# Unitarian Church of Underwood Strategic Plan 2018-2023

(Adopted by the UCU Board of Directors, March 21, 2018)

Mission: The Unitarian church of Underwood is a welcoming community of diverse people where our celebration of life and common search for meaning bind us together.

This is the 3<sup>rd</sup> of a series of 5-year strategic plans originating in 2008. The 5-year, long-term (2018-2023) objectives of the Strategic Plan are in **Bold** and the short term, annual objectives to meet those goals (2018-19) are in *italics*.

Under **Governance/Administration**, three areas are identified to carry out the main aspects of the mission of the Unitarian Church of Underwood. These include: **Program, Community Outreach and Facilities.** 

The **Board of Directors** is the governing body of the church. Work is carried out further through volunteers on various committees, task forces, teams, as individuals or limited contractors.

Statement of Strategic Plan Goals (2018-2023) with 2018-19 annual objectives (As Adopted by Board of Directors March xxxx, 2018)

# **Governance/Administration Strategic Goals**: The Board of Directors will:

Manage the fiscal and human resources of the church in a manner that is inclusive, transparent, efficient and effective.

- Adopt/modify policies and procedures as deemed necessary through the governing procedures.
- Develop procedures and practices to keep the church running smoothly.
- Adhere to adopted by-laws and policies and procedures.
- Oversee and manage church assets and maintain financial integrity.

Maintain, revise and make available the UCU Policy and Procedures Manual in hard-copy and electronic versions for the Board's and congregation's reference.

- Upon changes or new adoptions, assign responsibilities to update the UCU Policy and Procedures Manual, both hard-copy and electronic versions.
- Inform committee and other leaders of adopted policies and procedures through personal contacts, Board minutes and other communications.

• Communicate adopted policies and procedures to the membership through the Board minutes, announcements, the monthly newsletters and other appropriate means.

### Develop annual budgets that reflect our UU Principles and finance our priorities in accordance with our Strategic Plan and established policies and procedures.

- Monitor collections and expenditures and adjust spending to stay within the annual approved budget.
- Consider unexpected expenditures and determine available assets or funding campaigns needed to meet the expenditure.
- Consider increased financial capabilities to grow amounts for Empowerment Grants and/or other giving opportunities.
- Consider contracting for additional organizational needs.

### **Contract for Independent Services:**

The Board approves any contract for services and the President of the Board of Directors is the official signatory of the contract.

- Before contracting for services, evaluate whether the work can be satisfactorily
  performed by volunteers, determine the work needing to be contracted and determine
  the methods to be followed for engaging and hiring a contractor.
- Adhere to the procedures outlined in the UCU Policy and Procedures Manual for independent contracts for services.
- When contracting for services, outline the terms and conditions of service, the contract duration and the amount to be paid for the work.
- Monitor performance to assure that contract terms are satisfactorily met.
- Provide timely remittance to contractor invoices.
- Provide required statements for accounting and tax purposes.

### Designate volunteers for a Record Keeping Committee to assume responsibility to organize, maintain and secure church records.

- Update and maintain church records, including Board minutes, using electronic storage in an economical, safe and secure way.
- Continue the transfer and maintenance of archived and current records to the electronic record keeping system.
- Organize and secure selected historical records and other archivable materials in hardcopy in the fireproof cabinet.
- Maintain and revise at least annually the UCU Policy and Procedures Manual.

### Oversee\_committee nomenclature, roles, responsibilities and accountabilities.

- Maintain support for the volunteers that perform the various administrative and operational duties of the church to fulfill the UCU mission, goals and objectives.
- Invite additional members to the committees as needed.

- Upon recognized need for added responsibilities or oversight, the Board President will issue to the appointed chair/lead of the existing or new function, a charge outlining the responsibilities.
- Consider the recommendations and offerings of the various committees and individual members that promote opportunities for organizational improvements, spiritual growth, social and environmental justice and community connections.
- Consider the capabilities and capacities of individuals who volunteer to assume the many responsibilities, recognizing that this is an organization that is all-volunteer dependent.
- Consider the need to contract for an individual to assume executive organizational/ administrative type duties.

### Improve member intake, hospitality, and retention, acquaint selves with members, and monitor that the needs of the membership are being met.

- Remain apprised of member needs satisfaction and consider desired expansion opportunities for classes, events, gatherings.
- Encourage ways to become a more "welcoming congregation" and/or apply for UU
  Welcoming Congregation credentials.
- Encourage and support members' involvement in community services, social justice issues and environmental justice causes that meet the 7 UU Principles.
- Remain cognizant of UCU offerings and actions that reflect our UU Principles at work both within our church and within our communities so that members may be referred to those offerings.

# Preserve and maintain the structure and integrity of the historical church facility, the adjacent apartment complex and the buildings' exterior and grounds.

- Act upon the recommendations of the Facilities Committee and the Space Planning Task
  Force to maintain/improve the church building, the Sverdrup Suites complex and the
  surrounding grounds.
- Consider recommendations of the Space Planning Task Force to better utilize and upgrade Facilities.
- Continue to implement and maintain the Safety Plan to insure the safety and well-being of the congregation.
- Promote adoption when practical of environmentally friendly, safe practices within and without the facilities and grounds.
- Offer use of facilities to community partners for mutually compatible offerings.

### **Oversee and maintain Sverdrup Suites Apartments**

- Maintain contractual responsibilities and other liabilities under the loan terms, tax codes and/or other regulating agencies.
- Monitor tenant agreements and rent payments to comply with lease agreements.
- Fulfill landlord responsibilities for maintaining Sverdrup Suites property and grounds.
- Foster "good neighbor" acts and communications with the tenants and the community.

- Upon a unit vacancy, determine the possibilities for utilizing space to meet the growing needs of UCU.
- If space not needed for church use, follow procedures to rent the unit to new tenants.

# Other Administrative Functions will be carried out by these committees: Membership Committee will be responsible to:

- Maintain the roles and responsibilities of the Membership Committee as itemized in the UCU Policy and Procedures Manual.
- Recognize visitors and new attendees to UCU and determine their interest in becoming new members or be otherwise actively involved in UCU activities.
- Recognize opportunities to provide care and support to members experiencing life changes and/or difficulties.
- Provide visitors with a "Visitor Packet" and new members with "New Member Welcoming" materials.
- Coordinate at least twice yearly, an orientation and welcoming ceremony for interested friends and new members.
- Act as coordinators for arranging after Sunday service social hour's coffee & treats.

### **Stewardship Committee**

- Maintain the roles and responsibilities of the Stewardship Committee as itemized in the UCU Policy and Procedures Manual.
- Add members to the Stewardship Committee so the committee numbers 5-6 members.
- In addition to meeting quarterly as part of the Finance Committee, schedule regular meetings of the committee for discussion and generation of ideas to promote Stewardship.
- Consider what the "philosophy of Stewardship" means to UCU and determine what actions might be taken to change/enhance that philosophy.
- Develop recommendations and when Board action is needed, present the proposals to the Board for approvals.
- Act as co-sponsor with the Empowerment Grant Committee and other members, organize and implement an event to celebrate UCU giving:

Charge from Board to Stewardship and Empowerment Grant Committees & other volunteers to: plan and do an event to celebrate giving to and by the Unitarian Church of Underwood that promotes and celebrates individual giving; celebrates the Empowerment Grant awards to current and previous recipients making known the significance and far-reaching effects of that giving; celebrates that the Unitarian Church of Underwood is a giving church in which you can contribute to make a difference. Date/time/scope/cost of the event to be determined by the event planners.

**Foundation Advisory Committee** will oversee the operation of the UCU Foundation and advise the Board regarding the Foundation structure, management, and operations. The UCU Foundation Advisory Committee will:

- Personally, contact UCU members & friends to offer them the opportunity to make a bequest to the UCU Foundation. The completed bequest forms will be held confidentially in the UCU Foundation safety deposit box with limited access to the Foundation chair and the UCU Treasurer.
- The committee secretary will keep a discrete list of individuals who have been contacted to avoid duplications..
- Review the membership lists to evaluate possible contacts.
- Follow the procedures outlined in the Foundation Advisory Operational Plan, Gift Acceptance Policy for all bequests received.

The Communications Committee will maintain, support and expand communication mechanisms that provide the means to increase the church's visibility and program accessibility and keep members and friends informed of happenings.

- Provide up-to-date information to inform members/friends of church services, events, and outreach activities:
- Provide a means through social media to increase church visibility and accessibility through the enhanced web site, Facebook, twitter, recordings of Sunday services, media features, etc.
- Continue production and publication of the monthly newsletter issued by e-mail and in hard-copy for regular mailing or pick-up.
- Include features that promote church values and that recognize members' volunteer service at church and through-out the communities.
- Coordinate with the Technical Team on procedures.
- Maintain, replenish and/or replace equipment.

Nominating Committee serves to identify and invite members, whose consent is given, to vacancies on the Board of Directors and to assist with identification of members to serve on the various committees and in other leadership positions either due to vacancy, need for additions or formation of a new committee.

- After a courtesy notification to the Board of Directors, the committee shall present, at the annual meeting, names of a sufficient number of candidates who have given their consent, to fill the expiring terms of Board members. Nominations shall also be sought from the floor at the annual meeting.
- When called to attention or request is made, the Nominating Committee shall assist in the identification of potential candidates for committee, task force, team membership. The Committee lead or designee will then contact the individual to determine their interest and willingness to serve.

### 2018-23 Five-Year Governance Focus on priorities to:

Grow/Enhance the Children's Religious Education Program to be vibrant, consistent and ongoing and held at least once monthly with consistent child care provided on the non-RE Sundays.

- Designate leadership from among UCU members and friends to plan for an/or assist with the Children's Religious Education program.
- Recognize the fluidity of leadership, family circumstances and church attendance, and children's age and interest variance in building a Children's Religious Education program.
- Take advantage of Children's Religious Education materials available at the uua.org website.
- Should volunteers for Children's RE prove unavailable or insufficient, consider contracting for a Children's Religious Education Director.
- Find solutions to providing paid or unpaid child care on non-RE Sundays.
- Consider recommendations of Space Planning Task Force regarding children's facilities and play areas.
- Involve children at least twice annually in the Sunday program and promote other family friendly activities.

### Encourage and support leadership development within the church community

- Assimilate and mentor newer members into lead roles in the church.
- Provide orientation session to new Board members.
- Seek out and sponsor leadership learning opportunities.
- Exhibit leadership qualities.
- Should volunteers prove insufficient to perform the organizational responsibilities for the church, consider contracting for an executive director or other person of leadership abilities.

### Encourage and support the Unitarian Church of Underwood taking a leadership role among the regional cluster of UU churches.

- Promote attendance of UCU members/friends at offerings given by other UU churches.
- Sponsor events, workshops, community discussions, concerts, artists, social justice causes at the UCU church.
- Support members volunteering in their communities on social and environmental justice actions that meet the UU Principles.
- Continue collaborative activities with area UU churches, the UUA, and the MidAmerica Region.
- Share what UCU has done with UUA and MidAmerica Region.
- Increase connectivity to UUA and MidAmerica Region for ministerial services and/or other assists.
- Increase connectivity to MUUSJA and MNIPL resources for social and environmental justice action.

Under Governance/Administration, three areas are further identified to carry out the mission of the Unitarian Church of Underwood. These include: Program, Community Outreach and Facilities.

**Program Strategic Goal:** Support the spiritual journeys of members by providing a broad range of opportunities for personal reflection, discussion, intellectual stimulation, artistic expression, and social interaction.

**The Celebrants** are committed to provide services and to engage with each other in supporting our work as celebrants.

- Celebrants will continue to officiate weddings, funerals, and /or other special family or church related events.
  - Celebrants will maintain a brochure with information and contacts.
  - o Information about Celebrants and the services provided will continue to be available on the UCU website.
- Celebrants will continue to speak one Sunday a month in a calendar year.
- Celebrants will receive on-going training.
  - Celebrants will meet at least quarterly to address Celebrant issues, share books and ideas, and continue training.
  - Celebrants will include a request for training opportunities/materials in the annual budget.

The Speakers Committee will plan and provide stimulating and inspirational Sunday service programs and speakers relevant to UCU mission, UU principles and Living Traditions. To meet Program objectives, the Speakers Committee will:

- Maintain the roles and responsibilities as itemized in the UCU Policy and Procedures Manual.
- Engage speakers/presenters to address the following topics (one or more per program):
  - UU topics (principles, sources, history, etc.)
  - o Spiritual experiences, Religion, and Philosophy, Mystery and Wonder
  - Social Justice
  - Arts (music, visual, drama, written)
  - UCU Community subjects
  - Local issues and history
  - Health (mental and physical)
  - Environment (agriculture, food, climate)
  - Science
  - o Cultural Diversity (such as Black, Native American, etc.)
  - Empowerment Grant recipients
  - o Other related subjects.
- An "after service" structured discussion hour with the morning speaker will be offered at least twice annually.
- Workshops will be offered at least twice annually, (example: Ashley Horan and Social Justice).
- Continue to tap into UCU member resources
- Schedule two services annually that involve the children
- Pursue Unitarian Universalist ministers to speak four times annually

### The Sunday Service Coordination Committee (formerly known as "Worship Committee") will continue to:

### Maintain coordination of the elements that comprise Sunday services.

- Review Sunday morning services and recommend changes to the order of service.
- Monitor and assist in the flow and orderliness of the Sunday morning service, allowing for opportunities for spontaneity.
- Continue to update the printed list of duties for service leaders and greeters. Coordinate with the Administrative Consultant to orient new service leaders and greeters.
- Review the bulletin format for possible adjustment.
- Identify other concerns related to and methods to improve the methods of delivery of our Sunday morning service.

### Continue to provide quality music with opportunities for members of the congregation to participate.

- Provide a variety of special music each Sunday involving as many of our congregational members and friends as possible.
- Bring in outside musicians once a month maximum.
- Provide a musician to play the hymns for Sunday services.

### A technology team will provide sound and technical support for Sunday services and prearranged church events. The team will:

- Rotate among the Technical Team, responsibilities for sound and visual assistance.
- o Follow established procedures on the routines for set-up, equipment settings, etc.
- Monitor proper workings of the equipment and outputs during the service.
- Assist musicians, service leaders and presenters on proper usage.
- Coordinate with the Communications Committee for equipment needs/repairs and for the transfer of recorded talks for on-line access.
- Continue to Improve sound capabilities and visual assists for the musicians, service leaders, presenters and the church audience.
- Coordinate with the Celebrants or special event coordinator when requests are made for use of the church venue for funerals, weddings, concerts and/or special events.

# Continue diverse and vibrant Religious Education classes based on the Unitarian Universalist principles and/or other traditions.

### **Adult Religious Education**

- Continue to involve two or more adults who have interest, knowledge and ability to act as Adult Religious Education leaders.
- Encourage adult education topics/themes that support the UU Principles, Living Traditions, social and environmental justice issues to meet the interest of members and friends of UCU.
- Schedule classes on Sunday mornings to accommodate attendance.

• Facilitate and encourage class discussion so that individuals have the opportunity to share thoughts and express themselves.

### **Mindfulness Sitting**

- Offer weekly mindfulness sitting & event-oriented mindfulness sessions.
- Objectives of Mindfulness Sitting:
  - To encourage and give UCU members an opportunity to explore mystical prayer through the act of simply being in silence.
  - o Realize our UU Principles through practice both individually and as a group.
  - Through group experience of the interconnectedness of all life, we help create a more kind, just, loving, and equitable world.
  - o Bring our UU Principles to life in our daily lives and our faith community.
- Explore the possibilities of practicing walking meditation

### **Children's Religious Education**

The Board of Directors and children's religious education leaders/parents will work to install paid or unpaid leadership to grow the Children's Religious Education class that will meet at least once/month. Paid or unpaid child care will be consistently provided on non-RE Sundays.

- Involve at least two adults as Children's Religious Education leaders and/or care providers on non-RE Sundays.
- Encourage and involve volunteers as assistants in RE activities.
- Provide Sunday morning religious education activities at least once a month for children of all ages.
- Plan for children to participate in Sunday services at least twice a year.
- Hold a "Sunday School Picnic" in late spring or early summer, involving RE kids, teens, staff, and families.
- Organize space and materials in Sverdrup Suite designated unit that will accommodate needs of the children.
- Identify and obtain materials and equipment needed to support children's play and activities.
- Include music as part of the Children's RE program.
- Provide annual safety training and review child protection procedures.

# Provide Child care on an ongoing, consistent basis on non-RE Sundays. The Board of Directors will contract annually for child care services to:

- Provide a safe, secure environment for children so their parents/grandparents are free to attend Sunday services.
- Provide attendants to supervise and oversee the activities of the children in the lower level or other designated space during Sunday services.
- Provide healthy snacks for the children during their activity hour.
- Encourage child care providers to report to the child's parent any achievement or conflict and the method used to reinforce/adjust behaviors.

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### **U** Groups

U Groups are the UCU designated name for Small Group or Covenant Groups that are comprised of UCU members and friends that meet once per month in various locations. The U Group Goals are to provide a safe, secure environment for member reflection and sharing. The U Groups objectives are to:

- Follow the UCU Manual Policies and Procedures for U Groups for logistics and organization.
- Invite members/friends to act as U Group Facilitators to meet the needs of lead Facilitators and group facilitators.
- Offer sufficient locations with volunteer hosts assuring the need for a safe and sacred space for deep listening and sharing.
- Facilitate the lesson format and assist facilitators in leading their assigned groups as needed.
- Provide lesson materials in a format conducive to easy copying and sharing
- Coordinate lesson topics with other UCU speaker topics, social and environmental and/or societal issues as appropriate.
- Encourage each U Group to select and complete yearly projects that meet our UU
  principles; one to benefit the church itself and a second project that will benefit the U
  Group's home community.
- Provide care and support for all members of all U Group members.
- Consider interest in a summer U Group and determine the logistics necessary to accommodate the group.
- Provide training for potential Lead Facilitators and transition responsibilities.

### **Facilities Strategic Goals are to:**

Preserve and maintain the structure and integrity of the historical church building purchased as Union Hall in 1904; enhance the aesthetics and functionality of the church building; adopt environmentally friendly, safe practices within and without the facilities and grounds; maintain the buildings' exterior and grounds in keeping with the community's care and values.

#### The Facilities Committee will:

Maximize the flexibility and utility of the church's space.

- Consider the needs and recommendations of the Board and other work groups to maximize efficient use of the space.
- Oversee refurbishing and furnishings of the Sverdrup Suites unit to meet the church needs for meetings, office, storage and adult and children's education activities.

- Act as consultants to other committees in acquiring and installing fixtures and features to facilitate comfort for worship activities and other church activities, both in the church building and Sverdrup Suites.
- Consider formation of a team of volunteer handy-persons to task with identified fixes.
- Promote quality workmanship standards and use of supplies and materials that enhance the building history and aesthetics.
- o Make recommendation to the Board if additional needs arise on the facility.
- Continue to evaluate the condition and appeal of both buildings, making repairs and improvements as needed.
- Prepare an annual plan with proposed budget, and a tentative schedule for new improvements.
- Be aware of and coordinate as needed the recommendations made by the Space Planning Task Force as approved by the Board of Directors.

### Schedule the maintenance of building service systems.

 Maintain and schedule maintenance for the lift, furnace and other identified systems.

### Install and update communication technology as needed.

 Work with the Technology Task Force whenever enhancements to the sound system and other needed technology is considered or installed.

### Keep the church grounds in attractive shape.

- Janitorial service, the Facilities Committee, contractors and volunteers will maintain landscape plantings, mowing, snow removal, and other church grounds upkeep as needed by season.
- Oversee contract services for water and landscaping remediation.
- Consider adding children's play equipment

The Safety Committee will continue to assume the roles and responsibilities and follow policies and procedures outlined in the adopted Policy and Procedures Manual. In addition, the Safety Committee will engage in the following projects for 2017-18:

- Continue to work with the Communications Committee to assure the use of social media and Google Docs follow guidelines and standards to provide personal privacy and identity protections.
- Provide de-escalation risk training
- Update and install child street crossing designation
- Install inside church evacuation maps.
- Provide training and a tip sheet to help assure child safety
- Provide appropriate AED training
- Monitor and install safety equipment in the church building and Sverdrup Suite units.
- Provide input to the Space Planning Task Force on safety and security measures.

### Charge to the Space Planning Task Force (established March, 2018)

### Values to consider in space planning:

- Utility/practicality/efficiency
- Environmentally friendly
- Minimalistic for cleaning/maintaining
- Aesthetically pleasing
- o Safety considerations of members and children adequately addressed.
- User friendly
- Budget friendly
- Return on Investment/Adds to property value
- Historical Significance of the church building
- 1. Identify long term space needs for the church and what needs can be met through the utilization of Sverdrup Suites and its grounds.
- 2. Invite suggestions through a brainstorming session or submitted suggestions of other members.
- 3. Analyze ideas and give priority consideration to those that include:
  - Identification of the cost factors.
  - Identification of the risk factors (i.e., safety, depletion of reserves)
  - Assessment of how frequently the space will be used for this purpose and cost effectiveness.
  - Identification of the levels of effort/costs that will be required to install/implement the changes.
  - Identification of the expected maintenance required: who, how, what, when efforts are needed to maintain the change(s).
  - Assessment of how the proposal meets the values listed above.
- 4. Select options, get cost estimates/savings estimates, determine priority order for potential implementation.
- 5. Complete and present plan for consideration and approval by the UCU Board of Directors by February 2019.
- 5. Present the plan to the membership at Annual Meeting, April 15, 2019.
- 6. Include objectives in 5-year Strategic Plan 2018-2023

### **Space Planning Task Force Objectives are to:**

- Maximize the flexibility and utility of the church's space.
- Develop a strategy for a second exit as part of the sanctuary.
- Plan for landscaping, natural gardens and the plan for maintaining them.
- Consider the neighborhood's needs to promote harmonious relations.
- Plan for access to connect the Sverdrup Suite units to the street.
- Plan for a connecting element between the church and the Suites.

After the Space Planning Task Force has completed their work, consideration will be given to who/how best to carry forward the Plan to:

- Implement the approved recommendations of the Space Planning Task Force as approved by the Board of Directors.
- Continue to consider the aesthetics and functionality of the 100+ year old building, the space and fixtures to preserve and maintain the historical value in balance with the current and ongoing needs of the congregation's use of the facility.
- Establish written criteria for preservation of the historical value of the building and its fixtures.

Community Outreach Committee Strategic Goal: Encourage and support members, affiliates, and collaborators to engage in community service, social justice efforts, and environmental causes from local to world levels. The Board and the Community Outreach Coordinator will evaluate whether there is a need to designate a Social and Environmental Justice Committee/Team to carry out those objectives under Community Outreach.

- Promote Community Outreach projects and events that meet UU Principles.
- Maintain a resource list of community service agencies, social justice and environmental justice action groups, other faith communities that need volunteers/members.
- Invite/encourage UCU members/friends to join or volunteer in community service, social and environmental justice.
- Continue to communicate and collaborate with other committees and work groups to engage guest speakers and incorporate social and environmental justice information into Sunday services and Adult and Children's Religious Education classes.
- Act as a conduit to encourage member initiatives and potential partnerships to implement ideas to further social and environmental actions and help coordinate and/or host group gatherings of interested parties at the church venue.
- Give recognition to the programs or UCU member/friends engaged with community service, social and environmental justice action.
- Promote coordination and communications of social justice actions between UCU and MUUSJA and of environmental justice actions with Minnesota Interfaith Power and Light (MNIPL).
- Assist with showcasing UCU Community Outreach activities during future workshops where other small congregations are invited.
- Coordinate community outreach activities with other faith-based communities.

**Social and Environmental Justice Actions** further goals are to help build awareness of social and environmental concerns, educate members/friends and foster action to address environmental justice. Objectives include:

 Continue to communicate and collaborate with other committees and work groups to engage guest speakers and incorporate environmental justice information into Sunday services and Adult and Children's Religious Education classes.

- Collaborate working on UCU owned property to decrease runoff and promote native plantings.
- Coordinate environmental specific projects priorities and/or installations with the Facilities Committee and other relevant committees, ie., serving healthy treats.
- Ellen Eastby is the Liaison between UCU and the Minnesota Unitarian Universalist Social Justice Alliance (MUUSJA).
- Janell Miersch is the Connector between UCU and the Minnesota Interfaith Power and Light (MNIPL).
- Judy Carpenter and Janell Miersch are liaisons between UCU and the Citizens Climate Lobby (CCL).

### **U Group Community Projects**

Encourage each U Group to select and complete yearly projects that meet our UU
principles benefiting the U Group's home and/or church community.

### **Administer Empowerment Grants**

The Empowerment Grant Committee shall follow the guidelines for grant application, selection, monitoring and reporting outlined in the UCU Policy and Procedures Manual. The Committee's objectives are to:

- Increase visibility of grant awardees and their programs to recognize and promote the important work being done by UCU.
- Let the community know of UCU's involvement/contribution through annual Empowerment Awards.
- Expand the visibility of the award application process to encourage more applications.