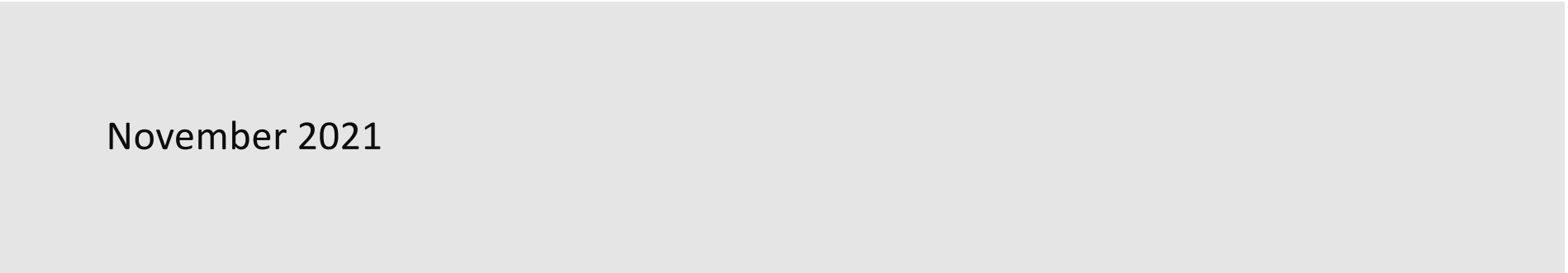


Ends Tracking via MST Survey Unity Church Unitarian



November 2021

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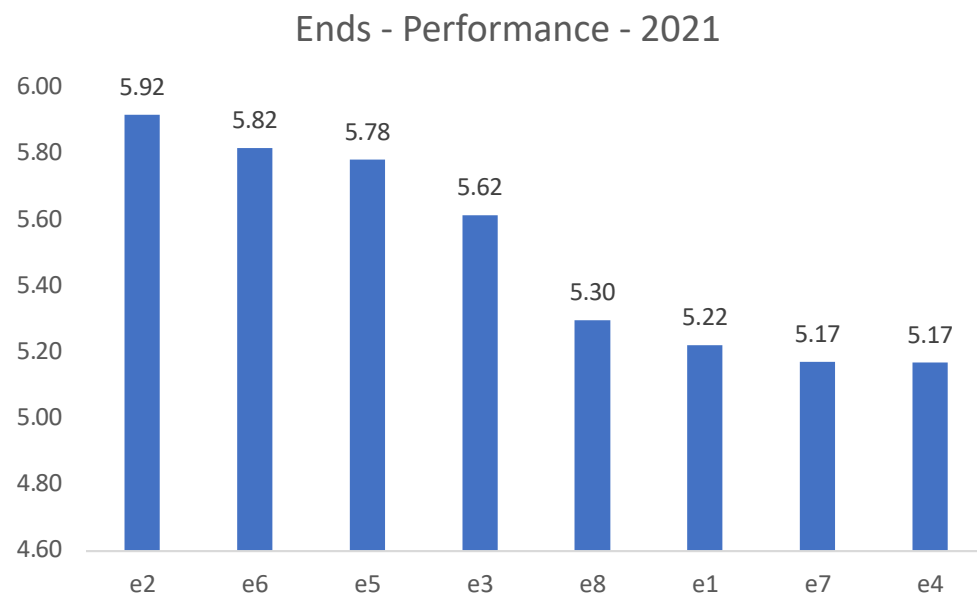
- Survey Structure and Other Factors Potentially Impacting Ends Evaluation
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Survey Structure and Other Factors Potentially Impacting Ends Evaluation

The Ends Performance Evaluations were lower in 2021 across the board vs 2019 and 2020. Several factors may have affected how people evaluated performance on our ends:

- The purpose of the MST survey differs from the usual congregational survey. The focus of the MST survey is on providing ministerial candidates a profile of, among other things, the spiritual growth and social outreach values of this congregation. In contrast, the focus in the congregational survey is assessing performance on the ends for the benefit of helping the Board and the Executive Team set policy.
- The structure of the MST survey differs from the congregational survey. In our normal congregational survey, the performance ratings occur at the beginning of the survey (Q1), while in the MST survey they occur toward the end (Q22, the last question before the demographic section). In addition, the congregational survey does not elicit importance and involvement ratings as the MST survey did. This could have affected the number of people who evaluated performance on our ends (see slide 5).
- The timing of the MST survey (fall) differs from the timing of the congregational survey (spring).
- The ends we're evaluating were established during Rob and Janne's ministry, and they are no longer our ministers.

Evaluation of Ends Statements – Performance 2021



- Highest Ends are e2, e6, and e5; lowest are e8, e1, e7, and e4
- Ave for all Ends are in the Agree area (5.2 to 5.9), so they are all in positive territory.
- Comparison with previous years on slides 8 and 9.

Statistically speaking –

Differences ≥ 0.15 are significant at the 95% level of confidence.

$(e2, e6, e5) > e3 > (e8, e1, e7, e4)$

Rank Order of Ends Evaluations - Performance

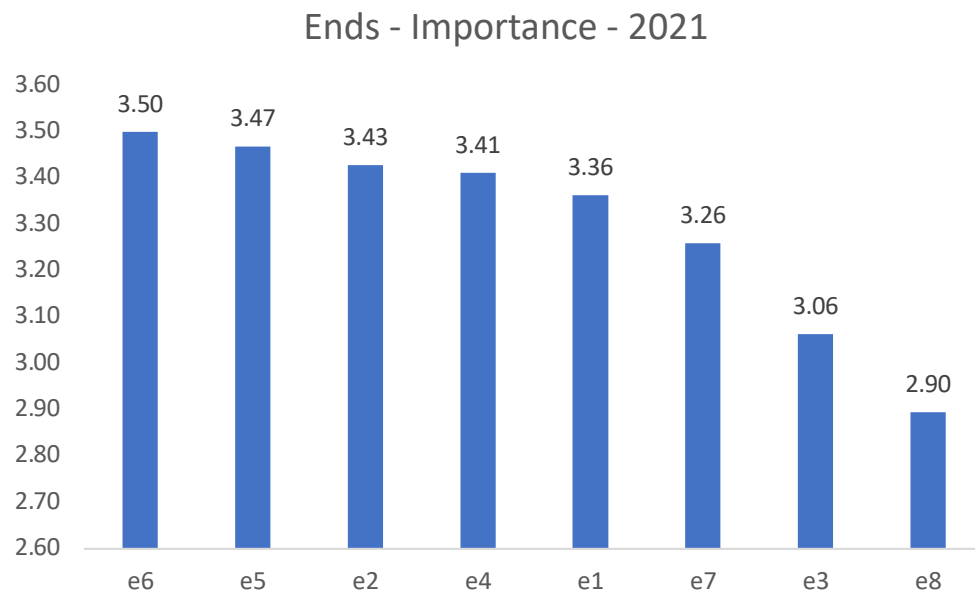
- e2 Ground ourselves in personal practice and communal worship that grows our capacity for wonder and spiritual deepening.
- e6 Discover and pursue our individual and collective work to advance justice, wholeness, and equity for people, our Earth, and all life on it.
- e5 Generously give and openly receive compassionate care in times of joy, sorrow, and transition.
- e3 Articulate our Unitarian Universalist faith identity, teach it to our children, share it with others, and live it courageously in the world.
- e8 Sustain and steward the church and our larger Unitarian Universalist movement for the future.
- e1 Create a multicultural spiritual home built on authentic relationships.
- e7 Create brave space for racial healing and dismantling dominant culture.
- e4 Know each other in all our fullness and create an ever-widening circle of belonging for all people.

Distribution of 2021 Performance Evaluations

Performance	1	2	3	4	5	6	7	nr	total	nr 2020
e1	0.8	2.7	6.7	8.1	25.1	26.4	12.4	17.8	305	1.3
e2	0.0	0.0	1.6	6.5	13.2	38.0	24.3	16.4	310	1.0
e3	1.1	0.8	1.9	6.2	20.5	35.0	15.9	18.6	302	1.8
e4	0.5	2.7	7.0	13.2	22.6	21.3	15.1	17.5	306	1.0
e5	0.3	1.3	1.3	7.0	15.1	33.7	22.4	18.9	301	2.3
e6	0.0	0.0	1.6	6.5	17.8	33.4	21.0	19.7	298	1.0
e7	0.8	3.8	4.9	12.1	22.1	22.1	14.0	20.2	296	3.0
e8	0.3	0.5	5.1	13.7	20.2	29.4	10.5	20.2	296	2.5

- This chart shows what percentage of respondents gave a particular performance rating to each end and what percentage did not rate the end (column nr).
- The most frequent (modal) response is 6 for every end but e4 (where it's actually 5). Ends e1, e4, and e7 have an almost equal number of people who rated those ends a 5 or a 6.
- A much larger percentage of people chose not to rate the performance of the ends this year (18% +/- 2%) compared to the congregational survey (typically 2% +/- 1%; see the column labeled nr 2020). In our normal Congregational Survey the performance rating task occurs at the beginning of the survey (Q1); in this year's MST Survey this task occurred at Q22 (the last question before the demo section) – 15.4% elected not to do the task at all.

Evaluation of Ends Statements – Importance - 2021



• Most important Ends: e6, e5, e2, and e4; lesser importance e3 and e8.

Statically speaking -
Differences ≥ 0.14 are significant at the 90% level of confidence.
(e6, e5, e2, e4) > e7 > e3 > e8

Rank Order of Ends Evaluations - Importance

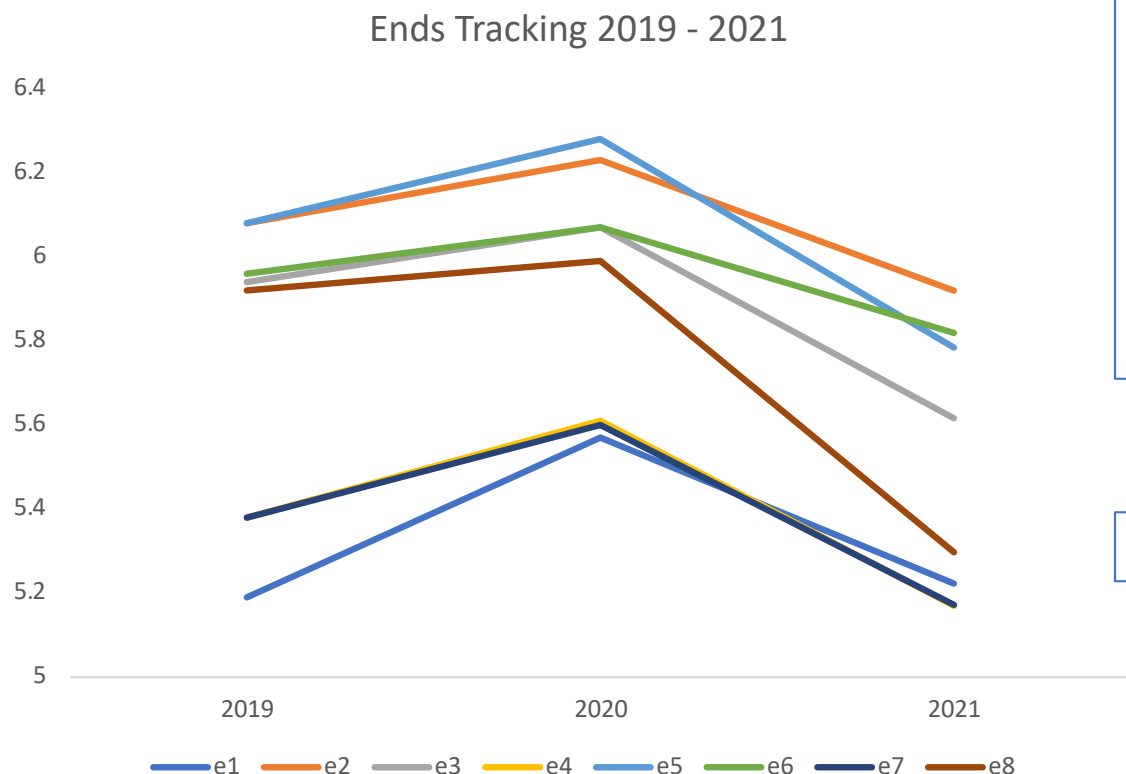
- e6 Discover and pursue our individual and collective work to advance justice, wholeness, and equity for people, our Earth, and all life on it.
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- e8 Sustain and steward the church and our larger Unitarian Universalist movement for the future.

Distribution of 2021 Importance Evaluations

Importance						
	1	2	3	4	nr	total
e1	3.0	11.1	30.2	52.0	3.8	357
e2	3.5	7.0	28.8	54.2	6.5	347
e3	6.5	17.8	32.1	36.7	7.0	345
e4	1.1	10.8	31.0	52.0	5.1	352
e5	1.3	6.5	34.2	54.4	3.5	358
e6	1.9	7.3	28.0	59.3	3.5	358
e7	6.2	12.7	26.7	49.9	4.6	354
e8	6.5	23.7	35.6	27.0	7.3	344

- This chart shows what percentage of respondents gave a particular importance rating to each end and what percentage did not rate the end (column nr).
- The most frequent (modal) response is 4 for every end but e8 (where it's actually 3). This tendency to report everything as important is not unusual.
- Note how more respondents gave an ends importance evaluation than a performance evaluation (see slide 5), probably related to the fact that the importance evaluation occurred at Q4 and the performance evaluation occurred at Q22 (the last question before the demographic questions)

Ends Tracking 2019 - 2021



Observations

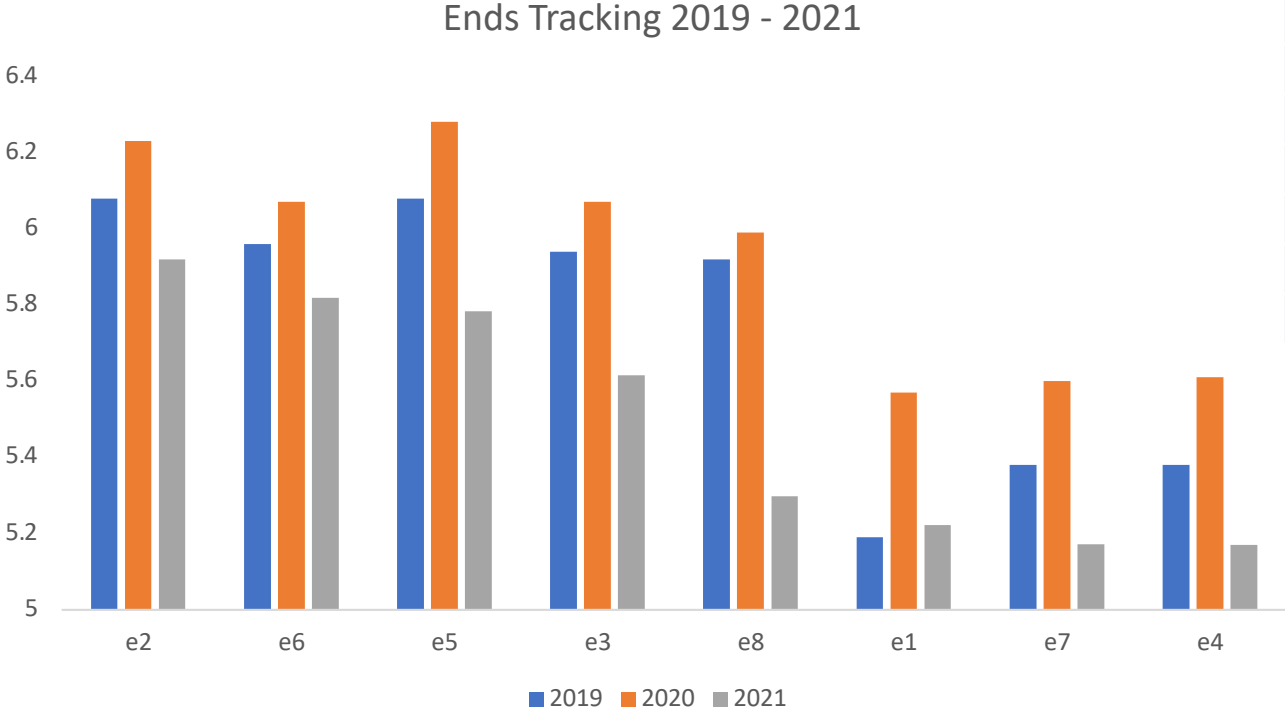
- 2021 ratings lower for all Ends v 2020. See slide 2 for some possibilities for why these ratings might be lower.
- Largest falloff is for e8.
- Rank order of Ends' ratings essentially the same in all three years.
- e4 and e7 almost completely overlap so it's hard to see them both.

See next slide for statistical results.

Rank Order of Ends Evaluations (2021) - Performance

- e2 Ground ourselves in personal practice and communal worship that grows our capacity for wonder and spiritual deepening.
- e6 Discover and pursue our individual and collective work to advance justice, wholeness, and equity for people, our Earth, and all life on it.
- e5 Generously give and openly receive compassionate care in times of joy, sorrow, and transition.
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Ends Tracking 2019-2021 – Another Look* (ranked by 2021 ratings)



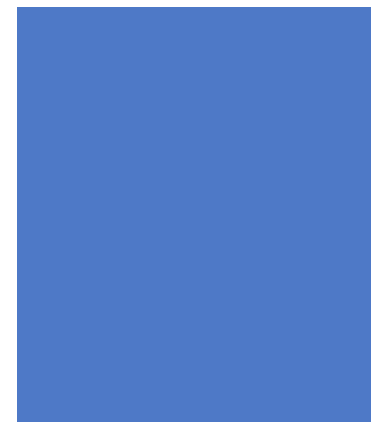
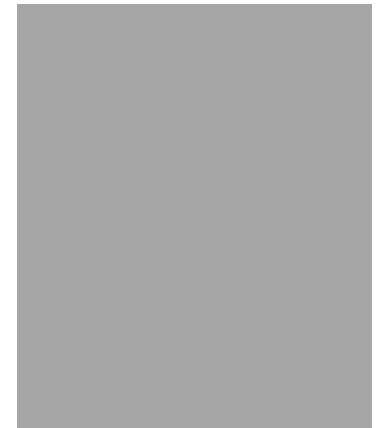
End	2021 - 2020
e8	-0.69
e5	-0.49
e3	-0.45
e4	-0.44
e7	-0.42
e1	-0.34
e2	-0.31
e6	-0.25

*This chart makes it easier to see how ratings for each end changed from year to year and are lower for 2021, particularly from 2020.

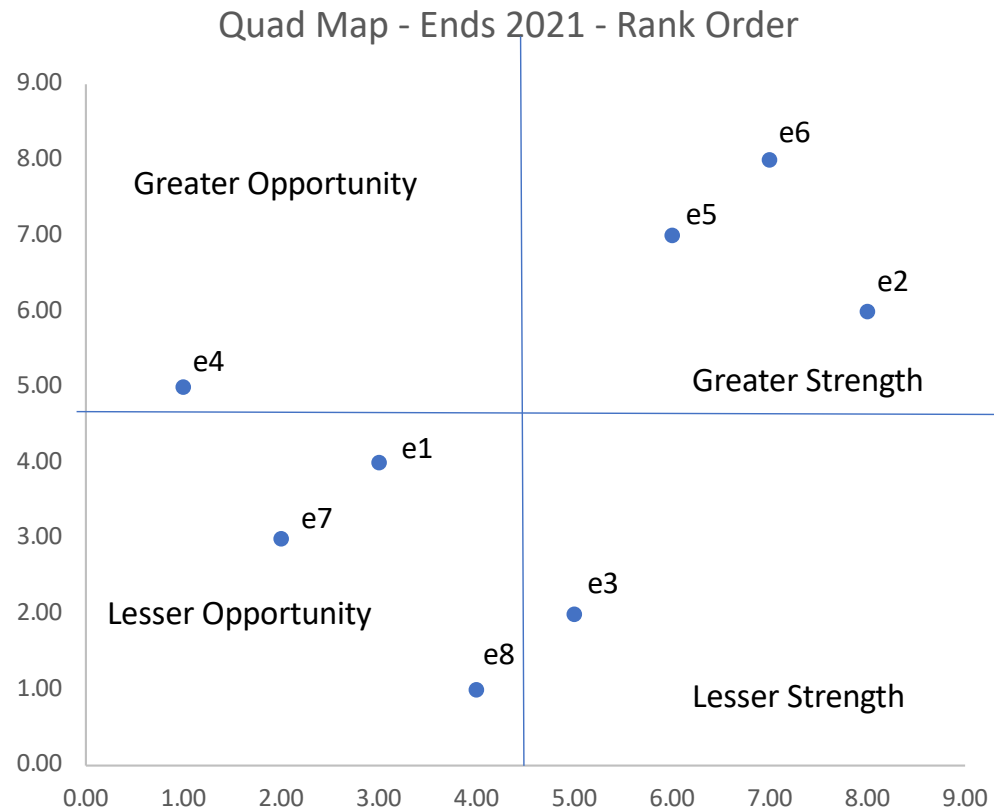
Statistically speaking - Between 2021 and 2020 all differences are statistically significant at the 95% level. Between 2021 and 2019 the differences between e3, e5, and e8 are significant at the 95% level.

Quadrant Map

- We can plot each end in a two-dimensional graph, using their performance and importance ranks as coordinates.
- Two main quadrants of interest:
 - Upper right quadrant (Greater Strength) contains ends where performance is relatively good and importance is relatively high.
 - Upper left quadrant (Greater Opportunity) contains ends where performance is relatively low but importance is relatively high.



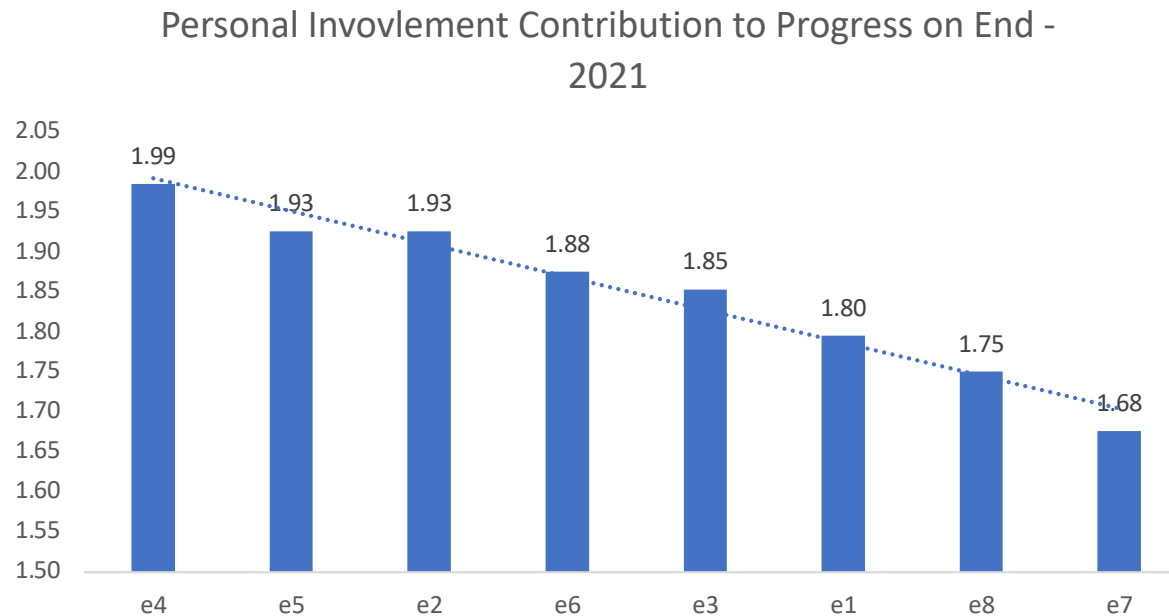
Quadrant Map Ends - 2021 – Performance x Importance



Observations

- Ends 2, 5, and 6 show relatively high performance and relatively high importance.
- End 4 shows relatively low performance and relatively high importance.
- In general, there is pretty good alignment between performance and importance: higher performance equates with higher importance and vice versa (rank order correlation 0.50).

How has your personal involvement contributed to progress toward the stated End?

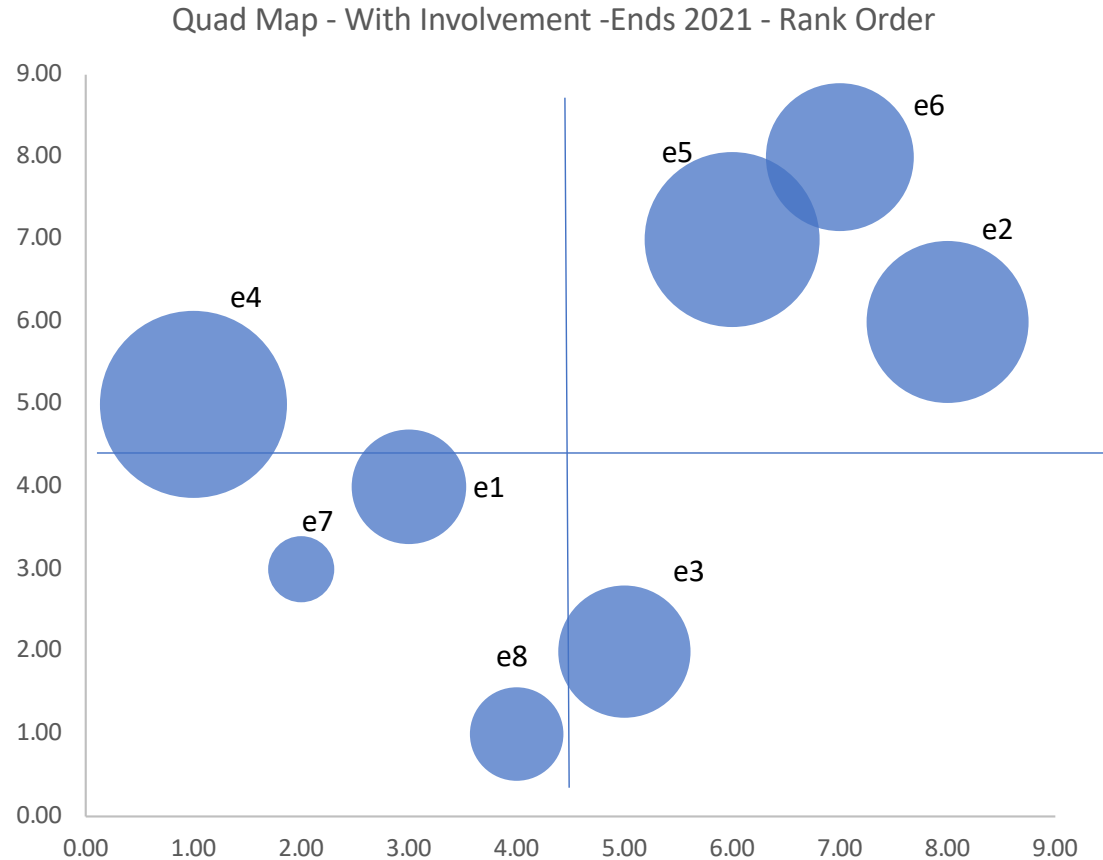


Scale:
1 = minimal to no involvement
2 = helped a little
3 = helped a lot

Statistically speaking -
A difference of 0.11 is
statistically significant at the
90% level.

- Observations
- Most meaningful involvement with End 4; least meaningful involvement with End 7.
e4 Know each other in all our fullness and create an ever-widening circle of belonging for all people.
e7 Create brave space for racial healing and dismantling dominant culture.
 - Almost perfect linear trend for involvement across the eight Ends (relatively narrow range).
 - We can add this information to the Quadrant Map...see next slide.

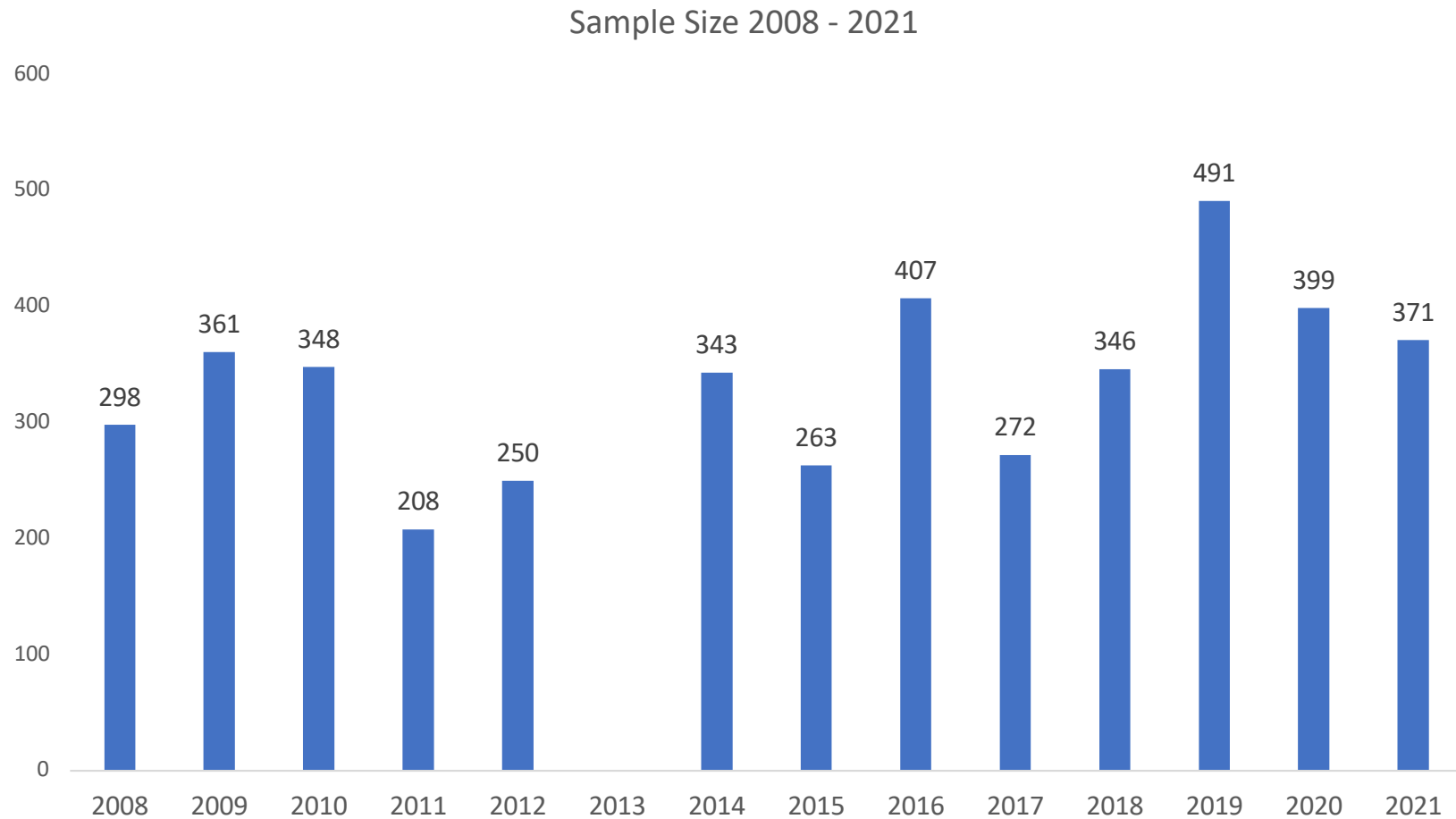
Quadrant Map Ends - 2021 – Performance x Importance with Personal Involvement



Notes

- The size of the circle indicates the rank order of the involvement rating. Rank order differentiates the circles better than the ratings themselves, since they are in a narrow range (between 1 and 3) while the performance ratings are in a much broader range (1 – 7). The range for the importance ratings is (1 – 4). Using rank orders puts all three variables on the same scale (1 – 8). Largest circle = most involvement. Smallest circle = least involvement.
- For the most part those ends in the Greater Strength quadrant (2, 5 and 6) also have the most meaningful personal involvement.
- The one exception is end 4. This end has the most meaningful involvement and offers the most opportunity (performing relatively less well, but a relatively important end). Are there strategy implications for this?

Sample Size



Additional demographics should be available from the MST once they've done their analysis.