

Report to the Board, CT and Program Council on the Certified 2016 Membership

Paul Hudson and Lonnie Moseley, with consultation from Linda Laskowski

The recently completed membership certification to the UUA puts UUCB at 371 members. This is a drop of 12 members, primarily due to more losses than expected. Since last year, we have lost 42 members (11% vs. a target of 8%), and gained 30 new members (vs. a target of 35). Both loss and new members for 2015 are a reversal of 2014's negative trends (losses increasing and new members decreasing), but the trend of year over year membership loss continues.

On a positive note, 15 of the 30 new members were from families with younger children, an important demographic group for our church, and there was a 16% increase in first time visitors (to 229). We believe that there are a good number of new members in the pipeline, and particularly with the incentive of being able to vote to call our new minister, we should have more members (and a larger bump than would normally be expected) join us at the next Membership Night in March.

The attrition rate of 11%, versus a goal of 8%, is attributed to a larger number of people that have moved from the Bay Area and deaths, in addition to people that have drifted away. The Membership Co-chairs will be reviewing the list of lost members to develop outreach (pastoral and membership) to these former members, to determine why they have left, and if there is anything we can do to bring them back into our community. We will also be looking ahead proactively to identify members at risk of drifting away. (Moves and death we can do nothing about.)

The stated membership goal of the Membership Ministry Committee from 2015-2020 is 450 members. While our targets are still doable, they are now more challenging. For example, reaching 450 members in five years requires 50 or more new members every year starting in 2017-18, the first full year of our new minister. The last time we did that was 2007, with a \$300,000 Bay Area marketing campaign. With another membership decline this year, this is even more challenging. We have a good start, with more visitors than we have had in almost 5 years as a result of our various outreach initiatives. We have a strong focus in our "in-reach" activities, led by Lonnie Moseley, to turn visitors into members and to retain members, and are seeing those results as well.

We have also not yet incorporated the work and the growth targets of the Growth Strategy Team into these goals. The Growth Strategy Team is working with the Program Council to identify and reach out to 4-5 promising demographic target groups with tailored messages and channels, and to develop or enhance "Paths to Engagement" for new and existing members in each our key program areas and areas of church life. The Growth Strategy Team hopes to share this growth plan with the Board soon.