



Strategic Planning Session

May 21, 2011

Overview

- Topline perspective from the recent Congregational Survey
- Direction on Strategic Focus Areas going forward
 - Grounded in our Mission
 - Driven by results from the recent survey and Focus Areas from past two planning sessions

Overall Satisfaction is good, but there is room for more “top box” ratings (5 of 5). Satisfaction has declined for about a quarter of the congregation over the last couple of years.

	<u>Total</u>
Base	581

Overall Satisfaction

Average	4.09
1= Not at all Satisfied	1%
2	5%
3	16%
4	39%
5 = Very Satisfied	39%

Change in Overall Satisfaction

Average	0.15
-2=A lot worse	5%
-1=Somewhat worse	21%
0=About the same	41%
+1=Somewhat better	22%
+2=A lot better	12%

S = Significant at 95% confidence, d=directional (significant at 80% confidence)

Overall, the congregation expresses a good connection to the church, but there is room for more “top box” ratings (5 of 5). About 23% of the congregation feels less connected over the past couple of years.

	Base	<u>Total</u>
<u>Overall Connection</u>		483
Average		3.74
1=Not at all connected		3%
2		12%
3		22%
4		36%
5=Very connected		28%
 <u>Change in Overall Connection</u>		
Average		0.14
-2=A less connected		7%
-1=Somewhat less connected		16%
0=About the same		46%
+1=Somewhat more connected		20%
+2=A lot more connected		12%

S = Significant at 95% confidence, d=directional (significant at 80% confidence)

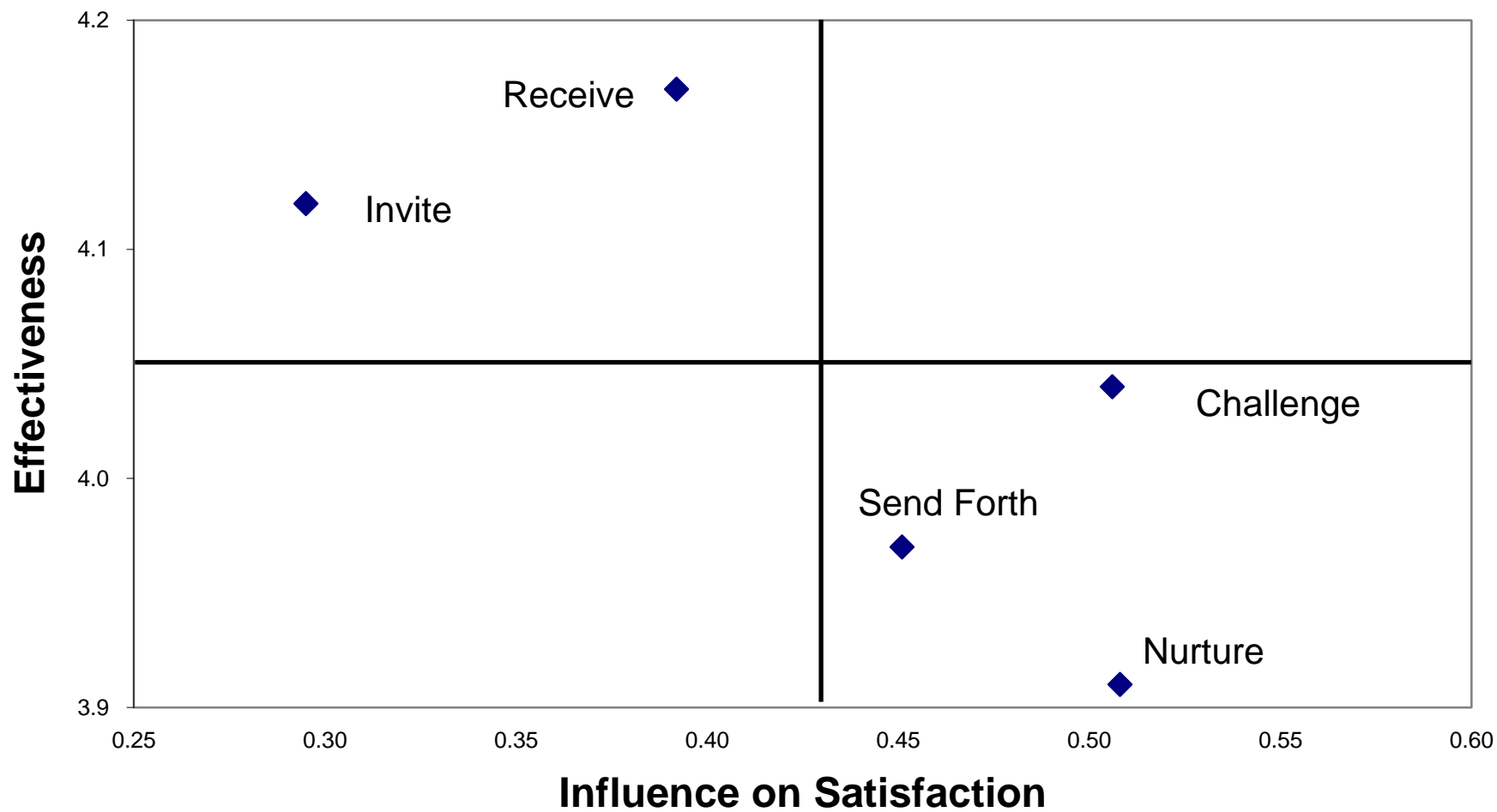
Effectiveness vs. Correlation with Overall Satisfaction

Effectiveness
(Average Rating 1-5)

Foundational Elements	Key Drivers of Satisfaction
Areas to Evaluate and Reconsider	High Priority Areas for Improvement

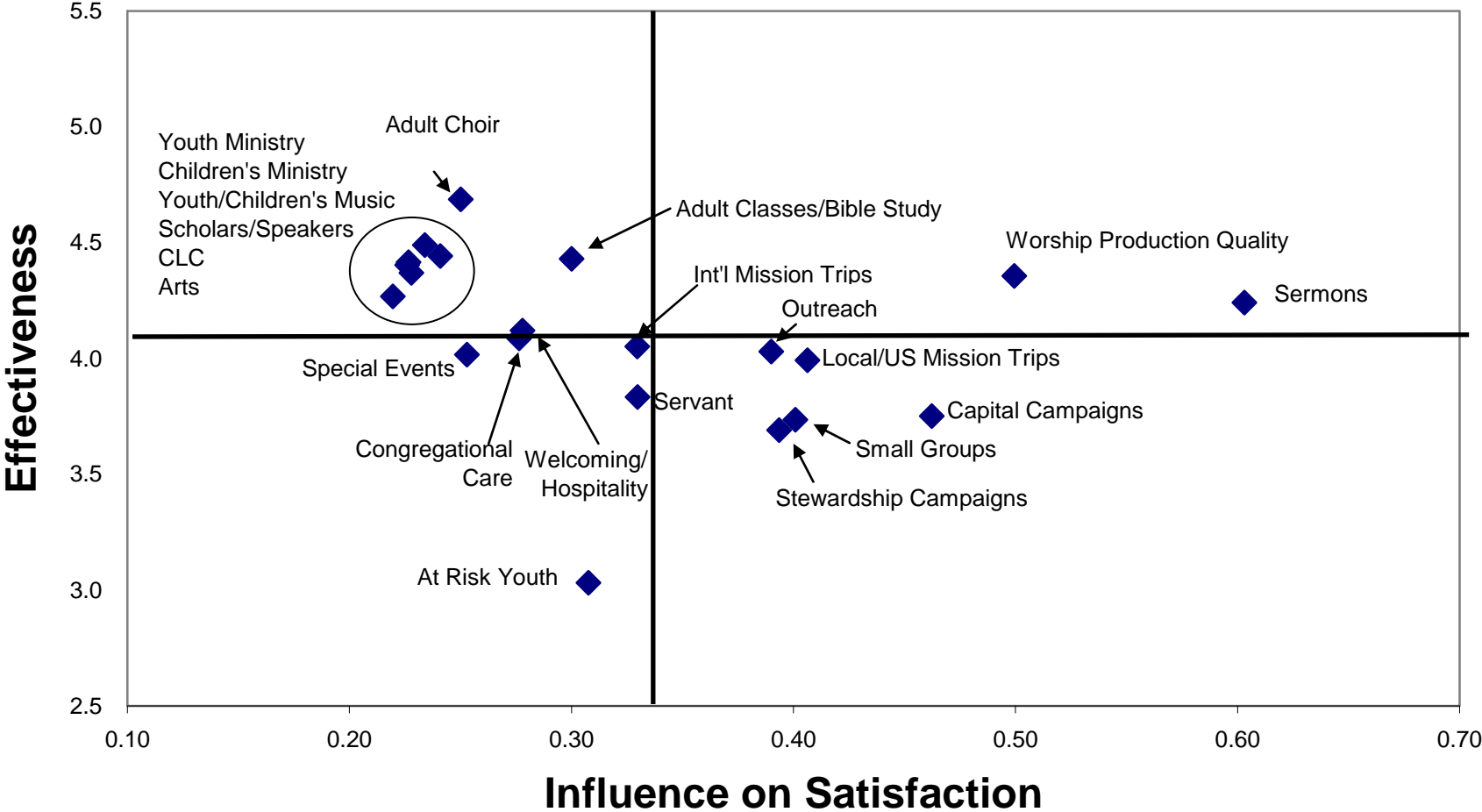
Influence on Overall Satisfaction

St. Andrew UMC Congregational Survey Mission Factor Correlation with Satisfaction



St. Andrew UMC Congregational Survey

Ministry Area Correlation with Satisfaction



Association of Character Traits and Attributes vs. Correlation with Overall Satisfaction

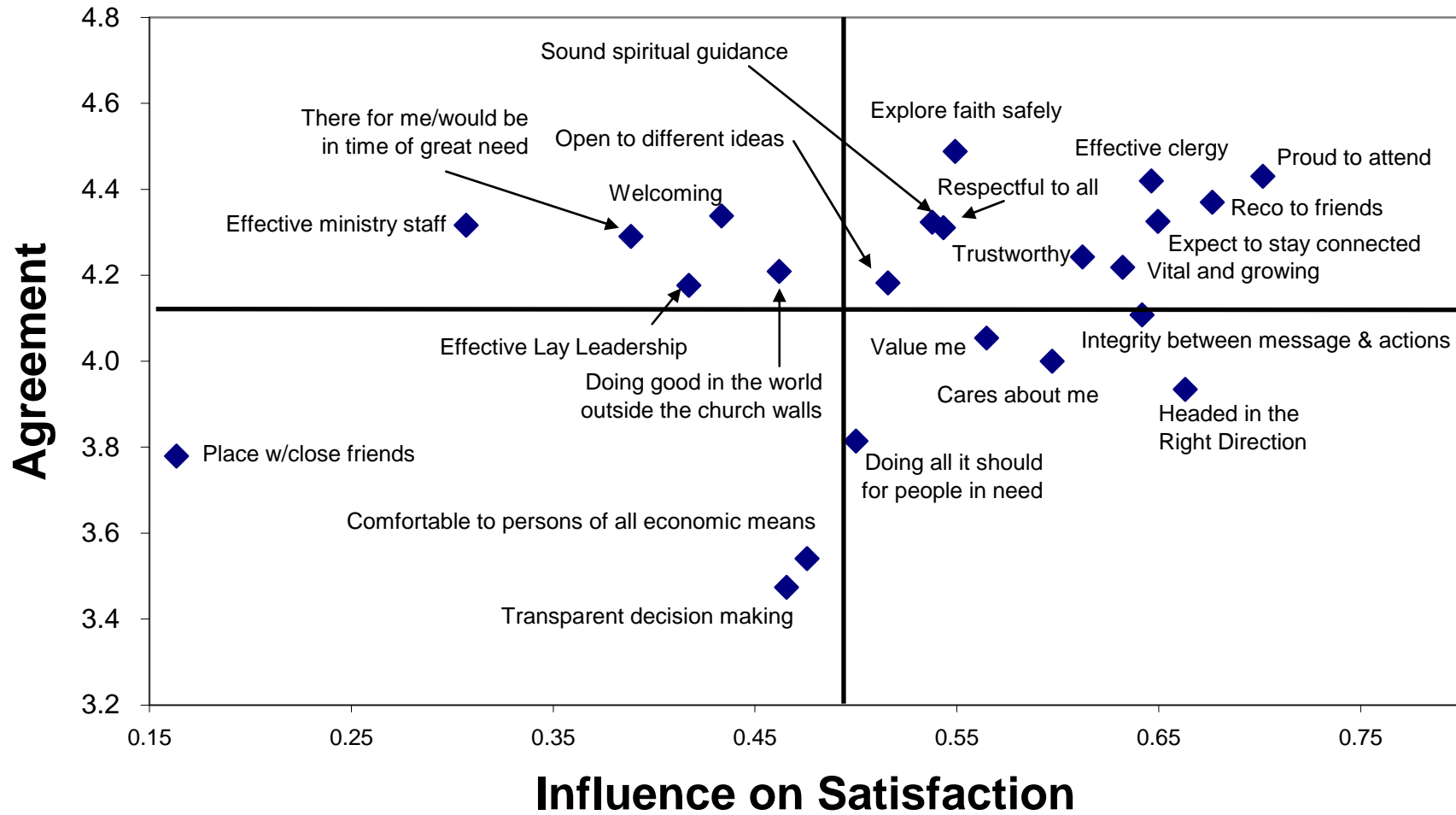
Association
(How well this describes SAUMC)
(Average Rating 1-5)

Foundational Elements	Key Drivers of Satisfaction
Areas to Evaluate and Reconsider	High Priority Areas for Improvement

Influence on Overall Satisfaction

St. Andrew UMC Congregational Survey

Attribute Correlation with Satisfaction



Things to continue or do more of:

Outreach ministries (hands-on, local, international)/Social Justice	50%
Adult Education/Pathways/Disciple/Speakers/Spiritual Development	50%
Music Ministry (high quality, both traditional and contemporary)	30%
Inclusiveness/Welcoming/Nurturing Spirit	18%
Thought provoking/intelligent sermons/diverse preaching sources	17%
Youth ministry/opportunities	16%
Children's ministry/opportunities	8%
Other worship comments (diverse styles, different times)	8%
Congregational Care	6%

Things to do less of or stop:

Talking about/asking for money/continuous money issues	27%
Building expansion/building campaigns	20%
Things that upset people in worship (applause, dancers, loud music, music style)	18%
Issues with sermon content/only hearing from one pastor from the pulpit	12%
Advocating particular points of view without balance or respect for other points of view	10%

Things to Start Doing:

New Outreach opportunities	17%
Expanded fellowship (small groups, all-church, family activities)	17%
Fresh ideas for worship/sermons/new worship opportunities	12%
Education and Spiritual Development	9%
General music ideas (some more contemporary, some more traditional)	7%
Engage the congregation more deeply and broadly in our programs	5%

Things that connect people to St. Andrew UMC:

Friends/family/the people/fellowship	41%
Small group Bible study/Adult Education/ Pathways/Speakers/Spiritual Development	38%
Worship/Sermons	31%
Music Ministry/Arts	28%
Clergy/Staff/Lay Leadership	19%
Serving in volunteer roles	16%
Outreach/Social Justice	11%
Youth ministry/opportunities	10%
Inclusiveness/Feel Welcome	9%
Congregational Care	9%
Children's ministry/opportunities	7%
Church is aligned with my core values	5%

Things that get in the way of being more connected:

Work/family/other time commitments/distance	41%
Building/congregation feels too big/cold/impersonal/lack of fellowship	29%
Continuous feeling of fundraising/talking about money/growth/focus on building and numbers not people	20%
Leadership ineffectiveness/lack of transparency/same leaders all the time	8%
Worship is sterile/not intimate/not worshipful/Jumbotron/ more like a performance not worship	7%
Issues with sermons	6%
Pushing liberal theology/bashing fundamentalists/non-liberals not welcome	5%

Overall, most of the elements of the building expansion program were closely rated with 36-45% of respondents indicating they were “Very Satisfied.” The exceptions are (1) the Main Floor Kitchen, which received only 28% “Very Satisfied” ratings and had a significantly lower overall average satisfaction than all other elements, and (2) the Expanded Parking Space which was rated significantly higher than the other element on average.

Overall New Building Expansion and Renovations	Expanded Parking Space	New Atrium (entry way outside the sanctuary)	New Classroom Space	New Sanctuary	Remodeled Fellowship Hall	Expanded Main Floor Kitchen
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Satisfaction

Average	4.03	4.19	4.08	4.06	3.98	3.94	3.68
1= Not at all Satisfied	4%	1%	3%	1%	5%	3%	7%
2	4%	3%	5%	3%	6%	5%	8%
3	19%	17%	16%	24%	18%	23%	24%
4	32%	34%	32%	36%	30%	33%	34%
5 = Very Satisfied	41%	45%	44%	37%	41%	36%	28%

St. Andrew UMC Mission

Invite

Receive

Nuture

Challenge

Send Forth

Take Care of Business

Help Me Feel More At Home in this Big Environment

Smooth Our Rough Edges

Help Me Connect with My Heart,
Spirit and Head

Help Me Be Useful to the Church

Help Me Make a Difference in the
World Around Us

Help Me Feel More At Home in this Big Environment

- **Survey Feedback:**

- Avoid “Big” references where possible
- How do we make our big space seem more comfortable, welcoming, intimate?
- Not feeling at home in the new sanctuary - desires show polarity:
 - Some want more intimate, contemplative worship environment and atmosphere (connect more through quiet self-contemplation) - make the environment feel more warm, traditional church-like
 - Some want more energetic, contemporary feel (connect through energy shared with others) - fill the big space with energy
- More emphasis on persons than numbers of people
- Increase fellowship opportunities, both small group and all church, including between services on Sunday morning - how do we get more people in fellowship hall? More welcoming environment in the atrium entrance area?

- **Past Strategic Planning Focus Areas:**

- Maintain “small group feel” as we continue to grow
- Engagement of members and others/congregational care
- Communications (including hiring Communications Director)
- Marketing/Evangelism (more towards prospective and newer constituents)
- Address issues of new facility on staff and operating costs

Smooth our Rough Edges

- **Survey Feedback:**

- Show greater respect for others. Ok to have a POV, but express it with respect to other POV's (e.g., liberal vs. conservative, Methodist vs. other denominations/faith practices, different perspectives on Reconciling). Avoid demeaning or demonizing others with differing POV's.
- Transparent decision-making
- Inclusiveness in Leadership
- More effective processes for getting things done
- More personalized approach to communications, interactions with church
- Focus on people and ministry, not numbers and dollars
- Sense that those with money are more appreciated/privileged (attention, leadership opportunities)
- How do we maintain high standards for giving and involvement without pushing away those with fewer resources (money, time)?

- **Past Strategic Planning Focus Areas:**

- Manage our culture and organizational structure

Help Me Connect with My Heart, Spirit and Head

- **Survey Feedback**

- Continue strong adult education opportunities (Disciple, Pathways, speaker series), and add more opportunities for spiritual development
- Significantly increase the opportunities for fellowship - particularly small groups, but all-church as well
- Maintain high quality of sermons, and increase diversity of approach (heart, spirit, head). Allow all pastors to preach more in balance.
- More hands-on outreach opportunities to connect congregation more personally with each other, and with those being served

- **Past Strategic Planning Focus Areas:**

- Servant Ministries
- Congregational Care
- Commercial kitchen/enhanced kitchen

Help Me Be Useful At Church

- **Survey Feedback:**

- Volunteering at church is one of the strongest correlations with feeling connected. Barriers are not knowing how to connect, not being asked, or commitments too long or not compatible with work/family responsibilities.
- Connections made with other volunteers, along with developing a stake in the program, help volunteers find friends, feel useful and develop commitment to the future (giving time, talent, treasure)

- **Past Strategic Planning Focus Areas:**

- Servant Ministries (to fill operational needs with volunteers, not paid staff)
- Use of technology (website, Servant Ministries)

Help Me Make a Difference in the World Around Us

- **Survey Feedback**
 - Outreach opportunities
 - Hands-on, local to worldwide
 - One of the highest areas suggested for Continue/Do More Of and Start Doing
- **Past Strategic Planning Focus Areas:**
 - LIFEspot, AfterHours
 - Expand Outreach opportunities
 - Marketing/Evangelism
 - On-site Counseling Center
 - Teaching Church (help other churches thrive)

Take Care of Business

- **Survey Feedback**

- Congregation understands the need for more money and our financial situation. They are not generally happy about it. How do we:
 - Avoid the sense of continuous fundraising?
 - Avoid chronic gaps in funding?
 - Avoid money-talk diminishing worship experience and driving away prospective new members?
 - Avoid current members/constituents who are going through hard times from feeling less worthy to belong?
- Greater transparency in decision-making
- Desire for broader leadership participation (new persons in general to add to the diversity of ideas and perspective, greater representation from younger members, avoid perception of “money speaks”)

- **Past Strategic Planning Input:**

- Organizational Improvement Team Plan Implementation
- Stewardship Emphasis (time, talent, treasure)
- Servant Ministries (to fill operational needs with volunteers, not paid staff)
- Use of technology (website, Servant Ministries)
- Fill key staff positions (Program Director, Communications Director)
- Multi-year financial plan