

**UUSJ Committee and Task Force Reports and List  
for April 4, 2015 UUSJ Board Meeting Updated 4/9/15**

**Reports Submitted:**

Communications Committee	Page 2
Environmental Steering Group	Page 4
Immigration Task Force	Page 5
Nominating Committee	Page 6
- Committee and Task Force List	
Program Committee	Page 12

**Committees that had nothing to report since the last meeting:**

Advocacy Oversight Committee  
Audit Committee (not a standing committee)  
Economic Justice Steering Committee  
Environmental Steering Committee  
Gala Committee  
Social Justice Awards Committee  
Governance Task Force (formerly Bylaws and Standard Operations Committee)  
Issue Selection Process Task Force

## **UUSJ Communications Committee Report: April 4, 2015**

### **Members**

Ed Butterworth, Bob Denniston, Bill Alsmeyer-Johnson

### **Recent Accomplishments**

Sent out letter to a select group of clergy, who are generally clergy at member congregations, introducing our concept of a commentary blog. Said commentary would pertain to UUSJ primary issues . (See <http://uusj.net/wp/category/commentary/> for examples.) No response so we will have to explore a different approach.  
Communications Plan: the committee met with a consultant, Monique Hannis, who used input from the committee members to draft a communications plan. Her plan is attached.

### **Current Projects**

1. Revamping email blast template.
2. Creating and emailing out a questionnaire regarding our eNews, format, and frequency.
3. Revising the website.

### **Future Plans**

Implementing the communications plan.

### **Requests/Needs**

More volunteers to help with media posting and updates.

Specific tasks for media volunteers are:

- Regularly consult the communications plan and media posting calendar.
- Research UU efforts pertaining to a major item on the media calendar. For example, research current and past work done specifically by local UU's around and for Earth Day.
- Using the information researched help develop Facebook and Twitter media postings.
- Meet regularly with Communications Committee, either face to face or on the phone.

Volunteers to help with website redesign. No technical skill required as we will discuss color schemes, what we want on the main page, what we want on interior pages. Design discussion will generally be done using a large white board, post-it notes.

A volunteer with experience in producing short videos.

### **Explanations**

#### **Social Media**

Social media, Facebook, Twitter, LinkedIn, Instagram, are all tools that can drive the very connected younger generation to our website and can be used to motivate them to contribute and to join us. There should be regular postings to each of these platforms in a

way that best suits the platform. For Twitter, it was suggested that we not use all 140 characters, that we use short succinct sentences with links to postings on either Facebook or our website, and that we use lots of pictures.

Approach: our communications consultant advised us to pursue a three step approach. Step one is to concentrate on volume, that is putting out a lot of social media content. Step two is to begin focusing on engaging our social media followers by homing in on their interests. Step three is to begin measuring the effectiveness of our social media postings.

The other suggestion made by our consultant is to use as much graphics as possible. We now have access to a great number of graphic items, templates with which to create posts.

#### Videos

Our communications consultant, as well as many others, have spoken of the effectiveness of short videos in engaging people, especially the younger generation. These videos can be posted to our Youtube Channel, to Facebook, Twitter, and to our website.

#### Website Design

Research on effective, engaging websites, as well as conversations with consultants, make it clear what such a site should look like, what features it should have.

Main Page, the purpose of this page (front page) is to engage non-members, prospective members, not necessarily current members. It is part of our advertising strategy.

Interior pages, such as “About Us”, can serve to answer questions a prospective member may have as well provide information for current members.

Websites must also be responsive. That is they must automatically reformat themselves to look good on whatever device they are being viewed on. A recent article noted that many students with limited access to “regular computers” (i.e. desktops, laptops) generally can only access the internet via a smart phone. So it is vital that our website look great on a smart phone screen, that it have all the relevant information a phone user might want and that it be easily accessible.

A website design meeting focuses not on technical implementation but on layout and features. Such sessions use flip charts or whiteboard, color markers, post-it notes, to lay out the design.

Submitted by Bill Alsmeyer-Johnson, Chair

## **Environmental Steering Group: April 4, 2015**

The Environmental Steering Group includes Doris Marlin, Eric Goplerud, and Lavona Grow.

### **Past Activities:**

- January 10- UUSJ Regional Environmental group meeting was held at All Souls Church, Unitarian, 53 people attended.
- March 14 - UUSJ held a program at National City Christian Church entitled “How to Make Your Climate Efforts Count.” The program provided information on the new UU Commit2Respond program on climate justice and facilitated a strategy session. UUSJ team of volunteers (Lavona, John Gubbings and Bob Denniston, UUCA) stepped in to carry out the program since the presenter, Pam Sparr, UUSC, was not able to come to D.C. due to illness. 28 people attended.
- March 14-17 - UUSJ offered scholarships for young adults taking part in the Spring Lobby Weekend with the UU College of Social Justice, UU Service Committee, Friends Committee on National Legislation and the Franciscan Action Network . There were no applicants.

### **Upcoming Programs and Activities:**

- April 18 - Faith Alliance for Climate Solutions (FACS) will hold a symposium and concert for Earth Day.
- May on a date to be determined -There will be a meeting of regional environmental activists to coordinate for General Assembly Action of Immediate Witness on Global Climate Treaty
- End of June – Pope releases “Eco” Encyclical citing Climate Change as major moral issue of our time
- April/May - Outreach to UU youth groups in April/May prior to summer break
- April/May -Outreach to MD DC VA communities to build participation and awareness of need for Delegates to help with General Assembly
- June - Delegates Needed to help with General Assembly Action of Immediate Witness
- Spring/Summer - Outreach to interfaith congregations to build awareness for September 20 action during Pope’s visit to DC.
- September 20 - Moral March on Climate in Washington, DC
- September 24 - Pope’s address to Congress
- December - Paris Global Climate Treaty Talks
- January 2016- Recuperation and Next Steps for Moral Action on Climate Report Submitted by Doris Marlin

## **Immigration Task Force: March 27, 2015**

The Immigration Steering Committee includes Dean Wanderer, chair, David Strauss, and Lavona Grow.

We are pleased to report that the Steering Committee of the Immigration Task Force launched its new Hill initiative in winter 2015. With Congress firmly in the hands of anti-immigrant forces it is clear that there will not be a comprehensive immigration reform bill considered such as there was in S. 744, the bi-partisan bill passed by the Senate in June 2013. Following the 2014 elections both chambers of Congress appear to be much too conservative to expect positive legislation.

In December 2014 and January 2015 UUSJ leaders consulted with leading progressive groups such as the American Immigration Lawyers Association, Farmworker Justice, and the UUA to map out ways to promote a just and equitable immigration reform program. The strategy until the 2016 elections is to try to prevent negative legislation from passing while educating as many members of Congress as possible on the plight of undocumented and other immigrants living in our communities. Of course, our commitment is largely driven by the Statement of Conscience on Immigration adopted by the UUA General Assembly of 2013 and the activities of our member congregations.

Pursuant to our strategy, we recently conducted visits to the offices of Senator Tim Kaine (D-VA) and Representative Chris Van Hollen (D-MD). We also participated in a briefing for Senate offices on March 20. Both Sen. Kaine and Rep. Van Hollen's staff were enthusiastic about our involvement in promoting positive immigration reform, and they pledged to keep us informed about any legislation filed by Congressional members hostile to such reform.

The briefing on March 20 was sponsored by Church World Service and the National Immigration Law Council under the Senate sponsorship of Senate Minority Leader Harry Reid (D-NV). About 25 Congressional offices participated, plus numerous NGOs, including UUSJ. The focus was to encourage the Administration to use its prosecutorial discretion to avoid deportation of undocumented immigrants, with special attention to those in sanctuary at religious institutions, such as the Denver UU congregation.

The UUSJ Immigration Steering Committee believes it is critically important to present a strong presence on the Hill on behalf of our commitment to immigrants and their families. We will continue to meet with Senators and Representatives from the National Capitol Area and beyond to promote the interests of immigration reform and to educate federal elected officials about UUSJ, our mission, and connection to so many active UUs.

Report submitted by David Strauss on behalf of the Steering Committee

## **Nominating Committee Report: April 1, 2015**

### **Nominations of Officers**

A candidate needed for second Co-chair.

Role of the second co-chair will be to prepare to be first co-chair July, 2016 when the current first co-chair, Lavona Grow's second term is up and the current bylaws require her to step off the Executive Committee. Currently there is no co-chair, Lavona is the sole chair.

Bill Alsmeyer-Johnson is recommended to continue as and be the Nominee for Secretary. Bill has accepted the nomination.

John Gubbings is recommended to continue as and be the Nominee for Treasurer. John has accepted the nomination.

### **At-Large Members**

There are three openings for At-Large members.

### **Nomination Committee Position to Fill:**

The Nominating Committee needs a third Board member required by UUSJ Bylaws.

A draft of the UUSJ Committee and Task Force List follows this report for review and further update at the April 4, 2015 Board meeting.

Submitted by Nancy Sorden  
Chair, Nominating Committee  
Committee Member: Pat Karlsen

## **Draft 4/2/15**

### **Committee and Task Force List**

Below is a list of standing committees and task forces and the names of the members. In addition, you will find the job descriptions which are drawn from the UUSJ Bylaws and the UUSJ 2013 Strategic Plan.

#### **1. Development Committee:** (currently combined with Finance)

Bob Schurter, co-chair

Catherine (Kay) Scott

John Gubbings, treasurer, non-voting member

a. Recommend to the board fundraising policies and programs in support of objectives established by the Board to carry out the work of UUSJ.

b. Oversee the Social Justice Awards Gala.

c. Implement fundraising programs.

d. Implement donor development programs including membership renewal efforts.

e. Maintain contact with and encourage inactive member congregations to participate in UUSJ activities.

f. Develop orientation materials for new representatives and member congregations.

g. Actively seek additional members among National Capital area UU congregations.

h. Actively pursue reactivation of a member congregation that has consistently not fulfilled its responsibilities to the UUSJ.

#### **2. Executive Committee:**

Lavona Grow, chair

Bill Alsmeyer-Johnson, secretary

John Gubbings, treasurer

a. Act for the board and carry on the business of UUSJ in the interval between board meetings promptly.

b. Present the proceedings of the committee to the board for approval.

**3. Finance Committee:** (currently combined with Development)

Jim Alcauskas , co-chair  
John Gubbings, treasurer, non-voting member  
Ethel Gilbert  
Bob Schurter

*Membership of the Finance Committee cannot overlap the Audit Committee.*

Mission/role of committee: The Finance Committee shall recommend to the Board policy for effective and efficient management of UUSJ. It shall review, evaluate and make recommendations to the Board with respect to all business functions of UUSJ including, but not limited to, budget, business records and systems, business planning, and auxiliary enterprises, except for those duties assigned to the Development Committee by these Bylaws.

**4. Nominating Committee:**

Nancy Sorden, chair  
Pat Karlsen

- a. Nominates candidates for officers and at-large member on the Executive Committee and members of the standing committees.
- b. Nominates persons who have agreed to have their names put forward for election.
- c. Prepares a slate of nominees for officers to be voted upon.
- d. Works to fill all other committee positions.
- e. Recommends for election persons who meet the criteria for At Large Representative.

**At-Large Board Members**

Lavona Grow  
John Gubbings  
Pat Karlsen

**Special Committees**

**5. Advocacy Oversight Group: (not active)**

Lavona Grow  
Pat Karlsen  
Al Carlson, consultant  
Ed Kringer



**6. Audit Committee:**

Ed Kringer, Chair

Ed Cochran

*Membership cannot overlap the Finance Committee.*

- a. Selects own committee members.
- b. Conduct audit by members according to DC non-profit regulations\*.

\*may specify number of committee members and selecting an outside auditor.

**Communications and Outreach Committee**

**a. Information Technology**

Bill Alsmeyer-Johnson

Lavona Grow

Kiley Mitti, paid consultant

**b. Communications**

Bill Alsmeyer-Johnson - chair

Ed Butterworth

Clarke Herbert

Bob Denniston

Lavona Grow

- a. Responsible for oversight of publication and distribution of the UUSJ E-news newsletter.
- b. Works with Administrator to ensure the Directory of member congregations, representatives and liaison persons is current.
- c. Furnishes publicity materials about UUSJ activities to member congregations and to the community as needed.
- d. Maintains a file of notices about the UUSJ found in the news media.
- f. Gathers information, pictures, news, etc. from various sources for use in our newsletter and website.
- g. Maintains contacts with congregations to publicize their activities.
- h. Publishes information on upcoming meetings and events of interest to UUSJ members.
- i. Oversees the information technology needs of UUSJ and development and maintenance of the website.

**8. Program Committee:**

Martha Ades, co-chair  
Pat Karlsen, co-chair  
Marsha White  
Nancy Boardman  
John Gubbings

**Mission/Role of Committee:** organize programs for UUSJ around UUSJ's priorities, both as primary sponsor and in collaboration with other organizations.

**Film Database (inactive)**

Bill Alsmeyer-Johnson  
Nancy Sorden

**9. Social Justice Gala Committee:**

Martha Ades, chair

**10. Social Justice Awards Committee:**

Pat Karlsen, co-chair

*1 additional person needed from Board*

*1 person selected at the time for Nomination review and Award selection only*

**Other Committees and Task Forces**

**Governance Task Force**

Pete Fontneau, chair  
Jim Alcauskas  
John Gubbings  
Al Carlson  
Bruce Griffin  
Frank Corsoro

**Issues Process Task Force**

Martha Ades, chair  
Ed Kringer  
John Gubbings

**Core Working Group**

Lavona Grow, chair  
Jim Alcauskas  
Bill Alsmeyer-Johnson  
Al Carlson  
John Gubbings

To re-establish UU presence at the federal level by transforming UUSJ into the group that advances UU principles by engaging UUs in the National Capital Region in advocacy. The Core Working Group intends to help the Board take the necessary implementation steps toward making this commitment to advocacy a reality.

### **Issue Task Forces**

#### **Immigration Steering Committee:**

Dean Wanderer – Chair

Lavona Grow

David Strauss

#### **Economic Justice Steering Committee – not active**

Ed Kringer, chair

Laura Dely

John Gubbings

Gene Mulligan

John Horejsi

#### **UUSJ Environmental Steering Committee**

Doris Marlin

Eric Goplerud

Lavona Grow

## Program Committee Report: March 28, 2015

In the last quarter the Program Committee has been very busy. Committee members include Martha Ades, Co-chair, Nancy Boardman, Lavona Grow, John Gubbings, Pat Karlsen, Co-chair, and Marsha White. UUSJ has provided support to both advocacy and education programs.

- December 6-- UUSJ sponsored a briefing at the Washington Ethical Society that was facilitated by Jessica Halperin, UUA Witness Ministries Program Associate and Susan Goekler, chair of the UUA Commission on Social Witness, which addressed the 2014-2018 UUA Congregational Study Action Issue: E\$calating Inequality: Bringing it Home to Your Congregation.
- January 10 – UUSJ Regional Environmental group meeting was held at All Souls Church, Unitarian
- February 26 – UUSJ provided support and recruited ministers to attend a UUSC Congressional briefing on Water Affordability and Availability
- March 14 - UUSJ held a program at National City Christian Church entitled “How to Make Your Climate Efforts Count.” The program provided information on the new UU Commit2Respond program on climate justice and facilitated a strategy session. UUSJ team of volunteers (Lavona, John Gubbings and Bob Denniston, UUCA) stepped in to carry out the program since the presenter, Pam Sparr, UUSC, was not able to come to D.C. due to illness.

Upcoming programs and activities UUSJ is supporting are:

**September 10:** Grandparent Climate Action Day - to support leaving a livable planet for the next generation

**October 18:** Annual Social Justice Awards Gala dinner which will be catered and held at Arlington UU Church.

**November 14:** Bolder Justice: Beyond “Partisan Division,”#2 with the Reverends Scott and Anya Sammler-Michaels, which will be held on the north side of the Beltway.

Submitted by Martha Ades, Co-chair