



TVUUC Board Strategic Planning Committee and Technology Task Force

Develop consistent and sustainable processes for engaging church stakeholders in church governing and key activities:

- ❑ That avoids burnout
- ❑ Encourages recruitment of new volunteers

Mission Deployment Process

- Reviewed all TVUUC Strategic Plans that we could find (Many documents stored on personal devices and emails were not available)
- Determined there are variety of terms for deploying TVUUC Strategic Plan: Goals, End Statements, Objectives, Assignments, Outcomes, Measures ...
- Created “Desired Result (Ends)’ and Method (Means) hierarches for TVUUC Board
- Developed “Operational Definitions” in order to have a common set of terms to describe how TVUUC would deploy and communicate its Mission and Principles.
- Created TVUUC Mission Canvas to provide a one page Vision of how TVUUC will move toward its mission/principles and meet its members needs and expectations
- **Determined current primary means of communicating through emails, on site meeting, and document exchanges was not conducive to continuity, timelines, nor was it attractive to younger generations**
- **A Primary Constraint for TVUUC was its Communications and Information Systems**

TVUUC – Mission Deployment

Results (Ends)

Methods (Means)

Board and Leadership Team Level

TVUUC Mission/Principles
Stakeholder Needs/Expectations



Mission Canvas and Governance



Operations Level

Staff and Committee Goals



Committee and Staff Assignments



Staff and Committee Member
Objectives



*Action (Deliverables and Key
Tasks)*

Current Systems



Future System



Staff and Members



Technology Taskforce

Initial Members:

- Ryan McBee (Strategic Planning)
- Denise Coleman (Strategic Planning)
- A. B. Coleman (Strategic Planning)
- Mikhael Loo
- John McNair
- Chloe Airoidi-Watters
- Mark Mohundro
- Cyndi Buchanan
- Daniel Buchanan
- Bill Pierce *

Potential Members:

- Any volunteer that is interested in learning about, contributing to, or tracking the status of TVUUC Technology projects
 - Identify personal areas of interest
 - Sign up with team leaders of TTF channels
 - Receive user credentials

Technology Taskforce

Objectives:

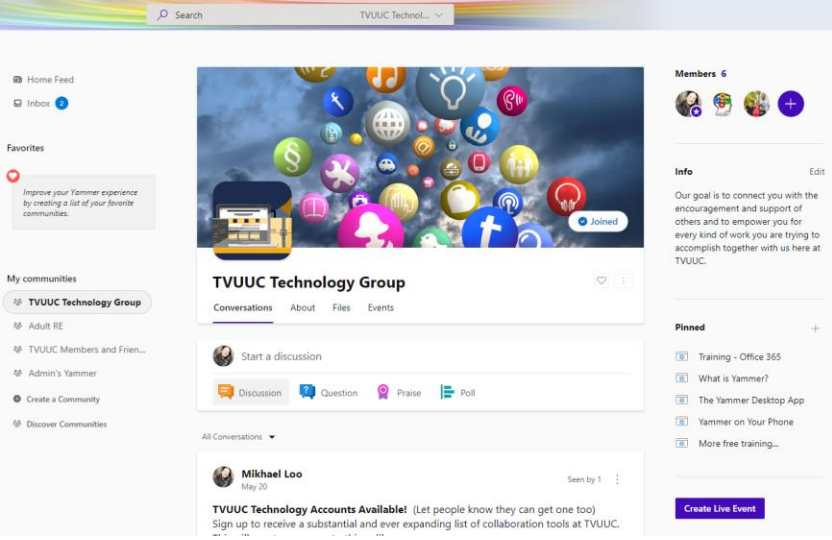
- **Audio/Visual Support – Lead: John McNair, Staff Member: Chris Buice**
 1. Ensure adequate audio/video tools are available and maintained for church functions
 2. Address TVUUC choir equipment requirements and request
- **IT Infrastructure – Lead: A. B. Coleman, Staff Member: Claudia Pressley**

Consolidate and integrate IT systems to reduce redundancies and ensure timely and accurate stakeholder communications
- **Server and User Management: – Co-Leads: Mark Mohundro/Bill Pierce**

Ensure users have proper access, privileges, and training to easily access and securely store the information necessary for mission accomplishment
- **User Support and Feedback – Lead: Mikhael Loo, Staff Member: Catherine Loya**

Encourage member participation and facilitate adoption of Future System
- **Website Effectiveness – Lead: Cyndi Buchanan, Staff Member: Claudia Pressley**

Provide attractive external gateway to current and reliable information concerning TVUUC events

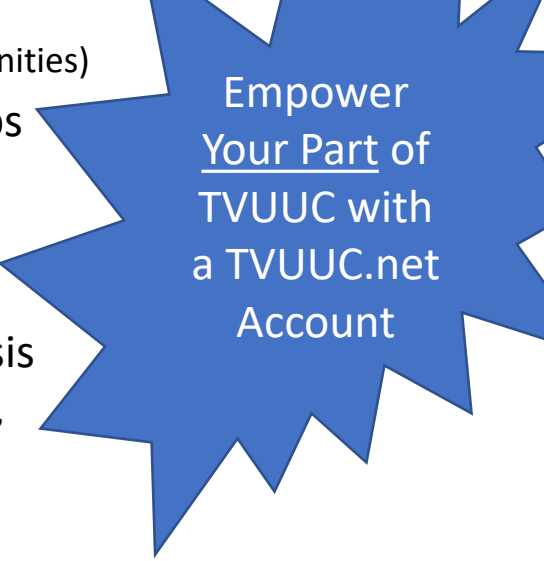


Social Media Just for TVUUC! (Yammer Communities)

Create and Discover Private and Secure Facebook-like groups

Endless organizing opportunities:

MLK Day Parade, PrideFest, Women's March, Small Group Ministries, Fish Pantry, Movie Night Groups, Respond to Crisis Groups, Church Choir, Religious Education, TVUUC Auctions, Youth Boston Trips, Church Retreats, you name it...

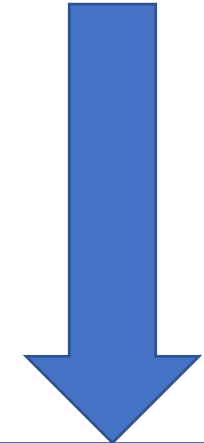


Office 365



Office 365 Applications and Tools

- Word, Excel, PowerPoint, Outlook, and many others
- Shared OneDrive File storage folders in the Cloud



For your account, email mikhaelloo@tvuuc.net with your first and last name.



Unlimited Virtual Meeting Space (MS Teams)

- Shared Group File Storage
- Host Both **Scheduled** and **Spontaneous** meetings
- An Unlimited number of 24/7 Chat Channels for Collaborating

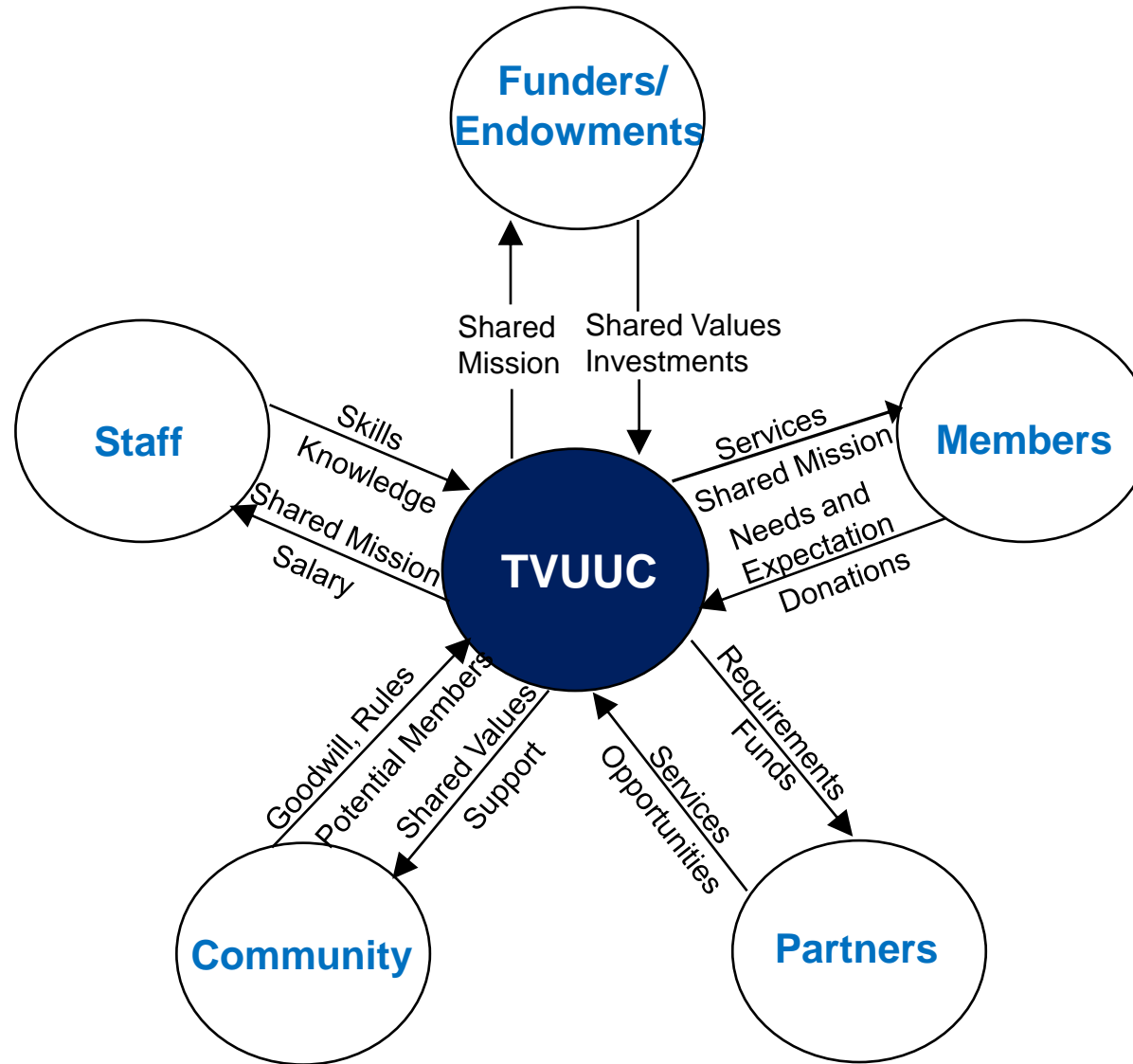
Details:

Supporting Information

Mission Deployment Definitions

- **Mission** – Why does TVUUC exist? What is its identity or purpose?
- **Principles** - Strong values and moral guides of Unitarian Universalist congregations and TVUUC
- **Stakeholders** – Individuals with an interest or concern in the long-term success of TVUUC
- **Needs/Expectations** - Expectations are both logical and emotional preferences that influence how well an individual believes his or her expressed and unexpressed needs or desires are satisfied by TVUUC.
- **Mission Canvas** – A one page **Vision** that will move TVUUC toward its mission/principles and meet stakeholder needs and expectations as determined by leadership priorities of the current period (six to 24 months)
- **Goals** – An ideal or broad statement about the expectation of what are the desired results from a program or committee in six to 24 months that will help move TVUUC toward its Mission and Principles
- **Objectives** – Statements describing near term desired results or sub-goals needed to achieve a higher goal– a step or plan of action to achieve a goal

TVUUC Stakeholders

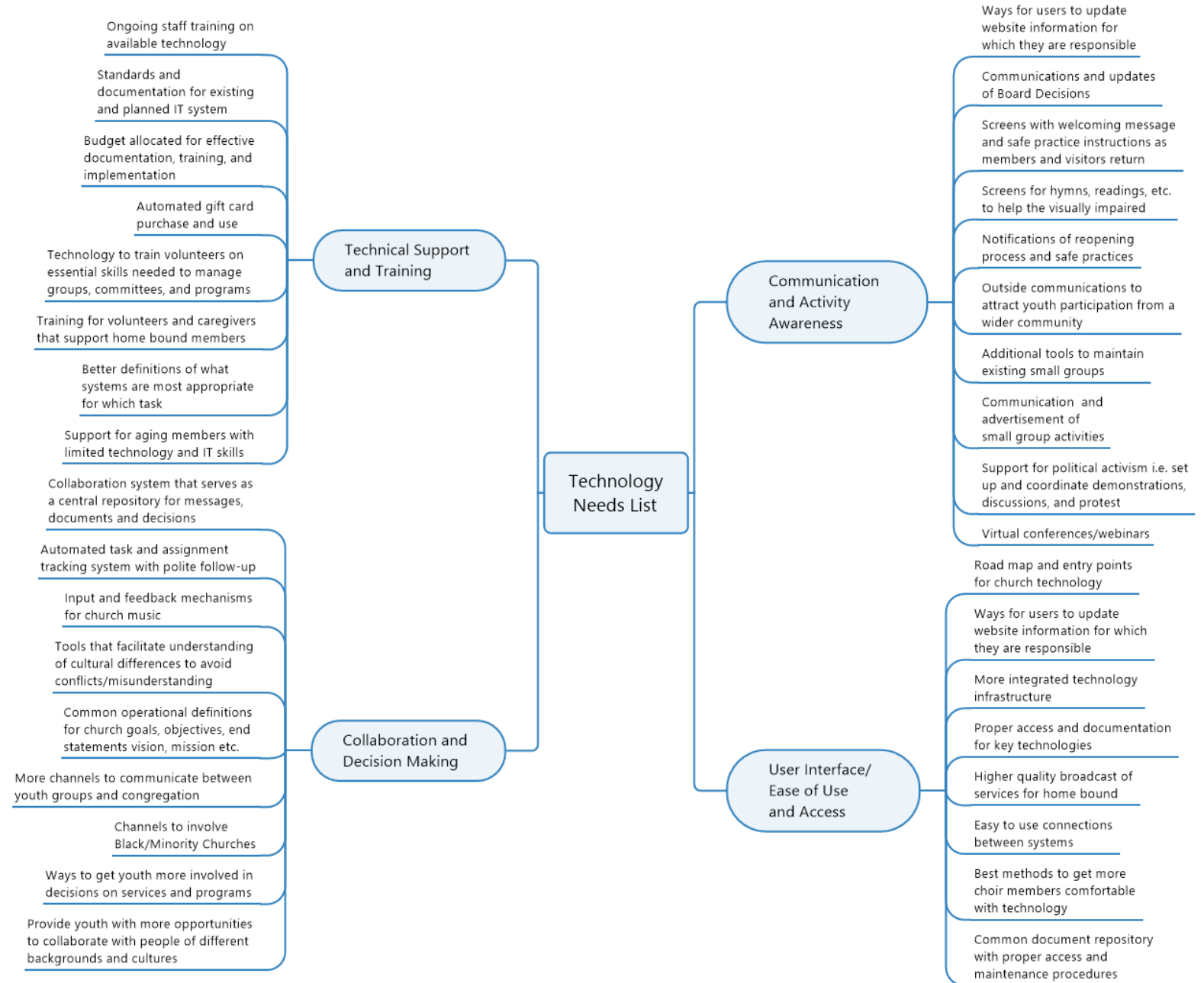


Stakeholder Relationship Principles

Necessary (but not Sufficient) Goals for Most Organizations

- ✓ Growth (Income Streams)
 - ✓ Efficiency (Cost Structure)
- Both **Growth** and **Efficiency** require increasing degrees of **Trust** and **Collaboration** between **Key Stakeholders**
 - The higher the **Trust**, the lower the costs and the higher the benefits of the stakeholder relationships
 - Violated **expectations** are the major cause of relationship breakdowns and **mistrust**
 - If **expectations** are not made clear they will likely be violated

TVUUC Stakeholder Needs/Expectations Mind Map



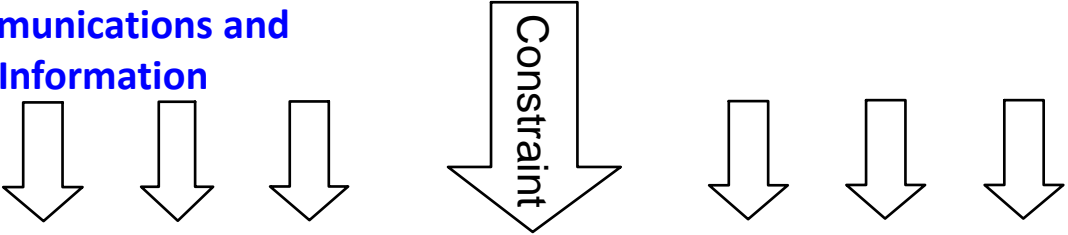
<p>Key Input Stakeholders (A.)</p> <ol style="list-style-type: none"> 1. East Tennessee Unitarian Universalist Cluster 2. The Unitarian Universalist Association (UUA) 3. Local area donors and foundations 	<p>Key Activities (B.)</p> <ol style="list-style-type: none"> 1. Pastoring and providing pastoral care 2. Educating and actively promoting social justice 3. Motivating commitment and involvement of congregation in move to hybrid church and implementation of the eighth principle 4. Providing religious education and youth development 5. Promoting social justice and volunteerism 6. Providing spiritual and personal growth including opportunities to eliminate racism and oppression 7. Developing staff and church leadership 8. Prioritizing needs and measuring effectiveness of solutions for both online and in person programs 	<p>Mission (E.)</p> <ol style="list-style-type: none"> 1. A welcoming community that nurtures spiritual growth and challenges people to transform the world through acts of love and justice 2. A religious community where people of all faiths can find common ground and feel empowered to work for the common good 3. An atmosphere/culture that fosters creativity, authenticity, and tolerance 4. A virtual or public health compliant community center meeting place that facilitates connectivity, cooperation, collaboration, and spirituality 5. A strong commitment to welcoming and supporting LGBTQ+/TGQNB communities, people of color, women, and others that are systemically oppressed 	<p>Mission Recognition (F.)</p> <ol style="list-style-type: none"> 1. Increasing community awareness of congregational activities and programs offered through virtual and public health compliant meeting spaces 2. Increasing congregation awareness of Senior Minister participation in social action, community projects, and other activities 3. Facilitating involvement with civic action groups through actively informing the community of participation opportunities 4. Actively promoting Religious Education (Youth and Adult) 5. Distributing church message through social media, video/pod casting, and newsletters 	<p>Focus Stakeholders (G.)</p> <ol style="list-style-type: none"> 1. Ensure the ability to meet the needs and expectations of members and donors through persistent communications and feedback 2. Attract more people of all ages, ethnicities, religious backgrounds, and social/economic status to participate through virtual channels 3. Encourage/mentor more young people to participate in church leadership 4. Include children in all plans for future priorities especially reopening.
<p>Key Resources (C.)</p> <ol style="list-style-type: none"> 1. Technology that facilitates effective presentations, collaborative communications, accountability, and ease of use given evolving restrictions 2. Virtual music program that provides inspiration and supports sermon and allows maximum participation by choir members 3. Staff members that are knowledgeable, welcoming, good listeners and problem solvers 4. Good Governance that provides and maintains focus. 				
<p>Cost Structure (Efficiency) (D.) Budget</p> <ol style="list-style-type: none"> 1. Staffing resource support and compensation equity 2. Technology updates, management, and training 3. Building and Grounds maintenance/improvement 4. Supplies, books, curricular materials, etc. for Programs 5. UUA Fair Share Dues 		<p>Income Streams (Growth) (H.) Budget</p> <ol style="list-style-type: none"> 1. Increase pledges and offerings (stewardship campaigns, fundraising events, online giving, share the plate, etc.) by emphasizing benefits and opportunities for service provided by the church to members and the community 2. Auction, Book, and Rummage sales 3. Outside Donations, Outside Fundraising Events, Grants, etc. 		

System Constraints

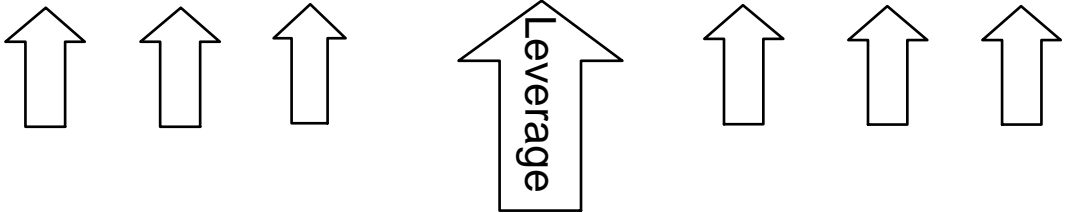
TVUUC Church Goals

Inadequate Processes and Policies

Communications and Information



Current Reality



Effective Processes and Policies

Technology Taskforce

Goals:

1. Provide support and recommendations for improving TVUUC's Information and Communications Processes
 - Decide on the best technology infrastructure standards and tools to help TVUUC carry out its mission using timely input and feedback from key stakeholders.
 - Develop standard communication channels that can be synchronized, secure, and easy to use for most users.
 - Provide accessible documentation and training that is appropriate for different types of users.
2. Provide support and recommendations for all Mission Canvas and Governance technology related priorities

Identified TVUUC IT Systems

IT System	Current Usages
WordPress Website hosted on Bluehost using UUA template	<ul style="list-style-type: none">• Church organization and contact information.• Church news hub• Worship Services and Calendar information.• Program information.• Governance documentation and meeting minutes.• Children and Youth Information and outreach.• Giving Opportunities
Realm Church Management Software	<ul style="list-style-type: none">• Maintains all information on church members and staff, manages finances, events, and media communications. (The database is centered on maintaining records and creating reports around individuals, but cannot be used for organization collaboration and assignment rollups – no cross-functional linking ability)
Google Domain and Gmail	<ul style="list-style-type: none">• Church staff and member assigned email accounts.• Google Drive• WordPress Domain
Personal Emails and Devices	<ul style="list-style-type: none">• Multiple versions of church documents, announcements, meeting minutes, proposals, suggestions, complaints, job descriptions etc. that are very difficult to retrieve, update, share or otherwise maintain• Insecure storage of church member and staff information and church intellectual property

Identified TVUUC IT Systems

IT System	Current Usages
Basecamp: Project Management and Team Communications	<ul style="list-style-type: none">• Cloud based application that provides a single source for plans and team projects to consolidate information and avoid confusion caused by multiple documents and emails with different versions and incomplete information• Cloud based collaboration system to keep track of committees, task forces, programs, projects, staff and member feedback and suggestions, team meeting minutes, to-dos, etc.
Mailman	<ul style="list-style-type: none">• Mailing list management software hosted at lists.tvuuc.dreamhosters.com, hosts:• TVUUC-EL general discussion email list• Announce2TVUUC broadcast email list• TVUUC-Choir choir email list (deprecated in favor of Realm Choir group)
Windows Server in Central Office	<ul style="list-style-type: none">• Podcast recordings• Windows PC domain Controller• Some data storage
Zoom: Video Conferencing	<ul style="list-style-type: none">• Virtual meetings and conferences• Online meeting rooms• Church Auction

Identified TVUUC IT Systems

IT System	Current Usages
Facebook	<ul style="list-style-type: none">• Broadcast church services, music videos, and member and partner presentations• Form interest groups and committee information pages• Comment on church activities and events• Offer suggestions for church priorities such as re-opening strategies
You Tube	<ul style="list-style-type: none">• Broadcast church services, music videos, and member and partner presentations• Consume informational and training videos• Record choir activities
Instagram	<ul style="list-style-type: none">• Members posting pictures and updates• Social justice group postings
Padlet	Easy to use graphical tool used for program information dissemination for youth programs (could be used as front-end information map for WordPress)
BandLab	Coordination application for joint choir sessions used in services
Microsoft Office 365 Nonprofit Addition	<ul style="list-style-type: none">• 300 seat available with full use TBD by TTF• Teams, Yammer, Outlook, and Office apps currently being used