

## **Survey Results**

80 responses out of 290 – 28% rate. Statistically relevant.

96% say they're getting info they need

- 1 wants more info on youth activities
- 1 says info not consistent – sometimes in Messenger once a month, on screen, on Facebook or other
- 1 wants more info on special volunteer programs or member needs
- 1 wants a better & more frequent calendar

Only two responses getting info they don't want.

- The “week”
- The length of the prayer list.

How often do you want info?

Weekly	56
No preference	11
Monthly	6
Quarterly	0

How do you currently get your info?

Electronic Messenger	71
Worship bulletins	62
Sunday Services	54
Sunday Service Annouc.	42
Direct email	41
Meetings	30
Face-to-face meetings	24
Facebook	17
Sunday slideshow	14
Website	11
Hardcopy Messenger	7
Recorded Phone msgs	0

If there's some other way you'd like to receive info, how?

We really have no preference about how to receive church information.

Each way has its own purpose, and generally the info is not repetitive.

For really important messages, via the mail.

I would like to suggest an "all call" option for mass messaging/reminders. This is the way that school systems notify of a snow day or a death or important messages that everyone needs to know. Also there is the "remind app".....people subscribe to a free number that the church reserves and then people can get group texts for information.

Text

As much as I like the idea of a Sunday service slideshow, my experience is that people don't sit down prior to the worship service -- it's difficult to get them to sit even after the prelude has begun. Now, if a slideshow could run during coffee hour, that might reach a few more people.

A prayer chain notification would be wonderful for immediate prayer concerns.

What information is most important to you?

News about the congregation	60
Weekly worship services	53
Community Outreach	49
Special Events	48
Volunteer Opportunities	37
Educations and Faith Formation programs	32
Youth Activities	18
Outside group meetings	9

If there is some other info about the KUCC that is important to you, what is it?

Abstracts of Council meetings often seem quite brief. Some things apparently occur (hear about them through the grapevine), which are not reported. Kindly-put transparency in presenting any "unpleasant" happenings might be the goal.

It's all important. All these activities make a person a well rounded Christian. They all should have equal importance in our church lives.

Advocacy opportunities and needs, fellowship opportunities

Financial information

I think it would be very helpful to have an active prayer chain to be used whenever there is a critical event in the life of a church member. This would allow a more timely response than waiting until a Sunday service. It could be just an email message.

How important is it to receive regularly scheduled communications from the following (total vote weighting)

Senior Pastor	66
Director of Faith Formation	61
Church Council	59
Committees & Ministries	51
Financial Administrator	41

How often do you refer to the church calendar?

Weekly	45
I don't check the church calendar	16
Monthly	7
Daily	2
Quarterly	1

Rate the current Messenger format

5	24
4	32
3	10
2	2
1	0

Rate the current Messenger content

5	25
4	35
3	9
2	0
1	0

Would you like to receive regular communications about any of the following (check all that apply):

Outreach & Mission	43
Spiritual Inspiration	37
Volunteer Opportunities	35
Adult Education	28
Mid-week church events	23
Bible Study	20
Children's Education & Activities	10
J-Walkers	7
UYF	7

If the KUCC set up a communication/collaboration tool (like Slack), how likely would you use it?

I have no idea what you're talking about	30
I might use it	15
I'd use it occasionally	8
I doubt I'd use it	8
I'd use it a lot	5
I wouldn't use it	5

If the KUCC used a communication tool, which of the following would you be interested in participating?

Committee Communications	35
Volunteer coordinating/sign-up	31
Activity discussions (eg. Choir)	22
Request or offer rides/other assistance	17
Document sharing	14
General chat	11
Classified ads	7

Have you ever seen a print ad for the KUCC?

No	39
Yes	28

If you've seen an ad, rate 1-5 (total weighted)

5	6
4	15
3	7
2	0
1	0

Do you use social media?

Yes	51
No	19

Which social media do you use?

Facebook	42
Instagram	24
Youtube	21
I'm not active on social media	18
Twitter	13
LinkedIn	10
Podcasts	8
Snapchat	7
Google collaboration tools	4

Do you follow the KUCC on Facebook or Youtube?

Yes	27
No	25
I'm not on social media	21

Rate the church's social media presence for each of the following on a scale of 1-5

Facebook	33
Youtube	10
Google collaboration tools	3

The KUCC's social media presence is:

I'm not active on social media	23
Okay	20
Could be better	10
Great	7

How else can the KUCC better communicate with you?

What else would you like us to know?

Generally we think KUCC does a very good job with communications.

Surprised in this survey no mention is made of the electronic sign board on Horning Road/E. Main intersect.

Are we taking as much advantage of the Daily Kent Stater as we could for conveying information about Kent UCC?

We wonder how important it is for the mission of Kent UCC to incorporate some of the highlight information from UCC main office in Cleveland.

It would be a bit of a stretch, but we'd be interested in learning more about what's happening in theological seminaries where UCC ministers are being trained---latest issues and trends---to make our whole information network more vital; i.e. not just happenings at Kent UCC.

Because I am very active in the church, I have the opportunity to see all the ways we communicate, and mostly we do pretty well at those, but I think social media can be improved, but I do see that getting better. Where we really need to improve are those times when more than one committee or ministry is working together, inter-communication is often spotty and too much reliance on hearsay happens. We may need a communications director (not suggesting a paid position for this).

One big problem I have noticed is that when committees meet and make decisions they are not communicated in a formal, responsible, consistent way to the rest of the congregation. Sometimes committees forget that just because you discuss it in your group, not everyone is privy to the information. I'm tired of learning important information from accidentally hearing it from other congregation members who are in the know. People who do not belong to any committees and only come on Sunday mornings still deserve to be in the loop. Council definitely needs to do a better job of including the congregation in decision making. There are a lot of things that happen in the church that I have absolutely no say in. Yet, I am a financial and physical contributor to the church.

Thank you for all the important communication you already do! I'm using Facebook less and Instagram more!

It would be great if we had an actual functioning website that includes a church calendar we can check.

I think the church can make even better use of focused email messages about specific upcoming activities or initiatives. I did not indicate an interest in "regular communications" about J-Walkers and UYF, but that only means that I don't want to receive emails just about them. I do want to hear about their activities in more general communications such as the newsletter and Facebook posts.

I don't check the church calendar because it's not currently usable on the website. I use it much more when it's functional.

This "Accessible To All" stuff is leaving out some formerly valued members. As for YouTube, where is the music? The license is under 400.00, and either does not need to be renewed, or is renewed inexpensively. One of our biggest things is the excellence of our music.

A monthly brief summary of important info from council meetings along with any pertinent info a ministry has shared. Also include budget-finance info and a monthly calendar. Keep it concise, if too much info and narratives, people won't read it.

We need the website up and running - whether it's perfect or not. Better to have some information and photos then nothing at all!!!! And everyone needs that website calendar for planning purposes!

We have been away from Kent for around 40+ years but appreciate keeping in touch with church members we formerly knew.