

Report of Results of 2016 Congregational Survey – Unity Church Unitarian

August 2016

Outline

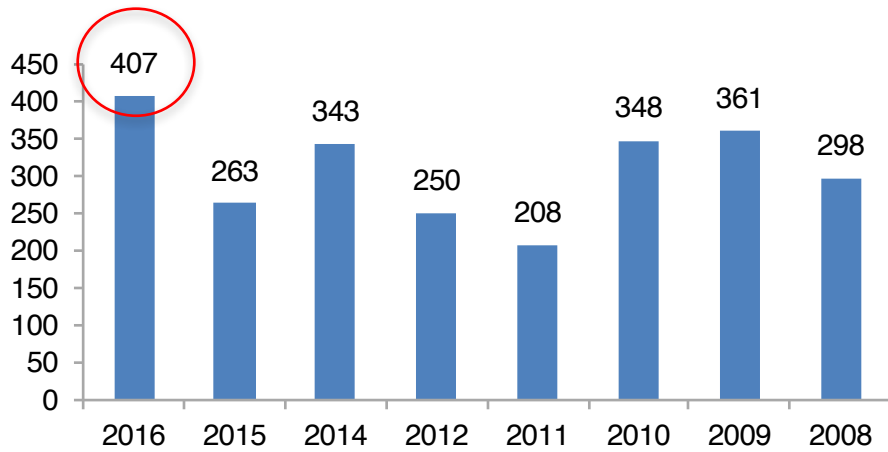
- Survey Structure
- Sample characteristics
- Evaluation of Ends Statements
 - 2016
 - 2016 v 2015 and 2014
 - 2016 by white v. families of color
- Loyal/At-Risk Profile
- What do comments tell us?
- Evaluation of Programs and Activities
- Spirit Map

Congregational Survey Structure

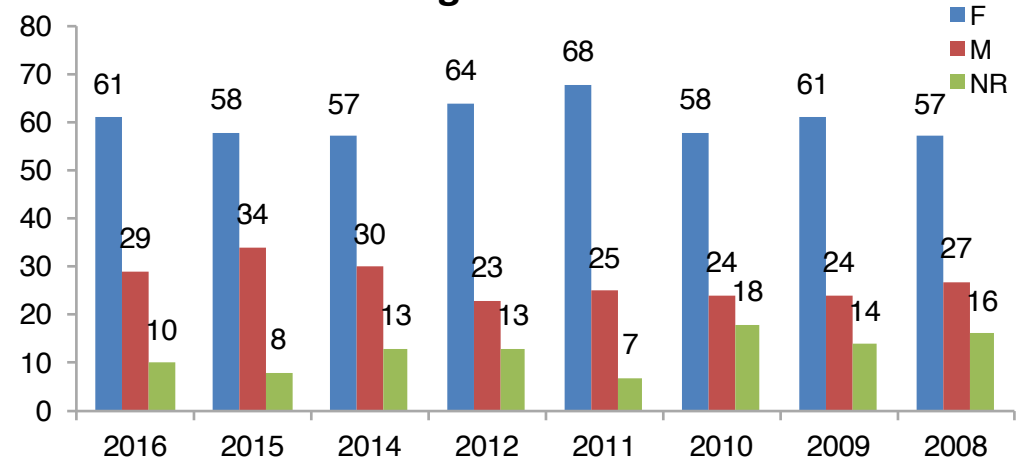
1. Ends Statements/Loyalty – Focus is on UCU
 - Part 1a: evaluation of performance on 15 current Ends Statements
 - Part 1b: loyal/at-risk evaluation –“Would you recommend UCU to a friend or relative”
2. Program/Activities
 - Part 2: evaluation of impact on SM of UCU programs and activities
3. Demographic information

Sample Characteristics 2008 - 2016

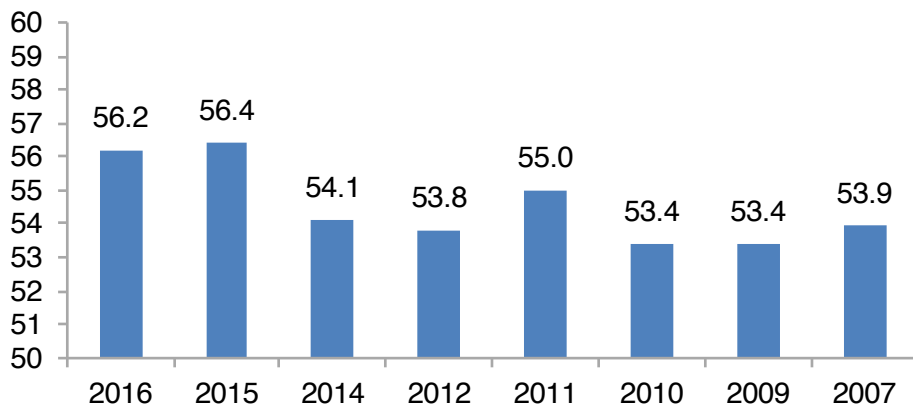
responses



gender



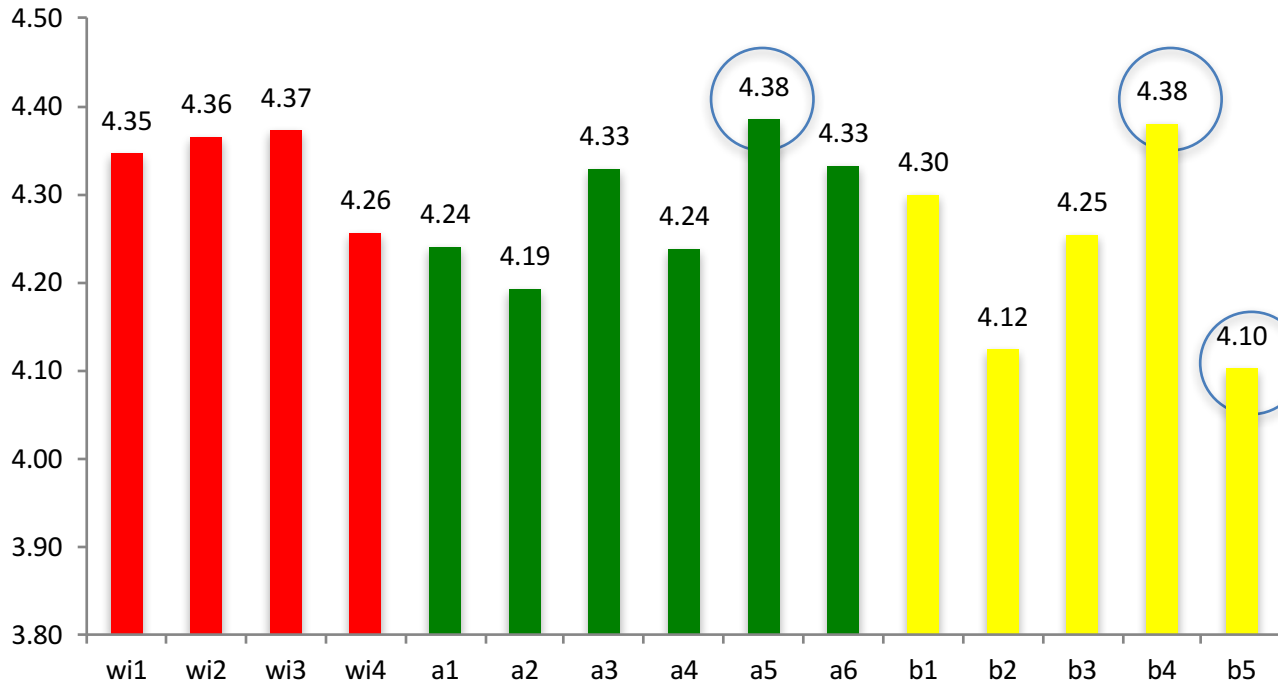
age



- Record number of respondents this year.
- Gender distribution in line with last two years.
- Age continues at 55 +/- 1.5.

Evaluation of Ends Statements – Averages

Average Performance on Ends - 2016



- Relatively little variation among Within Ends.
- Highest and lowest Ends are Beyond Ends: b4 and b5, respectively. Among End a5 ties for highest
- Three of top five are Within Ends
- Ave for all Ends are in positive territory (> 4.0).

Note: The Among End a2: “ Reach out to one another across differences and stand together in the face of injustice” behaves statistically more like a Beyond End than an Among End. Determined via factor analysis.

b4 (highest) Serve as a trusted and visible leader, partner, and advocate for the creation of a just society and a sustainable environment
 b5 (lowest) Participate actively in the larger Unitarian Universalist community
 a5 (highest) Are generous with our time, talents, resources and creativity

wi = within
 a = among
 b = beyond

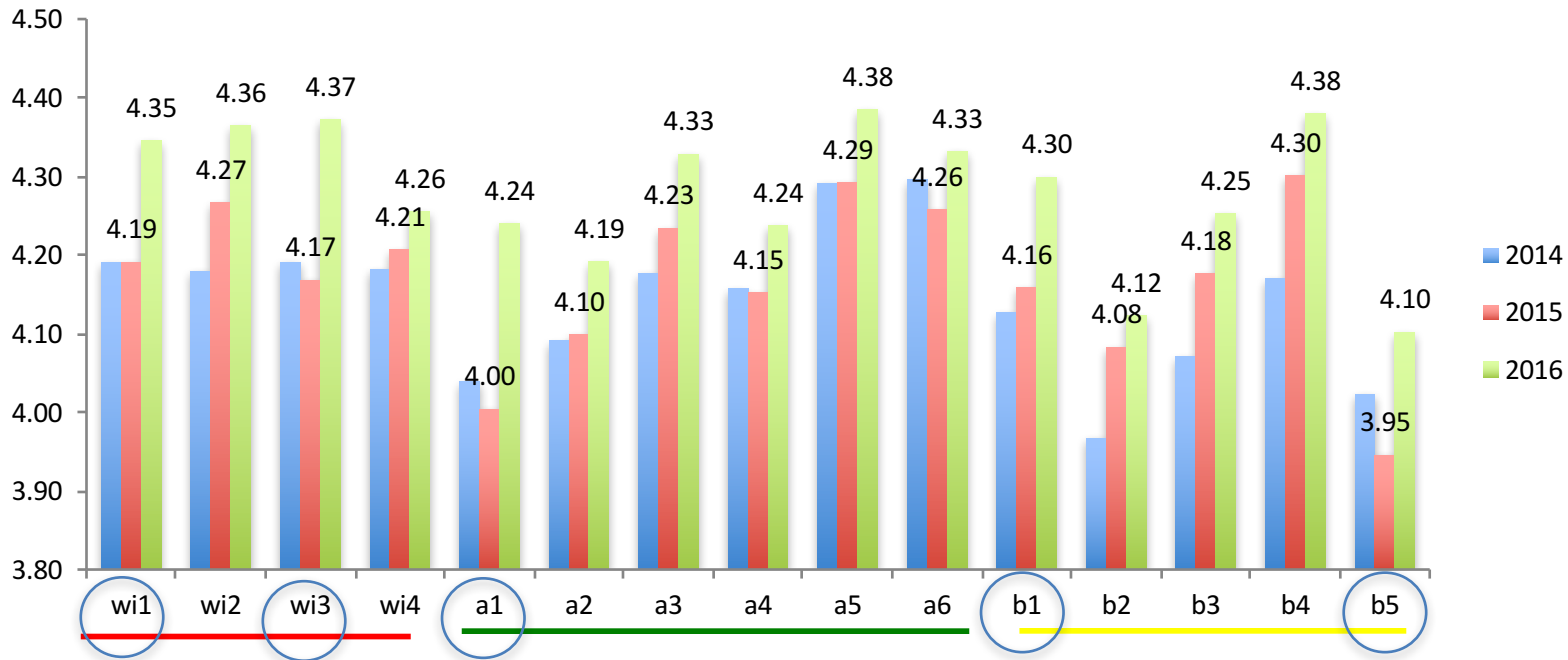
differences >= 0.10 are statistically sig at the 95% level of confidence
 differences >= 0.066 are statistically sig at the 80% level of confidence

Rank Order of 2016 Ends

End	Average
a5	4.38
b4	4.38
wi3	4.37
wi2	4.36
wi1	4.35
a6	4.33
a3	4.33
b1	4.30
wi4	4.26
b3	4.25
a1	4.24
a4	4.24
a2	4.19
b2	4.12
b5	4.10

Tracking Ends Performance 2014 - 2016

Ave Performance - Ends 2014/2016



Rank Order of Gains

diff('16 '15)

a1	0.24
wi3	0.20
b5	0.16
wi1	0.15
b1	0.14
wi2	0.10
a3	0.09
a2	0.09
a5	0.09
a4	0.09
b4	0.08
b3	0.08
a6	0.07
wi4	0.05
b2	0.04

2016/2015 year-over-year gains on all Ends. Largest gains on Ends

a1 Sustain and encourage one another in love

wi3 Embrace our identity as Unitarian Universalists and live out the principles of our shared faith in our daily lives

b5 Participate actively in the larger Unitarian Universalist community

wi1 Open ourselves to compassionate pastoral care in times of joy, sorrow, and transition

b1 Open our doors and our hearts to those who seek comfort, courage, and meaning

Rank Order of Gains

diff('16-'14)

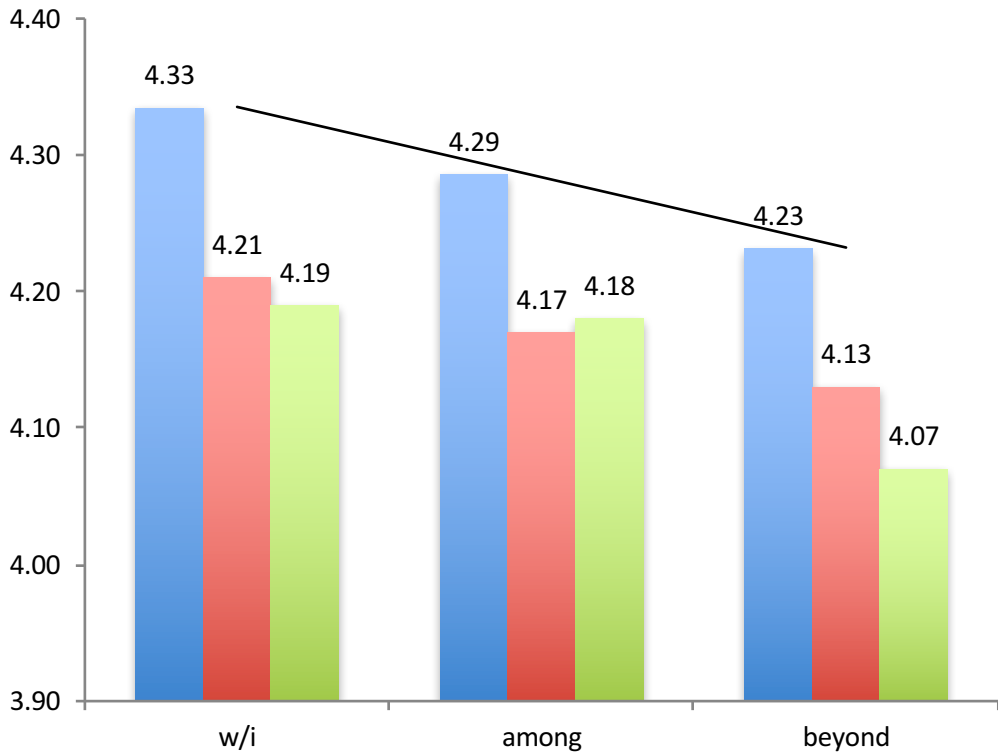
b4	0.21
a1	0.20
wi2	0.18
b3	0.18
wi3	0.18
b1	0.17
b2	0.16
wi1	0.16
a3	0.15
a2	0.10
a5	0.09
a4	0.08
b5	0.08
wi4	0.07
a6	0.04

'16-'15 differences ≥ 0.114 are significant at the 95% level of confidence

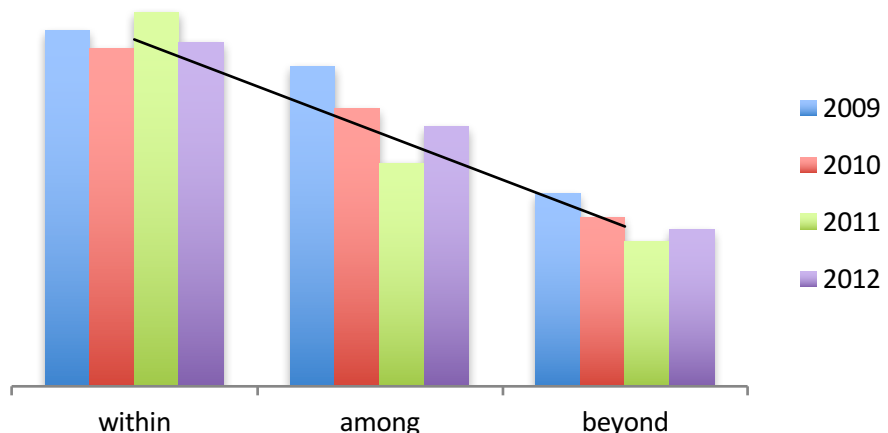
'16-'15 differences ≥ 0.075 are significant at the 80% level of confidence

'16-'14 differences ≥ 0.106 are significant at the 95% level of confidence

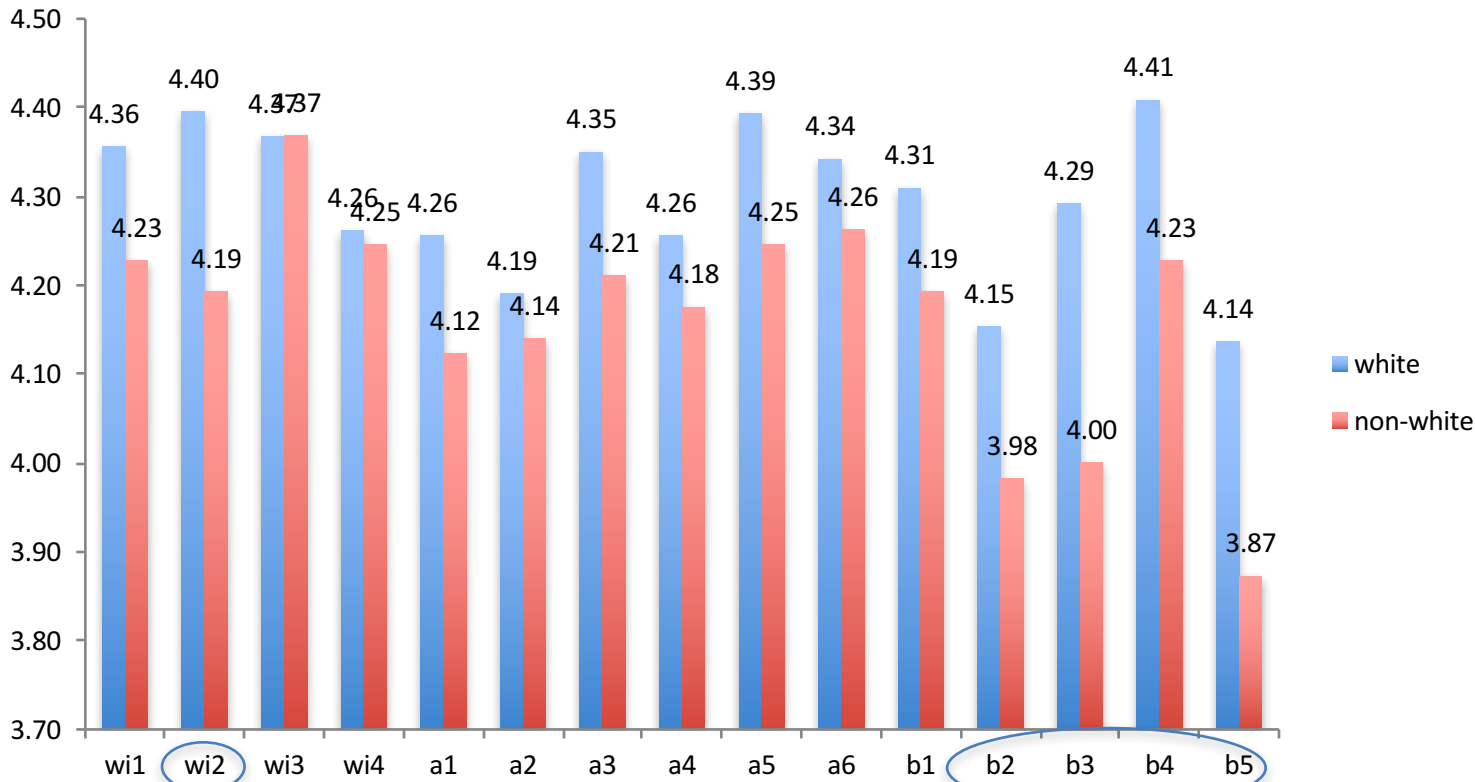
Macro Scores: Averaging Across Individual Within, Among, and Beyond Ends



As has been true in previous years, the pattern of Within > Among > Beyond continues.



Evaluation of Ends Statements by Family Type (family of color/white) - 2016



differences of 0.24 are significant at the 95% level of confidence

differences of 0.16 are significant at the 80% level of confidence

Percent family of color = 15%

Percent white family = 85%

Rank Order of Differences

Statement	diff(w - nw)
b3	0.29
b5	0.26
wi2	0.20
b4	0.18
b2	0.17
a5	0.15
a3	0.14
a1	0.13
wi1	0.13
b1	0.12
a4	0.08
a6	0.08
a2	0.05
wi4	0.02
wi3	0.00

Evaluations tend to be lower for families of color. Four of five largest gaps are Beyond Ends (2, 3, 4, and 5)

b2 Build authentic relationships with people across differences, in the spirit of humility and reverence

b3 Live out our commitment to racial reconciliation and to dismantling racism

b4 Serve as a trusted and visible leader, partner, and advocate for the creation of a just society and a sustainable environment

b5 Participate actively in the larger Unitarian Universalist community.

	Do you have children living at home?			
	None	Age 6 and under	Age 7-12	Age 13-18
families of color	49.1%	14.0%	21.1%	24.6%
white	63.3%	8.9%	21.5%	16.8%

White families a little more likely to be empty nesters

New question added this year: Related to our (Beyond) End: "*Build authentic relationships with people across differences, in the spirit of humility and reverence*", to what extent have you felt empowered to be a part of welcoming visitors and new members?

1 = not at all empowered and 10 = fully empowered.

average response = 7.1

% \geq 8	51.1
% = 6 or 7	26.7
% \leq 5	22.2

Summary of open end comments (preliminary)

70 comments - most not related to question

Of the 25 comments related to the question -

15 "Yes, I feel empowered"

2 "We could do more"

4 referred to being an introvert and the challenge of welcoming

4 other

Correlation of responses to the Beyond End (#2) and this new question = 0.17...meaning essentially no relationship between responses to the two questions.

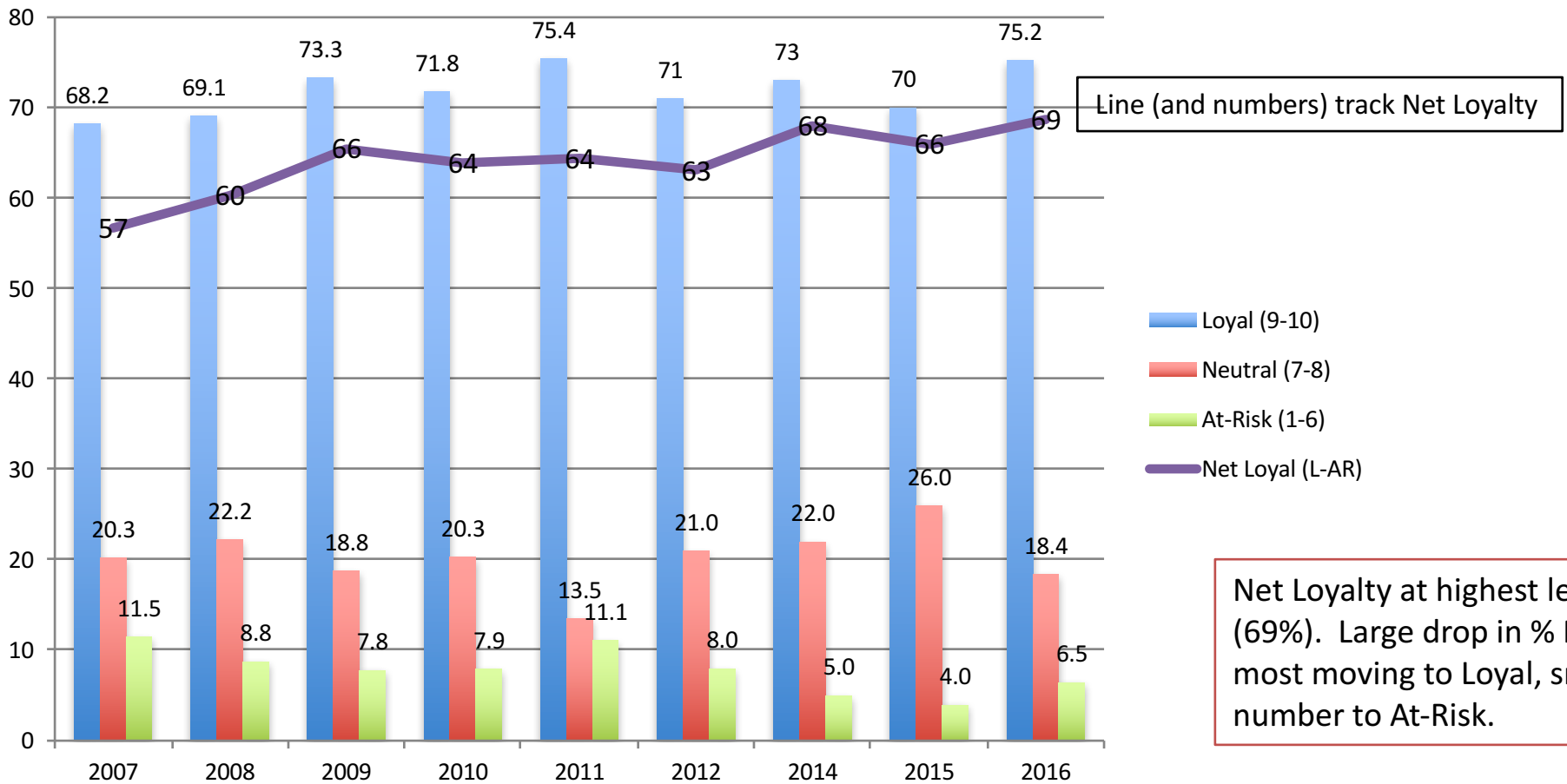
This comment perhaps speaks to why there is little relationship:

"I feel like this aspect of church work is not what I envision as building relationships across differences. I was viewing that role as not about membership but rather about community in the big picture sense."

Loyalty: Respondents are asked, “*Would you recommend UC to a friend or relative?*”*

Willingness to recommend is viewed in the business world as a key indicator of degree of loyalty to a brand or company – key metric is **Net Loyalty = (% Loyal - % At-Risk)**

Tracking Percent Loyal, At-Risk, Net Loyal



Net Loyalty at highest level (69%). Large drop in % Neutral - most moving to Loyal, smaller number to At-Risk.

*10 point scale: 1-6 = At-Risk; 7-8 = Neutral; 9-10 = Loyal
 Net Loyalty = %Loyal - %At-Risk

Program/Activity - Evaluation of Impact on Spiritual Maturity
5 point scale (1 – 5)

Program/Activity	# participating	impact on SM
Music	93	4.44
Pilgrimage	54	4.39
Worship and Meditation*	188	4.11
Children's Religious Education	126	4.06
Adult Religious Education	157	3.79
Community Outreach	135	3.79
Pastoral Care	54	3.76
Administrative	82	3.66
Food Ministry	61	3.57
Fellowship	63	3.46
Reading, Writing, and the Arts	105	3.32

* Note: we think we still have an issue with how we word this activity which accounts for the low participation rate for worship. We believe the impact score is approximately correct.

Pilgrimages provide great Spiritual Maturity building opportunities.

What Do Open End Comments Tell Us?

- We sorted all the comments according to theme to see what trends emerged.
- Comments were overwhelmingly positive:
 - 59% positive comments, including general and specific praise
 - 10% negative comments, including general and specific concerns, which we referred to the appropriate person to review or resolve
 - 11% suggestions or observations, such as requests for more quiet in worship, which we referred to the appropriate person to review and consider
 - 20% neutral comments, such as explanations of snowbird status
- As in previous years, several people commented that it's challenging to find a way into the congregation. We can all help to “draw the circle wide, draw it wider still” so that more people feel welcomed in.
- Comments reflect the challenge of being a diverse congregation: people want different things from church. This represents an opportunity for us to start new groups and try new things.

Spirit Map Results

On the next few slides we review the Spirit Map slides from 2015. In '15 we asked people to (1) evaluate 44 items dealing with their own spirituality and (2) provide a self-defined assessment of their current level of overall spiritual maturity.

From that data and subsequent analysis we identified a subset of the 44 items that represented Signature Strengths and Key Opportunities for members of Unity Church.

The nature of the 44 items is such that we would not expect significant changes in year-over-year evaluations at the congregational level. Therefore it is our belief that if additional reflection on these results from 2015 leads to new insights around program/activity or communication strategies those insights will be valid.

Spirit Map Results (con't)

These results provide information to help strategize about programs, activities and initiatives to enhance the level of spiritual maturity of our congregation.

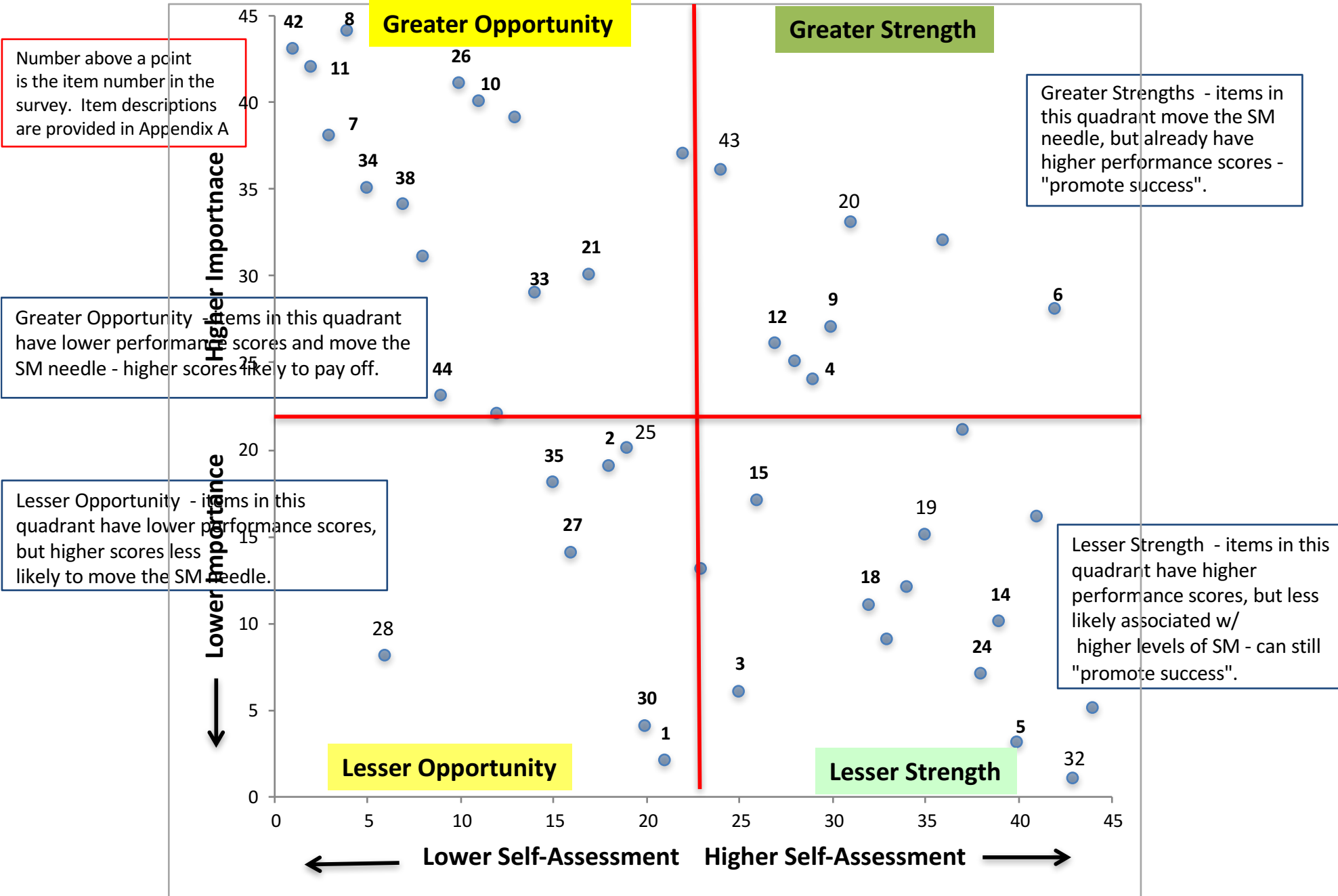
The analysis combines self-assessment ratings and importance (measured as correlation with o/a spiritual maturity) for 44 items and plots them in a “Quadrant Map” – a graphical display of the 44 items with *self-assessment* and *importance* rankings forming the two axes of the graph.

Because this plot of 44 points requires careful study to reach tactical and/or strategic insights, we jump-start the process by providing a set of five Key Opportunities and five Signature Strengths using a simple algorithm that combines the self-assessment and importance rankings. These KO/SS are shown in the context of all 44 items in the Quadrant Map.

The next slides in order are:

- The Quadrant Map
- Listing of Signature Strengths and Key Opportunities
- The SS and KO displayed on the Quadrant Map

Quadrant Map – a graphical display of the 44 Spirit Map items with *self-assessment* and *importance* rankings forming the two axes of the graph



Top Five Key Opportunities and Signature Strengths - UCU 2015

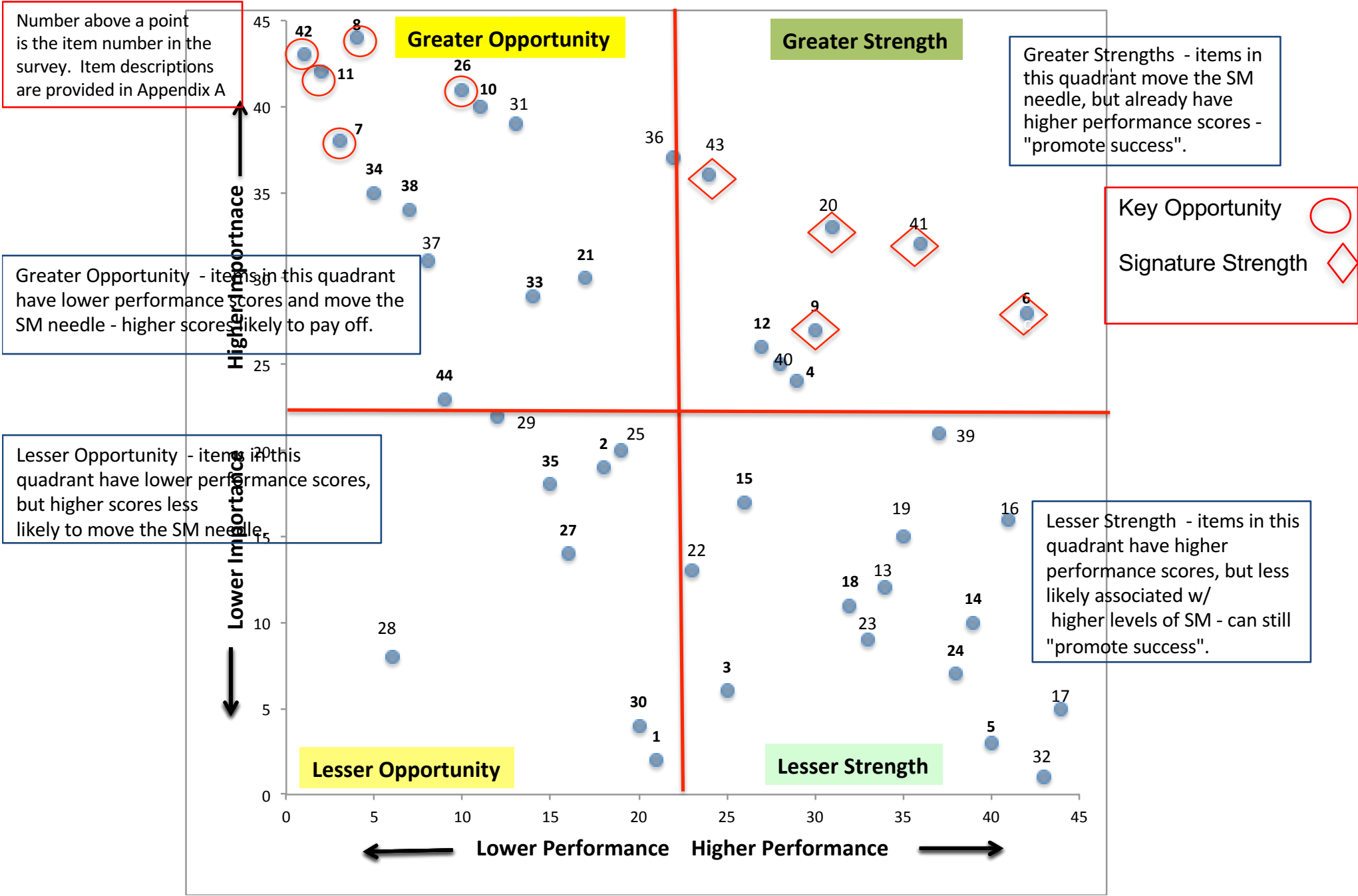
Signature Strengths (relatively high performance; relatively high importance)

- 6 *Leading a moral life makes me happy.*
- 41 *I can give loyalty to another's leadership without losing my integrity.*
- 20 *I am self-aware.*
- 43 *I believe my life has meaning and purpose.*
- 9 *I seek harmony with others.*

Key Opportunities (relatively lower performance; relatively high importance)

- 42 *I act in a religious manner.*
- 8 *I actively practice my spiritual or religious faith.*
- 11 *I act in a spiritual manner.*
- 7 *I have a clear purpose to my life and am able to articulate that purpose to both myself and others.*
- 26 *Having good boundaries allows me to act with intention.*

Quadrant Map – Showing Key Opportunities and Signature Strengths in Context of all 44 SM Items



Signature Strengths and Key Opportunities Some Considerations

- RE: Signature Strengths

If we think of these items as reflecting our identity and brand, the items our community values and feels relatively confident they possess, how could we reinforce this identity in our community and beyond? For example, can we leverage these Signature Strengths in our communications or promotional materials? In what ways do our programs, activities, and initiatives leverage these strengths to help people develop new strengths or areas where we're not particularly strong?

- RE: Key Opportunities

In what ways do our programs, activities and initiatives help people develop these areas of their spiritual lives? What could we enhance about our programs, activities and initiatives to promote or encourage improvement in these areas?

Using Both Analytical and Visual Approaches

Seeing your Signature Strengths and Key Opportunities in the context of all 44 items plotted in your Quadrant Map may give you some ideas of how you'd like to modify the analytically derived sets of Signature Strengths and Key Opportunities presented above. These analytically derived lists provide you with a starting point for creating a plan or a strategy for enhancing and developing the spiritual life of your congregation which the Quadrant Map may help you modify.

Appendix – 2014 Ends Statements

- w/l 1 Open ourselves to compassionate pastoral care in times of joy, sorrow, and transition
 - w/l 2 Develop spiritual practices that nurture reverence and encourage diverse worship services rich in beauty, serenity, community and joy
 - w/l 3 Embrace our identity as Unitarian Universalists and live out the principles of our shared faith in our daily lives
 - w/l 4 Cultivate a spirit of curiosity and welcome, growing from a desire for authentic relationship.
-
- among 1 Sustain and encourage one another in love
 - among 2 Reach out to one another across differences and stand together in the face of injustice
 - among 3 Value our shared ministry and practice it with integrity
 - among 4 Foster a culture of open, inclusive leadership and meaningful engagement
 - among 5 Are generous with our time, talents, resources and creativity
 - among 6 Are careful stewards of our resources and facilities
-
- beyond 1 Open our doors and our hearts to those who seek comfort, courage, and meaning
 - beyond 2 Build authentic relationships with people across differences, in the spirit of humility and reverence
 - beyond 3 Live out our commitment to racial reconciliation and to dismantling racism
 - beyond 4 Serve as a trusted and visible leader, partner, and advocate for the creation of a just society and a sustainable environment
 - beyond 5 Participate actively in the larger Unitarian Universalist community.