

UUFRC Strategic Plan:
Step 1b: Describe Stories of Success, Outcomes , Metrics
Ownership: Board of Trustees

Note: Step 1a was writing Strategic Goals, completed by the Strategic Planning Advisory Group, approved by Board of Trustees in April, 2022.

Definitions of Strategic Plan Template:

Strategic Goal: Long-range, big picture objectives for UUFRC which address our opportunities for living into our mission and vision. Strategic goals can be thought of as broad, primary outcomes we want to achieve. The timeline is 3 to 5 years.

Stories of Success: A narrative, or description, of the Strategic Goal. “What would an article in UU World say about our success with this goal?”

Outcomes: The secondary, more specific outcomes for each strategic goal. What will it look like if we are successful with each strategic goal? Outcomes may be qualitative, not always quantitative. The timeline is 3 to 5 years.

Metrics: The expected or hoped for quantitative results of an outcome. The timeline is 3 to 5 years.

Strategies: Approaches and tactics implemented to achieve the outcomes and metrics. These may also be seen as initiatives. Each strategy has associated timelines which may be between 6 months and 3 years. **(To be completed in Step 2 by a TBD team)**

Community vs Religious Community or Congregation define how these are the same or different.

Strategic Goal #1:

UUFRC will grow as an intergenerational community that closely reflects all generations.

This goal captures the central importance of being a fully intergenerational community that learns from and appeals to younger families and children and youth.

Stories of Success

UUFRC is wildly successful at attracting all of the age groups to their community. People of all generations go to UUFRC to be part of something, to help shape a more positive world. There is holistic learning that happens during Sunday services, and all generations interact with one another. There is tangible energy and bustle each Sunday morning that is infectious to even new people entering the building.

Outcomes

- 1a. UUFRC will have a balanced generational membership
- 1b. Relationships and interactions between all generations flourish.
- 1c. Millennials and young adults are energized by UUFRC.
- 1d. Children and youth are valued and contributing members of the community.
- 1e. Parents with children and youth are supported and able to engage in the life of the community.
- 1f. Parents experience UUFRC as an important source of support and growth for themselves and their kids.
- 1g. UUFRC is a morals and values leader in San Mateo County.

Generations: Gen Z, 10 – 25; Millennials, 26 – 41; Gen X, 42-57; Boomers II, 58-67; Boomers I, 68 – 76; Post War, 77 – 94; WWII, 95 - 100; Young Adult - 18-25

Strategic Goal #2:

UUFRC will actively serve and care for the spiritual, emotional and social journeys and needs of every member and friend.

This goal addresses the stress and strain of our current moment. After two years of COVID we need to continue to pay special attention to the mental and spiritual health of our community members.

Stories of Success

UUFRC makes a difference in peoples' lives. It is a place that nurtures people. UUFRC truly hears and understands where all individuals come from, what their concerns are, and what they are hoping for. The community is well served and people are inspired to be life-long UUs. Our members are inspired to share regularly with people outside of UUFRC about why our religious community is important to them.

Outcomes

- 2a. We are intentional and committed to our spiritual growth.
- 2b. Everyone feels included, valued and part of the community.

Strategic Goal #3:

UUFRC will be an anti-oppressive, inclusive Fellowship who will continually learn from and partner with organizations in San Mateo County.

This goal addresses how UUFRC will show up in our social action work in San Mateo and beyond and how we will support and challenge ourselves and each other to grow personally.

Stories of Success

UUFRC is seen as one of the ethical leaders and creative social problem solvers in Redwood City. Our neighbors and civic leaders know who we are and what we care about. UUFRC not only participates in social action across RWC, we are deeply educated and are true advocates that influence change beyond RWC. We are an anti-oppressive fellowship and our members and friends demonstrate anti-oppressive behaviors in all interactions inside and outside of the fellowship.

Outcomes

3a. The Congregation has an understanding and awareness of power, privilege and oppression.

3b. Our partners recognize UUFRC as anti-oppressive.

3c. POCI (persons of color and indigenous people) community engages with us as a resource and space of safety.

3d. We have helped affect positive change for marginalized people in SMC.

Strategic Goal #4:

Deliver a seamless, equivalent experience for in-person and on-line participants in Sunday Services, ministry, and other church programs.

This goal acknowledges the opportunity and challenge of technology and the volunteers to support it.

Stories of Success

It doesn't matter if I attend in person or virtually, it is a rich experience. I love having the option.

Outcomes

4a. Leaders and participants are prepared to deliver and participate in hybrid programs.

4b. We feel as one community regardless of how we attend.

4c. People have a rich experience regardless of how they attend.

Strategic Goal #5:

UUFRC will have a sustainable and efficient operational model to facilitate the achievement of the four Strategic Goals.

This goal requires UUFRC to plan and adjust our expense structure, income, use of reserves and use of volunteer efforts to be strong and vibrant and live our values including the fair treatment of our staff.

Stories of Success

Outcomes

- 5a. Membership will grow
- 5b. UUFRC has a sustainable budget
- 5c. UUFRC is a desired place of employment
- 5d. Congregants feel accountable for the ministries of the church
- 5e. People feel enthusiastic and supported to volunteer
- 5f. Our structure and behaviors support effective and efficient decision making and processes