

## **Membership Council Annual Report - May 2018**

The Membership Council meets on the third Monday of each month, from 7 – 9 pm. The change from the previous meeting time (second Tuesday of each month) was a unanimous decision of the Committee.

Purpose: The Membership Committee welcomes visitors and guides them along the path to membership in such a way that they become engaged in the life of the church.

Starting in 2016, the Committee has used the Faith Forward program that we launched with a grant from NTUUC. The Faith Forward Initiative is designed to continue improving and refining the process of converting visitors to members. To reach our goal of increasing our membership by one net new member per month, the following structure is in place:

- Increasing the flow of visitors: through continued outreach into the community through programs that raise awareness and working with the Communications Committee.
- Converting more visitors to members: Feedback about the Faith Forward program from participants has been positive. Upon completion, everyone who has completed the program has a clear understanding of who we are as a faith community and of the opportunities for participation.
- Improving retention of existing members: After successfully implementing several cycles of the introductory Faith Forward model, the Elevator Speech workshop was presented in the spring of this year. By educating our members to effectively express who we are as a faith community, we hope to increase both retention and visitors as well.

In support of these goals, members of the Membership Committee participated in the following activities (2017-2018):

Vicki Verinder and Kimberly Schramm attended the Welcoming Committee's showing of Gender Revolution on May 13, 2017.

The Candlelight Vigil (part of a worldwide recognition of those who have died of AIDS and those currently living with HIV) was held on May 21, 2017. Members of the Church and the local community attended.

Three representatives of the Membership Committee - Celeste Kennedy, Vicki Verinder and Kimberly Schramm - attended the NTUUC Leadership Workshop on Saturday, June 10, 2017.

Celeste Kennedy, Vicki Verinder, Kimberly Schramm and Membership Coordinator Cindy Pilcher attended the Elevator Speech program at First UU in Dallas as preparation for presenting the program at Community UU (summer of 2017).

Kimberly Schramm attended a half day workshop about Church Safety, specifically focused on incidents involving an armed intruder. She also participated in a meeting to review the results of a safety inspection and the resulting recommendations.

### **Other Initiatives and Outreach:**

In response to feedback from many members of the congregation and the agreement of the committee, the New Member Ceremony has been streamlined. Following the model of First UU in Dallas, the ceremony will be shorter and more focused.

In response to the request of some of our members who have challenges in getting online to contact other members who they would like to connect with, Tara Hands started the process of creating a printed Membership Directory that will be available upon request. Tara has relocated out of the area, but the Committee intends to complete the project. The next step is contacting the members in the database to determine what they want shared in printed format. The goal is to serve both the needs of members who want to reach out and still provide the desired level of privacy for every member.

Celeste Kennedy and Vicki Verinder served on the Board of the South West UU Women this year. The SWUU's Conference that was held in Austin on February 23 – 25 was attended by Celeste, Vicki, Membership Committee Chair Kimberly Schramm and CUUC member Anita Ogg.

Vicki, Celeste and Kimberly attended several of the Women's Alliance event over the past year. This group has been identified as a potential community for recruiting potential members of the Membership Committee.

**Needed:**

Additional volunteers are needed as several important positions are currently vacant.

*Positions within the Membership Council:*

Chairperson: Kimberly Schramm (to be replaced by Vicki Verinder for the 2017-2018 church year)

Secretary & Adult Education & NTUCC coordinator: Celeste Kennedy

Communications: email/web/stats – Vacant (Gene Verinder is currently acting in this capacity) To fully take advantage of the opportunity to use Internet and Social media, we need volunteers to create content for Social Media – photos, videos, etc. Ideally, this would involve working in collaboration with the Communications Committee.

Coordinator of functions/Greeter/Women's Alliance: Vicki Verinder

Host & presenter of visitor orientation: All Membership Team

Host & presenter of New Member Ceremony: All Membership Team

Hospitality: The Hubbles

Greeter Leader and staff: Pam Reinke-Walter and three volunteers every Sunday and 1 RE rep

Chats Leader (Should be worship Associate): Vicki Verinder is currently coordinating church chats.

Virtual membership coordinator: Vacant

Past member interviewer: Vacant

Coordinator with Leadership Development & Staff: vacant

Staff: Membership Coordinator: vacant, no current plan to replace

**Stats**

- Membership: Began 4/1/2017 with 194 members, gained 4 new, reinstated 3 previous and lost 24 for a net loss of 17 leaving us with 177 members as of 3/31/18.
- Friends: Began 4/1/2017 with 37 friends, gained 1 new, reinstated 0 previous and lost 4 for a net loss of 3 leaving us with 34 friends as of 3/31/18.
- Visitors: 282 in the past 12 months (4/1/2017 – 3/31/2018) Of these, 177 were first-time visitors.

**Recommendation:** survey members as to why they left and see if there are areas that we may be able to change to show value in membership and correct any problems.