious examples include numerical growth, Tapestry use, APF stats, settlement data, and feedback from congregational surveys. | |
|---|---|--|

Major Strategy: Go deeper: Partner with Related UU Organizations

| Sub-strategy | Tactic | Who is responsible? Ending? |
|---|---|------------------------------------|
| Enhance relationship with religious professional organizations such as LREDA, UUMA, AUUA, UUMN, UUSCM, etc. | Participate virtually in portions of their annual executive committee meetings; schedule quarterly conversations with key leaders; invite representatives to various scheduled meetings and consultations as appropriate. | Sarah Lammert |
| Enhance current relationships and expand potential relationships with “related” UU organizations as part of the Congregations & Beyond effort. | Determine with MCS directors the capacity to be in new relationships with related organization. Review current policies and practices. Invite leaders of related organizations into conversations with UUA staff to redefine relationships and mutual benefits. | Most staff group leaders. |
| Re-examine appropriate relationship with board committees (i.e. MFC) and other groups (i.e. CSW) with the goal of intentionally clarifying roles and mutual accountabilities. | Make a list of current committees and organizations, discuss current relationships, explore possible changes, and then engage them in the same conversation. | Most staff group leaders. |