

Operations Policy & Process

Display/Use of External (non-Associational) Signage, Symbols, Banners & Logos

The Senior Minister is responsible for ensuring that these policies are implemented, delegating responsibility to other staff members as appropriate.

Banners, signs, and logos are an essential way to promote the mission, vision, and values of the First Unitarian Universalist Congregation of Ann Arbor to the wider community, including potential newcomers. While the Unitarian Universalist Association's adopted signs, symbols, banners, and logos capture much of our UUAA vision and values, there can be important strategic and justice-based reasons why our community might choose to selectively adopt or display additional messaging. These (external to the Association) banners, signs, symbols, or logos (hereafter referred to as "external signage") might appear inside or outside the UUAA building, on UUAA property, on official UUAA publications, prominently on the UUAA website, and/or other communication platforms.

The Proposal Process

Who Can Submit a Proposal

Proposals to display/use new external signage (other than those promoting Unitarian Universalism in general) must come with the support of at least one recognized UUAA group.

- If an individual wishes to propose new external signage, they can reach out directly to the Leadership Advisory Team (LAT) (lat@uuaa.org) with a clear description of their idea and briefly, how it is aligned with our UU Core Values and our 20/50 Vision Priority Areas. The LAT will then refer the individual to the relevant UUAA group to collaborate on the official proposal.
- The individual may also reach out directly to the relevant group, if they are able to identify it themselves.

How to Submit a Proposal

Proposals will be presented to the LAT, by the sponsoring group or an approved liaison, via email to lat@uuaa.org with any of the following that may apply:

- How this proposal is in line with our UUAA Core Values;
- How this proposal is in line with our UUAA 20/50 Vision Priority Areas;
- How this proposal is relevant to the purpose of the recognized group; and/or,

- How this proposal represents a decision of the congregation (at an Annual Meeting) or the larger Unitarian Universalist Association (at the Unitarian Universalist Association’s General Assembly), such as UUAA’s adopted commitment in support of Sanctuary.

Proposals should also include a suggested timeframe for what duration of time the external signage will be displayed/used, at what financial costs (if any), and include sample images that are intended to be used.

How the LAT Makes a Decision

Once a proposal has been sent to the LAT, the team will meet to discuss it using the following criteria as a guide:

- Fit - is this proposal in line with our UUAA Core Values, the 20/50 Priority Areas, the purpose of the group, and/or a vote of the wider community or association?
- Timing - is this the right time to promote this particular issue/cause?
- Opportunity - is this the right opportunity to promote this particular issue/cause?
- Costs - what are the costs to the community in terms of money, energy, time, and relationships?

Once the LAT has made an operational recommendation, they will communicate that recommendation to the sponsoring group in writing.

- If the proposal is recommended, the LAT will refer the proposal to relevant staff and leaders (the Buildings and Grounds Manager, Arts & Aesthetics Committee, Senior Staff, Board of Trustees, Communications Ministry Specialist).
- If the LAT does not recommend the proposal - for reasons related to fit, timing, opportunity and/or cost - the LAT will communicate that rationale.
- The LAT might also advise that it feels that the community is not yet ready to adopt the proposed external signage, and may recommend action steps that the group(s) involved may choose to engage in in order to build greater momentum or support within the UUAA community for the proposal.

These policies are subject to change without notice. Changes in policy must be approved by the Senior Minister or their designee.

Revision History		
DATE	DESCRIPTION OF REVISION	REVISED BY
April 7, 2021	Created policy and process, in consultation with the Rev. Manish, the Shared Ministries Team, the Board of Trustees, and the Communications Committee	Rev. C. Hartley

