

CONVERGENCE



Vital Church Assessment

Frequently Asked Questions



How does all this work?

- Like an “annual checkup” for your church
 - Standardized survey allows comparison with large-scale church studies
 - Customization available if needed for your unique context
- Survey link (through [surveymonkey.com](https://www.surveymonkey.com)) shared with congregation through all church comms channels
 - PDFs also available for those not online (fewer and fewer these days)
 - Important to promote and celebrate
- Leader survey also collects numerical/demographic data



How does all this work?

- Once surveys are collected (80+% of worship participation), survey is closed
- Community demographic and other data is added to produce comprehensive vitality report
- Issues needing attention are identified and 3-4 robust recommendations provided
- Coaching call included to present and answer questions about the vitality report.



What does the report include?

Your Members

Demographics

Participation/Engagement

Congregational Perceptions

Spiritual Life

Internal/External Communications

Finances and Facilities

Congregational Welcome

Conflict Skills

Openness to Change

Your Neighborhood

Demographics

Similarities/Differences with
Congregation

Needs

Interests

Religious Preferences

Member/Congregation Engagement in
Larger Community

Congregational Impact on Community

Nearby Congregations



Do people really take your surveys?

- Yes!!!
- Examples of completion rates during 2020 and 2021:
 - 91%
 - 92%
 - 108%
 - 115%
- The smaller the church, the higher the participation
- We will not close the survey without around 70% of worship participation represented



Why demographic questions?

- Measuring Congregational and Community “Fit”
- Knowing what voices are missing
 - From the survey data
 - From your congregational conversations
- Assessing funding potential/challenges



Why are some questions phrased/designed the way they are?

- External validation from large-scale survey research
- Strategies for best possible data
 - T-F questions address a common issue with longer surveys where answers tend to regress to the middle. T-F allows no middle and forces deep consideration of the question.
- Forced choices reduce “being too nice”
- Specifics vs. funnel approach
 - What would you prefer? Can lead to scattered mission focus
 - Values-->priorities-->clear actionable mission-->strategies for impact-->specifics of human/material asset usage



Can you tell who completed the survey?

- Survey is anonymous so that people can be honest and open
- There are protections against taking it twice (can use incognito window for multiple residents in one household)
- We can see IP addresses if corruption is suspected in the data, i.e. spam or troll type comments, more than one household's worth of responses from one IP address.