

2021 Strategic Plan

December 17, 2020

Planning Steps

1. **Our Purpose**
2. **Strategic Thrusts**
3. **Priorities**
4. **Goals**

Our Purpose

Develop, equip, and support Unity leaders and communities to grow in innovative, sustainable, and cutting-edge ways

Strategic Thrusts

1. For the Unity movement to be an ambassador for diversity, equity, and inclusion in our world
2. Deepening trust, connection and understanding between the staff, board and field
3. Modernize technology to enhance customer experience, operational efficiency; ministry reach, innovation and engagement.
4. Refine UWM service model to enhance member experience i.e. membership structure, rights and benefits, product offerings, financial relationship, and respective accountabilities

Priorities

1. **Education**
2. **Growth**
3. **Infrastructure**
4. **Innovative services**

2021 Goals

1. Market the UWM movement - Shad/Marketing Mngr
2. Redesign UWM website - Connie
3. Conduct UWSI evaluation - Deborah
4. Launch credentialing test-out process - Cynthia
5. Assess registration systems (UWSI and e-learning) - Diane
6. Equip, support and fund innovation in ministry - Cynthia
7. Improve AMR submission process - Connie
8. Develop proactive approach to supporting & developing ministry health and vitality - Cynthia
9. Increase e-Learning initiatives - Diane
10. Host fully virtual convention - Diane
11. Create SEE Teacher's Kits - Deborah
12. Grow YFM resources - Diane
13. Launch Spiritual Direction Program - Deborah
14. Assess donor database (currently Neon) - Connie
15. Provide high-touch caring connections with members - Cynthia
16. Begin EOS Traction Implementation / Implement formal approach to project management - Shad