



North Texas UU  
Congregations

Strategic Plan  
2020 - 2024

August 27, 2020

## Basic Structure of a Strategic Plan



## **Vision**

**NTUUC (North Texas UU Congregations) envisions strong and healthy UU congregations in North Texas**

Strong, healthy congregations will transform lives by enabling more people to benefit from UUism, nourish the souls of their members, and increase justice in North Texas.

## **Mission**

**The Mission of NTUUC is to help UU congregations in North Texas achieve their goals.**

## **Strategies**

**NTUUC executes its mission and pursues its vision through three interconnected, long term strategies:**

**1. Use our resources to strengthen UU congregations in North Texas**

- resources include our endowment, connections across North Texas UU churches, and the resources within the UUA

**2. Provide training to members, friends and staff of our congregations**

- to develop UU members, leaders and future leaders

**3. Increase the visibility of UUism in North Texas**

- increased awareness of UUism will help our member churches to attract members

## Goals

These quantifiable metrics will be used to measure our progress in pursuing the vision and our strategies

Metric	5 year goal
<p>Strategy 1 - use our resources to strengthen UU congregations</p> <p><b>Growth in membership in North Texas UU congregations</b> - growing membership is an indication of a strong, healthy congregation</p> <p><b>Number of professional staff in N. Texas UU congregations</b></p>	<p>From 2191 reported for 2020 to 2300 by 2025 (5% increase) (Measure 1st Church Dallas separately from the other congregations)</p> <p>Increase from current level</p>
<p>Strategy 2 - provide training to strengthen congregations</p> <p><b>Number of training sessions held</b> <b>Number of individual UU's participating in those sessions</b></p>	<p>Establish baseline over the next year Increase relative to that baseline over time</p>
<p>Strategy 3 - Increase the visibility of UUism in North Texas</p> <p><b>Number of NTUUC organized events</b> <b>Number of media exposures created by NTUUC</b></p>	<p>Establish baseline from 2019 or 2020 Increase relative to that baseline over time</p>

## **Tactics**

### **Strategy 1 - use our resources to strengthen UU congregations**

1. Board to set annual goals on use of our endowment funds to strategically to support initiatives that strengthen congregations
2. Connect North Texas UU churches through at least 4 virtual events each year
  - identify needs and goals
  - identify best practices and share them with all NTUUC congregations
  - connect with resources at UUA, region, etc.
3. Survey congregational leadership on their perception of the benefits of NTUUC - in 12 or 18 months

### **Strategy 2 - provide training to strengthen congregations**

1. Identify training needs and wishes of member congregations through a once-a-year survey and in response to requests throughout the year
2. Develop an annual training calendar. Make use of training provided by the UUA, the Southern region, and other sources. Hold at least one event each quarter.
3. Track number of training sessions, attendance, and the ratings of attendees
4. Communicate and promote training calendar and upcoming training to all member coongregations

### **Strategy 3 - Increase the visibility of UUism in North Texas**

1. Coordinate participation in social action events in which multiple North Texas UU congregations are interested, such as the annual Pride Parade and biannual Lobby Days in Austin.
2. Maintain an active and current Facebook presence.
3. Take advantage of opportunities to share UU values through social media, Letters to the Editor, Op Eds, etc.

## **Governance**

To effectively execute its strategic plan and to achieve its goals, NTUUC will require an effective, well run board of directors. To accomplish this we will focus on the following governance best practices:

### **1. Define and adopt a clear statement of purpose and direction (strategic plan)**

- Use it to keep us focused on the most critical issues
- Review it frequently to make sure we are on track

### **2. Strengthen the board**

- strive to have each congregation represented by an effective board member
- encourage board members to serve at least two years, so that they can become familiar with the organization
- provide orientation for new board members
- encourage attendance at all board meetings. Keep virtual attendance as an option.

### **3. Follow sound practices for board meetings, including:**

- set agendas in advance and share them
- provide prereads in advance, and expect all board members to read them before the meeting
- focus the discussion on board-level issues (vs. getting into tactical details in board meetings)
- use task forces to address issues and bring back findings and recommendations
- keep accurate minutes and distribute them after each meeting
- develop a policy manual to document board policies and procedures