

Other suggested activities

Suggested activity	Ranking*
Advertising that we exist	1
Tech help for seniors	6
New membership canvassing	1
Continued/renewed acceptance of trans-youth. This brings many divergent people not just from the trans group, but their friends and relatives to UCE.	10
Fundraising	10

*Ranking was given by the respondent who suggested the activity

4. I would be willing to volunteer my energy toward:

Responses	Activity
18	Social events (e.g., cabaret, games night)
18	Social justice activities
14	Interest groups (e.g., men's group, knitting circle, caregiver support group, walking group)
11	Ongoing spiritual study groups (e.g., chalice circles, Soul Matters groups)
10	Guest speakers for Sunday services
9	Offering support for ill/isolated members (e.g. rides, baking, visits, phone calls)
7	Adult education classes at UCE
7	Enhanced live music for Sunday services (e.g., guest musicians, an in-house band)
3	Child/youth program
2	Other (as specified in Question 3)

5. I would be willing to donate financially toward: (ordered by number of responses)

Responses	Activity
16	Social justice activities
13	Social events (e.g., cabaret, games night)
13	Enhanced live music for Sunday services (e.g., guest musicians, an in-house band)
12	Guest speakers for Sunday services
8	Offering support for ill/isolated members (e.g. rides, baking, visits, phone calls)
6	Adult education classes at UCE
5	Interest groups (e.g., men's group, knitting circle, caregiver support group, walking group)
4	Ongoing spiritual study groups (e.g., chalice circles, Soul Matters groups)
4	Child/youth program
3	Other (as specified in Question 3)

6. I think we should discuss referring to ourselves as something other than a church. (select one)

19 - Yes

9 - No

3 - Not sure

7. Are there any additional thoughts or suggestions you would like to provide to inform UCE's strategic plan?

- Linking with the two community leagues we straddle is a source of potential members and families. We have space for some of their activities.
- I only answered question 6 as "no" because I don't see anything wrong with calling ourselves a "church", considering the faith tradition we came from. However, if enough people want a discussion, we should certainly have one. P.S. wanting a discussion about a term change and wanting the term to change are NOT the same thing. P.P.S. 9a. should say "less than 2 MONTHS", not years. Whoever wrote this survey perhaps should have handed off the task to someone else?
- I would rank 5 of the suggestions as number 1
- I think dropping the word "church" dilutes UCE's essential identity as a religious not social institution.
- Our current building is our biggest financial asset and responsibility; if member donations (and specialized volunteer upkeep) continue to decline, we may have to "re-imagine" how it is managed and used in future years.
- Promoting acceptance of all including the trans group, low income, those less educated or less read, those fighting/recovering from addictions, etc.
- Go all in on engaging youth/young adults
- I'd really like to see more families in church. More focus on social justice. Talk about what is happening in the world.
- I am very interested in bringing more people into the church. I think the fun and educational community-building social events are deeply important to bringing in new people.
- Unitarian Congregation of Edmonton, Unitarian Community of Edmonton, Unitarian Centre of Edmonton
- Must be grounded in reality with pragmatic initiatives that address declining membership and finances
- More music, music director position
- Appreciate that Rev. Rosemary leaves the podium to greet newcomers. Was told this was the reason one person came back.
- Consider major resource and monetary commitments, i.e., settled ministry or even the building (in the future)
- Increase base congregants with "under 40" draw in with community events on weeknights such as board games, speakers, musical films
- "Wait and watch" Westwood's name change before major name change
- If it's not broke, don't fix it

- Plan to take back the front corner for a better street presence, proper front entrance, windows for staff
- Important to be concrete and land on decisions soon. Survey fatigue!

8. Respondent age range

Age range	Responses
Under 35	2
35-54	4
55-64	1
65-74	7
75-84	11

9. I have been connected to UCE for:

Time	Responses
Less than 2 months	1
7 months to 1 year	1
1 to less than 3 years	1
More than 5 years	26

APPENDIX 1

Alphabetical listing of all responses to Survey Questions 1 and 2

Question 1: What 3 words describe UCE now? [All responses]

acceptance	inclusive
accepting	insular
accepting	introverted
accepting	knowledgeable
active	limbo
aged members	meaningful
careful	missing thoughtful inspiring sermons
caring	modern
challenged	moving forward
comfortable	music
comfortable	musical
comfortable	musical
comfortable	peace
comforting	potential
community	progressive
community	repetitive
community	safe (for LGBTQ2)
community	searching
community	sharing
compassionate	social
connection	spiritual
considerate	stable
diverse	stagnant
drifting	struggling for identity
dwindling	tentative
educated	thoughtful
elderly	thoughtful
elderly	tolerant
engaging	traditional
equality	traditional
evolving	traditional
expanding knowledge	transitional
food	uninspiring
friendly	unknown (to most of Edmonton!)
friendly	waiting
friendly	welcoming
fun	welcoming
home	welcoming
hopeful	welcoming
hopeful	welcoming
hungry	welcoming
inclusive	woke

Question 2: What 3 words describe the UCE you would like us to aspire to be? [All responses]

a mix of ethnicities and cultures
accessible
active
advertising
brave
busy
cohesive
communal
community
community
compassion
compassionate
confident
deep
don't change
effective
energetic
energetic
engaging
even more accepting
exciting
family
family-oriented
focused
focused
forward
future
growing
growing
growing
homely
inclusion
inclusive
inclusive
interactive
interconnected
joyful
known to all LGBTQ2 people in Edmonton

live up to our principles as a beacon for peace in
our community in the world - peace speakers
and acts
manifold
more music
more political action
multicultural
multicultural
musical
ongoing
open
open
outgoing
real sermons
recognized
relevant
relevant
respectful
responsible
sharing
social justice
social justice
stable
supportive
thoughtful
thriving
vibrant
vibrant
vibrant
vibrant
vibrant
vibrant
visible
welcoming
wide reaching
younger
zippy

APPENDIX II

Summary notes from February 22 Strategic Planning Brainstorming Session

1. If UCE were to be the 'best neighbor' possible to our local community over the next five years, what is one problem we are uniquely equipped to help solve?

- UCE is uniquely positioned to serve as a safe, inclusive community hub and visible voice for social justice.
- We offer a welcoming and inclusive place for all and notably, the LGBTQ+ and marginalized community
- Our physical space is a main asset which would accommodate expanded community use such as a community kitchen, arts programming, summer activities, collaboration with other local organizations, etc.
- We are a voice for social justice

Comment: As Edmonton grows and becomes more diverse, UCE can continue to strengthen its role by remaining grounded in its commitment to inclusion and social justice.

2. What is one tradition or practice at UCE we must fiercely protect?

- Our welcoming, open-door community
- Signature services (Blue Christmas, summer services)
- Choir and music programming
- Casino fundraising
- Sharing our abundance
- Ritual practices, such as chalice lighting, Carry the Flame
- Support for Dragging Youth

Comment: Some traditions are working well and help define us. These elements help sustain UCE culture and should remain central as the congregation evolves.

3. What is one thing we should stop doing to free up resources?

- Review all staffing
- Reduce administrative costs where possible (colour printing, for example)
- Transfer RE funds to CaM and resource RE only after demand is there
- A stronger, more efficient UCE if we form other partnerships without duplicating efforts connect to other churches, Westwood, community leagues, Greater Edmonton Alliance

Comment: There needs to be a review of staffing structures and administrative costs. We can increase impact and reach by connecting with other organizations and creating partnerships.

4. What is one new 'experiment' you'd love to see us try?

- Become a venue for Fringe
- Re-introduce Uni-Art initiative, arts and crafts sales and other cultural events
- More outreach and learning opportunities, from yoga to learning new language to spirituality
- Invite our charities of the month to fully participate in our services and congregational life
- More fun, community building opportunities with connection to community leagues
- Consider adding neighbouring community leagues to our charity of the month

- Informal discussion groups before services, led by Minister or others on various topics, including service content, spiritual topics
- More discussion groups, online and live with members or guest speakers-current events
- Remove “church” from our name
- Revive small group connection models-Set up buddy system, revive chalice/family circles

Comment: Soul Matters provides a venue for gatherings to discuss diverse topics and build relationships. An opportunity exists to increase understanding of the potential here as it fits with connection and learning needs identified.

5. Beyond Sunday mornings, what kind of activity—spiritual, social, or community-facing—would advance UCE’s mission and make you feel most excited to walk through our doors on a Tuesday night or a Saturday afternoon?
 - A more attractive and welcoming exterior
 - More social activities, including game nights, movie nights, discussion groups, themed potlucks, open mic evening with random topics
 - Learning opportunities and adult education courses with guest speakers, discussion groups
 - More visible and coordinated social action initiatives
 - Expanded partnerships including connections with other groups including Greater Edmonton Alliance

Comment: There was strong support for “after hours” initiatives to strengthen connection and encourage broader participation with UCE.

6. Imagine it is 2030 and UCE is thriving in ways we never expected. What does the headline in Edify magazine or on the CBC website say about our biggest impact on our members or the city?
 - Edifying the Spiritual Community
 - A Group that puts Spirituality into Action
 - Church Members find Antidote to Loneliness
 - UCE is Spiritual Home for All
 - UCE is Thriving with Families and Children
 - UCE is on Cutting Edge of Social Justice
 - Unitarian Learning Centre is Open, Affordable and Accessible to All
 - This Cool Building with all These XYZ Activities
 - UCE Now Open 24/7-Never Closed
 - We are a Safe Place
 - Social Justice Lives Here
 - UCE is a Music Centre
 - UU is Considering Changing its Name to UN Due to Its Huge Diversity

Comment: The envisioned future aligns closely with current UCE vision and mission, suggesting continuity of purpose along with expanded reach and visibility. It reflects hope and optimism.