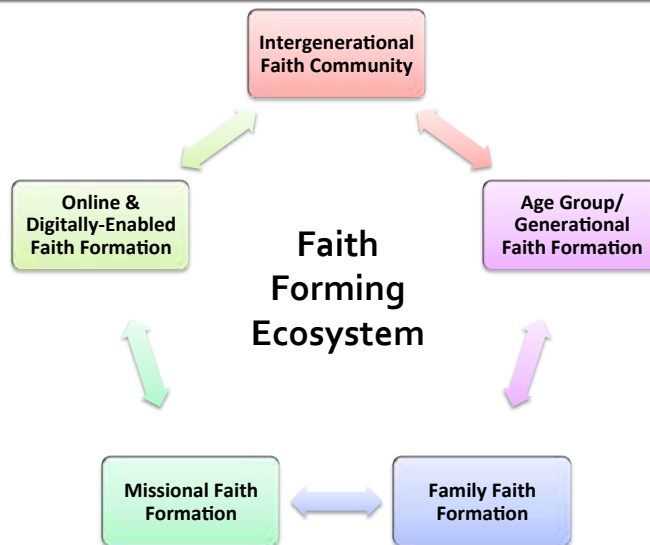


The Way of St. Paul Diocese of New Jersey

Analyzing the Congregation Conducting Research

Congregational Assessment Tool



Congregational Assessment Tool

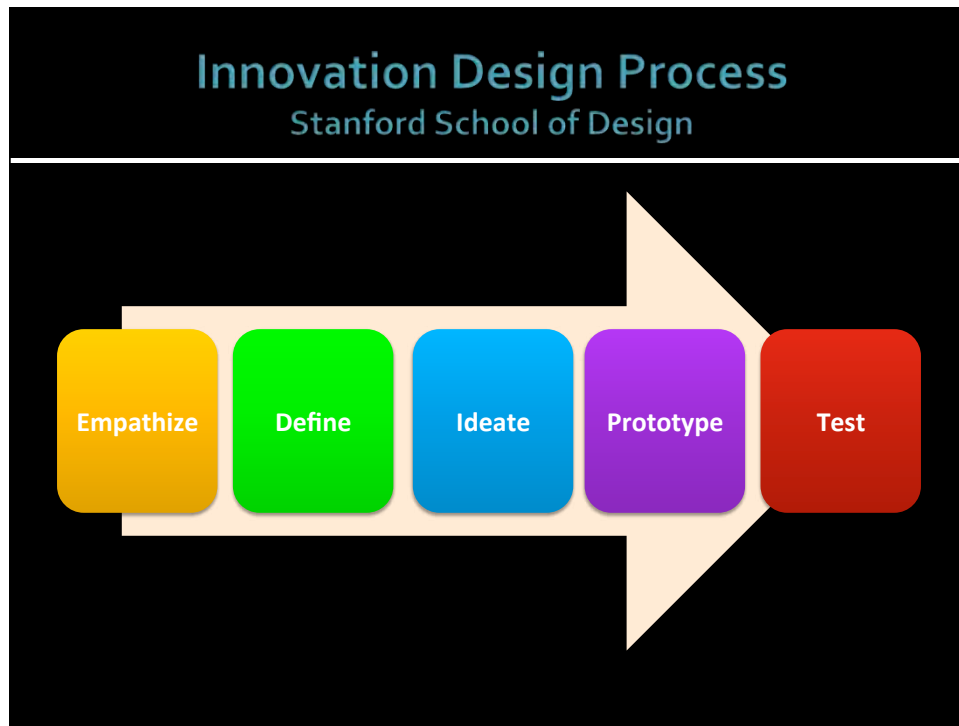
The Congregational Assessment Tool provides a way for your congregation to examine how it is forming faith through congregational life, family faith formation, age-group faith formation, and leadership.

- Identify areas of greatest strength (score of 4).
- Identify areas in need of development (scores of 1 or 2).
- Identify areas that your congregation wants to strengthen even if it received a score of 3.

Congregational Assessment Tool

Select areas your congregation wants to target for development.

Selected Area for Development	Target Audience



Research Process: 6 Tasks

1. Gathering demographic information about the congregation
2. Observing the people in the wider community
3. Interviewing selected church leaders
4. Conducting focus groups of people in your target audience(s)
5. Producing a summary report of the observations, interviews, and focus groups
6. Identifying the most important needs of the target audience(s) to be addressed by designing new initiatives

Research Tasks & Timeline

Part 1. Gather demographic information about the congregation (Complete by August 1)

- Complete the form in Part 1 of this Guide and make copies for all team members.

Part 2. Observe the people in the wider community (Observe in July)

- Develop an observation checklist that everyone on the team can use to observe people in the community.
- Conduct observation in the community.
- Prepare an individual report of observations .

Observation

Develop an observation checklist and ask team members to spend a month simply observing people at work, at school, at play, at stores, in coffee shops and restaurants, and so on. Watch for things like:

1. What are some of the most popular activities in the community?
2. Where do people gather outside of work and school—coffee shop, gym, mall, park, community center, YMCA/YWCA, and so on.? What are they doing there?
3. Where do people work? Do most people work in the community or do they commute to another area? What types of jobs do people have?
4. What are the most popular or well attended churches in the community?
5. Where are people on Sunday morning, if they are not at worship?

Empathy Map

<p>SAY</p> <p>What do you hear your target group saying?</p>	<p>DO</p> <p>What actions and behaviors do you notice in your target group?</p>
<p>THI NK</p> <p>What might your target group be thinking? What does this tell you about their beliefs/convictions?</p>	<p>FEEL</p> <p>What emotions might your target group be feeling?</p>

Research Tasks & Timeline

Part 3. Interview selected (5-6) church leaders (By August 7)

- Select and schedule leaders to be interviewed.
- Assign one member of the team to interview each leader.
- Develop one set of questions that each leader will be asked.
- Conduct the interviews & compile individual interview reports.

Research Tasks & Timeline

Part 4. Conduct focus groups of people in your target audience(s) (By August 14)

- Schedule focus group dates and locations.
- Invite people to a focus group.
- Assign two members of the team to each focus group—one to record and one to lead the questioning.
- Develop one set of questions for the focus groups.
- Conduct the focus groups and compile individual reports for each focus group of the findings

Analyzing the Findings

1. Compile the responses for each question from all of the interviews.
 - Digital Version
 - Newsprint Version
 - Post-It Note Version
2. Review the responses for each question to identify related themes. Group these items together by giving identical or similar items the same number beginning with #1. The #1 item should have the most responses, the #2 item the second most responses, and so on.
3. Name in one phrase or sentence each of the most mentioned responses—**themes**. Develop a summary report for each question that includes only the top priority **themes**.

Research Tasks & Timeline

Part 5. Produce a summary report of the observations, a summary report of the interviews, and a summary report of the focus groups (By August 28)

- Compile one report of the major insights from your community observations.
- Compile one report of your interview findings—identifying the major themes for each interview question.
- Compile one report of your focus group findings—identifying the major themes for each focus group question.

Part 6. Identifying the most important needs of the target audience(s) to be addressed by designing new initiatives (At the August 29th workshop)