

## **Primary Challenges currently facing WUS and Related Goals 05/2021 (updated 10/2021)**

These Challenges and Related Goals emerged from the year-long Standing Committee process to address Rev. Heather's request that Standing Committee take a leadership role in establishing goals for her, for program staff and extend these goals to committee work as well as general congregational awareness. The basis for this request is to help give us a greater sense of shared purpose and direction based on our Mission and Vision. Particularly given the increasingly limited resources in terms of time and energy that members and friends of the Society have to offer, the idea is to help us best direct these resources for the greatest shared outcome. This document was drafted collaboratively by Rev. Heather Janules, Fritzie Nace – SC Co-Chair and George Wood – Clerk and Committee on Shared Ministry and was reviewed and updated by the 2021-22 Standing Committee.

### **Challenge #1: Ensuring we are providing spiritual support throughout these challenging times**

#### Related Goals

- 1. Create a sense of safety, empowerment and trustworthiness in our congregational community as we navigate the impacts of pandemic on our congregational life.**
2. Create opportunities for congregational community to come together, be it social, educational or service work.
3. Offer a variety of modes for people to engage in conversation about spiritual needs using some of our existing groups – covenant groups, choir, PCA's, CoSM, committees, etc. – or offering new opportunities for conversations.
4. Conduct a "spiritual inventory" - perhaps part of the Congregational Survey.
5. Understand current research on spirituality, religion and church attendance (ie Pew Research) in relation to our congregation.

### **Challenge #2: Need to articulate our mission and adapt our practices within the current cultural context of our communities.**

#### Related Goals

1. Reconfigure our RE ministries for generations younger than 35.
  - a. Discern and clarify RE staffing needs for the coming year and beyond.
  - b. Hold cottage meetings for congregation to decide how to prioritize funding of Children, Youth and Young Adult ministries to get clarity on job description for next DRE.
  - c. Hire an additional staff person to work with Children and Families for 2022-23 church year.
2. Advance Marketing/Communications strategies.
  - a. Marketing Team is in process, including church administrator

- b. Review the Marketing and Communications report from 2018 and see what's been accomplished and what we can do next.
- 3. Social Justice and Environmental Responsibility:
  - a. Lift up our Social Justice and Environmental Responsibility activity for more awareness and participation within and beyond WUS. (Marketing)
  - b. Examine our Social Justice and Environmental Responsibility for how well we are addressing the "current cultural context" – both from a Needs perspective and interest/energy for involvement in action/service.
- 4. Update our technological capacity for multi-platform streaming of our services and activities. Completed!!

**Challenge #3: Attract new membership**

Related Goals

- 1. Deepen outreach (ie service work and public forums) and in-reach (ie covenant groups, spiritual exploration and study) ministries. Congregants may suggest, organize and lead such ministries in conjunction with staff and/or committees.
- 2. Marketing and Communications – committees, staff and congregants will work with the Marketing and Communications team to keep current information and announcements on our website.
- 3. Hire a Religious Education director/coordinator who will create engaging programming that meets the needs of families in our area.
- 4. Establish concrete goals for net increase of members and/or engaged participants

**Challenge #4 Need to modify our governance structure for greater flexibility and clarity**

Related Goals

- 1. Continue advancing clarity and transparency about responsibilities and authority of the SC, minister, staff, committees and membership.
  - i. Standing Committee members will have monthly opportunities at meetings to report on liaison committee work/concerns/successes and conversely will bring SC news to committees, as appropriate.
  - ii. SC will aim to post a monthly article in Highlights naming our work.
- 2. Establish precedent for committees to engage in Annual Goals process, using Transitional Worksheet for reporting accomplishments and goals for the next year in May/June.
  - i. Standing Committee liaisons will support an ongoing communication and accountability process, allowing for more rapid understanding of

committees' needs/challenges and ability to meet the needs of the congregation.

- ii. The 11/11/21 Committee Chairs meeting will include an introduction to the Challenges/Goals list and worksheet to be followed up by committee liaisons from SC
3. Set a precedent for reviewing Heather's annual evaluation and goal-setting for her and staff based upon Standing Committee Annual Goals process.

**Challenge #5: Need to stabilize and become pro-active in financial planning**

**Related Goals**

1. Led by Standing Committee, the congregation will create a Capital Plan (5 /10 year) based on Building Committee's list of projects in prioritized order and the Inter-Faith Power & Light energy assessment
2. Revisit previous work to organize and launch a Legacy Circle campaign and program – need volunteers.
3. Raise awareness and engagement about yearly fundraisers, with an emphasis on those that draw revenue from outside the congregation.

**Proposed next steps:**

This list of Challenges and Related Goals will be shared at the Committee Chairs meeting on 11/11/21. SC liaisons meet with their committee to complete the Transitions Worksheet by the December 15<sup>th</sup> SC meeting. Liaisons will help the committee to identify its piece by identifying 3 goals and Action Items that the committee will work on to accomplish during the coming year.

## End of Year Transition Worksheet—Spring 2021

**Committee Name**

**Date**

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**Committee Charge:**

**Outgoing Chair:**

**Chair for Coming Year:**

**Major Accomplishments Over Past Year:**

1. One
2. Two

**Recurring Major Tasks**

1. One
2. Two

**Suggestions on Next Steps:**

1. One
2. Two

## Goals and Structure Worksheet

**Committee Name**

**Date (year):**

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**Committee Charge:**

**Chair:**

**Recorder:**

**Committee Members:**

**Meeting Dates/frequency:**

**Goals for the Church Year:**

1. Goal One
2. Goal Two
3. Goal Three