



UNITARIAN UNIVERSALIST CHURCH
OF ARLINGTON VIRGINIA

A Place to Connect, Grow and Serve

Results

UUCA'S 2016 SPRING SURVEY

“What gets measured gets managed”

-- Lord William Kelvin (1824 – 1907)

What Is Congregational Engagement/ Why is it Important?

13 Questions on the survey

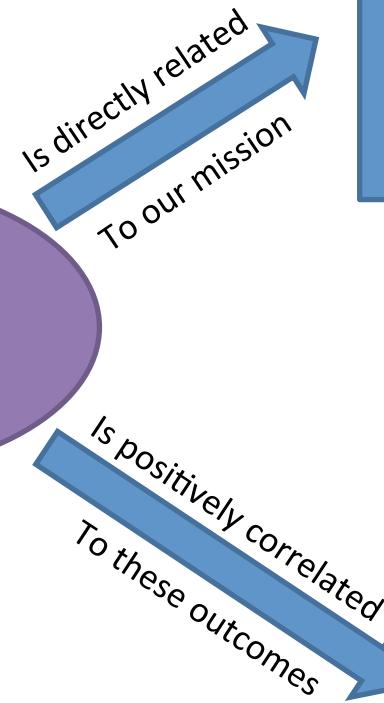
Example:

"I feel welcomed, encouraged, and able to be part of the church community"

On a scale of 1 to 5, how much do you agree with this statement?

Congregational Engagement

Definition:
Level of Agreement people have about their personal experience connecting, growing, and serving in the church

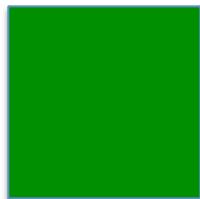


Connect
Grow
Serve

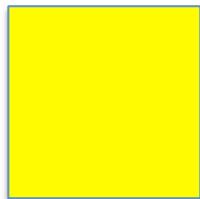
- Higher pledges
- Increased Attendance
- Tenure

Key

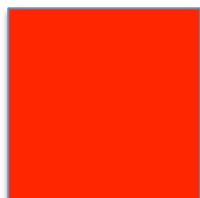
Percent Increase in Engagement 2013 v 2016



Positive change



Little change or same



Negative change



Significant change

Connect

	2013 % agree	2016 % agree	% change
I am likely to recommend someone to UUCA who is not a member	79%	82%	+4%
I have developed close relationships with others at church	57%	67%	+18%
I feel welcomed, encouraged, and able to be part of the church community	76%	79%	+4%
I look forward to going to church most Sundays	70%	68%	-3%
At church, there is someone I can turn to if I need help	55%	60%	+9%

Note: We are measuring the percentage increase or decrease between 2013 and 2016, instead of the percentage *point change*. For example, going from 57% to 67% is a 10-percentage point change, but an 18% increase.

Grow

	2013 % agree	2016 % agree	% change
The church has changed my life in some way	69%	74%	+7%
The church challenges me to be my best self	64%	72%	+13%
I have found ways to grow spiritually and personally at church	64%	66%	+3%

Note: We are measuring the percentage increase or decrease between 2013 and 2016, instead of the percentage *point change*. For example, going from 57% to 67% is a 10-percentage point change, but an 18% increase.

Serve

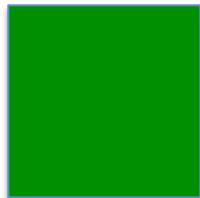
	2013 % agree	2016 % agree	% change
Through church, I am serving the larger community	54%	53%	-2%
At church, I am serving other people in the congregation	46%	51%	+11%



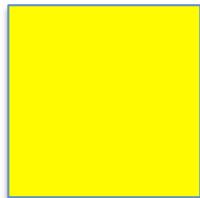
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Results

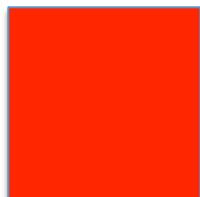
2013 v. 2016



Positive change = **8**



Little change or same= **2**



Negative change = **0**

Inter-cultural Competencies

	2013 % agree	2016 % agree	% change
I can bring my full self to church	N/A	66%	N/A
People at church are curious about who I am and what I can bring to the community	N/A	44%	N/A
The church helps me be more aware and self-reflective about my belief system and cultural lens	N/A	78%	N/A

This year, we introduced 3 questions that measure our levels of intercultural competencies. We consulting subject matter expert Beth Zemsky to get advice on formulating the questions. Our intention is to continue asking these in subsequent surveys.

Views on Leadership

	% Agree
The church plays an important role in the community	83%
The church has good leadership	75%
The church is well run	71%
The church has clear vision, goals and direction	64%
I have a strong sense of excitement about the church's future	51%
The church is financially secure	43%

Bottom Line

Over the past four years, UUCA has undergone a significant period of transition with three different Senior Ministers leading the church. In August 2012, Reverend Michael McGee retired. Reverend David Keyes served as Interim Minister from August 2012 through June 2014. In June 2014, Reverend Aaron McEmrys was unanimously elected as Senior Minister.

Results of the 2016 survey reveal that the congregation is experiencing fairly dramatic increases in engagement since 2013. Out of the 10 measures of engagement, eight increased, and two went down slightly. Nearly three-quarters of respondents feel the church has good leadership and is well run, and two-thirds think the church has clear vision, goals, and direction.

The survey suggests there are still areas that need improvement. For example, congregants over 60 are not as engaged at levels as high as under 60, and the church's perceptions of "serve" is lagging behind "connect" and "grow".

However, there is far more good news than bad, and a reason to be hopeful about our future direction under Reverend Aaron McEmrys.

Survey Methodology

The survey's research objective was to get quantitative reading on how the congregation feels about the various aspects of the church. The Strategic Planning Committee initiated and designed the survey under the guidance of Warren Wright. The survey was fielded between May 12 and June 6, 2016.

The survey consisted of 21 questions in total—a combination of multiple choice, Likert scale, and open-ended questions covering six main segments: demographic profile, participation in church activities, level of engagement, faith profile, satisfaction with worship service, and views on leadership.

A concerted effort was made to get the highest participation rate possible. A direct mail postcard was sent to everyone's home, an email with the survey link was sent to all emails addresses on file, the survey was promoted through our website, and announcements were made during Sunday worship service and in our weekly newsletter, *Connections*. The survey was available online through a link managed by SurveyMonkey. Paper surveys were available as well. Total response levels reached 645 out of a census population of approximately 1,400. This population includes Members, Friends, Inquiring Friends, Newcomers, and youth 14-17.

Validity and Reliability

Response levels by age group were monitored to assure respondent levels were consistent with UUCA's census population base on file, in order to assure survey's quota distribution. Sample size was large and diverse enough to perform sub-group analysis (i.e.—adults 19-59 vs. adults 60+). A Chronbach Alpha test was performed to test for internal consistency on core survey items related to congregational engagement. Results were .87, which is considered Good to Excellent.