

# Williamsburg

# Unitarian Universalists



# VISION 2017

# Why VISION 2017?

## A Vision provides a basis for:

- Determining annual programs and strategies
- Focusing professional staff and leadership's attention
- Evaluating programs and staff
- Fundraising
- Realizing our mission

# \*Mission: To Serve

## Our Members and Friends

by providing a welcoming, inclusive community to explore and encourage personal spiritual growth,

## Greater Williamsburg

by promoting religious, racial and social harmony,

## Liberal Religion

by embodying Unitarian Universalist values within our congregation and in society at large,

## The Global Community

by participating in transformative action to achieve a sustainable and humane world.

\* This mission is posted on the wall in our narthex

# \*WUU Vision

In 2017, WUU will be

- Looked to and sought after as the vibrant liberal religious community of the Williamsburg area, where all are honored, supported and respected, and diversity is treasured.
- People constantly growing in spiritual transformation through faith development and worship; fully engaged with each other and those with whom they work in local, UU and global communities; and effecting justice in society and the environment.
- A welcoming campus that uses green technology and provides adequate space to carry out its mission.

\* Adapted from vision developed by leadership in 2010

# Focus Areas





# Challenges to WUU Community

- Few members doing most of the work.
- Some members feel disenfranchised.
- Decline in new visitors compared with three years ago.
- Newcomers are not integrated into community.
- Social events do not attract newcomers and younger adults.
- Too few congregation-wide events focused on intentional community building.

# 2017 Goals to Strengthen WUU Community

- WUU is a diverse, liberal religious home that honors and cares for one another.
- We maintain the bonds of trust and connection.
- Congregation feels engaged and challenged.
- Programs integrate new members and friends.



# Challenges to Worship Life

- Worship associates are stretched and in need of new and younger membership.
- Worship appears to meet expectations and needs of older adults, but it is uncertain whether it meets the needs of children and youth and young adults.
- We lack appropriate space to serve the worshipping community.
- The place of diversity in worship is not fully understood or supported.



# 2017 Goals to Strengthen Worship Life

- Collaborative planning.
- Worship expresses diverse spiritual needs.
- Worship Team reflects diverse needs of WUU.
- Service elements speak to younger congregants.



# Challenges to Faith Development

- Opportunities for children and youth limited to Sunday
- Volunteer leadership and teacher pool inconsistent and inadequate.
- Program times for children and adults limited due to space/time constraints.
- Children in facilities separated from congregation.
- High School space in basement with unsafe access, insufficient in size, and not ADA compliant.
- Furniture inadequate for multi-generational groups.

# 2017 Goals to Strengthen Faith Development

- Multiple programs to meet diverse needs.
- Multi-generational programs.
- LFD space is safe and welcoming.
- Staff and volunteers are well supported.
- Programs for parents nurture their spiritual growth.
- Leader in Campus Ministry.
- Programs reach new audiences through online media.



# Challenges to Social Justice

- The congregation as a whole is not as fully engaged as we could be.
- Programs are guided by a few active individuals.
- There is little focus on Social Justice beyond the immediate community.
- Opportunities to encourage Social Justice education through “mission” trips, etc. are not widely supported.
- There is need to examine how effective current efforts are and what productive steps could be taken.
- Children and youth are not engaged in Social Justice activities.



# 2017 Goals to Strengthen Social Justice

- WUU's involvement in Social Justice is widely supported.
- WUU is actively engaged with other community faith groups.
- WUU's liberal voice is heard in major local issues
- WUU engages in multi-generational "mission trips" outside the local area.



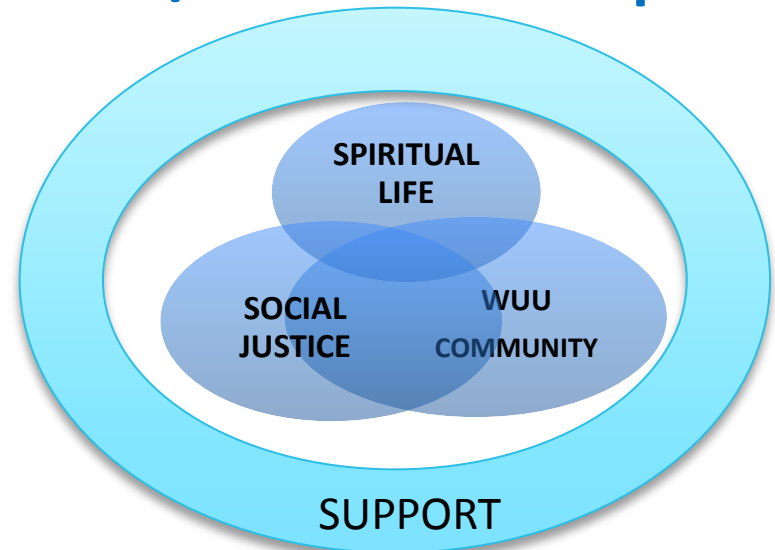
# Challenges to Governance/Leadership

- Membership not always aware of what Board does.
- With Board turnover, foundation/previous work not readily available.
- Leadership teams are not clear about division of responsibility and reporting.
- Leadership Team consists primarily of the same faces, year after year.



# 2017 Goals to Strengthen Governance/Leadership

- Board has overseen Vision 2017.
- Leadership structure reflects mission & needs.
- Leadership & Staff have resources to carry out mission.
- Leadership reflects changing demographics of WUU.
- Membership informed & engaged.
- WUU has strong connections with local, national, global UU's.
- WUU is a leading congregation.

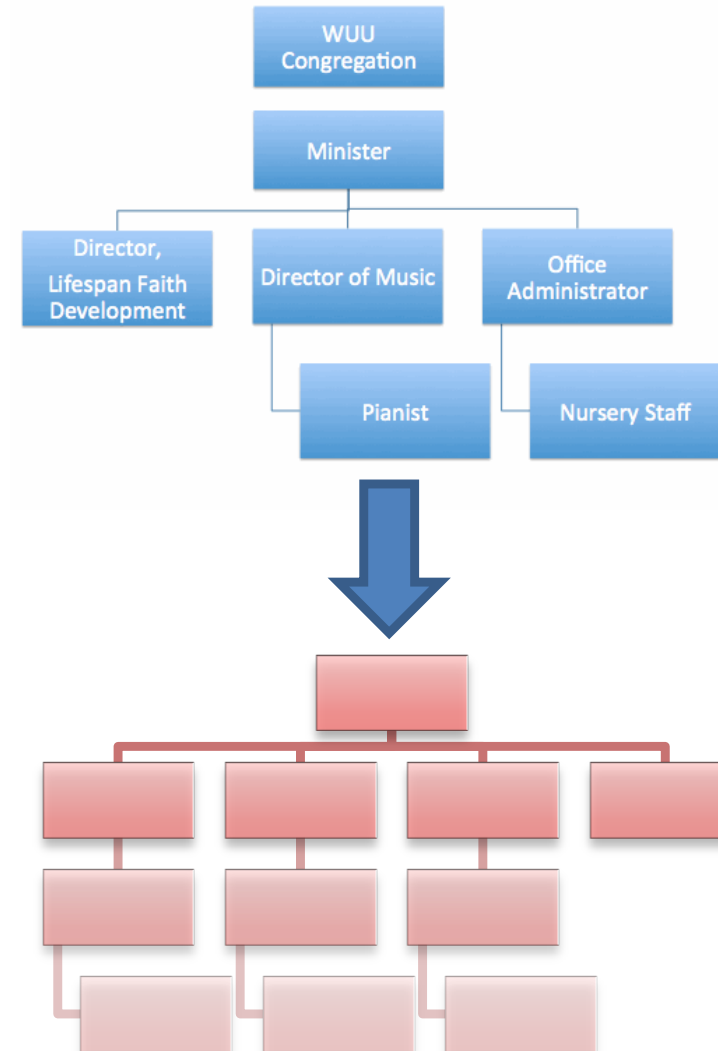


# Challenges to Staffing

- Allocation and number of paid staff are not tied to plan or goals.
- Role and workload of the minister has not been reassessed since the change of the ministerial contract.
- Staff performance goals and evaluation process does not have adequate Board oversight.
- Youth Advisor position has been unfilled due to budget constraints.

# 2017 Goals to Strengthen Staffing

- Appropriate, well-qualified staff supports mission.
- Staffing assignments are related to the fulfillment of Vision 2017.
- Staff evaluations are completed in a regular manner.
- Staff development plans in place.
- The administrative office operation facilitates the best use of resources.

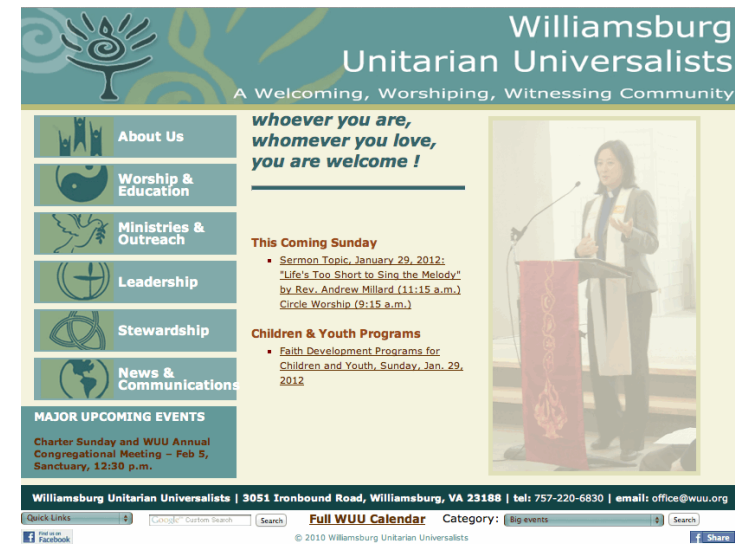


# Challenges to Communications

- Unitarian Universalism is not widely understood in the community.
- Communication to the community is inconsistent.
- Members not aware of UUA, District, and Tidewater Cluster initiatives.
- Limited use of social media.
- WUU visibility on Ironbound Rd is limited due to the campus layout.

# 2017 Goals to Strengthen Communications

- Internal and external communications are strategic, timely and reflect mission.
- The local community aware of WUU.
- Outreach has stimulated growth.
- WALT provides community exposure to the mission and values of WUU.



# Challenges to Facilities

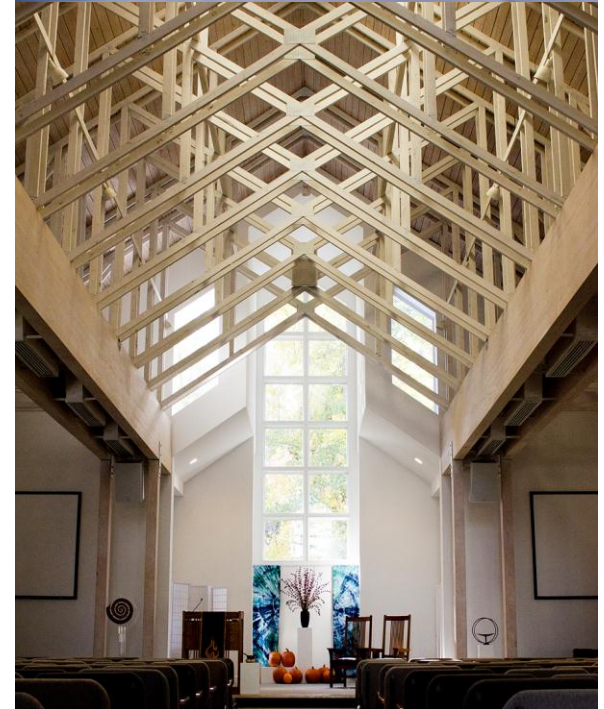
- Programs are limited by our facilities.
- Worship space is often crowded.
- Parker House not functional nor ADA compliant.
- Space/facilities for Faith Development and WALT are inadequate and inappropriate.
- Limited storage space.
- No private space for counseling.
- Promises for a better facility are continuously postponed.
- Congregants appear to be divided about the importance of making changes.
- Budget constraints limit some facilities maintenance.



# 2017 Goals to Strengthen Facilities



- Facilities are welcoming, sustainable, well-cared for and accessible.
- Administrative, Program, and Worship space is centrally-located, inviting, efficient and provides ample storage.
- Private counseling space is available.
- WUU's campus offers ample spaces for activities, and space for growth.
- Schedule for regular maintenance is in place.
- Green technology is used throughout the facilities.



# Challenges to Finances

- WUU's financial program is meeting most short term needs but is not addressing some near term goals and programs or WUU's Vision 2017.
- Pledge campaign lacks continuity and consistent message.
- Most financial support comes from a few members and there is no multi-generational practice of giving.
- Money not seen as part of spiritual deepening.
- Pledges cannot cover capital improvements.
- Number of Pledging units down from previous year.
- Current economic conditions impact giving.
- Insufficient reserve funds.

# 2017 Goals to Strengthen Finances

- Finances are sufficient to fulfill Vision 2017.
- WUU has a multi-year program of giving.
- WUU has a culture of generosity.
- Congregation understands stewardship as a spiritual practice.
- WUU's Endowment program is active and widely understood.



# Where from here?



# Where from here?

- Teams will develop detailed plans based on 2017 goals.
- Board and leadership will implement, monitor, and adapt plan activities.
- All able members and friends of congregation actively participate to achieve goals.

# Vision 2017 provides a basis for:

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- Focusing professional staff and leadership's attention
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# Give us your feedback

- Talk to a Board member.
- Send an email to the Board at [board2012@wuu.org](mailto:board2012@wuu.org).
- Put a note in the Board folder next to library.

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