

Unity Church Unitarian 2010 Congregational Survey

The information from this survey is of critical importance to both the Board and the Executive Team. We use the results to evaluate our progress and identify areas in which we need to dedicate additional time and resources.

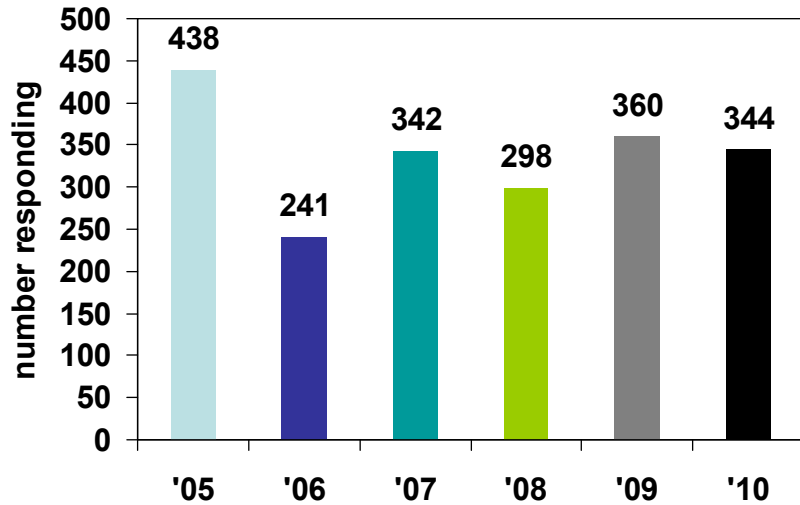
Outline

- Sample characteristics
- Survey structure
- Summary of Key Findings
- How did we do in key performance areas?
- Digging a little deeper
 - Correlates of “Believe your life has meaning and purpose”
- Social networking participation
- Anti-Racism Leadership Team questions

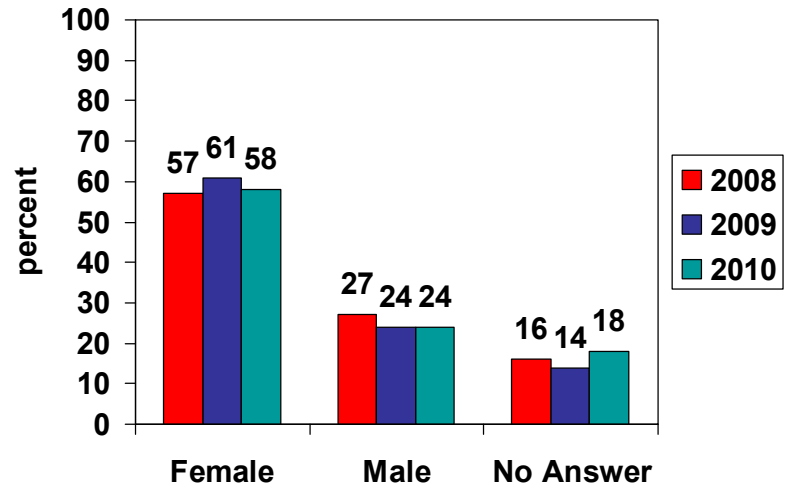
Sample Characteristics

Previous patterns continue in 2010

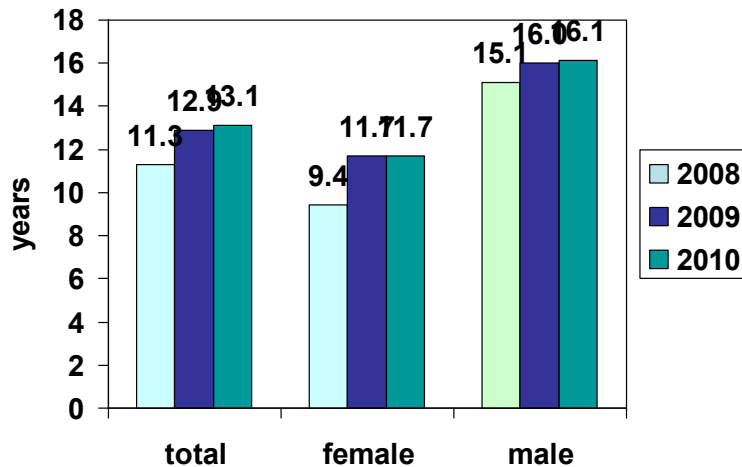
Response



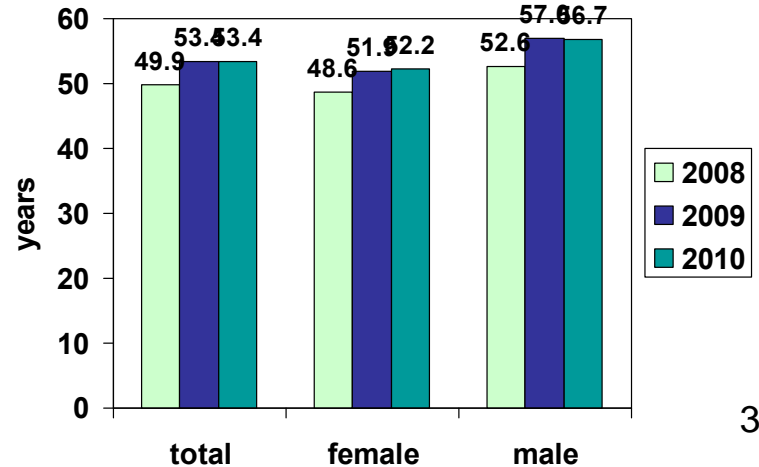
Gender



Time a member of UC



Age



Questionnaire/Survey Structure

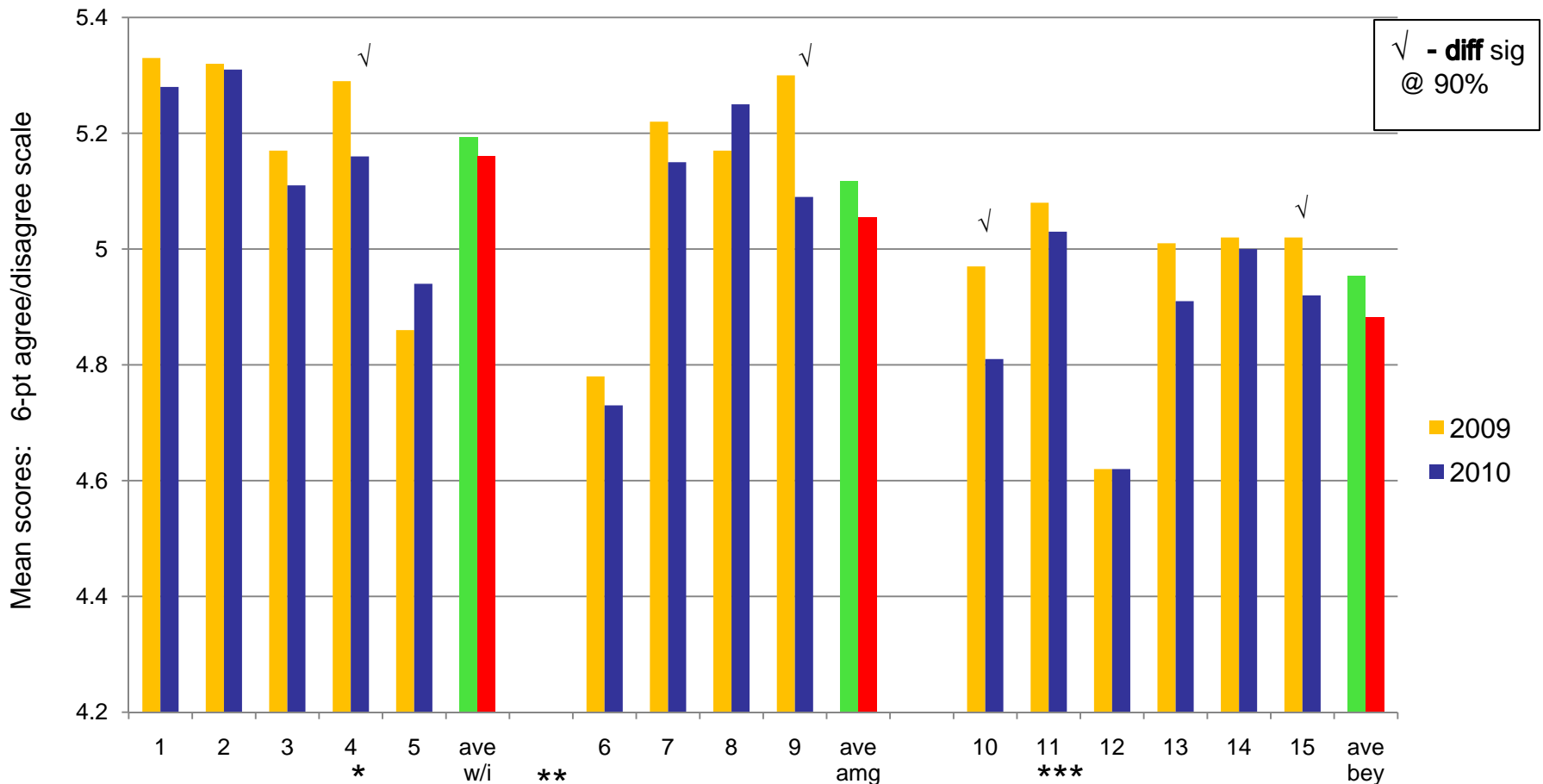
- Questionnaire has five sections
 - Ends Statements – 15 questions partitioned into (a) within, (b) among, and (c) beyond categories
 - For example one of the within statements is: *“You experience “spiritual and theological deepening through both personal and family-based religious practices and ritual”*
 - “Us as individuals” statements – 18 questions dealing with our beliefs, feelings, and behaviors
 - For example: You have an appreciation of your own talents and gifts
 - A single Loyalty or “would you recommend UCU to a friend or relative” question
 - New this year: a set of questions dealing with the Anti-Racism Leadership Team’s mission of *“leading the church in developing and living out an intentionally anti-racist identity in all aspects of church life”*.
 - A set of demographic and behavioral questions

Summary of Key Findings

- Sample characteristics continue previous patterns
- Re: 15 Ends Statements
 - Year-over-year parity for most statements
 - Lower scores in areas where we have focused the Unity Tomorrow “spotlight” – *well maintained facilities and sustainability* - and the Anti-Racism Leadership Team “spotlight” – *commitment to anti-racism and racial healing*
 - Higher scores for knowledge of UU and UCU history and shared ministry
- Re: 18 “Us As Individuals” statements
 - Significant gains on most items from 2008 to 2010 including *feeling connected to UC Ends Statements* and *believing your actions make a difference in the lives of others*
- Re: Loyalty (recommending UC to others)
 - Upward trend in Loyalty percent and downward trend in At-Risk percent level off in 2010...still at very acceptable levels
- Items associated with “believing your life has meaning and purpose”
 - Year-over-year stability (for total sample) for top items
 - List contains key items from our Mission Statement: “...living lives of integrity, service, joy”...especially the joy and integrity components
- Re: Anti-Racism and racial healing
 - There is opportunity for Unity to provide activities for working with people and communities of color
- Re: social networking
 - More connected in 2010

How did we do? – Ends Statements (see slide 8 for listing)

While differences aren't great the averages (green –'09 and red – '10 bars) have the following pattern: within > among > beyond



There are areas where we continue to give ourselves low scores:

* Knowledge of UCU and UU history

** People of all ages feel welcome and connected across identities including race, class, gender, sexual orientation, ability, politics, and education

*** Proclaiming the transforming power of our faith

How did we do? – Ends Statements (see next slide for listing)

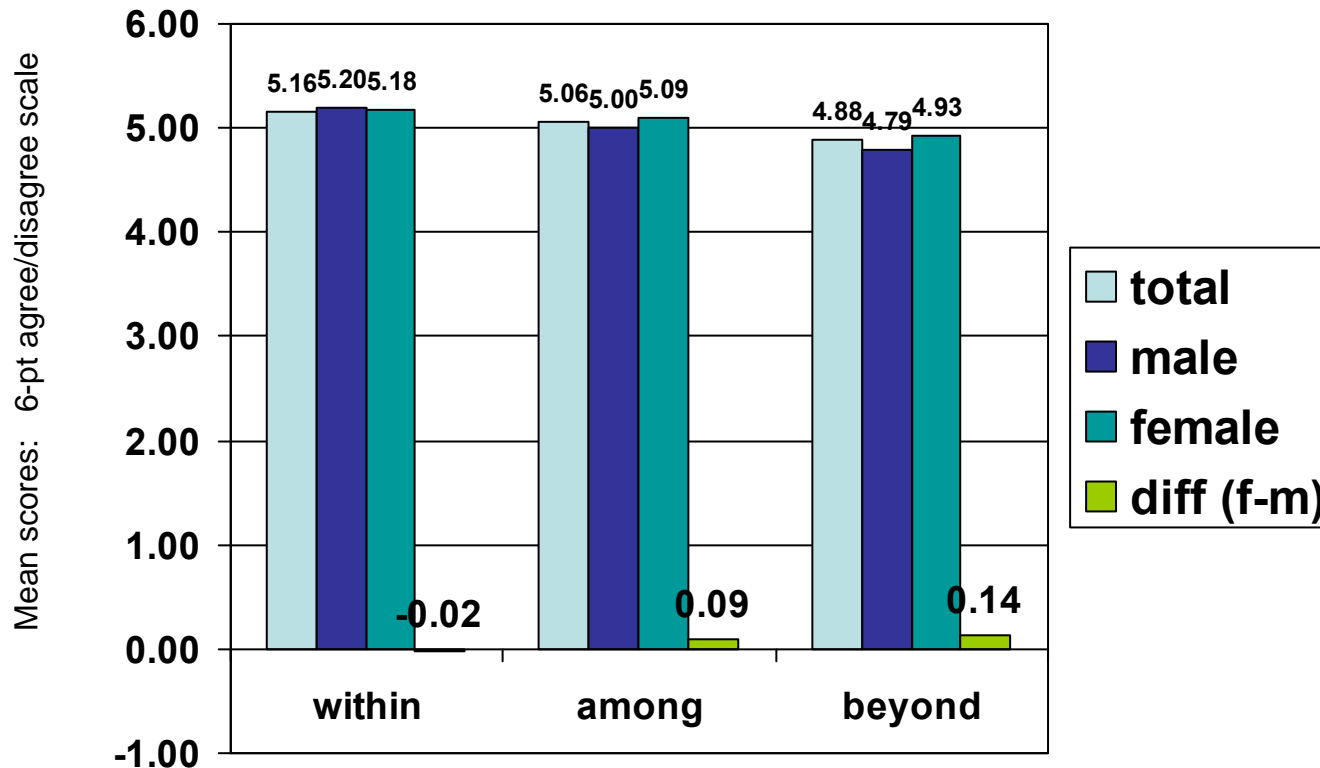
- For most End Statements (ES) there is year-over-year parity. Statements with significant differences show lower scores in 2010. The greatest drop occurs on ES 9 (*the resources and facilities of the church are well managed ad maintained and appropriate to the needs of the church and the community*). We would attribute this drop to the “spotlight” effect. Our Unity Tomorrow program has pointed to deferred and scheduled maintenance on our current facility as a key driver for looking at alternatives for our current site. The same UT spotlight has been on ES 15 (*acting and investing in environmentally responsible and sustainable ways*).
- Two other ES where there are significantly lower scores in 2010 vs. ‘09 deal with anti-racism and/or racial healing (ES’s 4 and 10 – see next page). As our Anti-Racism Leadership Team continues their effort to bring awareness and improvements to these areas we can hypothesize these lower scores underscore our collective recognition of the work and opportunity we have in these areas.
- There is year-over-year directional improvement in two area: ES 5 (knowledge of UCU and UU history) and ES 8 (shared ministry).

Ends Statements

- **Within:** The people of UCU have a deeply meaningful, transforming liberal religious experience which includes:
 - (1) a rich and diverse worship life that nurtures, challenges and inspires
 - (2) Compassionate pastoral care in times of joy, sorrow and transition
 - (3) spiritual and theological deepening through both personal and family-based religious practices and ritual
 - (4) Lifelong opportunities for growth, learning, engagement and racial healing
 - (5) Knowledge of UCU and UU history
- **Among:** UCU is a radically hospitable, spiritually vital and supportive community where:
 - (6) People of all ages feel welcome and connected across identities including race, class, gender, sexual orientation, ability, politics and education
 - (7) People are generous with their time, talent, and resources
 - (8) Shared ministry is actively encouraged and the circles of power, opportunity and access are intentionally widened
 - (9) The resources and facilities of the church are well managed and maintained, and appropriate to the needs of the church and the community
- **Beyond:** UCU is a visible leader and partner, making a positive impact in our neighborhood and in the world through:
 - (10) A commitment to anti-racism and racial healing in covenant with people and communities of color
 - (11) Advocating in the public arena for liberal religious values in response to prejudice, injustice and oppression
 - (12) Proclaiming the transforming power of our faith
 - (13) Working with congregations and institutions around shared values
 - (14) Full and active participation in the larger UU community
 - (15) Acting and investing in environmentally responsible and sustainable ways

How did we do? – Ends Statements (men v. women)

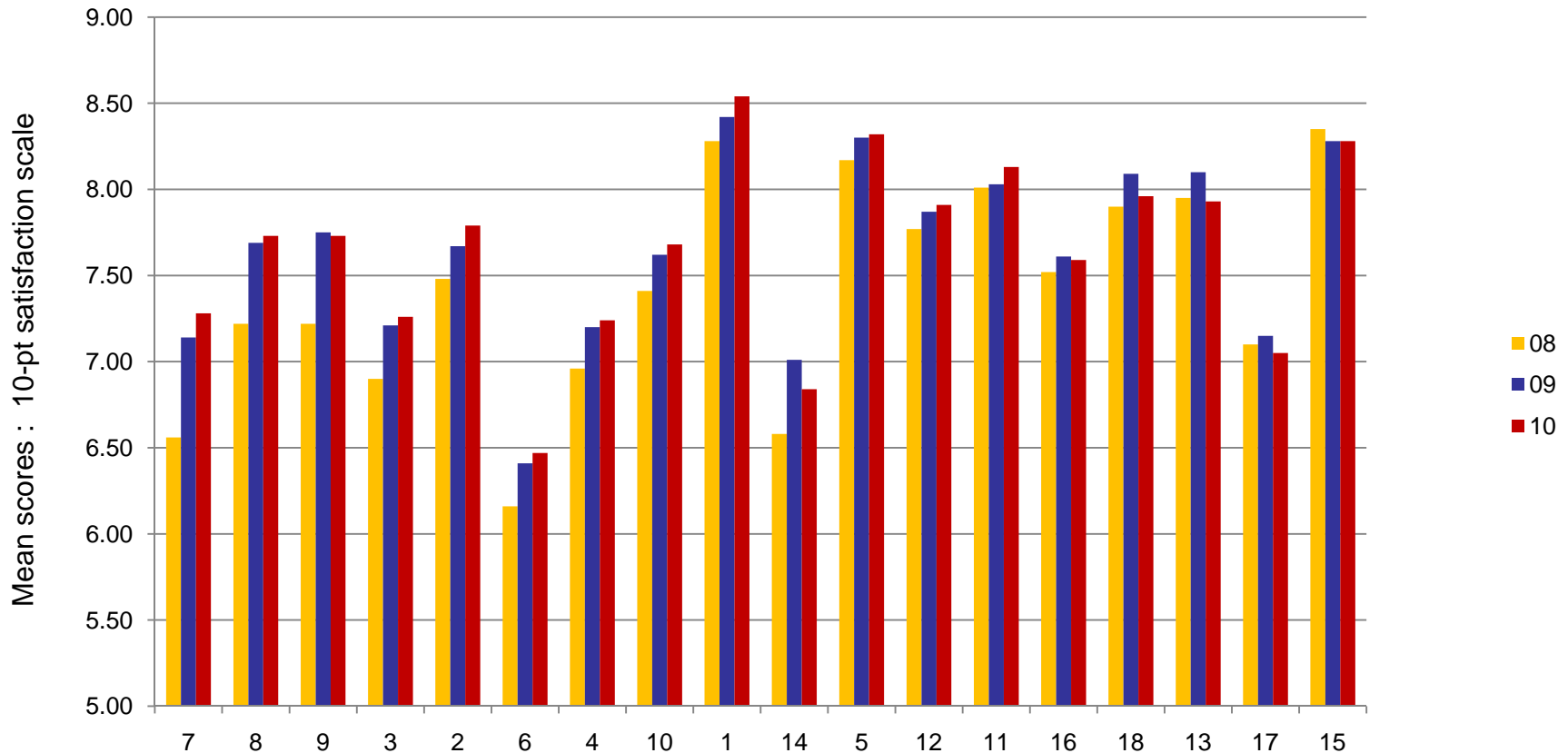
Women are at parity with or have slightly higher scores than men – both show same pattern as total sample: w/i > among > beyond



The *beyond* difference (0.14) is statistically significant at a 90% level of confidence.

How did we do? - Us as Individuals: our beliefs, feelings, and behaviors

Items are ranked from largest 2010/2008 change to smallest
 Most items show significant gains from '08 to '10 – see next slide for details and statement descriptions



Largest changes on items where absolute score tends to be low – more room to “move-the-needle”. Smallest change on items where absolute score is relatively high – harder to “move-the-needle”....there are two exceptions: item 14 – transformation in past 12 months and item 17 – work on issues related to your spiritual development.

How did we do? – Us as individuals: beliefs, feelings, behaviors
 '09/'10 changes are small compared to '08/'09 changes; over three yr period, '08/'10,
 significant improvement on most items *

	2008	2009	2010	09-'08	10 - '09	10-'08	
7	6.56	7.14	7.28	0.58	0.14	0.72	feel connected to UC Ends statements
8	7.22	7.69	7.73	0.47	0.04	0.51	feel sense of belonging to religious comm w/i UC
9	7.22	7.75	7.73	0.53	-0.02	0.51	feel sense of belonging to a comm outside UC
3	6.90	7.21	7.26	0.31	0.05	0.36	sat w/ the positive impact you make on lives of other:
2	7.48	7.67	7.79	0.19	0.12	0.31	understand relationship betw n spiritual devel and soc
6	6.16	6.41	6.47	0.25	0.06	0.31	sat w/ your efforts to address issues of soc just
4	6.96	7.20	7.24	0.24	0.04	0.28	act in a spiritual manner
10	7.41	7.62	7.68	0.21	0.06	0.27	believe your actions contribute to well-being of UC
1	8.28	8.42	8.54	0.14	0.12	0.26	believe actons make diff in lives of others
14	6.58	7.01	6.84	0.43	-0.17	0.26	have experienced real transf in past 12 months
5	8.17	8.30	8.32	0.13	0.02	0.15	believe your life has meaning and purpose
12	7.77	7.87	7.91	0.10	0.04	0.14	have an appreciation of your talents and gifts
11	8.01	8.03	8.13	0.02	0.10	0.12	live out your values in the world
16	7.52	7.61	7.59	0.09	-0.02	0.07	live a life of service
18	7.90	8.09	7.96	0.19	-0.13	0.06	have a sense of joy in your life
13	7.95	8.10	7.93	0.15	-0.17	-0.02	have experienced real transf in your life
17	7.10	7.15	7.05	0.05	-0.10	-0.05	work on issues related to you spiritual development
15	8.35	8.28	8.28	-0.07	0.00	-0.07	live a life of integrity

* Differences greater than 0.20 are statistically significantly @ 90%.level of confidence

How did we do? – Us as individuals: beliefs, feelings, behaviors

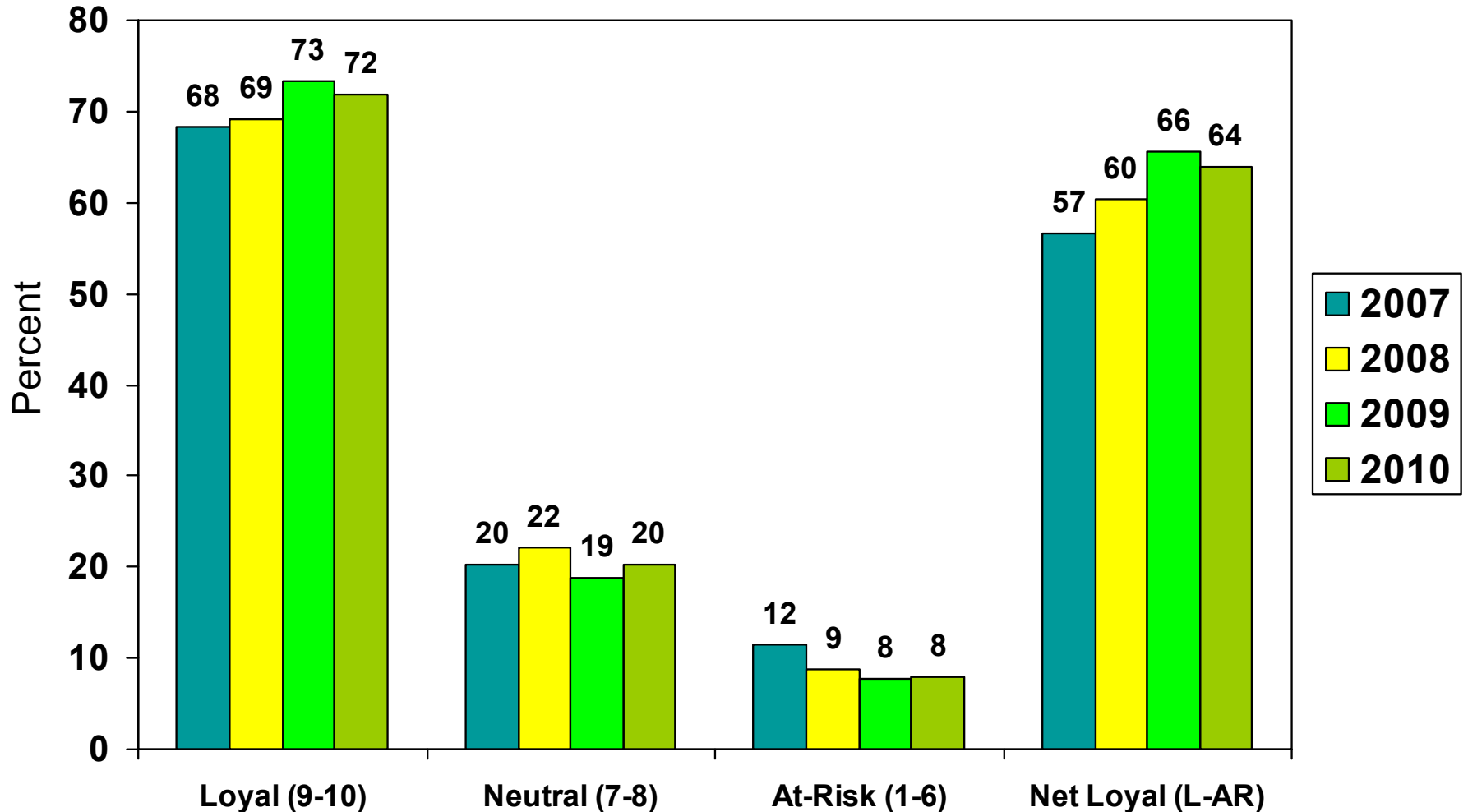
Women v. Men (2010)

women	men	w - m	
8.59	8.35	0.23	believe actions make diff in lives of others
7.89	7.43	0.46	understand relationship between spiritual devel and soc just
7.24	7.29	-0.05	sat w/ the positive impact you make on lives of others
7.31	7.20	0.11	act in a spiritual manner
8.36	8.29	0.07	believe your life has meaning and purpose
6.49	6.32	0.16	sat w/ your efforts to address issues of soc just
7.31	7.21	0.10	feel connected to UC Ends statements
7.73	7.79	-0.06	feel sense of belonging to religious comm w/l UC
7.76	7.74	0.02	feel sense of belonging to a comm outside UC
7.61	7.96	-0.36	believe your actions contribute to well-being of UC
8.26	7.96	0.30	live out your values in the world
7.89	8.20	-0.31	have an appreciation of your talents and gifts
8.02	7.67	0.34	have experienced real transf in your life
7.11	6.05	1.06	have experienced real transf in past 12 months
8.36	8.20	0.16	live a life of integrity
7.70	7.50	0.20	live a life of service
7.14	6.98	0.17	work on issues related to you spiritual development
8.04	7.99	0.05	have a sense of joy in your life

Women generally score higher than men; especially so in areas of (a) understanding relationship between spiritual development and soc justice and (b) transformative experience – recent and lifetime. Men score higher in a couple of areas: (a) believing actions contribute to well-being of UC and (b) having an appreciation for your talents and gifts.

How did we do? – Loyalty: would you recommend UC to a friend or relative*?
Willingness to recommend is viewed in the business world as a key indicator of degree of loyalty to a brand or company

Upward trends in Loyal and Net Loyal metrics have leveled off in 2010.



* 10 point scale: 9-10 = Loyal; 1-6 = At-Risk; 7-8 = Neutral

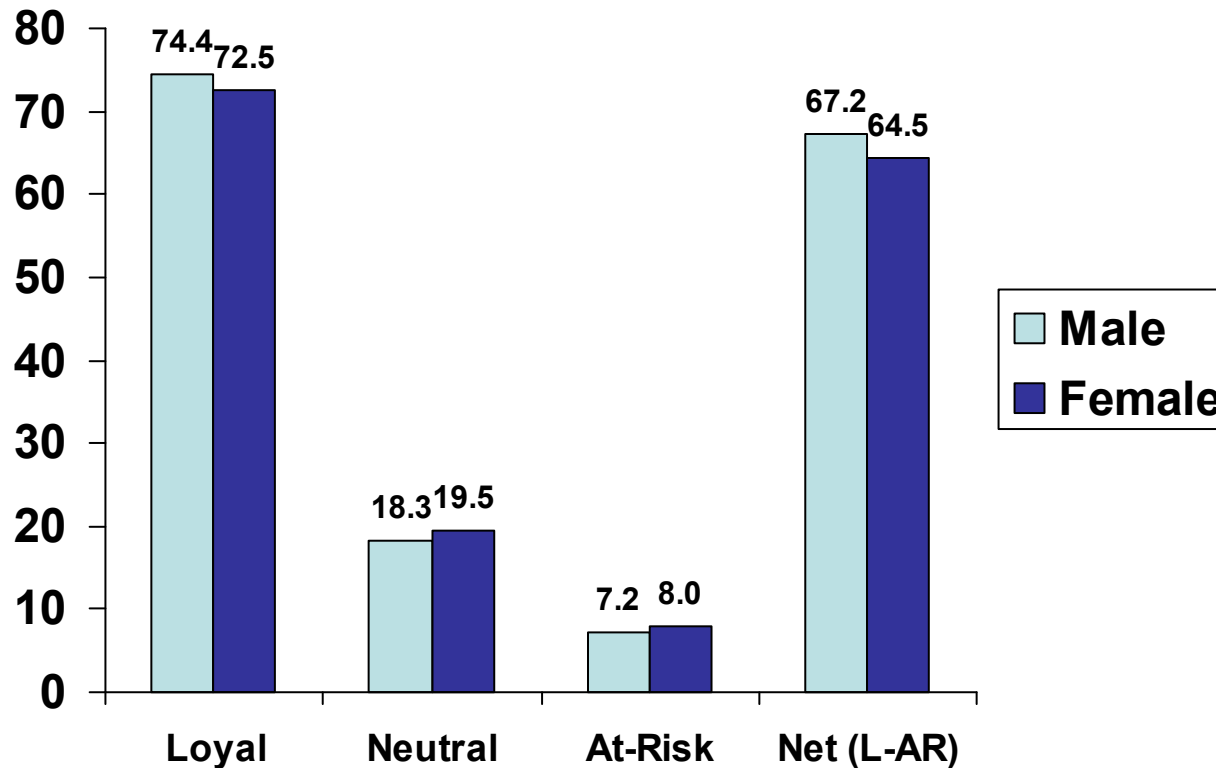
At-Risk/Neutral folks are different

	Loyal (n =235)	At-Risk/Neutral (n = 87)
Age	54.0	51.6
Time a member	13.8	10.9
<i>Within score</i>	5.3	4.7
<i>Among score</i>	5.2	4.6
<i>Beyond score</i>	5.0	4.5

How did we do? – Loyalty: would you recommend UC to a friend or relative?

Men vs. Women

Men and women essentially at parity



Note: there are n=45 respondents who do not identify as M or F; their Loyal and Net Loyal percents are lower accounting for fact that the overall sample has corresponding lower percents than either shown for M or F.

Digging a little deeper

- If we believe that one of the fundamental things we all strive for is to achieve a sense that our lives have meaning and purpose, it might be interesting to look for items in our survey that are associated or correlated this item (believe our lives have meaning and purpose). The following slide shows the results of this investigation.
- Items listed are the top six (and ties).

Items that are correlated or associated with “Believe your life has meaning and purpose”
 Higher the index the greater the association; 09/x indicates where item ranked in 2009

Total		Women		Men	
Item	Index	Item	Index	Item	Index
Have a sense of joy in your life 09/2**	1.00	Have a sense of joy in your life 09/1	1.00	Live a life of integrity 09/11	1.00
Act in a spiritual manner 09/1	0.79	Live out your religious values in the world 09/6	0.81	Believe your actions make a difference in the lives of others 09/12	0.97
Live a life of integrity 09/8	0.78	Live a life of integrity 09/7	0.79	Live out your religious values in the world 09/5	0.88
Believe your actions make a difference in the lives of others 09/4	0.78	Act in a spiritual manner 09/2	0.70	Are satisfied with the positive impact you make on the lives of others 09/7	0.86
Live out your religious values in the world 09/6	0.77	Have an appreciation for your own gifts & talents 09/4	0.66	Act in a spiritual manner 09/2	0.80
Are satisfied with the positive impact you make on the lives of others 09/5	0.75	Are satisfied with the positive impact you make on the lives of others 09/5	0.62	Live a life of service 09/6	0.79
		Believe your actions make a difference in the lives of others 09/3	0.62	Have a sense of joy in your life 09/13	0.79 17

Items that are correlated or associated with “Believe your life has meaning and purpose” (Continued)

- Our mission speaks of “.... leading lives of Integrity, Service, and Joy”. In terms of association with “believing your life has meaning and purpose” the Joy and Integrity pieces rank high for all groups (total, women, men).
 - Service ranks high for men and for the total sample and women it would be the next item listed with indices of 0.68 and 0.60, respectively.
- There is a fair amount of stability year-over-year for the total sample and women with all or most items appearing in both years; for men there is more variation at least partly attributable to the smaller sample size for this group.

Anti-Racism Leadership Team Questions

- New this year for the survey: a set of questions dealing with the Anti-Racism Leadership Team's mission of "*leading the church in developing and living out an intentionally anti-racist identity in all aspects of church life*".
- These questions will serve as benchmarks to which future measurements can be compared.
- One finding, this year, from this set of questions is the following:
 - There is opportunity for Unity to provide activities for working with people and communities of color. Both non-white and white households *neither agree nor disagree* (mean scores of 3.65 and 3.56, respectively – 3.5 is the midpoint of agree/disagree scale) with the statement "*in the last 12 months you have been involved in activities that you believe demonstrate UC's commitment to working with people and communities of color*".

Social Networking

Higher levels of “connectedness” in 2010 vs. 2009

