



Community

Our Community Goal springs from the hospitality we extend on Star Island, welcoming and nurturing new relationships, preserving existing relationships, and expanding our impact on the lives of our community members.

- Create a diverse and inclusive spiritual community modeled on our best selves on our best day. Live our values through hospitality within our community to each other and in our inclusive and generous reception of all guests and visitors.
- Develop centers of excellence in our hospitality and amenities to improve the island experience for conferees, visitors and employees.
- Conduct our operations as an employer, and citizen of the Seacoast Region and beyond, consistent with our highest values and goals.
- Mentor and support our community in learning about Star Island, including our culture, values, history, ecology and green initiatives, and share what we have learned in the Seacoast Region and beyond.

Economic

Our Economic Goal focuses on moving us from economic stability to sustained economic vitality, and includes identifying and obtaining the financial resources to ensure our long-term success, while being mindful of cost effectiveness.

- Develop and implement a long-term plan for sustained financial vitality that addresses improvement and preservation of our buildings and infrastructure.
- Develop and implement a process that ensures our long-term financial planning secures the goals and objectives set forth in our strategic plan.
- Being mindful of affordability, increase guest acquisition and retention rates, with a particular focus on families and younger people.
- Enhance and expand opportunities for Island amenities and activities each year.

Environment

Our Environmental Goal encompasses the protection and preservation of the natural and built environments of Star and Appledore Islands, developing and modeling sustainability to accommodate the needs of the present and to ensure future opportunities.

- Develop and implement a comprehensive adaptation plan, including how we will address the effects of climate change on Star and Appledore Islands.
- Increase education and awareness of the unique natural and historic ecosystem that the Isles of Shoals and particularly Star Island represent, and through this awareness, inspire people to effect positive change in the Seacoast Region and beyond.
- Develop and implement a comprehensive and measurable energy plan which models sustainability and environmental best management practices, and reduces dependence on fossil fuels.
- Improve and maintain safe and structurally sound facilities, which meet the accessibility, lighting, comfort and regulatory needs of all of our island constituencies.

Stewardship

Our Stewardship Goal encompasses the many ways we ensure that Star Island, its values and its spiritual and educational opportunities are present for us, for our children, and succeeding generations to enjoy.

- Encourage all who come to Star to protect and cherish the natural and built environment, helping to preserve it for others and for the future.
- Design comprehensive fundraising plans that are representative of our strategic goals and objectives.
- Value individual conference identities and constituent groups within the philosophy of a single Star identity.
- Celebrate our history and successes by recognizing Shoals milestones and those who sustain Star Island through gifts of time, talent and treasure.
- Develop engagement opportunities that keep the spirit of Star alive throughout the year, for both Shoalers and potential Shoalers.

Our Mission:

To own and maintain Star Island and such other property as the Corporation may hold or acquire, as a center for religious, educational, and kindred purposes consistent with the principles of the Unitarian Universalist Association and the United Church of Christ.

Our Vision:

To create on Star Island an environment that frees all who come to renew spiritually, explore matters of consequence, and gain knowledge about the world as it might ideally be.