Coastal Virginia Unitarian Universalist Strategic Plan June 2022

CVUU Mission
Our congregation provides a nurturing community, fosters courageous spiritual growth, and inspires compassionate action.

CVUU Vision
Our congregation will grow each year because we attract and sustain our members, families, friends, and young people by offering rich and varied opportunities for creating community and for intellectual and spiritual development; providing a space which meets our present and future needs; welcoming and reflecting the diversity of our region; and expanding our social justice and outreach initiatives.

In 2016 a Strategic Planning Team of UCN developed a Strategic Plan with four three-to-five year goals which were intended to achieve the UCN mission and purpose. These were: Transforming Our Sacred Community, Leadership Development, Communication and Stewardship.

In recognition of the growth and changes at CVUU, a Strategic Planning Team was asked to revisit the Unitarian Church of Norfolk Strategic Plan 2016- 2020 in late 2021 with the directive to create a new CVUU Strategic Plan for 2022 – 2016. This Strategic Planning Team was composed of: Leo Bevon, Tasha Dockery, Sally Daniel, Jeannine Harkleroad, Nikkie Lucier, Stacia Sanders, Robyn Thomas, Russell Rohring, David Kidd, Steve Ciganek and Rev. Viola Abbitt. David Kidd was the convener and David Howell was the Moderator.

The Strategic Planning Team developed a Strategic Plan that is designed to identify and communicate the major Goals that the CVUU community will be pursuing to meet our mission and fulfill the needs of the congregation. With the congregation's endorsement of the Strategic Plan there will be an understanding of the future we are building together through our common Goals. The Plan's Objectives and Action Steps provide the framework for focusing our energy, decision making, and resources to reach our Goals. Effective strategic planning articulates not only where we are going and the actions needed to make progress, but whether we are successful.

1. **We want to know each other better (internal) and to be known better in Hampton Roads (external).**

   This includes the following areas to address:

- Increase intentional opportunities for congregants to know each other better through church engagement (committees, tasks, religious education, etc.) and through fun (chili cook-off, Easter egg hunt, concerts, Fabulous First Fridays, etc.)

- Increase our rental facility capacity and range while also structuring a more realistic and profitable menu of offerings for weddings, funerals, retirements, etc.

- Provide planned, regularly scheduled, events targeted for groups - Young adults, Singles, LGBTQ-friendly events, etc.

- Increase our marketing in Hampton Roads as a liberal religious community

2. We will raise CVUU's financial portfolio (and educate the congregation about it more fully)

- We will shift our congregational understanding of CVUU's fiscal picture as a portfolio - considering the full picture of such aspects as pledge income, fund raising, rental income, planned giving.

- Have a thorough and clear intentional education through a financial story that congregants can understand; i.e., improve financial literacy of congregation and improve the way we all understand that.

- Membership: we will increase our tracking of members and guests. This should help with communication, fundraising and pledging, and many other aspects of congregational life.

- Identify needs and wants for each demographic - nursery, CRE, Day Program for Seniors, Exercise programs, etc.

3. We will develop a robust Religious Education (Adult RE included, developing and sustaining leaders, life-span education)

- Re-launch programs like OWL (Our Whole Lives), Chalice Camp, and Adult RE, etc.
- Better communicate the scope and sequence to parents
- Work with adults to coordinate their church engagement and spiritual growth to avoid burnout. (Moving our understanding of committee work to include more intentionally and fully the spiritual dimensions and personal growth involved in such work)
- Increase outreach and work with teen and college groups

4. We will expand work with social justice to put our 8 UU principles into action.

- As perhaps the only or major liberal religious community in South Hampton Roads, CVUU will make public stands, engage with community members and organizations to put our UU principles into action

- Evaluate and restructure our efforts in social justice through a variety of committees and groups at CVUU
- Provide historical context of what UCN/CVUU has done.
- How can we engage more of the congregation?

5. **Take the steps and raise collective understanding to be a fully operational program church:**

*a good definition of a program church can be found here:
https://www.uua.org/leaderlab/navigating-size-transitions-midsize-congregation *

- Communication and Mindset: we need everyone in our congregation to understand the differences of a program church from what we were at UCN

- We need to fund staff positions to run this program church (Positions we currently need to fill and those future positions under discussion include Music Director, Lifespan Faith Development Coordinator, Membership Director, Worship coordinator, Bookkeeper, and Technology Director)

- Provide insight to the benefits of being a Program Church, and explain and educate about the opportunities of being a fully operational Program Church offers to the community.