

Two-Leader Model Forum

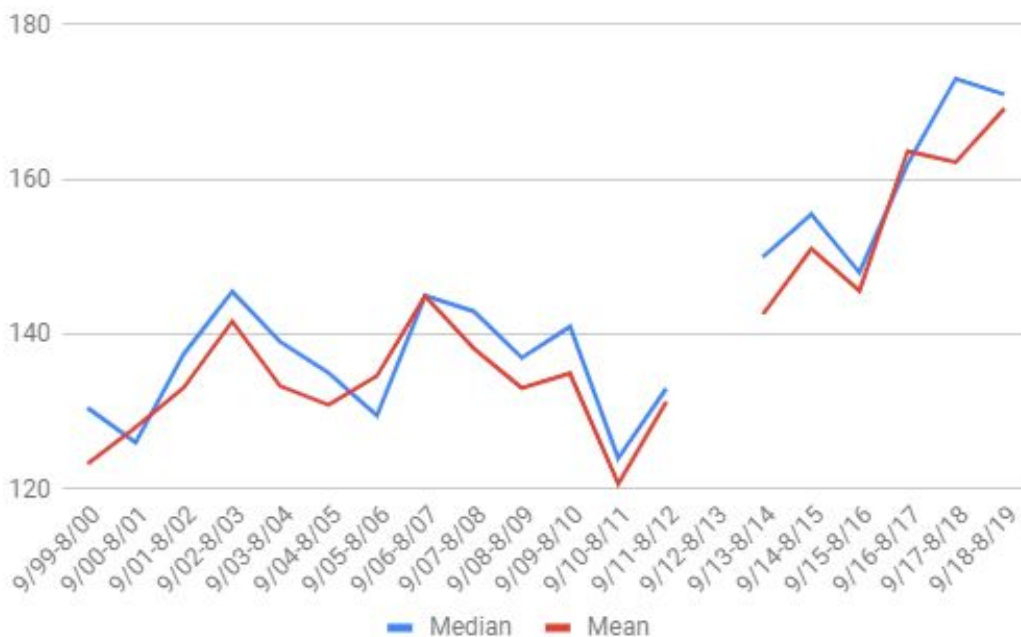
11/25/18

With the two-leader trial period coming to an end next year, we are evaluating the model itself. Please feel free to share your thoughts, ideas, and concerns at today's forum. If you prefer, you can also send feedback to any of the task force members listed below. Thank you for sharing!

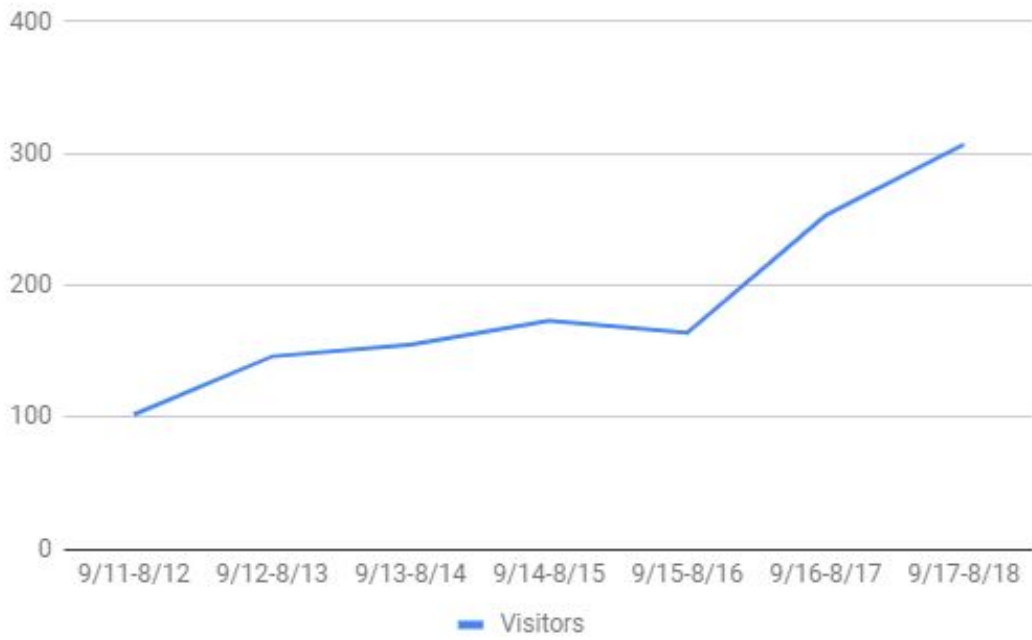
- How do you feel about having two leaders at the society?
- What are the drawbacks you see in having two leaders?
- What areas are positively impacted with two leaders on staff?
- Do you think we should continue having two leaders?

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Platform Attendance



Visitors

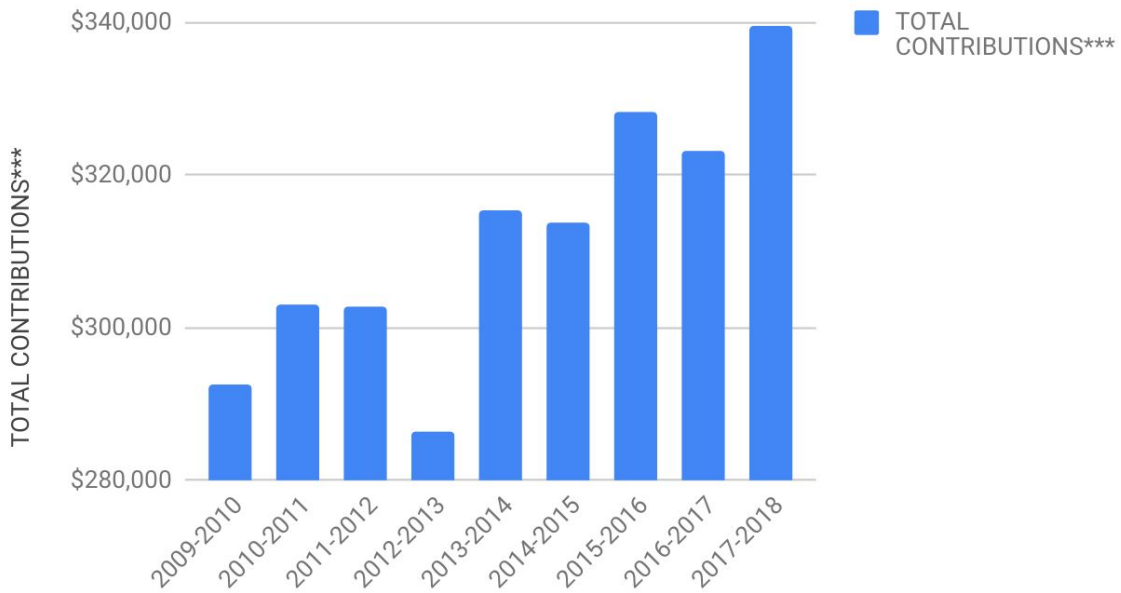


Members



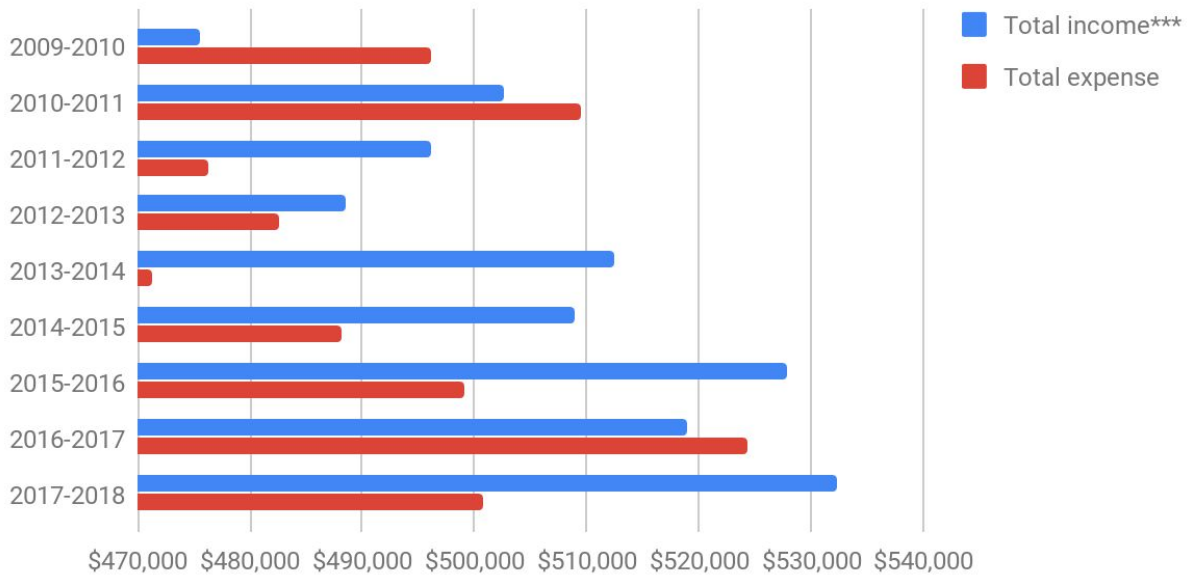
TOTAL CONTRIBUTIONS

(*** not including capital campaign funds)



INCOME & EXPENSE

(*** not including capital campaign funds)



Outreach

Increased Outside Awareness

- Greater involvement and dialogue with other faith organizations, *e.g.* Interfaith Partnership of STL, Humanist Institutes, Dutch Humanists, Metropolitan Congregations United, & STL Catholic Archdiocese
- Visiting leader platform addresses at Austin, Washington, & Silicon Valley ethical societies
- Public events, *e.g.* monthly Ethical Edge discussions; *Cultural Significance of Eclipses, Ethics of Star Trek*
- **Advocacy**, *e.g.* ACLU Lobby Day, World AIDS Day, STL Pride, HealthCare for All rally, & presence at social justice local marches
- Ad-hoc responses to local injustice, *e.g.* police brutality, racism at Ladue HS, & vandalism to Jewish cemetery
- Guest on multiple television programs and podcasts
- Multiple public lectures, debates, & panel discussions

Increased Online Presence

- Website and branding redesign
- Creation of new Social Media Manager position
- Number of people reached via social media has increased by roughly 200%
- Growing presence on Facebook, Twitter, Instagram, & Flickr
- ESSL weekly email “open rate” is ~45%, compared to 26% industry average
- “Being Good” podcast with Kate & other Ethical leaders

Increased Diversity

- Establishment of a Diversity Task Force/Committee & Diversity Town Halls
- *Diversity Awareness Partnership* offered in collaboration with the Interfaith Partnership of STL
- Outreach at cultural events, *e.g.* Festival of Nations
- Platform attendance increase; ***anecdotally***, also increased diversity in age, ethnicity/race, & sexual identity
- New outreach focus at universities, schools, & youth groups