

2015 Annual WestRock Survey Results

Sunday, March 13, 2016

Kester Wilkening



Orienting Info (1/2)

Survey Team:

Coordinator: Rev. Clarke

Team Members: Rev.

Kone, Peter Reiner,

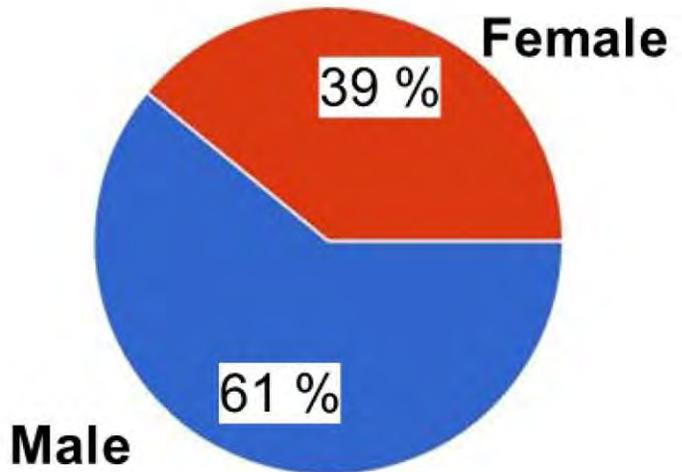
Kester Wilkening

Survey Open:

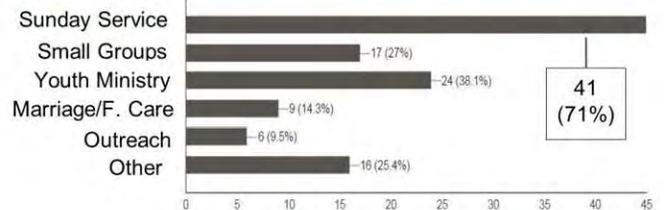
Dec. 2015

January 2016

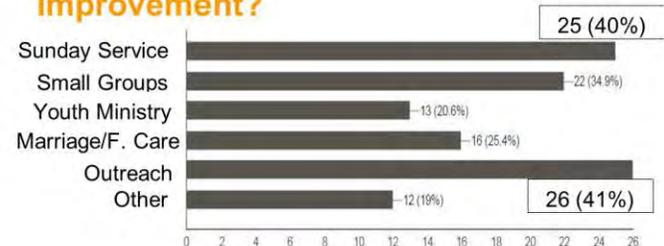
59 Responses



What area do you like best about our community?

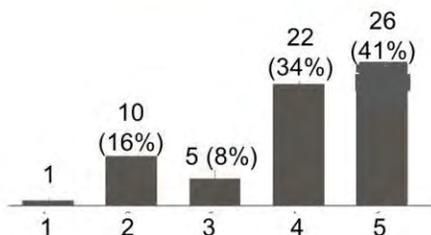
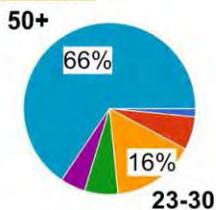


What area do you feel needs the most improvement?

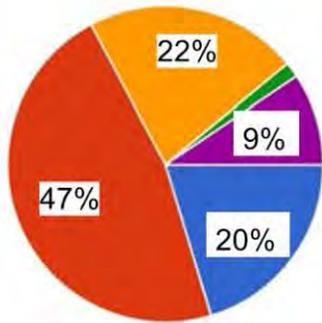


How much would you identify yourself as a member of the WR Community? (1 to 5)

Responses by Age



What do you think is the primary purpose of a local church community?



- Tribal Messiahship/ Witnessing
- Provide a place that "feels like a family." A supportive/ healthy environment.
- Personal Growth / Healing
- Support National / Providential Initiatives
- Other

Comment Responses

**440 Comments
Received**

**Entire Survey
Results- 32
Pages**



What would make Westrock feel more like a family?

*Relationships between older and younger generations. ---
Split with the generation gap.*

*Really it is up to each person to make it friendly, but more
small groups need to be developed. ---- When we did a
small group style sunday service I got to know people
much better.*

Other Comment Responses

As a young mom, I LOVE the baby room.

*I believe we need to develop a much more "professional"
attitude. This does not mean "formal" but more of
"ownership" and responsibility. Many people have been
willing to accept low standards, which often comes from
lack of preparation. This results in either a poor
presentation or event, or it sometimes results in a large
burden falling on one or two who risk burn out.*

Main Take-Aways

1. Many different needs and concerns
2. Importance of small groups
3. Closing the generation gap

So... What now?



Up & Coming (Youth Ministry)

Council

Finances

Sunday Service

Etc.

Feb. 16

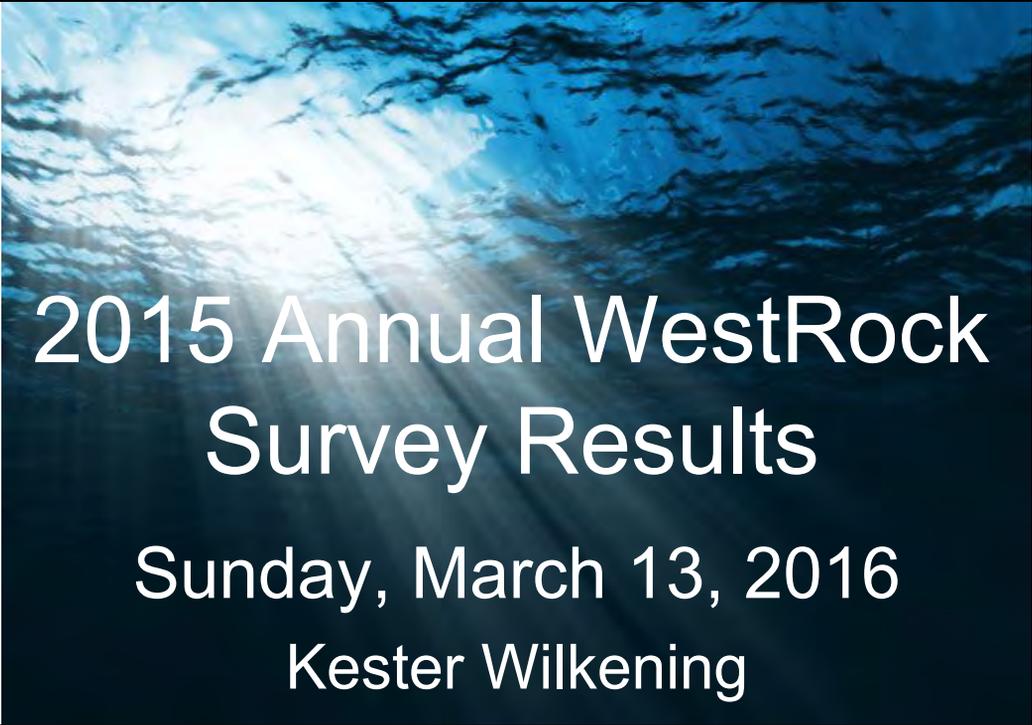


April 16

November

What you can do

1. Participate in the next Annual Survey, December 2016.
2. Discuss with your friends “What is going well? How can we improve our community?”
3. Talk with **anyone** currently involved in organizing our community to see if there are any things you can do to help.



2015 Annual WestRock Survey Results

Sunday, March 13, 2016

Kester Wilkening



Numbers

Comments

Next Steps

0:00 (45)

Section 2

1. HMOY have ever given feedback about something you cared about? **-Thank You.**
 - a. HMOY have ever seen that feedback sit there, unused and ultimately never followed up on? **-Thank You.**
2. In the next 10 minutes, my goal for you is that you understand the top 3 Take-Aways from our Community survey, and understand what is being done to make sure your feedback was heard, evaluated, and is being acted upon.
3. Disclaimer, this is a **very** high-level overview, it will be a brief presentation. Afterwards we'll have some time for questions and discussion. If a question comes to you during the presentation, feel free to make a note of it.
 - a. This presentation will be emailed out tomorrow for your

- a. review, along with an executive summary.
- 2. There are 3 portions to today's presentation:
 - a. Data-oriented results of the survey
 - b. Comments-oriented results
 - c. And lastly, the Next Steps

Orienting Info (1/2)

Survey Team:

Coordinator: Rev. Clarke

Team Members: Rev.

Kone, Peter Reiner,

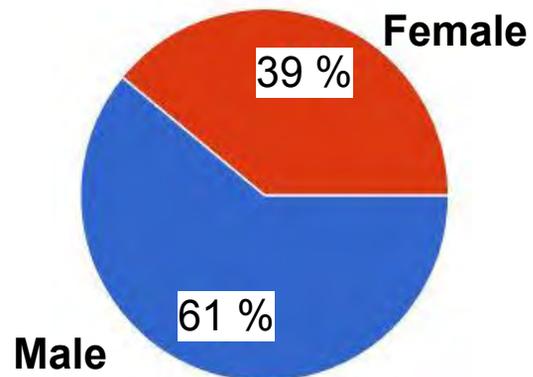
Kester Wilkening

Survey Open:

Dec. 2015

January 2016

59 Responses



Numbers

Comments

Next Steps

0:45 (30)

Section 3

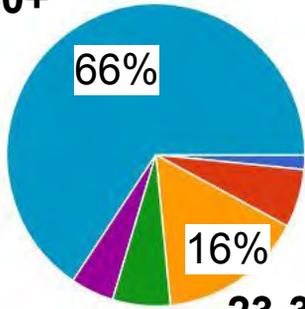
- a. A little bit of orienting information
 - b. Survey Team was Rev. Clarke, Rev. Kone, Peter Reiner, and myself. (CLICK)
 - c. In total we had 59 responses. (CLICK) This was Ok for a first effort, we're hoping to have more responses at the end of this year. (CLICK)
 - i. In December the survey was sent out via our email list serve twice, announced in Sunday service: had about 45 responses
 - ii. In January the community leadership (paid staff and volunteer leaders) did individual invitations to reach out to demographics we had not reached the first time around.
2. NOTE for documentation (not during presentation): There are

1. slight errors in the number responses, since some test responses were mistakenly incorporated into the automatically generated summary, as well as one respondent who filled out the survey 3 times with the same responses. Total actual responses were 59.

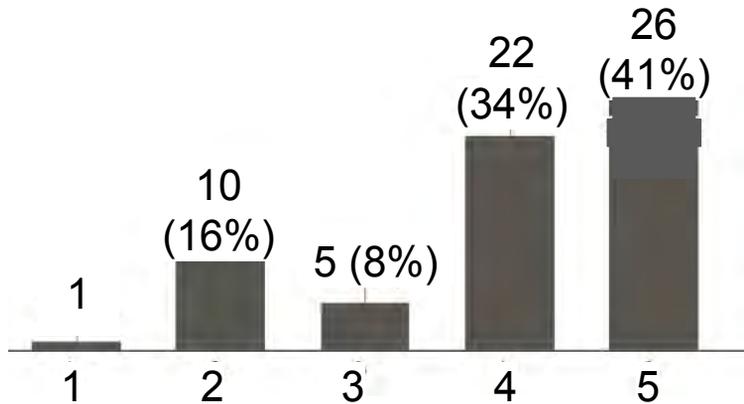
How much would you identify yourself as a member of the WR Community? (1 to 5)

Responses by Age

50+



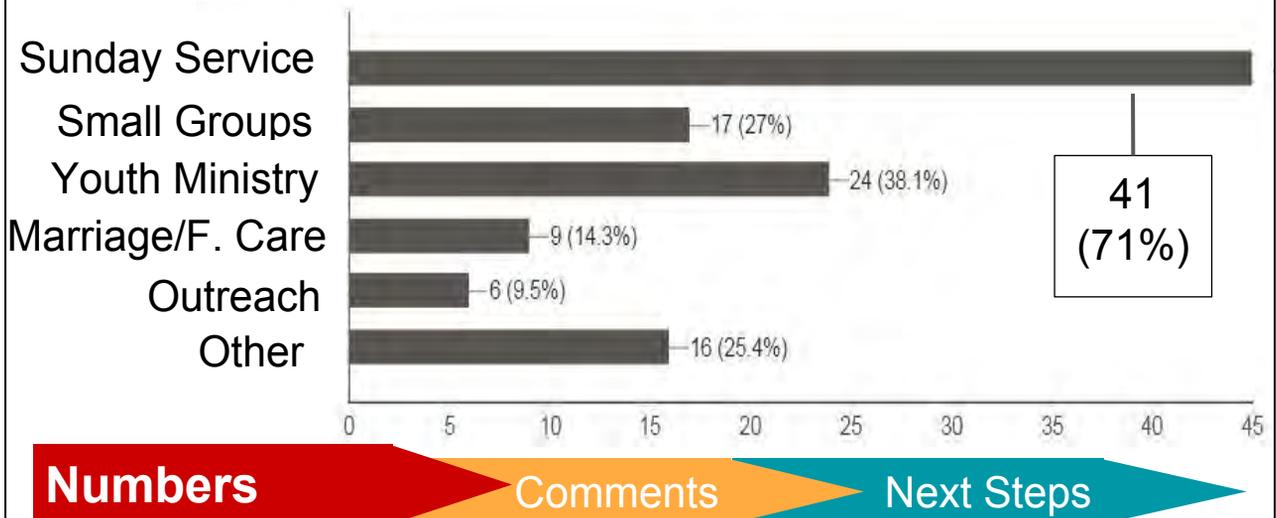
23-30



1:15 (30)

- a. Largest Age group was 50 years and older
- b. 2nd Largest group was 23-30
 - i. To me, this shows an imbalance in our community, brings up the question “how can we become more attractive to those of younger ages?”
- c. Identify as WR member. (5 being strongly identify)
 - i. Helpful to have input from people who do not feel so connected

What area do you like best about our community?

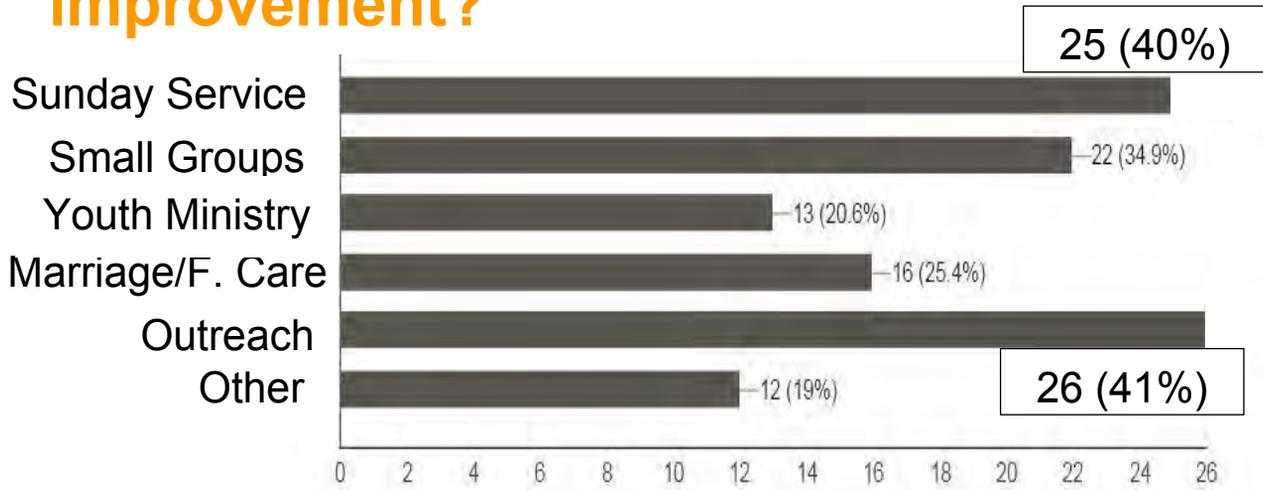


1:45 (20 sec)

Section 4

- a. People could select more than one option here.
- b. 71% of respondents liked Sunday Service best about our community

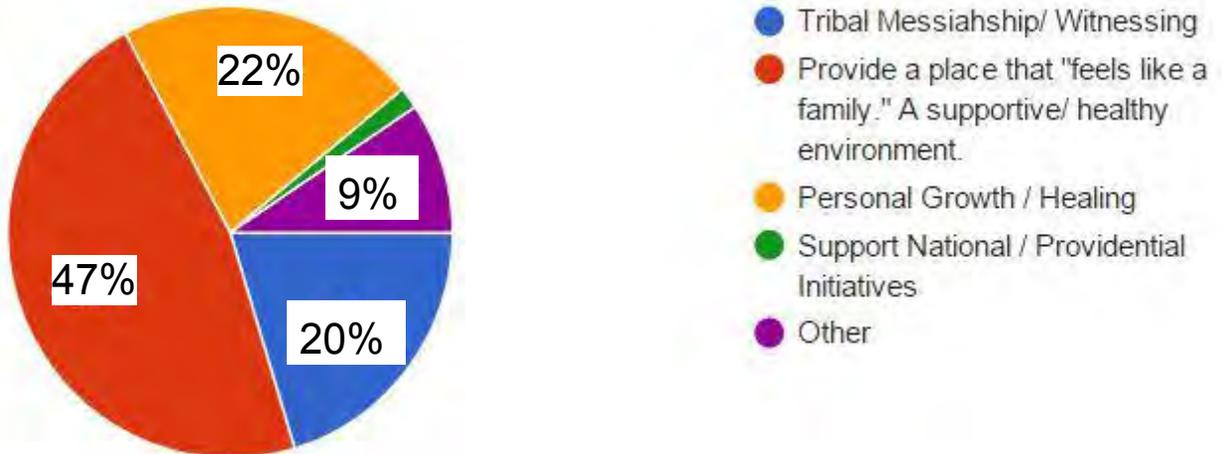
What area do you feel needs the most improvement?



2:05 (15 sec)

- People could select more than one option here.
- 40% of respondents felt Sunday Service needed the most improvement
- 41% felt Outreach needs the most improvement

What do you think is the primary purpose of a local church community?



2:20 (20 sec)

- a. 47%- Provide a place that feels like a family
- b. 22%- Personal Growth / Healing
- c. 20%- Tribal Messiahship / Witnessing
- d. Find this interesting because of the large distribution of what people in our community think is our primary purpose, which is totally fine.
- e. This concludes the first segment of the presentation, the data-oriented results, and now we'll move to the middle segment (CLICK), the comments.

Comment Responses

**440 Comments
Received**

**Entire Survey
Results- 32
Pages**



Numbers

Comments

Next Steps

2:40 (20)

Section 5

- a. There were 440 Comments Received, and the entire survey results were 32 pages.
- b. I personally read through all of the comments. There was some very good feedback, suggestions, and ideas in there. Thank you to everyone who gave comments.

What would make Westrock feel more like a family?

Relationships between older and younger generations. --- Split with the generation gap.

Really it is up to each person to make it friendly, but more small groups need to be developed. ---- When we did a small group style sunday service I got to know people much better.

3:00 (30)

Section 5

1. I'll just show 2 slides of example comments, we don't have time right now to show many of the responses.
2. The compiled comments document is available by request, they are all anonymous and broken out by Ministry area. Just send me or the Council an email if you would like a copy.
3. "What would make WestRock feel more like a family?"
 - a. Read 1st response
 - b. I'll let you read the other comments on your own, feel free to reflect on what you've heard so far.
 - c. (PAUSE for 10 seconds)

Other Comment Responses

As a young mom, I LOVE the baby room.

I believe we need to develop a much more “professional” attitude. This does not mean “formal” but more of “ownership” and responsibility. Many people have been willing to accept low standards, which often comes from lack of preparation. This results in either a poor presentation or event, or it sometimes results in a large burden falling on one or two who risk burn out.

3:30 (30)

Section 5

1. (Read the comments)
2. ...”which often comes from lack of preparation” and you can read the rest of the comment.
3. (PAUSE for 7 seconds)

3 Main Take-Aways

1. Many different needs and concerns
2. Importance of small groups
3. Closing the generation gap

Numbers

Comments

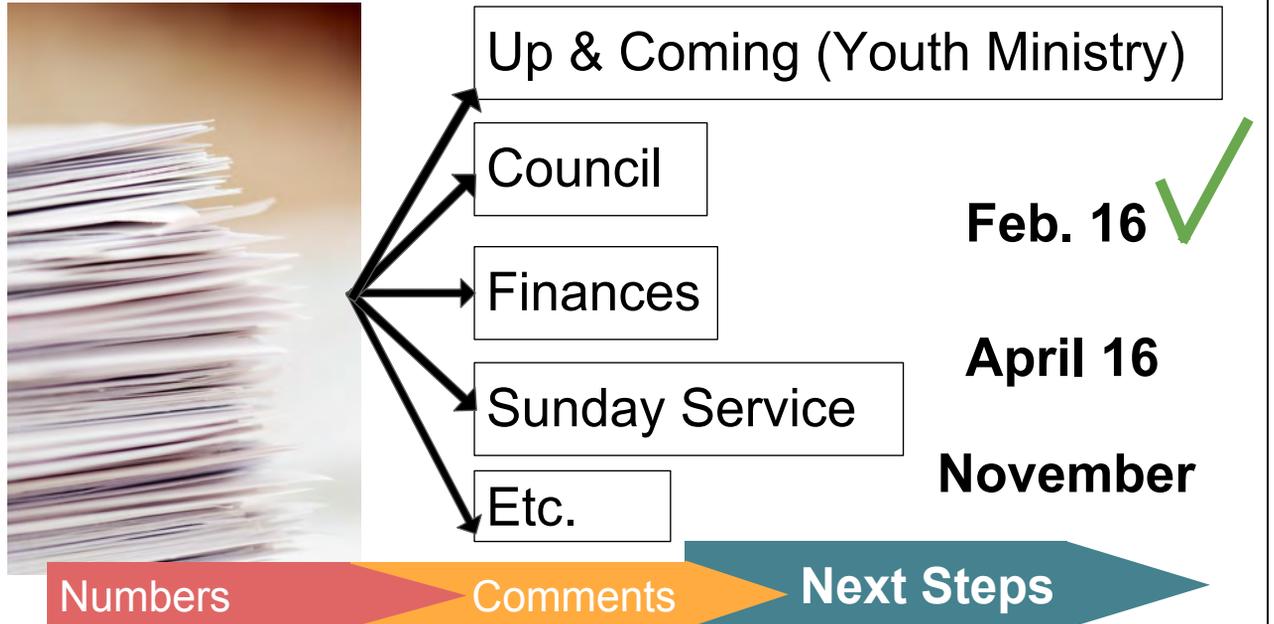
Next Steps

4:00 (80) Section 6

- Based on the survey comments, we have identified 3 main take-aways. These are not earth-shattering, but they are things that many people commented on as a concern (CLICK)
 1. The first is that we have a variety of people in our community in different stages and places in their lives, and there are so many different needs and concerns.
 - a. It is impossible for one person (Rev. Kone) or one group of people (paid staff, the Council, etc.) to meet all of these needs. This is why we need you, we need each person to be there for each other, to continue creating that authentic community we're always striving for. This ties in to the second point (CLICK)
 2. Importance of Small Groups
 - a. Small Groups are vital to the health of a community that

- a. has more than 250 people, provide an opportunity for real connection and building deeper relationships. If you are interested in this, please talk to Lynn Walsh, the facilitator of our small groups Committee. (CLICK)
2. Closing the Generation Gap
 - a. This is the biggest concern that was expressed in the survey: closing the gap between our older and younger generations, who have very different perspectives and cultural backgrounds. I think this will take a long time to address, but it can be done. If you're interested in planning a 1-day workshop between our older and younger generations, you can talk to me. (PAUSE)
3. This concludes the middle segment of the presentation, now we'll move on to the last portion, the next steps.
 - a. (CLICK)

So... What now?



1. 5:20 Section 7 (90)
 - a. So, it's great to collect all of this feedback, but if it is not acted upon, it goes...nowhere. (CLICK)
 - b. On Feb. 16 we held an "All-Hands" meeting with all of the community leadership: Rev. Kone, paid staff, Council, and volunteer leaders of ministry groups. (CLICK)
 - i. Distributed all of the comments to the specific Ministry Areas they applied to. Not shown here are also: Administration, Blessing & Family Ministry, Outreach, Sunday School, etc.
 - ii. Each ministry group is tasked with identifying the top 3 take-aways of the feedback for their ministry area (as much as possible) and coming up with corresponding **time-oriented** action steps. (CLICK, CLICK)

- a. We have scheduled another “All-Hands” meeting on April 16 for each ministry area to report back with their identified top 3 take-aways, and corresponding action steps.
 - i. As an example, the Sunday Service Committee met on Saturday March 5th and spent considerable time discussing the feedback about Sunday Service.
 - ii. They have created specific action steps about:
 - 1. Providing a “small group” themed Sunday Service
 - 2. Partnering with youth ministry to create youth services and events
 - 3. Improvements in worship atmosphere, presentation and music
 - 4. Offering more fellowship activities after service and ways to connect
 - 5. (CLICK)
- b. The community leadership will meet again in November to see how the implementation went, and plan for the 2016 Annual Survey in December.
- c. (PAUSE) (CLICK)



6:50 Section 8 (30)

1. To conclude;
 - (SLOWLY) Your input was taken seriously, evaluated thoroughly, and is being acted upon with accountability.
 - The Council's role is to represent the community, and this annual survey is one of the best ways we can get a pulse on where the community is at, and where you all would like us to go. We will use these annual surveys as guiding documents for the entire next year. (PAUSE, CLICK)

What you can do

1. Participate in the next Annual Survey, December 2016.
2. Discuss with your friends “What is going well? How can we improve our community?”
3. Talk with anyone currently involved in organizing our community to see if there is something you can do to help.

7:20 Section 8 (30, end at 8:00 minutes)

I invite you to do 3 things: (CLICK)

1. ONE- If you did not have a chance to participate in this survey, I encourage you to do so this December for our 2016 Annual Survey. (CLICK)
2. TWO- Discuss with your friends “What is going well? How can we improve our community?” (CLICK)
3. THREE- Talk with **anyone** currently involved in organizing our community to see if there is something you can do to help, in a way that is life-giving to you.
4. (CLICK) Thank you.

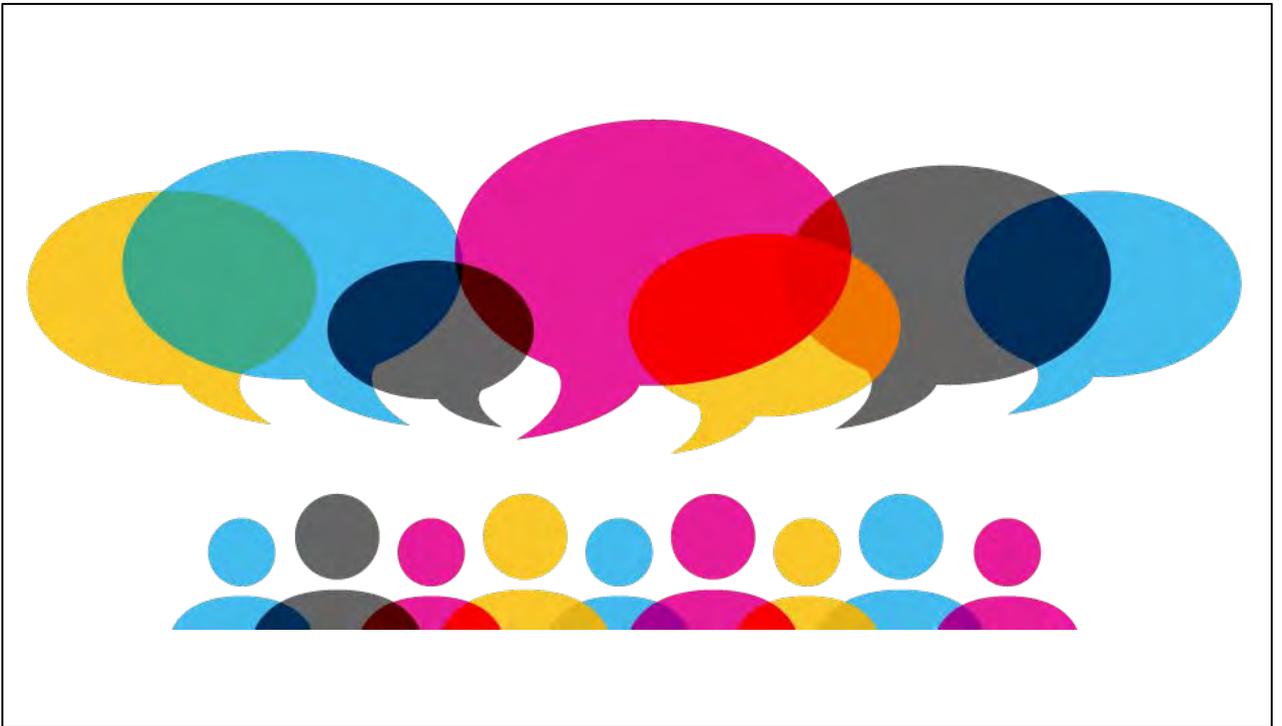
Thank You.



Ok, so now we have a some time for Questions and Answers for those that would like to.

- A few ground rules:
- Lynn will be helping me as a runner for the microphone, please wait to begin your question until she brings the microphone to you so everyone can hear the question.
- We'd like to give everyone a chance to ask a question, so everyone will get one question at first, please think carefully about what you'd like to ask. If it's clear everyone has asked a question that wants to, we'll go around for seconds.
- **Brief** comments followed by a question are Ok, but you'll have a one minute maximum.
- If you have a question about a specific ministry area, and someone from that area is here, we can try to have them answer the question if they're open to it. Lynn, for example, can answer questions about small groups. I'll do my best to

- fill in for areas if we don't have someone to answer.
- We'll go for around 20 minutes, depending on how it goes, we'll feel it out.
- Ok... Does anyone have a question they would like to ask?
- (Ask someone to write actionable ideas down if something comes up)



- Thank you everyone for coming today. This concludes the end of our session.
- Feel free to continue discussing with your friends about what is going well and how we can continue to improve our community.
- Take care, have a great week.