



# Star Island Corporation

## Three Year Strategic Map

2014-2016

### COMMUNITY

- Enhance intercommunity connection and collaboration across new and established conferences (e.g. via Council of Conferences)
- Engage in mindful and welcoming hospitality to all people, honoring the mosaic of diverse communities on island
- Communicate monthly and transparently about evolving opportunities to engage in our Star Island community and beyond
- Develop increasingly meaningful relationships with UU and UCC congregations and organizations
- Encourage lifespan engagement (e.g. through increased intergenerational activities)
- Make the general public aware of the opportunity for enrichment, education and recreation in an inclusive spiritual community
- Enhance the group experience on the island (e.g. improve the dining experience)

### ECONOMIC

- Ensure the affordability of Star Island
- Increase revenue by maximizing Island visitation and conference attendance by 3.5% each year.
- Provide sound fiscal management (e.g. by having a balanced budget each year)
- Assess and act upon realistic short- and long-term capital needs
- Enhance and expand opportunities for Island amenities and activities each year
- Provide regular reporting of financial matters to ensure transparency
- Explore and implement new engagement and development opportunities on and beyond Star Island through a strategic short- and long-term development plan

### ENVIRONMENT

- Complete and implement alternative energy, wastewater and conservation plan
- Continue to promote a culture of reduce, reuse, recycle and replace across the Island community
- Provide safe, structurally sound and well maintained facilities
- Maintain compliance with all pertinent standards and regulations; be proactive with regulatory agencies
- Enhance facilities to support our mission and vision
- Improve accessibility of Island resources

### STEWARDSHIP

- Increase membership in Star Island Corporation to 400 (maximum allowed amount)
- Increase McGill Society membership by 50%
- Recognize and appreciate the value of Star Island and those who sustain it through gifts of time, treasure and talent
- Foster a resilient commitment to Star Island and Island Citizenship
- Outreach and evangelize throughout the year to bring more people to Star (spread the good word)
- Promote annual, capital and planned giving, including growing the Permanent Trust returns at least equal to inflation and expenses, as reflected in our spending policy
- Engage in innovative preservation of tradition

Our four strategic goals share the common purpose of achieving the SUSTAINABILITY and enhancing the VITALITY of Star Island. We choose them as areas of emphasis within the three-year time frame of this plan because they are particularly important and timely in furthering this purpose.

### ***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.