

2018

Increasing Ministry Participation Through Effective Recruitment and Retention

Lyndon F. Robinson
Gardner-Webb University

Follow this and additional works at: https://digitalcommons.gardner-webb.edu/education_etd
Part of the [Education Commons](#), and the [Religion Commons](#)

Recommended Citation

Robinson, Lyndon F., "Increasing Ministry Participation Through Effective Recruitment and Retention" (2018). *Education Dissertations and Projects*. 276.
https://digitalcommons.gardner-webb.edu/education_etd/276

This Project is brought to you for free and open access by the School of Education at Digital Commons @ Gardner-Webb University. It has been accepted for inclusion in Education Dissertations and Projects by an authorized administrator of Digital Commons @ Gardner-Webb University. For more information, please see [Copyright and Publishing Info](#).

Consultancy Project Executive Summary

Organization:	Gardner-Webb University School of Education
Project Title:	Increasing Ministry Participation Through Effective Recruitment and Retention
Candidate:	Lyndon F. Robinson
Consultancy Coach:	Dr. Steven Bingham
Defense Date:	July 09, 2018
Authorized by:	Reverend Taswell Henderson/ New Members Ministry Min Kimberly Morrison/ Lead Engagement Support Spec.

Acknowledgements

“An intelligent heart acquires knowledge, and the ear of the wise seeks knowledge” Proverbs 18:15 (ESV).

I would like to express my special thanks to the DEOL staff of Gardner-Webb University. You have a sincere passion for Organizational Leadership, and I have learned tremendously under your expertise and guidance.

I would like to thank my fellow doctoral students for their feedback, cooperation, and of course friendship. I consider myself as being blessed to be a part of such a strong cohort consisting of: Danny Moore, Brenda Williamson, Kate Alice Dunaway, Elizabeth Braun, Vertricia Harris, and Travis Sadler. I am appreciative to Dr. Randa Ross, a true visionary, who partnered with me as co-contributor.

I am grateful for the support of The Park Church for its openness, and their commitment to assist its members in furthering their education. It has been a pleasure to assist in getting more people to serve in the Kingdom of God.

I would also like to thank my “personal boardroom.” These are the various friends from whom I seek advice, encouragement, and inspiration. Your assistance and guidance through this process has benefited me immensely.

Last, but not least, I would like to thank my family: my parents for instilling the importance of education into me at an early age and their willingness to see that I received a quality education at any cost. Thanks to my wife, for being patient with me during this 3-year journey.

Amendment History

<u>Version</u>	<u>Issue Date</u>	<u>Changes</u>
Version #1	05/15/18	Initial version.
Version #2	05/26/18	Figure and table labeling

Abstract

Increasing Ministry Participation Through Effective Recruitment and Retention.
Robinson, Lyndon F., 2018: Consultancy Project, Gardner-Webb University, Digital Commons/Volunteering/Surveys/Communication/Strategic Planning

For many years churches have found it to be a great challenge to staff programs and ministries, and that challenge will become greater. There are many churches that face difficulties getting people to volunteer and stay engaged volunteering. This is a critical issue for churches to figure out. Volunteering is crucial to many ministries in the church. Most ministries would not be able to function without volunteers. Increasing Ministry Participation Through Effective Recruitment and Retention was a challenge The Park Church, as other religious organizations, were facing on a daily basis.

The Park Church (as known as The Park Ministries) chose to increase ministry participation by improving the communication gaps with existing volunteers, building and maintaining strong relationships with volunteers, and streamlining the assimilation/new member engagement process. After several surveys, interviews, and ministry observations, church leaders decided to create the Step Up Engagement Ministry. The assignment of this ministry is to improve church-wide volunteerism by recruiting volunteers for various ministry opportunities, ensuring volunteers are engaged, and retaining them while they are engaged. A strong focus was placed on those members, new and existing, who were unengaged. Minister Kimberly Morrison, Lead Engagement Support Specialist, provided leadership for this ministry.

During the time frame of this consultancy project, Lyndon Robinson (June 2016) and Randa Ross (January 2015) acted as consultants and also served as members of the Step Up Engagement Ministry. The consultants conducted surveys, interviews, and observations to collect data from stakeholders and new members. Recommendations were presented based on survey results.

Table of Contents

1	Introduction.....	1
1.1	Project Purpose.....	1
1.2	Associated Documents.....	2
1.3	Project Plan Maintenance	2
2	Project Scope.....	3
2.1	Outline of Partnering Organization’s Objectives	3
2.1.1	Objectives.....	3
2.1.2	Success Criteria	3
2.1.3	Risks.....	3
2.2	Outline of Student’s Objectives	3
2.2.1	Objectives.....	3
2.2.2	Success Criteria	3
2.2.3	Risks.....	4
2.3	Definitive Scope Statement.....	4
3	Deliverables	5
3.1	To Partnering Organization.....	5
3.2	From Student.....	5
4	Project Approach.....	6
4.1	Project Lifecycle Processes.....	6
4.2	Project Management Processes	6
4.3	Project Support Processes	6
4.4	Organization.....	7
4.4.1	Project Team.....	7
4.4.2	Mapping Between <Organization> and Student	7
5	Communications Plan.....	8
6	Work Plan	9
6.1	Work Breakdown Structure	9
6.2	Resources	9
7	Milestones	11
8	Metrics and Results	12
9	Risks, Constraints, Assumptions.....	13
9.1	Risks	13
9.2	Constraints	14
9.3	Assumptions.....	14
10	Financial Plan.....	15
11	Quality Assurance Plan	16
	References	18
	Appendix	20

1 Introduction

1.1 Project Purpose

The Park Church is one of the largest churches in the Charlotte metropolitan area with approximately 8,000 members. The church currently operates three locations in the Charlotte area, while owning and operating The Park Expo and Conference Center. Two worship services are performed each Sunday, along with live stream worship at all locations.

The Park Church, like most religious organizations, has been having difficulties recruiting and retaining church volunteers. The church was aware of the extremely busy lifestyles its members are living nowadays. Low volunteer participation caused burnout and stress for the few who volunteer on a regular basis. Also, the lack of volunteers negatively impacts services the church provides for its members and the community. To successfully recruit volunteers, the church must be able to explain in an enthusiastic, informative, and convincing manner what the church is about and why someone would want to be a part of it. Equally important was placing the new members in positions that are compatible, satisfying, and challenging.

Through research, The Park Church learned that some ministries were operating at very low participation rates. In November 2015, church leadership conducted a needs assessment with all ministry leaders. The outcomes from the assessment showed that ministries needed more volunteers and improved communication between ministries and church leaders and that there were signs of burnout. This challenge prompted church leadership to focus on ministry leadership development, hoping that well-trained ministry leaders would reduce burnout and improved ministry participation.

Consultancy work began in June 2016, when the church's focus shifted to seeking to improve the assimilation process for new members. This new direction focused on increasing ministry participation, bridging the communication gap among volunteers and ministry leaders, and volunteer retention. KCIO and PLACE weekend was discussed with church leadership. KCIO is the new member orientation new members must complete before participating in ministry activities. PLACE is a segment of KCIO that focuses on an individual's spiritual gift. This involves an online assessment, group work, and a workbook. KCIO began at 6:30 p.m. on the first Friday evening of each month and ended at 9 p.m. It continued the next morning (Saturday), beginning at 9 a.m. and ending at 3 p.m. PLACE began after lunch at 1 p.m. and ended at 2:45 p.m. (see Appendix A for the previous KCIO weekend agenda). It was agreed that this event would be the first to be observed and analyzed. Feedback was given to church leadership and eventually adjustments were made (see Appendix C for KCIO/PLACE analysis and recommendations).

During the month of January 2017, the Pastor challenged the congregations to “Step Up” and join at least one of the various ministries and to volunteer in events sponsored by the church. As consultancy work continued, the Step Up Engagement Ministry was created. Its purpose was to (a) create a “high touch” relationally focused culture with new members from the time they join the church through engagement in ministry; (b) develop a recruiting strategy to appeal to unengaged members; and (c) to host a Step Up Ministry Fair to increase the percentage of members actively serving. The Step Up Engagement Ministry involved strategic planning, which was instrumental in working parallel with the consultancy project.

Volunteering is about relationships, and about people serving people. Church volunteers are motivated by their relationships with God, the church, other volunteers, and those they serve. In recruiting volunteers, the church should explain its vision and well-defined goals so the unengaged will have a clear understanding of what is to be achieved. Part of making the volunteer process simple is following up quickly so the potential volunteer is not confused, irritated, or unsure of what she or he is signing up for.

Definitions

KCIO – Kingdom Citizens Institute Orientation
PLACE – Spiritual Gifts Workshop / Workbook

Organizational Context

Senior Pastor: Bishop Claude Richard Alexander, Jr.
Director of Operations: Michael Rankin
Minister of Assimilation & Community Connections: Reverend Taswell Henderson
Lead Engagement Support Specialist: Minister Kimberly Morrison
(see Figure 1)

1.2 Associated Documents

See Appendices

1.3 Project Plan Maintenance

Project changes were made and approved each semester by both the Consultancy Coach and as needed with the Site Advisor.

2 Project Scope

2.1 Outline of Partnering Organization's Objectives

2.1.1 Objectives

- Streamline assimilation and engagement process (See Appendix K)
- Utilize surveys and focus groups as means to assess new members
- Create a strategy to follow up on new members who do not respond to contact attempts
- Develop a recruiting strategy to appeal to unengaged members
- Host a Step Up Ministry Fair to increase the percentage of members actively serving

2.1.2 Success Criteria

Success was measured from the collection of data via surveys, observations, and feedback.

2.1.3 Risks

A risk assessment was performed, and the following risks were identified:

- 1) Limited resources
- 2) Low survey response rates
- 3) Poor communication

2.2 Outline of Student's Objectives

2.2.1 Objectives

- Increase KCIO graduation rates
- Increase participation rates in service ministries
- Increase KCIO for 1/2 day for PLACE ministry
- Improve communication between ministries and volunteers
- Improve church website and/or research new website designers
- Increase social media traffic on various platforms

2.2.2 Success Criteria

Success was measured from the collection of data via surveys, observations, and feedback. Success is also measured by the suggested path of organizational goals.

2.2.3 Risks

A risk assessment was performed, and the following risks were identified (see Table 4 and Appendix P):

- 1) Initial follow up with prospective new members
- 2) Increase in number of churches
- 3) Prospective new members are undecided in volunteering
- 4) Limited resources

2.3 Definitive Scope Statement

The purpose of this project is to assist The Park Church in fulfilling its mission of creating a culture of its membership becoming missionally involved – actively serving in at least one ministry and one mission project, thus increasing ministry participation rates.

3 Deliverables

3.1 To Partnering Organization

There was not a formal list of deliverables identified by the partnering organization. Surveys were conducted at the request and within the time frame as agreed upon with the church leadership.

3.2 From Student

The only deliverable that the partnering organization had of the student and co-contributor was to produce a project that would have a positive impact on the organization and bring much needed change.

4 Project Approach

4.1 Project Lifecycle Processes

Consultancy work began in June 2016, when the church's focus shifted to seeking to improve the assimilation process for new members. This new direction focused on increasing ministry participation and bridging the communication gap among volunteers and ministry leaders. With the encouragement of Dr. Thomasina Odom, previous consultancy coach, this student reached out to the co-contributor who assisted with this project. During the time frame of this project, meetings were held with church leadership to review current issues and revise project activities, if needed. The student and co-contributor met to review collected data that were to be presented to church leadership. The Step Up Engagement Ministry was created, which defined a more strategic approach to reaching the goal of increasing ministry participation. The consultancy project came to an end with the Step Up Engagement Ministry continuing its current activities of streamlining the assimilation and engagement process (see Appendix K for the streamlined design of assimilation and engagement process).

4.2 Project Management Processes

Project management occurred through a variety of processes, including a review each semester with the consultancy coach and ongoing check-ins with the site advisor. The student and co-contributor met often to discuss collected data from surveys and to ensure accuracy of data being presented.

4.3 Project Support Processes

Support for the project came from various individuals internally and externally of The Park Church:

Internal (The Park Church)

- 1) Reverend Taswell Henderson
- 2) Minister Kimberly Morrision
- 3) Minister Patricia Proby
- 4) Minister Alvin Wallace
- 5) Reverend Dr. Nicole Martin

External

- 1) Gardner-Webb University DEOL professors
- 2) Randa Ross, co-contributor

4.4 Organization

4.4.1 Project Team

There was not a formal project team created for this project. The primary team members consisted of this student, the co-contributor, and the Lead Engagement Support Specialist.

4.4.2 Mapping Between The Park Church and Student

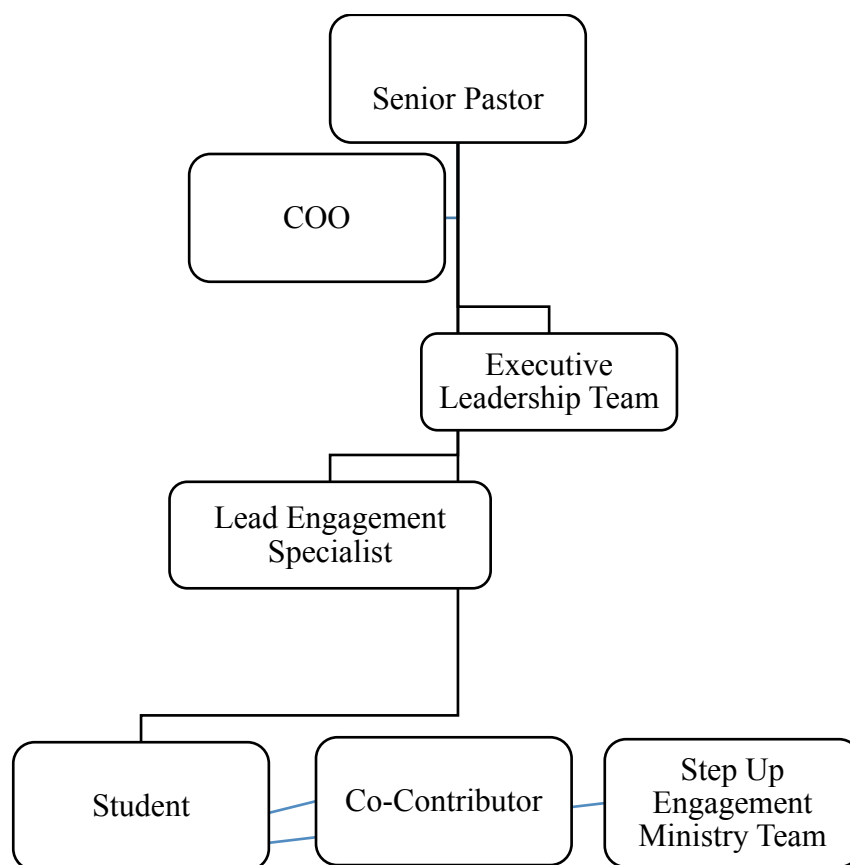


Figure 1. The organizational context of The Park Church during the time frame of the consultancy project.

5 Communications Plan

Table 1

Distribution of Information to Church Leadership and Ministry Shareholders

Who – Stakeholder	What info do they need	Why do they need it	When will they get it	How will they get it
Executive Leadership Team (ELT)	Data collected from surveys; Summary of analysis and recommendations	To understand current trends and to provide ongoing support and approval	After discussed with Step Up Engagement Specialist	Presentation, hard copy, and/or email
Step Up Engagement Specialist	Data collected from surveys; Summary of analysis and recommendations	To understand current trends and to present to ELT	After discussed with co-contributor	Team meeting, hard copy, and/or email
Step Up Ministry Team	Data collected from surveys; Summary of analysis and recommendations	To understand current trends and offer ideas, suggestions, and recommendations	After discussed with co-contributor and Step Up Engagement Specialist	Team meeting, hard copy, and/or email

6 Work Plan

6.1 Work Breakdown Structure

Executive Leadership Team

- Identify area of work and project objectives
- Approve final recommendations
- Approve and assess all financial needs to accomplish goals

Step Up Lead Engagement Specialist

- Serve as leader of the Step Up Engagement Ministry
- Work directly with church executive leadership and student to achieve project objectives
- Communicate project status to church leadership
- Communicate project needs to student and co-contributor

Student and Co-Contributor

- Responsible for survey administration
- Responsible for data collect and analysis
- Provide recommendations based on research, data collection, and benchmarking
- Prepare formal documents of survey results and analysis for review with church leadership

6.2 Resources

Table 2

Action Plan to Increase Communication & Member Participation

Specific Activity	Timeline	Persons Responsible	Resources Needed	Formative Assessment Method	Goal	Indicator Of Success
Recruitment & retention of volunteers	Beginning of consultancy project	Church staff / Congregation	N/A	Throughout the year	Increased the number of volunteers	Increased participation in service ministries

Participation on new recruitment and retention committee	July 2017	Committee members	Computer	Bi-weekly	Increased the number of volunteers	Increased participation in service ministries
Promote social media sites and encourage individuals to share	September 2017	Church Leadership / Congregation	N/A	Throughout the year	Increased awareness of social media sites	Increased "Followers" & "Likes"
Redesign website and/or research new website designers	Launch date on January 1, 2018	Church Leadership / Media Ministry	N/A	N/A	Cleaner looking / Better organized website	Increased traffic/time spent on website
Research the best social media sites to use.	October 2017	Church Leadership / Volunteers	Survey(s)	Throughout the year	Social media prioritization	Increased traffic on sites

7 Milestones

Table 3

Consultancy Project Milestones

Milestone Number	Title	Forecast date
1	Statement of Purpose	Fall 2015
2	SMART Objectives	Spring 2016
3	Scope	Spring 2016
4	Deliverables	Summer 2016
5	Risk Assessment	Fall 2016
6	Key Facts/Constraints	Spring 2017
7	Project Plan	Summer 2017
8	Budget	Summer 2017
9	Quality Assurance	Fall 2017
10	Overall Performance	Spring 2018
11	Final Project	Summer 2018

Note: See Appendices L-U for consultancy project milestones.

8 Metrics and Results

The project was created to assist in increasing ministry participation. Data were collected and analyzed quarterly from new member surveys. These surveys are to remain continuous. Feedback gathered will be used to close the communication gaps and assist in the recruitment and retention of various ministries. Survey results as well as recommendations were presented to the church leadership (see Appendices B, C, D, E, and I for new member survey data).

9 Risks, Constraints, Assumptions

9.1 Risks

Table 4

Risk Assessment

Risk Description	Mitigation Plan (what to do to avoid the risk occurring)	Contingency Plan (what to do if the risk occurs)	Impact (what the impact will be to the project if the risk occurs)	Likelihood of occurrence (e.g., %, or high/medium/low)
Initial follow-up with prospective new members	Close communication gaps between existing volunteers and new members	Provide training and/or greater emphasis on communication	Medium	Medium
Increase in number of churches	Church officials should be aware of new churches, their locations, and styles of worship. They should see if their membership is shifting towards those churches.	N/A	Medium	Medium
Prospective new members are undecided in volunteering	Church officials should follow-up with prospective members to see why they did not attend KCIO	Provide continued encouragement/ reminders to participate	Medium	Medium

Limited Resources	The church officials will constantly remind members that donations and volunteers are always needed and welcomed.	The church officials will constantly remind members that donations and volunteers are always needed and welcomed.	Medium	Medium
-------------------	---	---	--------	--------

9.2 Constraints

- Budget limitations
- Church leaders slow to respond to requests/recommendations
- Changes in church staff familiar with consultancy project
- Constant changes in the agenda of church leadership
- Limitations in resources

9.3 Assumptions

- A high number of church members will participate in church activities.
- New member response rate to surveys will increase.
- Church website and social media platforms will improve (see Appendix F for additional information on the church website and social media platforms).
- Church leadership will approve “out of the box” recommendations (see Appendix H for innovation project on to be recommended).

10 Financial Plan

The estimated financial budget of the consultancy project did not require cost, but there are projected costs that will help The Park Church succeed in its quest to recruit and retain membership. An overhaul of the church website is instrumental in communicating to the church members and its guests. The Park Church leadership team will determine the appropriate vendor that fits the needs of the church.

Another cost associated with the project was the use of SurveyMonkey, which is used to survey members. Since this survey tool is projected to be used on a quarterly basis, the pricing plan will need to be discussed.

Other Expenses:

- Surveys (and future surveys) will be distributed via email or telephone (no postage costs).
- Meetings with are conducted face-to-face or via Zoom (no cost; see Appendix J for more information on vendor choices and pricing plans).

11 Quality Assurance Plan

Improving Ministry Participation Through Effective Recruitment and Retention consultancy project utilizes the Deming Model – Plan, Do, Check, Act – as the method to aid in the continuous improvement (see Figure 2 & Appendix T).



Figure 2. Deming Model – Plan, Do, Check, Act.

1.

- Plan:** Increase the participation rates of KCIO (Kingdom Citizen Institute Orientation) graduation.
- Do:** There was a change in the length of time new members attend class on Saturdays. Instead of attending a full day on Saturday, new members now attend on Saturday morning and return an additional Saturday morning during the month. At this time, I am unsure if the participation rate has increased.
- Check:** This activity continues at the present time.
- Act:** This activity was followed and executed. Follow up with KCIO will continue.

2.

- Plan:** Redesign church website and/or research new website designers.
- Do:** The website issue was discussed with the leadership team.
- Check:** They are very receptive of the issue and are aware that it is a concern that needs to be addressed. Website was thoroughly examined, and concerns were documented.
- Act:** Plan was followed and executed. There is no timeline for the church website to be updated.

3.

- Plan:** Research the best social media platforms that will keep members informed and engaged, while increasing traffic onto sites.
- Do:** Thoroughly researched activity on Twitter, Instagram, Facebook, Pinterest, and YouTube.
- Check:** The church is currently streaming worship services on Facebook Live as well as its primary website. Twitter, Instagram, and Facebook are active and have current postings. Pinterest and YouTube had no current

postings. I learned that the church distributes a newsletter via email on a regular basis.

Act: This activity was followed and executed. No follow up is planned at this time.

4.

Plan: Distribute surveys to new members and church wide to obtain feedback on church-related experiences.

Do: Several surveys have been distributed via email.

Check: The most recent survey had a 25.4% response rate. Eighteen of 71 individuals responded. Follow-up telephone calls will be made to those who did not respond. Individuals who are no longer attending the church will be removed from the database. Church-wide survey was discussed at the leadership team meeting.

Act: The Step-Up Committee was formed and will provide strategies to implement improve recruitment and retention.

References

- 8 Reasons Why People Don't Volunteer at Your Church. (n.d.). Retrieved from <http://www.paulalexanderblog.com/volunteers/8-reasons-why-people-dont-volunteer-at-your-church/#.WtjLy4bPIU>
- Anderson, L., & Fox, J. (2015). *The volunteer church: Mobilizing your congregation for growth and effectiveness*. Grand Rapids, MI: Zondervan.
- Cassell, S. (2016, August 27). Summer intern: The Park Church. (L. Robinson, & R. Ross, Interviewers).
- Columbia Connections Blog | Volunteerism and the Future of Church Leadership. (2017, December 18). Retrieved from <http://www.ctsnet.edu/volunteerism-and-the-future-of-church-leadership/>
- Gilman, J. (2016, August 3). Is assimilation part of your church culture? Retrieved from <https://www.acstechnologies.com/blog/assimilation/assimilation-part-church-culture>
- Green, M. P. (2016, October 25). First friends minsitry leader. (L. Robinson, & R. Ross, Interviewers).
- How to Increase the Number of Volunteers in Your Church. (2015, July 26). Retrieved from <https://thomrainer.com/2015/10/how-to-increase-the-number-of-volunteers-in-your-church-rainer-on-leadership-169/>
- Hughes, R. L., Beatty, K. C., & Dinwoodie, D. L. (2014). *Becoming a strategic leader: Your role in your organization's enduring success*. San Francisco, CA: Jossey-Bass.
- Ross R. (n.d.). Co-Contributor. (L. Robinson, Interviewer).

- Ross R. (2018). *Improving ministerial effectiveness in a multi-site church* (Doctoral consultancy project).
- Soriano, F. I. (1995). *Conducting needs assessments: A multidisciplinary approach*. Thousand Oaks: Sage Publications.
- Wallace, M. A. (2016, October 25). (L. Robinson, & R. Ross, Interviewers).

Appendices

Appendix A



**Kingdom Citizens Institute Orientation
'New Member Class'
October 7th and 8th, 2016**

Goals:

- To produce kingdom citizens who will be active in extending the love, the life and the lordship of Jesus Christ through **bringing, growing, gathering and sending**.
- To present an introduction to new members and orient them to The Park Church and encourage them to continue the Discipleship Tracks (Kingdom Life Institute).
- To explore the past, present and future of The Park Church.
- To present what we believe as a congregation and to explore several spiritual disciplines to help sustain our faith in God.
- To position new members for active ministry.
- To present the *Faith Forward in Action* spiritual journey.

Friday – 6:30 p.m. to 9:00 p.m. 2

6:30 p.m. – 6:45 p.m.	Welcome and Announcements Rev. Taswell Henderson, Minister of Assimilation
6:45 p.m. – 7:15 p.m.	Perspectives (DVD) / The Park Church Vision and Mission Rev. Taswell Henderson, Minister of Assimilation
7:15 p.m. – 7:35 p.m.	The Bible, Salvation, Baptism (Scriptural Engagement) Dr. Major McGuire, Chief of Pastoral Care and Counseling
7:35 p.m. – 7:55 p.m.	Communion and the Trinity Rev. Willis Hickerson, Minister of Pace-setters and Prime Timers
7:55 p.m. – 8:15 p.m.	Break
8:15 p.m. – 8:35 p.m.	Spiritual Disciplines – Prayer Min. Kydia McCoy, Prayer Ministry
8:35 p.m. – 8:50 p.m.	Church Etiquette & Acronyms Rev. Taswell Henderson, Minister of Assimilation
8:50p.m. – 9:00 p.m.	Questions and Closing

Saturday – 9 a.m. to 3:00 p.m.

8:15 a.m. – 8:50 a.m.	Breakfast
9:00 a.m. – 9:10 a.m.	Opening and Transition of Youth Rev. Taswell Henderson, Minister of Assimilation
9:10 a.m. – 9:30 a.m.	Global Missions (Missional Involvement) Bro. Robert Ivy, Global Missions Director
9:30 a.m. – 9:50 a.m.	Baptist Distinctive / Discipleship Min. Patricia Proby, Assimilation Ministry
9:50 a.m. – 10:20 a.m.	Stewardship and Faith Forward in Action Sis. Alisa Bellamy, The Park Financial Institute
10:20 a.m. – 10:35 a.m.	Break
10:40 a.m. – 11:00 a.m.	History of The Park Church Min. Cleveland Huntley, Co-Chair Board of Directors
11:00 a.m. – 11:20 a.m.	The Park Church Youth Ministry Min. Roy English, Youth Ministry Coordinator, TPC-SC
11:20 a.m. – 11:40 a.m.	Getting Connected – Life Groups (Relational Engagement) Rev. Taswell Henderson, Minister of Assimilation
11:40a.m. – 12:00 p.m.	Tour of The Park Church Independence
12:00 p.m. – 1:00 p.m.	Lunch
1:00 p.m. – 1:20 p.m.	Spiritual Gifts Workbook Min. Patricia Proby, Assimilation Ministry
1:20 p.m. – 1:45 p.m.	Spiritual Gifts Workbook Min. Pat Proby, Assimilation Ministry
1:45 p.m. – 2:45 p.m.	Group Work - Spiritual Gifts Workbook
2:45 p.m. – 3:00 p.m.	Graduation Information/Wrap up and Closing Sis. Toi Jackson, Assimilation Ministry

The Park Church

Review of New Members Survey



Basic Survey Information

Invitations ?

- 28 opened (39.4%)
- 35 unopened (49.3%)
- 7 bounced (9.9%)

18 clicked through (25.4%) ?

1 opted out ?



Responses ?

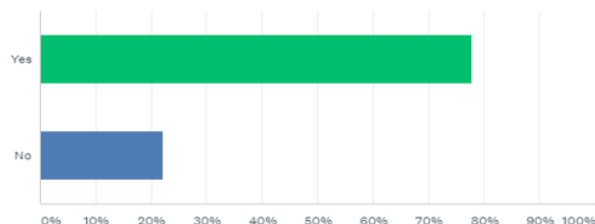
- 11 complete (61.1%)
- 7 partial (38.9%)



Question #1

Are you currently attending The Park Church?

Answered: 18 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	77.78%	14
No	22.22%	4
TOTAL		18

Response Highlights

Areas of Success

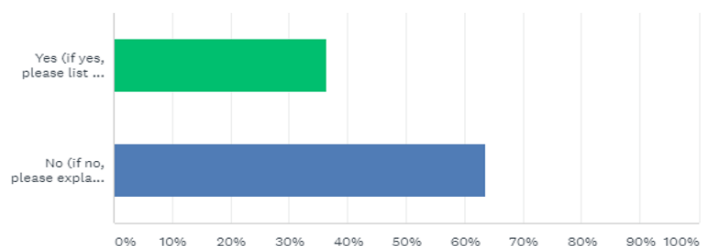
Areas of Development

I joined in January and have tried repeatedly to find out when the ministries we signed up for meet. After 6 months of emailing and calling, I gave up.

Question #2

Are you actively serving in ministry/ or volunteering in activities?

Answered: 11 Skipped: 7



ANSWER CHOICES	RESPONSES	
Yes (if yes, please list the ministries/activities)	36.36%	4
No (if no, please explain the reason you are not actively serving/volunteering)	63.64%	7
TOTAL		11

Response Highlights

Areas of Success

Kingdom praise team/ singles

singles ministry

Domestic Violence Ministry

Areas of Development

I haven't haven't attended the orientation classes yet due to no transportation at this time

The ministry i signed up for is not very active right now, i have discussed options that could change that. I have not sent the proposal regarding those options yet

I have to begin my kcio class

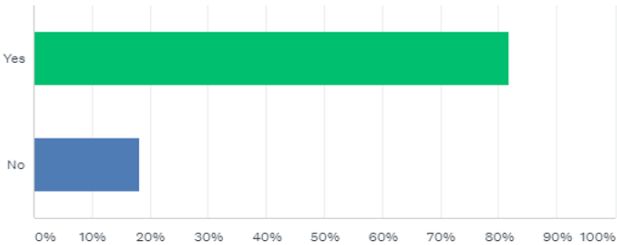
No, however I would like to do so on Wednesdays

Again, tried to connect multiple times over a six month period. No response.

Question #3

Do you believe your ministry service supports the vision/ mission of The Park Church?

Answered: 11 Skipped: 7



ANSWER CHOICES	RESPONSES	
Yes	81.82%	9
No	18.18%	2
TOTAL		11

Response Highlights

Areas of Success

Lending my musical gifts to spread a kingdom sound. Plus grow as a single.

Areas of Development

Again, haven't been able to get a response from anyone at the ministry.

Question #4

Reflecting on your interactions/experiences, since joining what is going well/challenges?

The church is spiritually feeding my soul and the fellowship is great! I have no transportation and I rely on a neighbor to bring me when he decides to.

I'm still learning. And i'm also in divinity school. Everything is still new.

No challenges, interactions are always positive

I want to get started in ministry but my lack of transportation hinders me.

some supposedly leaders aren't friendly or welcoming at all....I signed up for the clean up ministry after church and never got a call from anyone. Everyone wants to be seen and not really doing the work as needed...

Question #4 cont.

I have been going to the park since 2009 and loved the church members I have met and relationships I have made. My relationship with God has grown a lot during my time. I would say that as a new member, there are parts of the new member program that are unorganized. My Experiencing God class was great content but the facilitator was not consistent and I feel like she had too much going on to teach at times. It did not meet regularly and we would not know if we had a class until the day of or maybe the day before and as late as an hour before.

When you are facing challenging situations like infertility it is difficult to engage in some context and protect your emotional health at the same time

Question #4 cont..

There was a lot of engagement around getting us to/through KCIO and to the communion service for the certificate and new member photo, but nothing after that. The Park seems like it's spread too thin -- there appear to be enough volunteers to fully support one location, not three. As a result, communications are insufficient

Pros: my soul gets feed; the teaching is clear, thoughtful and forward thinking; the sermons align with the challenges of our current world/society; there's an abundance of ministries to get involved in; WELCOMING staff, clergy and congregation. Suggested improvements: website - include a page for all ministries with important information; better organization and follow-up after joining; share required class schedules after the KCIO class..

Question #5

Open Fill: What can we do to improve your experience and assist your family in meeting spiritual needs?

It would help if there was some type of transportation provided for many in the neighborhood.

I believe what you have is good. Not sure what add as a suggestions. Still new

I would like to receive counseling to be a more effective ambassador for Christ.

We are doing well

Find leaders that really want to lead and not just there for show...

Question #5 cont.

Open Fill: What can we do to improve your experience and assist your family in meeting spiritual needs?

we are a big church and sometimes it seems like all of leadership is aware of what other parts of the church may be involved in. That would be with any church however or our size

Understanding that families go through spiritual transitions which means that their needs shift. It's not that we don't Love the Lord, we are making sure we hear from the Lord and move when he says move

Be transparent regarding ministry meeting times, so that office employees can answer questions. Hold more ministry events at BFR location for members who live nearby.

Question #5 cont..

Open Fill: What can we do to improve your experience and assist your family in meeting spiritual needs?

More survey's like this to gauge community and congregation needs. Bolster/utilize the bookstore. Encourage people to stay after service - announce/talk more about the kitchen and meals; possibly create a coffee cafe in the lobby or a place easily accessible by all. I believe this would help other congregants meet one another in a near seamless way. Sometimes, I'd prefer to download previous sermons on my computer...how do we do that? I know it's there but I think getting out information on how to access the church (its people, its resources), is pertinent to spiritual growth. Continue to expand ministries beyond the walls of the church. Perhaps find out what congregants do for a living or what expertise lies where to help others grow professionally. Garner talent inside the church.

Question #6

Open Fill: Suggestions for the Park Church Leadership Team for greater engagement and participation?

A place to meet and greet after church, maybe a canteen or something like that.

Think there are more things we can offer at the independence location

For ministry to seek to meet members where they are; find out what they are in need of. I think that promotes significant engagement and active participation.

I would identify more detail teaching especially to our teens

Question #6 cont.

Open Fill: Suggestions for the Park Church Leadership Team for greater engagement and participation?

List links on the web page where group activities can be found and people willing to serve as they say they are....too many chiefs and no indians aren't how you get more people to join in activities...

Discern change in seasons and shifts. It's a challenge when you see a shift from the pew but the pulpit cannot pick up on the shift

Follow through. Sunday morning is great, but beyond that not so much.

Allow the website to be a place where lots of information can be found about activities, upcoming events and resources. The many ministries available seem to get lost and only spoken about in KCIO. I LOVE that The Park Church has conversations on difficult subjects...do more of them:).

The Park Church exists to extend the Love, the Life and the Lordship of Jesus Christ, to everyone, in every way, in every place, at every time we have the opportunity.

#1

COMPLETE

Collector: Email Invitation 1 (Email)
 Started: Thursday, October 12, 2017 6:40:28 PM
 Last Modified: Thursday, October 12, 2017 6:43:23 PM
 Time Spent: 00:02:54
 Email: k@aol.com
 IP Address: 75.88.242.1

Page 1: We'd love to hear from you.

Q1 Are you currently attending The Park Church **Yes**

Q2 Are you actively serving in ministry/ or volunteering in activities at The Park Church? **Yes (if yes, please list the ministries/activities)** ,
 Please type your list or reason below:
 ;
 women's, watchmen

Q3 Do you believe your ministry service or volunteer activities supports the vision and mission that God has given to The Park Church? **Yes**

Q4 Reflecting on your interactions/experiences at the The Park Church, since joining what is going well and/or what challenges are you facing? Comments:

no challenges

Q5 Please tell us specifically what can we do to improve your overall experience and assist you and your family in meeting your spiritual needs. Comments:

nothing

Q6 What do you identify as a suggestion for the Park Church Leadership Team to consider that could lead to greater engagement and active participation from our church members? Please provide any supporting details along with your response:

no suggestion

The Park Church exists to extend the Love, the Life and the Lordship of Jesus Christ, to everyone, in every way, in every place, at every time we have the opportunity.

#2

INCOMPLETE

Collector: Email Invitation 1 (Email)
Started: Thursday, October 12, 2017 6:54:59 PM
Last Modified: Thursday, October 12, 2017 6:54:59 PM
Time Spent: 00:00:00
Email: @gmail.com
IP Address: 174.194.27.145

Page 1: We'd love to hear from you.

Q1 Are you currently attending The Park Church **Yes**

Q2 Are you actively serving in ministry/ or volunteering in activities at The Park Church? Respondent skipped this question

Q3 Do you believe your ministry service or volunteer activities supports the vision and mission that God has given to The Park Church? Respondent skipped this question

Q4 Reflecting on your interactions/experiences at the The Park Church, since joining what is going well and/or what challenges are you facing? Comments: Respondent skipped this question

Q5 Please tell us specifically what can we do to improve your overall experience and assist you and your family in meeting your spiritual needs. Comments: Respondent skipped this question

Q6 What do you identify as a suggestion for the Park Church Leadership Team to consider that could lead to greater engagement and active participation from our church members? Please provide any supporting details along with your response: Respondent skipped this question

The Park Church exists to extend the Love, the Life and the Lordship of Jesus Christ, to everyone, in every way, in every place, at every time we have the opportunity.

#3

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Thursday, October 12, 2017 7:44:07 PM
Last Modified: Thursday, October 12, 2017 8:00:02 PM
Time Spent: 00:15:54
Email: @yahoo.com104.15.203.166
IP Address:

Page 1: We'd love to hear from you.

Q1 Are you currently attending The Park Church **Yes**

Q2 Are you actively serving in ministry/ or volunteering in activities at The Park Church? **Yes (if yes, please list the ministries/activities)**
 Please type your list or reason below:
 :
 Domestic Violence
 Ministry

Q3 Do you believe your ministry service or volunteer activities supports the vision and mission that God has given to The Park Church? **Yes**

Q4 Reflecting on your interactions/experiences at the The Park Church, since joining what is going well and/or what challenges are you facing? Comments:

Pros: my soul gets feed; the teaching is clear, thoughtful and forward thinking; the sermons align with the challenges of our current world/society; there's an abundance of ministries to get involved in; WELCOMING staff, clergy and congregation.

Suggested improvements: website - include a page for all ministries with important information; better organization and follow-up after joining; share required class schedules after the KCIO class.

Q5 Please tell us specifically what can we do to improve your overall experience and assist you and your family in meeting your spiritual needs. Comments:

More survey's like this to gauge community and congregation needs. Bolster/utilize the bookstore. Encourage people to stay after service - announce/talk more about the kitchen and meals; possibly create a coffee cafe in the lobby or a place easily accessible by all. I believe this would help other congregants meet one another in a near seamless way. Sometimes, I'd prefer to download previous sermons on my computer...how do we do that? I know it's there but I think getting out information on how to access the church (its people, its resources), is pertinent to spiritual growth. Continue to expand ministries beyond the walls of the church. Perhaps find out what congregants do for a living or what expertise lies where to help others grow professionally. Garner talent inside the church.

The Park Church exists to extend the Love, the Life and the Lordship of Jesus Christ, to everyone, in every way, in every place, at every time we have the opportunity.

Q6 What do you identify as a suggestion for the Park Church Leadership Team to consider that could lead to greater engagement and active participation from our church members? Please provide any supporting details along with your response:

Allow the website to be a place where lots of information can be found about activities, upcoming events and resources. The many ministries available seem to get lost and only spoken about in KCIO. I LOVE that The Park Church has conversations on difficult subjects...do more of them:).

The Park Church exists to extend the Love, the Life and the Lordship of Jesus Christ, to everyone, in every way, in every place, at every time we have the opportunity.

#4

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Thursday, October 12, 2017 10:51:15 PM
Last Modified: Thursday, October 12, 2017 11:21:43 PM
Time Spent: 00:30:27
Email: @gmail.com
IP Address: 174.133.150.208

Page 1: We'd love to hear from you.

Q1 Are you currently attending The Park Church

No,
 If no, please explain the reason::
 I joined in January and have tried repeatedly to find out when the ministries we signed up for meet. After 6 months of emailing and calling, I gave up.

Q2 Are you actively serving in ministry/ or volunteering in activities at The Park Church?

No (if no, please explain the reason you are not actively serving/volunteering)
 ,
 Please type your list or reason below:
 :
 Again, tried to connect multiple times over a six month period. No response.

Q3 Do you believe your ministry service or volunteer activities supports the vision and mission that God has given to The Park Church?

No,
 Please explain your response::
 Again, haven't been able to get a response from anyone at the ministry.

Q4 Reflecting on your interactions/experiences at the The Park Church, since joining what is going well and/or what challenges are you facing? Comments:

There was a lot of engagement around getting us to/through KCIO and to the communion service for the certificate and new member photo, but nothing after that.

The Park seems like it's spread too thin -- there appear to be enough volunteers to fully support one location, not three. As a result, communications are insufficient.

The Park Church exists to extend the Love, the Life and the Lordship of Jesus Christ, to everyone, in every way, in every place, at every time we have the opportunity.

Q5 Please tell us specifically what can we do to improve your overall experience and assist you and your family in meeting your spiritual needs. Comments:

Be transparent regarding ministry meeting times, so that office employees can answer questions. Hold more ministry events at BFR location for members who live nearby.

Q6 What do you identify as a suggestion for the Park Church Leadership Team to consider that could lead to greater engagement and active participation from our church members? Please provide any supporting details along with your response:

Follow through. Sunday morning is great, but beyond that not so much.

The Park Church exists to extend the Love, the Life and the Lordship of Jesus Christ, to everyone, in every way, in every place, at every time we have the opportunity.

#5

INCOMPLETE

Collector: Email Invitation 1 (Email)
Started: Thursday, October 12, 2017 11:23:09 PM
Last Modified: Thursday, October 12, 2017 11:23:09 PM
Time Spent: 00:00:00
Email: @gmail.com
IP Address: 172.73.134.190

Page 1: We'd love to hear from you.

Q1 Are you currently attending The Park Church **Yes**

Q2 Are you actively serving in ministry/ or volunteering in activities at The Park Church? Respondent skipped this question

Q3 Do you believe your ministry service or volunteer activities supports the vision and mission that God has given to The Park Church? Respondent skipped this question

Q4 Reflecting on your interactions/experiences at the The Park Church, since joining what is going well and/or what challenges are you facing? Comments: Respondent skipped this question

Q5 Please tell us specifically what can we do to improve your overall experience and assist you and your family in meeting your spiritual needs. Comments: Respondent skipped this question

Q6 What do you identify as a suggestion for the Park Church Leadership Team to consider that could lead to greater engagement and active participation from our church members? Please provide any supporting details along with your response: Respondent skipped this question

The Park Church exists to extend the Love, the Life and the Lordship of Jesus Christ, to everyone, in every way, in every place, at every time we have the opportunity.

#6

INCOMPLETE

Collector: Email Invitation 1 (Email)
Started: Friday, October 13, 2017 12:13:07 AM
Last Modified: Friday, October 13, 2017 12:13:08 AM
Time Spent: 00:00:00
Email: @gmail.com
IP Address: 174.194.31.220

Page 1: We'd love to hear from you.

Q1 Are you currently attending The Park Church **Yes**

Q2 Are you actively serving in ministry/ or volunteering in activities at The Park Church? Respondent skipped this question

Q3 Do you believe your ministry service or volunteer activities supports the vision and mission that God has given to The Park Church? Respondent skipped this question

Q4 Reflecting on your interactions/experiences at the The Park Church, since joining what is going well and/or what challenges are you facing? Comments: Respondent skipped this question

Q5 Please tell us specifically what can we do to improve your overall experience and assist you and your family in meeting your spiritual needs. Comments: Respondent skipped this question

Q6 What do you identify as a suggestion for the Park Church Leadership Team to consider that could lead to greater engagement and active participation from our church members? Please provide any supporting details along with your response: Respondent skipped this question

The Park Church exists to extend the Love, the Life and the Lordship of Jesus Christ, to everyone, in every way, in every place, at every time we have the opportunity.

#7

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Friday, October 13, 2017 9:44:18 AM
Last Modified: Friday, October 13, 2017 9:54:29 AM
Time Spent: 00:10:11
Email: @gmail.com
IP Address: 171.159.221.133

Page 1: We'd love to hear from you.

Q1 Are you currently attending The Park Church **Yes**

Q2 Are you actively serving in ministry/ or volunteering in activities at The Park Church? **No (if no, please explain the reason you are not actively serving/volunteering)**

,
 Please type your list or reason below:
 :
 Completing my phd has been my primary focus

Q3 Do you believe your ministry service or volunteer activities supports the vision and mission that God has given to The Park Church? **Yes**

Q4 Reflecting on your interactions/experiences at the The Park Church, since joining what is going well and/or what challenges are you facing? Comments:

When you are facing challenging situations like infertility it is difficult to engage in some context and protect your emotional health at the same time

Q5 Please tell us specifically what can we do to improve your overall experience and assist you and your family in meeting your spiritual needs. Comments:

Understanding that families go through spiritual transitions which means that their needs shift. It's not that we don't Love the Lord, we are making sure we hear from the Lord and move when he says move

Q6 What do you identify as a suggestion for the Park Church Leadership Team to consider that could lead to greater engagement and active participation from our church members? Please provide any supporting details along with your response:

Discern change in seasons and shifts. It's a challenge when you see a shift from the pew but the pulpit cannot pick up on the shift

The Park Church exists to extend the Love, the Life and the Lordship of Jesus Christ, to everyone, in every way, in every place, at every time we have the opportunity.

#8

INCOMPLETE

Collector: Email Invitation 1 (Email)
Started: Friday, October 13, 2017 1:02:24 PM
Last Modified: Friday, October 13, 2017 1:02:24 PM
Time Spent: 00:00:00
Email: @gmail.com
IP Address: 71.75.229.110

Page 1: We'd love to hear from you.

Q1 Are you currently attending The Park Church **Yes**

Q2 Are you actively serving in ministry/ or volunteering in activities at The Park Church? Respondent skipped this question

Q3 Do you believe your ministry service or volunteer activities supports the vision and mission that God has given to The Park Church? Respondent skipped this question

Q4 Reflecting on your interactions/experiences at the The Park Church, since joining what is going well and/or what challenges are you facing? Comments: Respondent skipped this question

Q5 Please tell us specifically what can we do to improve your overall experience and assist you and your family in meeting your spiritual needs. Comments: Respondent skipped this question

Q6 What do you identify as a suggestion for the Park Church Leadership Team to consider that could lead to greater engagement and active participation from our church members? Please provide any supporting details along with your response: Respondent skipped this question

The Park Church exists to extend the Love, the Life and the Lordship of Jesus Christ, to everyone, in every way, in every place, at every time we have the opportunity.

#9

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Friday, October 13, 2017 2:27:18 PM
Last Modified: Friday, October 13, 2017 2:35:24 PM
Time Spent: 00:08:06
Email: t@h@mail.com
IP Address: 156.101.9.1

Page 1: We'd love to hear from you.

Q1 Are you currently attending The Park Church **Yes**

Q2 Are you actively serving in ministry/ or volunteering in activities at The Park Church? **Yes (if yes, please list the ministries/activities)**
 Please type your list or reason below:
 :
 singles
 ministry

Q3 Do you believe your ministry service or volunteer activities supports the vision and mission that God has given to The Park Church? **Yes**

Q4 Reflecting on your interactions/experiences at the The Park Church, since joining what is going well and/or what challenges are you facing? Comments:

I have been going to the park since 2009 and loved the church members I have met and relationships I have made. My relationship with God has grown a lot during my time. I would say that as a new member, there are parts of the new member program that are unorganized. My Experiencing God class was great content but the facilitator was not consistent and I feel like she had too much going on to teach at times. It did not meet regularly and we would not know if we had a class until the day of or maybe the day before and as late as an hour before.

Q5 Please tell us specifically what can we do to improve your overall experience and assist you and your family in meeting your spiritual needs. Comments:

we are a big church and sometimes it seems like all of leadership is aware of what other parts of the church may be involved in. That would be with any church however or our size

Q6 What do you identify as a suggestion for the Park Church Leadership Team to consider that could lead to greater engagement and active participation from our church members? Please provide any supporting details along with your response:

n/a

The Park Church exists to extend the Love, the Life and the Lordship of Jesus Christ, to everyone, in every way, in every place, at every time we have the opportunity.

#10

INCOMPLETE

Collector: Email Invitation 1 (Email)
Started: Friday, October 13, 2017 6:32:10 PM
Last Modified: Saturday, October 14, 2017 9:40:39 PM
Time Spent: Over a day
Email: @bellsouth.net
IP Address: 69.5.75.207

Page 1: We'd love to hear from you.

Q1 Are you currently attending The Park Church **Yes**

Q2 Are you actively serving in ministry/ or volunteering in activities at The Park Church? Respondent skipped this question

Q3 Do you believe your ministry service or volunteer activities supports the vision and mission that God has given to The Park Church? Respondent skipped this question

Q4 Reflecting on your interactions/experiences at the The Park Church, since joining what is going well and/or what challenges are you facing? Comments: Respondent skipped this question

Q5 Please tell us specifically what can we do to improve your overall experience and assist you and your family in meeting your spiritual needs. Comments: Respondent skipped this question

Q6 What do you identify as a suggestion for the Park Church Leadership Team to consider that could lead to greater engagement and active participation from our church members? Please provide any supporting details along with your response: Respondent skipped this question

The Park Church exists to extend the Love, the Life and the Lordship of Jesus Christ, to everyone, in every way, in every place, at every time we have the opportunity.

#11

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Monday, October 16, 2017 10:56:13 PM
Last Modified: Monday, October 16, 2017 11:04:09 PM
Time Spent: 00:07:55
Email: @gmail.com
IP Address: 108.248.223.39

Page 1: We'd love to hear from you.

Q1 Are you currently attending The Park Church **Yes**

Q2 Are you actively serving in ministry/ or volunteering in activities at The Park Church? **No (if no, please explain the reason you are not actively serving/volunteering)**

,
 Please type your list or reason below:
 :
 currently working on
 Sundays

Q3 Do you believe your ministry service or volunteer activities supports the vision and mission that God has given to The Park Church? **No**

Q4 Reflecting on your interactions/experiences at the The Park Church, since joining what is going well and/or what challenges are you facing? Comments:

some supposedly leaders aren't friendly are welcoming at all....I signed up for the clean up ministry after church and never got a call from anyone. Everyone wants to be seen and not really doing the work as needed...

Q5 Please tell us specifically what can we do to improve your overall experience and assist you and your family in meeting your spiritual needs.Comments:

Find leaders that really want to lead and not just there for show...

Q6 What do you identify as a suggestion for the Park Church Leadership Team to consider that could lead to greater engagement and active participation from our church members? Please provide any supporting details along with your response:

List links on the web page where group activities can be found and people willing to serve as they say they are....too many chiefs and no indians aren't how you get more people to join in activities...

The Park Church exists to extend the Love, the Life and the Lordship of Jesus Christ, to everyone, in every way, in every place, at every time we have the opportunity.

#12

INCOMPLETE

Collector: Email Invitation 1 (Email)
Started: Monday, October 23, 2017 12:03:48 PM
Last Modified: Monday, October 23, 2017 12:03:48 PM
Time Spent: 00:00:00
Email: @yahoo.com
IP Address: 172.58.153.160

Page 1: We'd love to hear from you.

Q1 Are you currently attending The Park Church **No**

Q2 Are you actively serving in ministry/ or volunteering in activities at The Park Church? Respondent skipped this question

Q3 Do you believe your ministry service or volunteer activities supports the vision and mission that God has given to The Park Church? Respondent skipped this question

Q4 Reflecting on your interactions/experiences at the The Park Church, since joining what is going well and/or what challenges are you facing? Comments: Respondent skipped this question

Q5 Please tell us specifically what can we do to improve your overall experience and assist you and your family in meeting your spiritual needs. Comments: Respondent skipped this question

Q6 What do you identify as a suggestion for the Park Church Leadership Team to consider that could lead to greater engagement and active participation from our church members? Please provide any supporting details along with your response: Respondent skipped this question

The Park Church exists to extend the Love, the Life and the Lordship of Jesus Christ, to everyone, in every way, in every place, at every time we have the opportunity.

#13

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Monday, October 23, 2017 12:11:20 PM
Last Modified: Monday, October 23, 2017 12:16:34 PM
Time Spent: 00:05:14
Email: @gmail.com
IP Address: 24.172.82.118

Page 1: We'd love to hear from you.

Q1 Are you currently attending The Park Church

No,
 If no, please explain the reason::
 I attend the Bible study on Wednesday's

Q2 Are you actively serving in ministry/ or volunteering in activities at The Park Church?

No (if no, please explain the reason you are not actively serving/volunteering)

,
 Please type your list or reason below:
 :
 No, however I would like to do so on Wednesdays

Q3 Do you believe your ministry service or volunteer activities supports the vision and mission that God has given to The Park Church?

Yes,
 Please explain your response::
 I have four children and I do love to teach them the principles of God's word

Q4 Reflecting on your interactions/experiences at the The Park Church, since joining what is going well and/or what challenges are you facing? Comments:

Who's all going OK. Do you know challenges that I'm facing

Q5 Please tell us specifically what can we do to improve your overall experience and assist you and your family in meeting your spiritual needs.Comments:

We are doing well

The Park Church exists to extend the Love, the Life and the Lordship of Jesus Christ, to everyone, in every way, in every place, at every time we have the opportunity.

Q6 What do you identify as a suggestion for the Park Church Leadership Team to consider that could lead to greater engagement and active participation from our church members? Please provide any supporting details along with your response:

I would identify more detail teaching especially to our teens

The Park Church exists to extend the Love, the Life and the Lordship of Jesus Christ, to everyone, in every way, in every place, at every time we have the opportunity.

#14

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Monday, October 23, 2017 12:21:27 PM
Last Modified: Monday, October 23, 2017 12:29:11 PM
Time Spent: 00:07:44
Email: @gmail.com
IP Address: 172.58.200.207

Page 1: We'd love to hear from you.

Q1 Are you currently attending The Park Church

No,
 If no, please explain the reason::
 Im currently in Delaware

Q2 Are you actively serving in ministry/ or volunteering in activities at The Park Church?

No (if no, please explain the reason you are not actively serving/volunteering)
 ,
 Please type your list or reason below:
 :
 I have to begin my kcio class

Q3 Do you believe your ministry service or volunteer activities supports the vision and mission that God has given to The Park Church?

Yes,
 Please explain your response::
 My planned ministry does

Q4 Reflecting on your interactions/experiences at the The Park Church, since joining what is going well and/or what challenges are you facing? Comments:

I want to get started in ministry but my lack of transportation hinders me.

Q5 Please tell us specifically what can we do to improve your overall experience and assist you and your family in meeting your spiritual needs.Comments:

I would like to receive counseling to be a more effective ambassador for Christ.

The Park Church exists to extend the Love, the Life and the Lordship of Jesus Christ, to everyone, in every way, in every place, at every time we have the opportunity.

Q6 What do you identify as a suggestion for the Park Church Leadership Team to consider that could lead to greater engagement and active participation from our church members? Please provide any supporting details along with your response:

For ministry to seek to meet members where they are; find out what they're in need of. I think that promotes significant engagement and active participation.

The Park Church exists to extend the Love, the Life and the Lordship of Jesus Christ, to everyone, in every way, in every place, at every time we have the opportunity.

#15

INCOMPLETE

Collector: Email Invitation 1 (Email)
Started: Monday, October 23, 2017 12:41:18 PM
Last Modified: Monday, October 23, 2017 12:41:36 PM
Time Spent: 00:00:18
Email: i@gmail.com
IP Address: 172.58.152.26

Page 1: We'd love to hear from you.

Q1 Are you currently attending The Park Church **Yes**

Q2 Are you actively serving in ministry/ or volunteering in activities at The Park Church? Respondent skipped this question

Q3 Do you believe your ministry service or volunteer activities supports the vision and mission that God has given to The Park Church? Respondent skipped this question

Q4 Reflecting on your interactions/experiences at the The Park Church, since joining what is going well and/or what challenges are you facing? Comments: Respondent skipped this question

Q5 Please tell us specifically what can we do to improve your overall experience and assist you and your family in meeting your spiritual needs. Comments: Respondent skipped this question

Q6 What do you identify as a suggestion for the Park Church Leadership Team to consider that could lead to greater engagement and active participation from our church members? Please provide any supporting details along with your response: Respondent skipped this question

The Park Church exists to extend the Love, the Life and the Lordship of Jesus Christ, to everyone, in every way, in every place, at every time we have the opportunity.

#16

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Monday, October 23, 2017 2:40:46 PM
Last Modified: Monday, October 23, 2017 2:45:54 PM
Time Spent: 00:05:07
Email: @gmail.com
IP Address: 174.194.36.100

Page 1: We'd love to hear from you.

Q1 Are you currently attending The Park Church **Yes**

Q2 Are you actively serving in ministry/ or volunteering in activities at The Park Church? **No (If no, please explain the reason you are not actively serving/volunteering)**

*,
Please type your list or reason below:

;
The ministry i signed up for is not very active right now, i have discussed options that ciuld change that. I have not sent the proposal regarding those options yet

Q3 Do you believe your ministry service or volunteer activities supports the vision and mission that God has given to The Park Church? **Yes**

Q4 Reflecting on your interactions/experiences at the The Park Church, since joining what is going well and/or what challenges are you facing? Comments:

No challenges, interactions are always positive

Q5 Please tell us specifically what can we do to improve your overall experience and assist you and your family in meeting your spiritual needs.Comments:

Nothing that I can think of

Q6 What do you identify as a suggestion for the Park Church Leadership Team to consider that could lead to greater engagement and active participation from our church members? Please provide any supporting details along with your response:

Think there are more things we can offer at the independence location

The Park Church exists to extend the Love, the Life and the Lordship of Jesus Christ, to everyone, in every way, in every place, at every time we have the opportunity.

#17

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Monday, October 23, 2017 12:15:44 PM
Last Modified: Tuesday, October 24, 2017 11:06:17 PM
Time Spent: Over a day
Email: f@gmail.com
IP Address: 66.87.132.86

Page 1: We'd love to hear from you.

Q1 Are you currently attending The Park Church **Yes**

Q2 Are you actively serving in ministry/ or volunteering in activities at The Park Church? **Yes (if yes, please list the ministries/activities)** ,
 Please type your list or reason below:
 :
 Kingdom praise team/
 singles

Q3 Do you believe your ministry service or volunteer activities supports the vision and mission that God has given to The Park Church? **Yes,**
 Please explain your response::
 Lending my musical gifts to spread a kingdom sound. Plus grow as a single.

Q4 Reflecting on your interactions/experiences at the The Park Church, since joining what is going well and/or what challenges are you facing? Comments:

Im still learning. And im also in divinity school. Everything is still new.

Q5 Please tell us specifically what can we do to improve your overall experience and assist you and your family in meeting your spiritual needs.Comments:

I believe what you have is good. Not sure what add as a suggestions. Still new

Q6 What do you identify as a suggestion for the Park Church Leadership Team to consider that could lead to greater engagement and active participation from our church members? Please provide any supporting details along with your response:

Not sure. Leaders i believe have made them available.

The Park Church exists to extend the Love, the Life and the Lordship of Jesus Christ, to everyone, in every way, in every place, at every time we have the opportunity.

#18

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Thursday, October 26, 2017 9:52:09 AM
Last Modified: Thursday, October 26, 2017 10:04:06 AM
Time Spent: 00:11:57
Email: @gmail.com
IP Address: 66.87.132.11

Page 1: We'd love to hear from you.

Q1 Are you currently attending The Park Church **Yes**

Q2 Are you actively serving in ministry/ or volunteering in activities at The Park Church? **No (if no, please explain the reason you are not actively serving/volunteering)**

,
Please type your list or reason below:
:
I haven't attended the orientation classes yet due to no transportation at this time.

Q3 Do you believe your ministry service or volunteer activities supports the vision and mission that God has given to The Park Church? **Yes**

Q4 Reflecting on your interactions/experiences at the The Park Church, since joining what is going well and/or what challenges are you facing? Comments:

The church is spiritually feeding my soul and the fellowship is great! I have no transportation and I rely on a neighbor to bring me when he decides to.

Q5 Please tell us specifically what can we do to improve your overall experience and assist you and your family in meeting your spiritual needs. Comments:

It would help if there was some type of transportation provided for many in the neighborhood.

Q6 What do you identify as a suggestion for the Park Church Leadership Team to consider that could lead to greater engagement and active participation from our church members? Please provide any supporting details along with your response:

A place to meet and greet after church, maybe a canteen or something like that.

Additional Analysis

Making Strides

The church is spiritually feeding my soul and the fellowship is great!

No challenges, interactions are always positive

I have been going to the park since 2009 and loved the church members I have met and relationships I have made. My relationship with God has grown a lot during my time. I would say that as a new member, there are parts of the new member program that are unorganized

There was a lot of engagement around getting us to/through KCIO and to the communion service for the certificate and new member photo,



Making Strides

Pros: my soul gets feed; the teaching is clear, thoughtful and forward thinking; the sermons align with the challenges of our current world/society; there's an abundance of ministries to get involved in; WELCOMING staff, clergy and congregation.

We are doing well

More survey's like this to gauge community and congregation needs

Sunday morning is great,

I LOVE that The Park Church has conversations on difficult subjects...do more of them:).

Resource Review



I have no transportation and I rely on a neighbor to bring me when he decides to.

I'm still learning. And i'm also in divinity school. Everything is still new.

I want to get started in ministry but my lack of transportation hinders me.

Suggested improvements: website - include a page for all ministries with important information; better organization and follow-up after joining; share required class schedules after the KCIO class..

It would help if there was some type of transportation provided for many in the neighborhood.

I would like to receive counseling to be a more effective ambassador for Christ.

Resource Review

A place to meet and greet after church, maybe a canteen or something like that.

List links on the web page where group activities can be found

Allow the website to be a place where lots of information can be found about activities, upcoming events and resources.

Sometimes, I'd prefer to download previous sermons on my computer...how do we do that? I know it's there but I think

Engagement Review

some supposedly leaders aren't friendly or welcoming at all....I signed up for the clean up ministry after church and never got a call from anyone. Everyone wants to be seen and not really doing the work as needed...

Experiencing God class was great content but the facilitator was not consistent and I feel like she had too much going on to teach at times. It did not meet regularly and we would not know if we had a class until the day of or maybe the day before and as late as an hour before.

When you are facing challenging situations like infertility it is difficult to engage in some context and protect your emotional health at the same time



Engagement Review

Find leaders that really want to lead and not just there for show...

we are a big church and sometimes it seems like all of leadership is aware of what other parts of the church may be involved in. That would be with any church however or our size

Understanding that families go through spiritual transitions which means that their needs shift. It's not that we don't Love the Lord, we are making sure we hear from the Lord and move when he says move

Be transparent regarding ministry meeting times, so that office employees can answer questions. Hold more ministry events at BFR location for members who live nearby.

Bolster/utilize the bookstore. Encourage people to stay after service- announce/talk about the kitchen and meal; possibly create a coffee cafe in the lobby or a place easily accessible by all. I believe this would help other congregants to meet one another in a near seamless way.

Engagement Review

Think there are more things we can offer at the independence location

Perhaps find out what congregants do for a living or what expertise lies where to help others grow professionally. Garner talent inside the church.

For ministry to seek to meet members where they are; find out what they are in need of. I think that promotes significant engagement and active participation.

I would identify more detail teaching especially to our teens

and people willing to serve as they say they are....too many chiefs and no indians aren't how you get more people to join in activities...

Discern change in seasons and shifts. It's a challenge when you see a shift from the pew but the pulpit cannot pick up on the shift

Engagement Review

Follow through. Sunday morning is great, but beyond that not so much.

The many ministries available seem to get lost and only spoken about in KCIO.

but nothing after that. The Park seems like it's spread too thin -- there appear to be enough volunteers to fully support one location, not three. As a result, communications are insufficient

Analysis of PLACE and KCIO

Recommendations for Improving Ministry Participation

Lyndon Robinson
Randa Ross



Key Concerns

Disconnect between new members who complete KCIO and become active participants in a ministry

After completing KCIO and PLACE, new members still struggle with selecting a service ministry

Current KCIO timeframe does not support PLACE



Goals

Create a KCIO timeframe that supports new member assimilation and through understanding of PLACE

Provide new members with additional education and observation of active ministries

Design a KCIO structure to support relationship building between new members and church

Reallocate current resources to strengthen KCIO and PLACE structure



Decision Criteria

Analysis of benchmarking data

Collected by summer intern; Stephanie Cassell

Observation of current KCIO class

Review of KCIO participant survey

Interviews

Rev. Taswell Henderson

Min Patricia Proby

Min Alvin Wallace



Data Analysis

Breakdown of KCIO weekend

5-hours dedicated to new members assimilation

2- hours dedicated to PLACE overview

3 hours needed for PLACE training, if participants training guide is complete

2016 average KCIO class size is 5 participants



Possible Solutions

Have PLACE operate as a Sunday school class; all 3 campuses, graduation every other month

Add additional Saturday to KCIO for PLACE (3 hours)

Allow new members to observe and serve in available ministries prior to KCIO graduations



Preferred Solution with Rationale

KCIO new member assimilation will move to monthly process

1st weekend of the month- two half days on Friday evening and Saturday morning

Friday- no change to structure

Saturday- PLACE overview will be removed; class will end at 12

Video will be created with overview of church ministries

PLACE introduction- timeline for next 20 days

3rd Saturday of the month- half day dedicate to PLACE

New members will be complete PLACE workbook between first KCIO weekend and 3rd Saturday

New Process "Observe and Serve"

On Sundays during the month, new members will have the opportunity to observe ministries of interest



Preferred Solution with Rationale

DECEMBER 2016						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2 KCIO 6:30pm-9:00pm	3 KCIO 9:00am-12:00pm
4	5	6	7	8	9	10
11 Observe and Serve	12	13	14	15	16	17 PLACE 9:00am-12:00pm
18 Observe and Serve	19	20	21	22	23	24
25 Observe and Serve	26	27	28	29	30	31

KCIO Graduation will still take place on 1st Sunday of each month



Expected Outcomes

New members will have greater opportunity to understand spiritual gifts

New members will have an opportunity to observe ministries of interest prior to graduation

Resources will be saved; no full meal needed due to half day sessions

Higher engagement between new members and assimilation ministry



Additional Recommendations

Minimum of 6 trained individuals to teach PLACE (preferably MIT)

After 3-6 months, allow existing member to participate in PLACE weekend and Observe and Serve

Create web page on church website that aligns existing church ministries with spiritual gifts

Align all information sources to reflect the same information (online/newsletter)



Appendix D

Qualitative & Quantitative Data Analysis Project

Increasing ministry participation through effective
recruitment and retention


Lyndon Robinson
DEOL 738
March 18, 2017

Problem Statement

The Park Church, like most religious organizations, has been having difficulties recruiting and retaining church volunteers. The church is aware of the extremely busy lifestyles it's members are living nowadays. Low volunteer participation causes burnout and stress to the few that volunteer on a regular basis. Also, the lack of volunteers negatively impact services the church provides for its members and the community.


Research

I would like to explore the possibilities of KCIO (Kingdom Citizen Institute Orientation) and PLACE class, reflect a more flexible schedule that will increase volunteer participation.



During the month of January 2017, the Pastor challenged the congregation to “Step Up” and join at least one of the various ministries and to volunteer in events sponsored by the church.

Targeted Population



- Existing members who had not taken PLACE in the past 12 months.
- Members that join the church, but never completed the PLACE class.
- *New members who have not completed entire new member orientation will be completing a different survey / questionnaire.

The Step Up challenge outcomes:

- 98 persons that registered to attend the PLACE class
- 32 persons attended the PLACE class
- 66 persons did not attend.

Qualitative Evaluation

Feedback on the class experience of the 32 members that attended the PLACE class has been recommended.

Design of the Study

- ▶ Basic Qualitative Study

Sample Selection

- ▶ (32) members of the 98 that attended PLACE class
- ▶ 6 – 10 members will be selected to participate in a focus group

Method

Data Collection

- ▶ Questionnaire (telephone, email, or text)
- ▶ Focus Group

Analyzing Qualitative Data

- Coding Qualitative Data

Reporting Qualitative Findings

- Brief explanation of how data were processed and coded
- Most effective to include actual examples of comments that reflect the concept being coded

Survey Questions for Feedback of PLACE Session (Step Up)

The presentation and speakers were engaging

- a. Strongly agree
- b. Agree
- c. Neutral
- d. Disagree
- e. Strongly Disagree

The location/ date and time were adequate for my schedule.

- a. Strongly agree
- b. Agree
- c. Neutral
- d. Disagree
- e. Strongly Disagree

At the conclusion of the event I had greater understanding of my spiritual gifts and a ministry that aligns with my gifts?

- a. Strongly agree
- b. Agree
- c. Neutral
- d. Disagree
- e. Strongly Disagree

Would you be interested in joining a breakfast discussion on how to improve our overall process for new member assimilation?

- a. Yes
- b. No

Please provide any feedback from your experience to assist us in enhancing this training
Open comment.

Quantitative Evaluation

Feedback from the 66 individuals who did not attend after signing up to the PLACE class has been recommended.

Question: Why did members sign up to attend PLACE class, but did not attend?

Method

Data Collection

- ▶ Questionnaire / Survey (telephone, email, or text)
- ▶ Generated via Survey Monkey

Data Analysis

- Survey Monkey will provide real time analyzing of the data

Results

Pie Chart

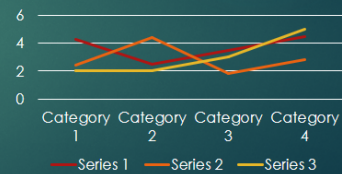


1st Qtr 2nd Qtr
3rd Qtr 4th Qtr

Bar Chart



Line Chart



Discussion

- ▶ Interpretation of results
 - ▶ Description of trends, comparison of groups, or relationships among variables
 - ▶ Discussion of implications
 - ▶ Limitations
-

Conclusion

- ▶ Summary of findings
- ▶ Recommendations
- ▶ Future Research

Survey Questions for those who did not attend PLACE weekend but signed up:

- ▶ What was the reason you were unable to attend The PLACE weekend workshop?
 - a. Scheduling conflict (personal)
 - b. Date and time of event did not meet my needs
 - c. I am no longer interested in joining a church ministry

- ▶ Would you be interested in attending the next available session of PLACE
 - a. Yes
 - b. No

- ▶ How often do you think you could be available for ministry volunteering
 - a. Never
 - b. One-time special event
 - c. Occasionally (once every few months)
 - d. Regularly (about once a month)
 - e. Not sure

What might hold you back from participating in a church ministry

- 1) Too busy with work, family, and other activities
- 2) I am already involved (list)
- 3) Traveling distance from church
- 4) I do not know what to do
- 5) I had a bad experience in the past
- 6) Other

What skills, training, hobbies or experience do you have that could be useful in ministry.

Open comment.

References


Merriam, S. B., & Tisdell, E. J. (2016). *Qualitative research: A guide to design and implementation*. San Francisco, CA: Jossey-Bass.

Vanderbilt University Assessment Website. (n.d.). Retrieved from <http://virg.vanderbilt.edu/AssessmentPlans/Plan/Home.aspx>


Appendix E

Step Up Weekend and Ministry Fair

Step Up Weekend and Ministry Fair (Feedback)

#1	 COMPLETE Collector: Web Link 1 (Web Link) Started: Friday, March 24, 2017 3:09:58 PM Last Modified: Friday, March 24, 2017 3:12:54 PM Time Spent: 00:02:55 IP Address: 208.72.180.21	Edit Delete Export
PAGE 1		
Q1: The presentation and speakers were engaging.		
<input type="text" value="Agree"/>		
Q2: The location/ date and time were adequate for my schedule.		
<input type="text" value="Agree"/>		
Q3: At the conclusion of the event I had greater understanding of my spiritual gifts and a ministry that aligns with my gifts.		
<input type="text" value="Agree"/>		
Q4: Are you currently actively serving in a Park Church Ministry?		
<input type="text" value="Yes"/>		
Q5: Would you be interested in joining a breakfast discussion on how to improve our overall process for new member assimilation?		
<input type="text" value="No"/>		
Q6: Please provide any feedback from your experience to assist us in enhancing this training.		
<input type="text" value="I was very impressed with the entire experience. It was very useful in my determining which ministries to select. Keep up the good work. Thank you."/>		

#2



COMPLETE
Collector: Web Link 1 (Web Link)
Started: Friday, March 24, 2017 10:27:17 PM
Last Modified: Friday, March 24, 2017 10:27:42 PM
Time Spent: 00:00:24
IP Address: 174.108.28.97

EditDeleteExport

PAGE 1

Q1: The presentation and speakers were engaging.

Strongly agree

Q2: The location/ date and time were adequate for my schedule.

Strongly agree

Q3: At the conclusion of the event I had greater understanding of my spiritual gifts and a ministry that aligns with my gifts.

Agree

Q4: Are you currently actively serving in a Park Church Ministry?

No


Q5: Would you be interested in joining a breakfast discussion on how to improve our overall process for new member assimilation?

No

Q6: Please provide any feedback from your experience to assist us in enhancing this training.

Respondent skipped this question

#3



COMPLETE
Collector: Web Link 1 (Web Link)
Started: Friday, March 24, 2017 11:23:30 PM
Last Modified: Friday, March 24, 2017 11:24:24 PM
Time Spent: 00:00:54
IP Address: 172.72.100.175

EditDeleteExport

PAGE 1

Q1: The presentation and speakers were engaging.

Agree

Q2: The location/ date and time were adequate for my schedule.

Agree

Q3: At the conclusion of the event I had greater understanding of my spiritual gifts and a ministry that aligns with my gifts.

Strongly agree

Q4: Are you currently actively serving in a Park Church Ministry?

Yes


Q5: Would you be interested in joining a breakfast discussion on how to improve our overall process for new member assimilation?

No

Q6: Please provide any feedback from your experience to assist us in enhancing this training.

Respondent skipped this question

#4



COMPLETE
Collector: Web Link 1 (Web Link)
Started: Tuesday, March 28, 2017 5:03:36 PM
Last Modified: Tuesday, March 28, 2017 5:04:39 PM
Time Spent: 00:01:03
IP Address: 174.106.81.52

EditDeleteExport

PAGE 1

Q1: The presentation and speakers were engaging.

Strongly agree

Q2: The location/ date and time were adequate for my schedule.

Strongly agree

Q3: At the conclusion of the event I had greater understanding of my spiritual gifts and a ministry that aligns with my gifts.

Agree

Q4: Are you currently actively serving in a Park Church Ministry?

No


Q5: Would you be interested in joining a breakfast discussion on how to improve our overall process for new member assimilation?

No

Q6: Please provide any feedback from your experience to assist us in enhancing this training.

Respondent skipped this question

#5



COMPLETE
Collector: Web Link 1 (Web Link)
Started: Tuesday, April 04, 2017 1:41:21 PM
Last Modified: Tuesday, April 04, 2017 1:43:43 PM
Time Spent: 00:02:21
IP Address: 64.88.165.124

EditDeleteExport

PAGE 1

Q1: The presentation and speakers were engaging.

Strongly agree

Q2: The location/ date and time were adequate for my schedule.

Agree

Q3: At the conclusion of the event I had greater understanding of my spiritual gifts and a ministry that aligns with my gifts.

Agree

Q4: Are you currently actively serving in a Park Church Ministry?

No


Q5: Would you be interested in joining a breakfast discussion on how to improve our overall process for new member assimilation?

Yes

Q6: Please provide any feedback from your experience to assist us in enhancing this training.

When signing up for ministries, please provide a "Best time to call" section. I've only heard from 1 ministry and I spoke to 3 people about joining their ministries.

#6



COMPLETE
Collector: Web Link 1 (Web Link)
Started: Tuesday, April 04, 2017 12:40:40 PM
Last Modified: Tuesday, April 04, 2017 2:24:49 PM
Time Spent: 01:44:09
IP Address: 172.124.76.180

EditDeleteExport

PAGE 1

Q1: The presentation and speakers were engaging.

Strongly agree

Q2: The location/ date and time were adequate for my schedule.

Neutral

Q3: At the conclusion of the event I had greater understanding of my spiritual gifts and a ministry that aligns with my gifts.

Agree

Q4: Are you currently actively serving in a Park Church Ministry?

No

Q5: Would you be interested in joining a breakfast discussion on how to improve our overall process for new member assimilation?


Yes

Q6: Please provide any feedback from your experience to assist us in enhancing this training.

Respondent skipped this question

Step Up Weekend and Ministry Fair

#1



COMPLETE
Collector: Web Link 1 (Web Link)
Started: Saturday, March 25, 2017 8:43:40 AM
Last Modified: Saturday, March 25, 2017 8:47:22 AM
Time Spent: 00:03:41
IP Address: 104.139.111.56

EditDeleteExport

PAGE 1

Q1: What was the reason you were unable to attend "Step Up" and Ministry Fair on February 4, 2017 weekend workshop?

Scheduling conflict (personal)

Q2: Would you be interested in attending the next available session of "Step Up"?

Yes

Q3: How often do you think you could be available for ministry volunteering?

Occasionally (once every few months)

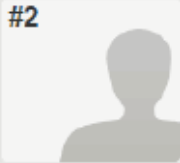
Q4: What skills, training, hobbies or experience do you have that could be useful in ministry?

Teaching, Coaching, Encouraging, Training

Q5: Is there a particular ministry at The Park Church you feel God is calling you to "Step Up" to serve?

I have served as a teacher in the marriage ministry in the past. I am in a doctoral program right now and my time is very limited. So I would need to get involved in a ministry that would not take the discipline that is needed for teaching.

#2



COMPLETE
 Collector: Web Link 1 (Web Link)
 Started: Tuesday, April 04, 2017 8:41:51 AM
 Last Modified: Tuesday, April 04, 2017 8:45:33 AM
 Time Spent: 00:03:42
 IP Address: 107.77.233.58

EditDeleteExport

PAGE 1

Q1: What was the reason you were unable to attend "Step Up" and Ministry Fair on February 4, 2017 weekend workshop?

Scheduling conflict (personal)

Q2: Would you be interested in attending the next available session of "Step Up"?

Yes

Q3: How often do you think you could be available for ministry volunteering?

Regularly (about once a month)


Q4: What skills, training, hobbies or experience do you have that could be useful in ministry?

My background is accounting and finance.

Q5: Is there a particular ministry at The Park Church you feel God is calling you to "Step Up" to serve?

I currently serve on The Park Financial Institute ministry (6+ years). In fact, I was unable to attend the ministry fair because the date and time conflicted with the FPU class also hosted at the church. We didn't cancel because we understood there would be other opportunities to attend the ministry fair. Thank you.

#3



COMPLETE
Collector: Web Link 1 (Web Link)
Started: Tuesday, April 04, 2017 10:26:40 AM
Last Modified: Tuesday, April 04, 2017 10:28:03 AM
Time Spent: 00:01:23
IP Address: 63.117.238.167

EditDeleteExport

PAGE 1

Q1: What was the reason you were unable to attend "Step Up" and Ministry Fair on February 4, 2017 weekend workshop?

Scheduling conflict (personal)

Q2: Would you be interested in attending the next available session of "Step Up"?

No

Q3: How often do you think you could be available for ministry volunteering?

Regularly (about once a month)


Q4: What skills, training, hobbies or experience do you have that could be useful in ministry?

I signed up with Experience and Production as a floor director at the IND location. I also am a lay counselor

Q5: Is there a particular ministry at The Park Church you feel God is calling you to "Step Up" to serve?

answered above.

#4



COMPLETE
Collector: Web Link 1 (Web Link)
Started: Tuesday, April 04, 2017 10:31:59 AM
Last Modified: Tuesday, April 04, 2017 10:33:11 AM
Time Spent: 00:01:11
IP Address: 172.73.183.170

EditDeleteExport

PAGE 1

Q1: What was the reason you were unable to attend "Step Up" and Ministry Fair on February 4, 2017 weekend workshop?

Scheduling conflict (personal)

Q2: Would you be interested in attending the next available session of "Step Up"?

Yes

Q3: How often do you think you could be available for ministry volunteering?

Occasionally (once every few months)


Q4: What skills, training, hobbies or experience do you have that could be useful in ministry?

Legal, administrative, organizational

Q5: Is there a particular ministry at The Park Church you feel God is calling you to "Step Up" to serve?

Respondent skipped this question

#5



COMPLETE
Collector: Web Link 1 (Web Link)
Started: Tuesday, April 04, 2017 6:43:59 PM
Last Modified: Tuesday, April 04, 2017 6:45:16 PM
Time Spent: 00:01:17
IP Address: 66.26.188.120

EditDeleteExport

PAGE 1

Q1: What was the reason you were unable to attend "Step Up" and Ministry Fair on February 4, 2017 weekend workshop?

Scheduling conflict (personal)

Q2: Would you be interested in attending the next available session of "Step Up"?

Yes

Q3: How often do you think you could be available for ministry volunteering?

Not sure


Q4: What skills, training, hobbies or experience do you have that could be useful in ministry?

Leadership

Q5: Is there a particular ministry at The Park Church you feel God is calling you to "Step Up" to serve?

Helping kids and teens

#6



COMPLETE
Collector: Web Link 1 (Web Link)
Started: Tuesday, April 04, 2017 9:14:47 PM
Last Modified: Tuesday, April 04, 2017 9:17:32 PM
Time Spent: 00:02:45
IP Address: 172.56.4.68

EditDeleteExport

PAGE 1

Q1: What was the reason you were unable to attend "Step Up" and Ministry Fair on February 4, 2017 weekend workshop?

Scheduling conflict (personal)

Q2: Would you be interested in attending the next available session of "Step Up"?

Yes

Q3: How often do you think you could be available for ministry volunteering?

Regularly (about once a month)


Q4: What skills, training, hobbies or experience do you have that could be useful in ministry?

Helping people

Q5: Is there a particular ministry at The Park Church you feel God is calling you to "Step Up" to serve?

Wherever and however needed. I want to serve but not exactly sure of what I'm best suited for.

#7



COMPLETE
Collector: Web Link 1 (Web Link)
Started: Tuesday, April 04, 2017 10:59:26 PM
Last Modified: Tuesday, April 04, 2017 11:02:07 PM
Time Spent: 00:02:40
IP Address: 172.124.77.5

EditDeleteExport

PAGE 1

Q1: What was the reason you were unable to attend "Step Up" and Ministry Fair on February 4, 2017 weekend workshop?

Scheduling conflict (personal)

Q2: Would you be interested in attending the next available session of "Step Up"?

Yes

Q3: How often do you think you could be available for ministry volunteering?

Regularly (about once a month)

Q4: What skills, training, hobbies or experience do you have that could be useful in ministry?

Financial literacy, homebuyer education, gardening, exhortation, etc

Q5: Is there a particular ministry at The Park Church you feel God is calling you to "Step Up" to serve?

Not sure

Appendix F

Social Media Implementation Plan

"Increasing Volunteer Participation at The Park Church"

<http://theparkministries.org>

Lyndon Robinson

DEOL 740

July 15, 2017

Impact of Social Media on Church

- May increase attendance
- Provides a sense of community

Benefits of Social Media to Church

- Best way to connect to millions of people 24/7
- Events & sermons can be promoted at a low cost
- Assist in forming and maintaining positive social relationships

Demographics

The three major social media platforms:

Facebook

Twitter

Instagram



As of 2016, "52% of online adults now use two or more social media sites, a significant increase from 2013, when it stood at 42% of internet users."

Facebook

- 79% of all online adults use Facebook.
- 68% of the entire adult population (U.S.) use Facebook
- 75% of all online men use Facebook versus 83% of all online women.

Facebook (cont'd)

- 88% of all online 18-29 year olds use Facebook
- 84% of all online 30-49 year olds use Facebook
- 72% of all online 50-64 year olds use Facebook
- 62% of all online 65+ year olds use Facebook

Along with live streaming worship services via Facebook Live, the church has done well with posting current information/upcoming events on Facebook. As of today, The Park Church has 4,103 - total page likes and 12, 646 - people checked in.

Twitter

- 36% of online 18-29 year olds use Twitter, as opposed to 23% of 30-49 year olds and 21% of 50-64 year olds.
- 29% of online college or graduate-level graduates use Twitter, as opposed to 20% of online high school (or less) graduates.

Twitter (Cont'd)

- 28% of online adults who make \$50,000 a year or more use Twitter, as opposed to 23% who make less than \$30,000 per year.
- 26% of online adults in urban settings use Twitter, compared to 24% in suburban settings, and 24% in rural areas.

The church has 1,255 followers. The information is current and they usually post content frequently.

Instagram

- 38% of online women use Instagram, compared with 26% of online men.
- 38% of online African Americans use Instagram, along with 34% of online Latinos and 21% of online Whites (2014).
- 59% of online 18-29 year olds are on Instagram, as opposed to 33% 30-49 year olds, and 18% of 50-64 year olds.

There are 906 followers on Instagram. Just like Twitter & Facebook, the information is current and they usually post content frequently.

SWOT Analysis

Strengths

- Active website
- Active accounts with YouTube, Facebook, Twitter, Instagram, & Pinterest
- Active mobile phone app
- Live streaming via website, Facebook Live, & mobile app
- Weekly e-news via email of current news/events

Weaknesses

- Cluttered homepage (Unorganized)
- No public Wi-Fi on main campus
- Website calendar not always up-to-date
- YouTube Channel (last upload – 6 months ago)
- Pinterest (last upload in 2014)
- Low budget for website maintenance

Opportunities

- Youth are involved in audio/video ministry
- Recruit interns from local colleges
- Volunteers may be available to keep information updated
- Promotion of sites may increase volunteerism / membership & overall attendance

Threats

- Visitors may quickly become uninterested
- Members may stop visiting the sites for information
- Visitors/members may think church is out of touch
- Constant changes in technology

Action Plan

Specific Activity	Timeline	Persons Responsible	Resources Needed	Formative Assessment Method	Goal	Indicator Of Success
Research the best social media sites to use.	October 2017	Church Leadership / Volunteers	Survey(s)	Throughout the year	Social media website prioritization	Increased traffic on sites
Promote social media sites and encourage individuals to share	September 2017	Church Leadership / Congregation	N/A	Throughout the year	Increased awareness of social media sites	Increased "Followers" & "Likes"
Redesign website and/or research new website designers	Launch date on January 1, 2018	Church Leadership / Media Ministry	N/A	N/A	Cleaner looking / Better organized website	Increased traffic/time spent on website
Recruitment of volunteers	August 2017	Church staff / Congregation	N/A	Throughout the year	Increased the number of volunteers	Social media sites frequently updated

References

- Badmos, K. (n.d.). EFFECT OF SOCIAL MEDIA ON THE CHURCH. Retrieved from http://www.academia.edu/12388901/EFFECT_OF_SOCIAL_MEDIA_ON_THE_CHURCH
- Stetzer, E., Yang, E. S., Amador, P., & Cotherman, C. (n.d.). Why Your Church Should Be
- Greenwood, S., Perrin, A., & Duggan, M. (2016, November 11). Social Media Update 2016. Retrieved from <http://www.pewinternet.org/2016/11/11/social-media-update-2016/>
- On Social Media Right Now. Retrieved from <http://www.christianitytoday.com/edstetzer/2015/february/why-your-church-should-be-on-social-media.html>

Appendix G
Action Plan for 10-2017 Survey

Specific Activity	Timeline	Persons Responsible	Formative Assessment Method	Goal	Indicator Of Success
Redesign website and/or research new website design Ensure timely updates to church website	Q1 2018	Owner: Kevin Wilson Champions: Mike Rankins, Author Wilson Stakeholders: Church Leadership	Throughout the year	Make our church website a user friendly, current, and interactive resource for our new, current and potential members	Increased volunteer participation and retention. Increased traffic and awareness of church events
Create streamline engagement and assimilation process for all ministries Create accountability structure for each ministry	Q1 2018	Owner: Step Up Engagement Ministry Champions: Kim Morrison, Mike Rankins, Kevin Stakeholders: All ministry leaders	Throughout the year	To ensure consistency in new member and assimilation and engagement process across ministries. Awareness of leadership structure within each ministry Highly relationally connected member	Increased volunteer participation & membership retention Reduction in ministry human resource gaps Increased volunteer growth and membership retention

Implementation of church-wide survey	Q2, 2018	Owners: Step Up Engagement Ministry Champions: Mike Rankins, Bishop Alexander Stakeholder: Church congregation	Industry standard is every 12-18 months	Gain feedback from church membership	Increase in new membership & retention of current members
Re-launch of leadership development for ministry leaders	Q1, 2018	Owners: Step Up Engagement Ministry Champions: Mike Rankins, Bishop Alexander Stakeholder: All ministry leaders	Throughout the year	Continue to improve in volunteer management Leaders equipped and prepared to serve in ministry (administration, teaching)	Increased volunteer participation & retention / Overall church membership

APPENDIX H

INNOVATION PROJECT

THE PARK CHURCH COMMUNITY VOLUNTEER NETWORK

LYNDON ROBINSON

DEOL 752

STATEMENT OF NEED

For years churches have found it increasingly challenging to staff programs and ministries, and that challenge will increase. The primary reason has nothing to do with lack of dedication or lack of time, but rather the increasing opportunities for volunteering in the community.

STATEMENT OF NEED (CONT'D)

SOME REASONS WHY CHURCH MEMBERS DO NOT VOLUNTEER

Too Much Commitment

Some people are either at a stage of life or are over committed with other things and don't have the time to volunteer.

Fear of Commitment

Some people simply are afraid that if they volunteer once then they're in it for life. They're afraid of making a commitment that never ends.

Difficult to Get Involved

Some people tried to volunteer, they've signed up, they want to but they don't know how to get involved, it was hard to get involved (they had to take multiple classes or be a member of the church prior to volunteering), or no one ever called them back.

STATEMENT OF NEED (CONT'D)

SOME REASONS WHY THE CHURCH CAN USE NON-MEMBERS

Avoid Volunteer Burnout

Volunteer feels tired all the time even though they haven't done much of anything. They feel like they are withdrawing, even from activities previously relished. Before long they start to feel worthless.

Increased Ministry Participation

- To give your organization the power to do more work
- To reduce the burden on paid staff members
- To give your organization a larger, more diverse pool of participants
- To increase awareness and understanding of your organization through your recruiting as well as through the work the volunteers do
- To get as much done as possible within the confines of your budget

STATEMENT OF NEED (CONT'D)

Short Term Opportunities

- Seasonal

Low Commitment

ENVIRONMENT SCAN

Local churches that do not reach out to non-members (per their website):

Friendship Missionary Baptist Church

Myers Park United Methodist Church

Elevation Church

St. Paul Baptist Church

Hickory Grove Baptist Church

Ebenezer Baptist Church

TRENDS AND HIGHLIGHTS OVERVIEW

Overall, in Charlotte-Gastonia-Concord, NC-SC in 2015:

30.2% of residents volunteer

559,637 volunteers

23.2 volunteer hours per capita



TRENDS AND HIGHLIGHTS OVERVIEW (CONT'D)

60.2 million hours of service

\$1.1 billion of service contributed

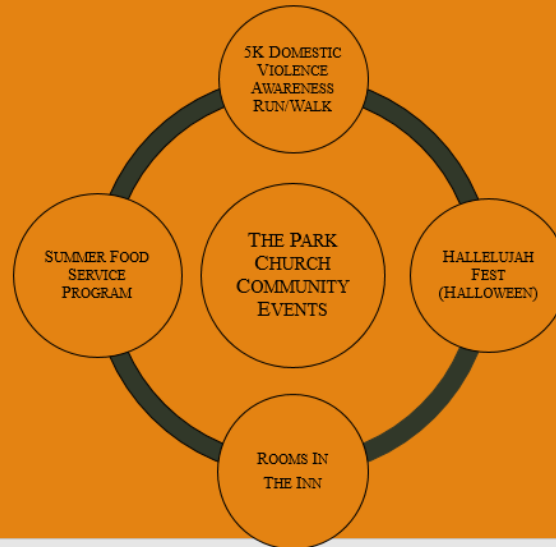
52.0% of residents donate \$25 or more to charity

Opportunity:

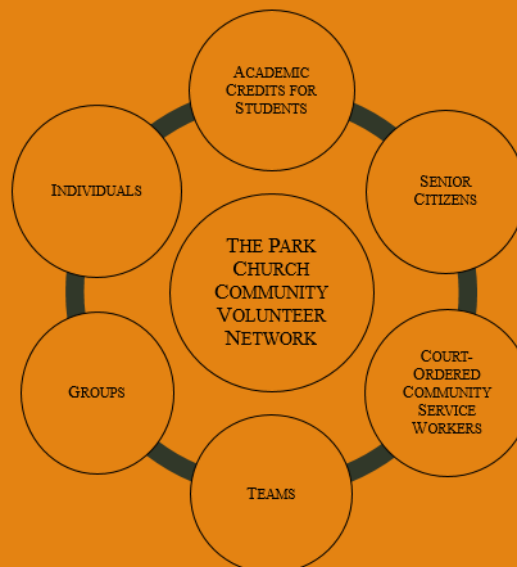
Many non-members volunteers in the Charlotte Metro Area

PRODUCT OR SERVICE

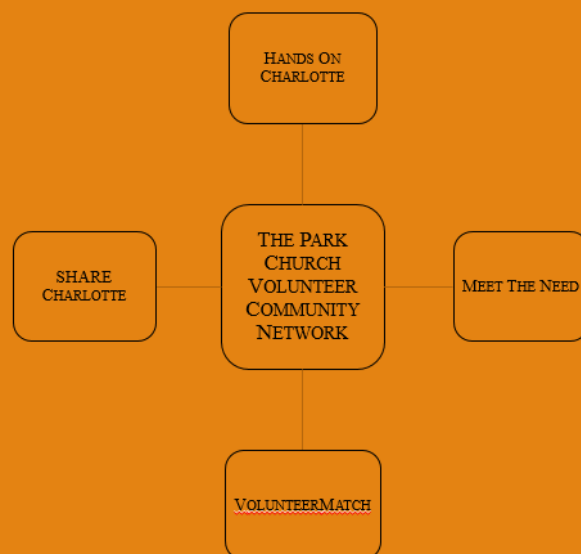
CHURCH COMMUNITY EVENTS



TARGETED NON-MEMBER AUDIENCE



PARTNERING RECRUITMENT ORGANIZATIONS



RESOURCES

Up to \$800 for printing of newsletters, flyers, etc for each event.

Access to various social media platforms: Facebook, Twitter, Instagram, & YouTube Channel.

Church members encourage to promote and recruit non-member volunteers.

Financial donations and grants will come from the community, church members, and USDA-Food and Nutrition (Summer Food Service Program)

RESOURCES (CONT'D)

Refreshments, equipment, and other supplies will be provided by the church and other sponsors.

All event locations are accessible via public transportation.

Challenges

- SFSP – Uncertainty in amount of grant to be awarded from year-to-year
- Donations are dependent upon available fund per organization and individual

ROLL OUT PLAN

4 - 6 Months Before Event

Non-Member Volunteer Committee will begin communicating with partnering organizations 4-6 months before the specified event, so the event can be posted on their website.

3 Months Before Event

Newsletters, flyers, post cards will be created and distributed within the community and directly to organizations that are active participants in volunteering.

2 Months Before Event

Deadlines for volunteering

ROLL OUT PLAN (CONT'D)

1 Month Before Event

Background checks for performed (if needed)

Day of the Event

- Brief training 30 minutes – 1 hour before start time.
- Assignments distributed

Challenge:

Community not responsive to volunteer opportunity; therefore, participation rate is low.

Opportunity:

Large number of volunteers show for advertised event.

ENACTING LEADERSHIP

The Park Church Community Volunteer Network will be considered as another ministry of the church. The church leadership will select an individual to lead the committee and provide weekly feedback.

REFERENCES

- 8 Reasons Why People Don't Volunteer at Your Church. (n.d.). Retrieved from <http://www.paulalexanderblog.com/volunteers/8-reasons-why-people-dont-volunteer-at-your-church/#.WtjLy4bPIU>
- Charlotte-Gastonia-Concord, NC-SC. (n.d.). Retrieved from <https://www.nationalservice.gov/vcla/city/Charlotte-Gastonia-Concord-NC-SC>
- Columbia Connections Blog | Volunteerism and the Future of Church Leadership. (2017, December 18). Retrieved from <http://www.ctsnet.edu/volunteerism-and-the-future-of-church-leadership/>
- Hands On Charlotte. (n.d.). Retrieved from <https://www.handsoncharlotte.org/>
- Recruiting Volunteers. (n.d.). Retrieved from <https://ctb.ku.edu/en/table-of-contents/structure/volunteers/recruiting/main>
- [Sharecharlotte](https://sharecharlotte.org/). (n.d.). Retrieved from <https://sharecharlotte.org/>
- Vanauken, P. (n.d.). Understanding Church Burnout And What To Do About It. Retrieved from http://business.baylor.edu/Phil_vanauken/ChurchBurnout.html

The Park Church

Review of New Members Survey
September- December, 2017

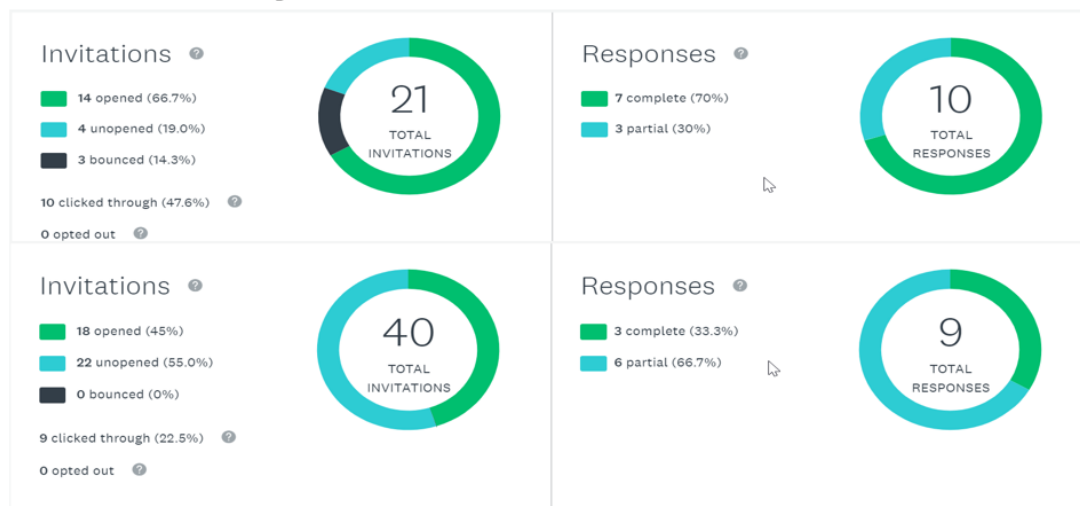


Overview

The Step Up Engagement Ministry Team performed a survey in October of new members who joined September – December, 2017 to gain valuable feedback and insights on the following critical information:

- Are they still with us; If not, why?
- Are they actively engaged and serving in ministry; If not, why?
- How are they doing and what is going well and what challenges are they facing?
- What can we learn from their overall experiences that will help us improve processes/structure so that we are being good stewards over the people God is adding to our church?
- What else can we do to improve their experiences?

Basic Survey Information

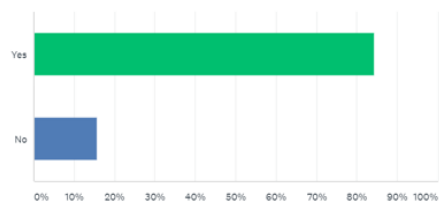


61 total survey sent out
19 total responses

Question #1

Are you currently attending The Park Church?

Answered: 19 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	84.21%	16
No	15.79%	3
TOTAL		19

Actual Survey Response

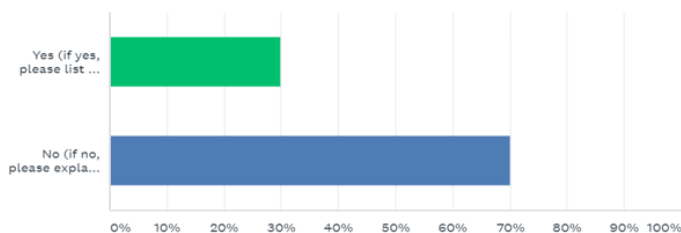
My fiancé and me aren't attending the Park Church b/c we both feel that this church doesn't speak to the needs of our hearts

Moved out of state

Question #2

Are you actively serving in ministry/ or volunteering in activities?

Answered: 10 Skipped: 9



ANSWER CHOICES	RESPONSES
Yes (if yes, please list the ministries/activities)	30.00% 3
No (if no, please explain the reason you are not actively serving/volunteering)	70.00% 7
TOTAL	10

Response Highlights

Ministries/ Activities

I volunteer at Charlotte Mission Tutoring

I volunteer at Charlotte Mission Tutoring

Nursery

Scholarship endowment, Homeless & collecting coats

Actual Survey Responses

Have not completed the new members class

My fiancé and me aren't actively serving in ministry
b/c we feel that this church is more concerned
about its financial growth than its members

Plan on doing something that will be my ministry
soon

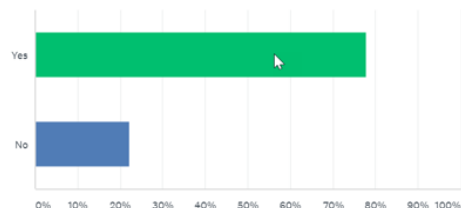
The time of meetings doesn't suit my schedule

Moved out of state

Question #3

Do you believe your ministry service supports the vision/ mission of The Park Church?

Answered: 9 Skipped: 10



ANSWER CHOICES	RESPONSES
Yes	77.78% 7
No	22.22% 2

Actual Survey Responses

Not currently serving. New members class not completed.

No, I do not believe my ministry service or volunteer activities supports the vision and mission that God has given to the Park Church. We're definitely on two different pages.

I care for the less fortunate

Question #4

Reflecting on your interactions/experiences, since joining what is going well/challenges?

Actual Survey Responses

Trying to interact and meet other members is a challenge. I work on bible study nights and am not able to interact in a smaller setting with other members.

The power of the word of the Lord that I receive

Good, The most important thing is that I "get fed" the WORD by Bishop Alexander through the HOLY SPIRIT! HALLELUJAH THANK YOU LORD!!!

Getting closer with the lord

- Making Strides
- Resource Gaps
- Challenges w/ Engagement

Question #4 cont.

Upon reflecting on my interactions/ experience's at the Park Church, I find it quite misleading as a member. Before joining, it seemed like the people were excited for you and we're thrilled about you linking up to this ministry. Once I joined and became a bit more personal as far as certain situations unfolded in my life, the interactions became distant. I reached out to certain members to discuss some things and it took several weeks for them to get back to me. That didn't sit right within my spirit at all.

I grew up in a traditional small church...100 to 200 people. So, when my husband and i married 6 years ago and decided to worship at The Park I was challenged, but the word saved me. Then we lost face to face contact with the head of the church. The word is beyond awesome and blesses my soul, but not being in the same space as pastor for weeks at a time is hard. Maybe 1.5 years ago I started volunteering in the children's nursery and attending the married Sunday School Class and that has made me feel more connected.

My current challenge is when I go to independence and they are having a gun show and have to explain to my kids why they see guns on the church campus

- Making Strides
- Resource Gaps
- Challenges w/ Engagement

Question #4 cont..

No challenges everything is going well

The church has helped me spiritually, mentally and emotionally. infact I would have lost it but for word of God from Pastor's Bishop Alexander and his Ministers. Thanks all Good richly blessed you.

I enjoyed everything about the park church and visit ehen i am in town. I feel that the new members classes should be conducted over a shorter period of time, maybe one day maybe from 8 to 3 or 4 with a lunch break. Also, new members should be made aware that they are suppose to choose a ministry to join at the end of the class and that there is another class that they are suppose to take (Experiencing God). The list of ministries and ministry leaders is outdated and some of the materials for the new members class is outdated.

- Making Strides
- Resource Gaps
- Challenges w/ Engagement

Question #5

What can we do to improve your experience and assist your family in meeting spiritual needs?

Actual Survey Responses

I have had an overall good experience at The Park Church. My spiritual needs are being met.

Firstly, you can pray and ask the Lord for forgiveness for the things you know you've done wrong and for the things you may not know. Then ask God to show you where you can improve in certain areas where you lack love and compassion for those who are trying to do better but are finding it hard to believe that better exist's due to their present circumstances. The Word of God clearly says, "With Love & Kindness have I drawn thee." You have to be oh so careful who you're drawing to the Lord in the event that you don't lose them. These are precious souls you're dealing with incase you've forgotten.

- Making Strides
- Resource Gaps
- Challenges w/ Engagement

Question #5 cont.

What can we do to improve your experience and assist your family in meeting spiritual needs?

Maybe have bible studies online

If possible it would be wonderful to have pastor rotate one Sunday a month to each campus. My family worships at Park South and it would further encourage us to engage with pastor more regularly.

Perhaps it would be a good idea to make sure that a life group is started in KCIO, out group pretty much disbursed after our required meetings

Other than the compromise the church is making with the business of the merchandise Mart everything else is going great. The church is still doing great in the community and helping me grow spiritually

- Making Strides
- Resource Gaps
- Challenges w/ Engagement

Question #5 cont..

What can we do to improve your experience and assist your family in meeting spiritual needs?

I think things are fine.

I like sitting on the risers

A sign address to members to visit each other, and other duties and responsibilities.

I dont feel that there is anything else and i still attend when i am in town.

● Making Strides
● Resource Gaps
● Challenges w/ Engagement

Question #6

Suggestions for the Park Church Leadership Team for greater engagement and participation?

Actual Survey Responses

Finding ways for members to interact in smaller groups. Hold classes on different topics to benefit the whole person.

For one I'm not a leader nor a follower. I tend to blend in with people. I place myself in their shoes so as to understand them better. I'm no better than anyone on earth. I'm human and imperfectly human.

They are all good

● Making Strides
● Resource Gaps
● Challenges w/ Engagement

Question #6 cont.

Suggestions for the Park Church Leadership Team for greater engagement and participation?

There are numerous activities, but tangeable leadership (within arms reach) needs to be stronger. Each campus needs a Sr minister to bring the word when Pastor does not, and pastor has to either rotate or strengthen technology.

Again, for new members... make sure that each new member id a part of an existing life group or be a part of a new life group. The church is pretty large & a new member can feel a bit isolated. Thank God I already knew a few folks that attend

I believe the leadership is doing enough

I don't know

Nothing

● Making Strides
● Resource Gaps
● Challenges w/ Engagement

Question #6 cont.

The church should be divided into small units lead by a leader to participate in some activities after that the group should rotate. Eg some members in group A should go to B, C D and vice versa. So that we get to know each other better

Cant think of anything.

● Making Strides
● Resource Gaps
● Challenges w/ Engagement

Question #7

Which of the following best describes your occupation.

ANSWER CHOICES		RESPONSES	
▼ Other (please specify)	Responses	40.00%	4
▼ Healthcare		30.00%	3
▼ Customer Service		10.00%	1
▼ Building, Grounds Cleaning, or Maintenance		10.00%	1
▼ Office and Administrative Support		10.00%	1

Other:
Stay @ home mom
Quality Management
Staffing/Recruiting
Mental health therapist

- Making Strides
- Resource Gaps
- Challenges w/ Engagement



Next Steps



Critical Activities

30 Days

Contact via phone, new members that did not provide an email address

Confirm email address for those bounced back, contact via phone, if needed

Follow-up with finance department on new member giving

60 Days

Contact via phone, new members with unopen surveys

Outline new members focus group/case study process for 2018

Ministry shadow with First Friends volunteers and ministry leaders

90 Days

Confirm dates for 2018 quarterly ministry fair/fellowship with ministry leads and Kingdom team and new member feedback forums

Establish Step Up Engagement Ministry benchmarking goals for 2018

Follow-up with survey participating and address survey findings



Background:

Brandon and Marisa are young adults (mid thirties) and have four children (ages 5, 6, 10, 12). This family joined The Park Church on January 22, 2017. They attend the Beatties Ford Road 10:45 AM service. Brandon and Marisa joined under Christian experience and their four children by way of Baptism. This family completed KCIO and was assigned to a First Friend. Brandon declared the Recreation and Youth Ministry. Marisa is a Communication Manager and was assigned to Special Events. Three of the children declared the Judah Choir and one child Youth Usher Ministry.

Assumptions: Ministry declarations were sent out to the ministry leaders upon completion of KCIO
Follow-up was handled by First Friend

Challenges: Survey results determined, family is no longer attending the Park Church. Information obtained from survey stated that family made several attempts to reach out to ministry leaders at the church and phone calls were never returned.

Link to full survey: [..\Response_4_171114.pdf](#)

Action Plan



Specific Activity	Timeline	Persons Responsible	Formative Assessment Method	Goal	Indicator Of Success
Redesign website and/or research new website design Ensure timely updates to church website	Q1 2018	Owner: Kevin Wilson Champions: Mike Rankins, Author Wilson Stakeholders: Church Leadership	Quarterly review for updates	Make our church website a user friendly, current, and interactive resource for our new, current and potential members	Increased volunteer participation and retention. Increased traffic and awareness of church events
Create streamline engagement and assimilation process for all ministries Create accountability structure for each ministry	Q1 2018	Owner: Step Up Engagement Ministry Champions: Kim Morrison, Mike Rankins, Kevin Stakeholders: All ministry leaders	Throughout the year	To ensure consistency in new member and assimilation and engagement process across ministries. Awareness of leadership structure within each ministry Highly relationally connected member	Increased volunteer participation & membership retention Reduction in ministry human resource gaps Increased volunteer growth and membership retention

Specific Activity	Timeline	Persons Responsible	Formative Assessment Method	Goal	Indicator Of Success
Implementation of church-wide survey	Q2, 2018	Owners: Step Up Engagement Ministry Champions: Mike Rankins, Bishop Alexander Stakeholder: Church congregation	Industry standard is every 12-18 months	Gain feedback from church membership	Increase in new membership & retention of current members
Re-launch of leadership development for ministry leaders	Q1-Q4, 2018	Owners: Step Up Engagement Ministry Champions: Mike Rankins, Bishop Alexander Stakeholder: All ministry leaders	Each quarter	Continue to improve in volunteer management Leaders equipped and prepared to serve in ministry (administration, teaching)	Increased volunteer participation & retention / Overall church membership
Step Up Ministry Activities Surveys Focus Groups Ministry Fairs	Q1-Q4 2018	Owners: Step Up Engagement Ministry Champions: Mike Rankin Stakeholders: All ministry leaders	Each quarter	Create high engaged environment Increased understanding of new member assimilation experience	Increase in positive feedback regarding new member assimilation

Additional Analysis

Making Strides

The church is spiritually feeding my soul and the fellowship is great!

No challenges, interactions are always positive

I have been going to the park since 2009 and loved the church members I have met and relationships I have made. My relationship with God has grown a lot during my time. I would say that as a new member, there are parts of the new member program that are unorganized

There was a lot of engagement around getting us to/through KCIO and to the communion service for the certificate and new member photo,



Making Strides

Pros: my soul gets feed; the teaching is clear, thoughtful and forward thinking; the sermons align with the challenges of our current world/society; there's an abundance of ministries to get involved in; WELCOMING staff, clergy and congregation.

We are doing well

More survey's like this to gauge community and congregation needs

Sunday morning is great,

I LOVE that The Park Church has conversations on difficult subjects...do more of them:).

Resource Gaps



I have no transportation and I rely on a neighbor to bring me when he decides to.

I'm still learning. And i'm also in divinity school. Everything is still new.

I want to get started in ministry but my lack of transportation hinders me.

Suggested improvements: website - include a page for all ministries with important information; better organization and follow-up after joining; share required class schedules after the KCIO class..

It would help if there was some type of transportation provided for many in the neighborhood.

I would like to receive counseling to be a more effective ambassador for Christ.

Resource Gaps

A place to meet and greet after church, maybe a canteen or something like that.

List links on the web page where group activities can be found

Allow the website to be a place where lots of information can be found about activities, upcoming events and resources.

Sometimes, I'd prefer to download previous sermons on my computer...how do we do that? I know it's there but I think

Challenges with Engagement

some supposedly leaders aren't friendly or welcoming at all....I signed up for the clean up ministry after church and never got a call from anyone. Everyone wants to be seen and not really doing the work as needed...

Experiencing God class was great content but the facilitator was not consistent and I feel like she had too much going on to teach at times. It did not meet regularly and we would not know if we had a class until the day of or maybe the day before and as late as an hour before.

When you are facing challenging situations like infertility it is difficult to engage in some context and protect your emotional health at the same time



Challenges with Engagement

Find leaders that really want to lead and not just there for show...

we are a big church and sometimes it seems like all of leadership is aware of what other parts of the church may be involved in. That would be with any church however or our size

Understanding that families go through spiritual transitions which means that their needs shift. It's not that we don't Love the Lord, we are making sure we hear from the Lord and move when he says move

Be transparent regarding ministry meeting times, so that office employees can answer questions. Hold more ministry events at BFR location for members who live nearby.

Bolster/utilize the bookstore. Encourage people to stay after service- announce/talk about the kitchen and meal; possibly create a coffee cafe in the lobby or a place easily accessible by all. I believe this would help other congregants to meet one another in a near seamless way.

Challenges with Engagement

Think there are more things we can offer at the independence location

Perhaps find out what congregants do for a living or what expertise lies where to help others grow professionally. Garner talent inside the church.

For ministry to seek to meet members where they are; find out what they are in need of. I think that promotes significant engagement and active participation.

I would identify more detail teaching especially to our teens

and people willing to serve as they say they are....too many chiefs and no indians aren't how you get more people to join in activities...

Discern change in seasons and shifts. It's a challenge when you see a shift from the pew but the pulpit cannot pick up on the shift

Challenges with Engagement

Follow through. Sunday morning is great, but beyond that not so much.

The many ministries available seem to get lost and only spoken about in KCIO.

but nothing after that. The Park seems like it's spread too thin -- there appear to be enough volunteers to fully support one location, not three. As a result, communications are insufficient

The Park Church exists to extend the Love, the Life and the Lordship of Jesus Christ, to everyone, in every way, in every place, at every time we have the opportunity.

#1

INCOMPLETE

Collector: Email Invitation 1 (Email)
Started: Saturday, March 03, 2018 12:15:41 PM
Last Modified: Saturday, March 03, 2018 12:15:41 PM
Time Spent: 00:00:00
Email: @gmail.com
IP Address: 208.104.48.81

Page 1: We'd love to hear from you.

Q1 Are you currently attending The Park Church **No**

Q2 Are you actively serving in ministry/ or volunteering in activities at The Park Church? Respondent skipped this question

Q3 Do you believe your ministry service or volunteer activities supports the vision and mission that God has given to The Park Church? Respondent skipped this question

Q4 Reflecting on your interactions/experiences at The Park Church, since joining, what is going well/and or what challenges are you facing?Comments: Respondent skipped this question

Q5 Please tell us specifically what can we do to improve your overall experience and assist you and your family in meeting your spiritual needs.Comments: Respondent skipped this question

Q6 What do you identify as a suggestion for The Park Church Leadership Team to consider that could lead to greater engagement and active participation from our members?Please provide any supporting details along with your response: Respondent skipped this question

Q7 Which of the following best describes your current occupation: Respondent skipped this question

The Park Church exists to extend the Love, the Life and the Lordship of Jesus Christ, to everyone, in every way, in every place, at every time we have the opportunity.

#2

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Saturday, March 03, 2018 12:40:47 PM
Last Modified: Saturday, March 03, 2018 12:57:57 PM
Time Spent: 00:17:09
Email: @yahoo.com
IP Address: 47.38.64.32

Page 1: We'd love to hear from you.

Q1 Are you currently attending The Park Church

No,
 If no, please explain the reason::
 Moved out of state.

Q2 Are you actively serving in ministry/ or volunteering in activities at The Park Church?

No (if no, please explain the reason you are not actively serving/volunteering)
 ,
 Please type your list or reason below::
 Moved out of state

Q3 Do you believe your ministry service or volunteer activities supports the vision and mission that God has given to The Park Church?

Please explain your response::
 N/A

Q4 Reflecting on your interactions/experiences at The Park Church, since joining, what is going well/and or what challenges are you facing?Comments:

I enjoyed everything about the park church and visit when i am in town. I feel that the new members classes should be conducted over a shorter period of time, maybe one day maybe from 8 to 3 or 4 with a lunch break. Also, new members should be made aware that they are suppose to choose a ministry to join at the end of the class and that there is another class that they are suppose to take (Experiencing God). The list of ministries and ministry leaders is outdated and some of the materials for the new members class is outdated.

Q5 Please tell us specifically what can we do to improve your overall experience and assist you and your family in meeting your spiritual needs.Comments:

I dont feel that there is anything else and i still attend when i am in town.

The Park Church exists to extend the Love, the Life and the Lordship of Jesus Christ, to everyone, in every way, in every place, at every time we have the opportunity.

Q6 What do you identify as a suggestion for The Park Church Leadership Team to consider that could lead to greater engagement and active participation from our members? Please provide any supporting details along with your response:

Cant think of anything.

Q7 Which of the following best describes your current occupation:

**Office and Administrative
Support**

The Park Church exists to extend the Love, the Life and the Lordship of Jesus Christ, to everyone, in every way, in every place, at every time we have the opportunity.

#3

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Saturday, March 03, 2018 12:44:13 PM
Last Modified: Saturday, March 03, 2018 1:18:58 PM
Time Spent: 00:34:44
Email: i@gmail.com
IP Address: 172.58.189.34

Page 1: We'd love to hear from you.

Q1 Are you currently attending The Park Church **Yes**

Q2 Are you actively serving in ministry/ or volunteering in activities at The Park Church? **No (if no, please explain the reason you are not actively serving/volunteering)**

,
 Please type your list or reason below::
 The time of meeting s doesn't suit my schedule

Q3 Do you believe your ministry service or volunteer activities supports the vision and mission that God has given to The Park Church? **Yes**

Q4 Reflecting on your interactions/experiences at The Park Church, since joining, what is going well/and or what challenges are you facing?Comments:

The church has helped me spiritually, mentally and emotionally. infact I would have lost it but for word of God from Pastor's Bishop Alexander and his Ministers. Thanks all Good richly blessed you.

Q5 Please tell us specifically what can we do to improve your overall experience and assist you and your family in meeting your spiritual needs.Comments:

A sign address to members to visit each other, and other duties and responsibilities.

Q6 What do you identify as a suggestion for The Park Church Leadership Team to consider that could lead to greater engagement and active participation from our members?Please provide any supporting details along with your response:

The church should be divided into small units lead by a leader to participate in some activities after that the group should rotate. Eg some members in group A should go to B, C D and vice versa. So that we get to know each other better.

Q7 Which of the following best describes your current occupation: **Healthcare**

The Park Church exists to extend the Love, the Life and the Lordship of Jesus Christ, to everyone, in every way, in every place, at every time we have the opportunity.

#4

INCOMPLETE

Collector: Email Invitation 1 (Email)
Started: Saturday, March 03, 2018 1:20:33 PM
Last Modified: Saturday, March 03, 2018 1:21:35 PM
Time Spent: 00:01:02
Email: @msn.com
IP Address: 75.176.31.86

Page 1: We'd love to hear from you.

Q1 Are you currently attending The Park Church **Yes**

Q2 Are you actively serving in ministry/ or volunteering in activities at The Park Church? Respondent skipped this question

Q3 Do you believe your ministry service or volunteer activities supports the vision and mission that God has given to The Park Church? Respondent skipped this question

Q4 Reflecting on your interactions/experiences at The Park Church, since joining, what is going well/and or what challenges are you facing?Comments: Respondent skipped this question

Q5 Please tell us specifically what can we do to improve your overall experience and assist you and your family in meeting your spiritual needs.Comments: Respondent skipped this question

Q6 What do you identify as a suggestion for The Park Church Leadership Team to consider that could lead to greater engagement and active participation from our members?Please provide any supporting details along with your response: Respondent skipped this question

Q7 Which of the following best describes your current occupation: Respondent skipped this question

The Park Church exists to extend the Love, the Life and the Lordship of Jesus Christ, to everyone, in every way, in every place, at every time we have the opportunity.

#5

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Saturday, March 03, 2018 2:28:54 PM
Last Modified: Saturday, March 03, 2018 2:51:02 PM
Time Spent: 00:22:08
Email: @ho'mail.com
IP Address: 174.230.129.153

Page 1: We'd love to hear from you.

Q1 Are you currently attending The Park Church **Yes**

Q2 Are you actively serving in ministry/ or volunteering in activities at The Park Church? **No (if no, please explain the reason you are not actively serving/volunteering)**

,
 Please type your list or reason below::
 I volunteer at Charlotte Mission Tutoring

Q3 Do you believe your ministry service or volunteer activities supports the vision and mission that God has given to The Park Church? **Yes**

Q4 Reflecting on your interactions/experiences at The Park Church, since joining, what is going well/and or what challenges are you facing?Comments:

No challenges everything is going well

Q5 Please tell us specifically what can we do to improve your overall experience and assist you and your family in meeting your spiritual needs.Comments:

I like sitting on the risers

Q6 What do you identify as a suggestion for The Park Church Leadership Team to consider that could lead to greater engagement and active participation from our members?Please provide any supporting details along with your response:

Nothing

Q7 Which of the following best describes your current occupation:

Other (please specify):
 Mental health therapist

The Park Church exists to extend the Love, the Life and the Lordship of Jesus Christ, to everyone, in every way, in every place, at every time we have the opportunity.

#6

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Sunday, March 04, 2018 12:46:16 AM
Last Modified: Sunday, March 04, 2018 12:49:25 AM
Time Spent: 00:03:08
Email: @yahoo.com
IP Address: 107.77.237.202

Page 1: We'd love to hear from you.

Q1 Are you currently attending The Park Church **Yes**

Q2 Are you actively serving in ministry/ or volunteering in activities at The Park Church? **No (if no, please explain the reason you are not actively serving/volunteering)**

,
 Please type your list or reason below::
 Plan on doing something that will be my ministry soon

Q3 Do you believe your ministry service or volunteer activities supports the vision and mission that God has given to The Park Church? **Yes**

Q4 Reflecting on your interactions/experiences at The Park Church, since joining, what is going well/and or what challenges are you facing?Comments:

Getting closer with the lord

Q5 Please tell us specifically what can we do to improve your overall experience and assist you and your family in meeting your spiritual needs.Comments:

I think things are fine

Q6 What do you identify as a suggestion for The Park Church Leadership Team to consider that could lead to greater engagement and active participation from our members?Please provide any supporting details along with your response:

I don't know

Q7 Which of the following best describes your current occupation: **Building, Grounds Cleaning, or Maintenance**

The Park Church exists to extend the Love, the Life and the Lordship of Jesus Christ, to everyone, in every way, in every place, at every time we have the opportunity.

#7

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Thursday, March 08, 2018 6:51:11 PM
Last Modified: Thursday, March 08, 2018 6:57:28 PM
Time Spent: 00:06:17
Email: @eol.com
IP Address: 216.136.66.241

Page 1: We'd love to hear from you.

Q1 Are you currently attending The Park Church **Yes**

Q2 Are you actively serving in ministry/ or volunteering in activities at The Park Church? **Yes (if yes, please list the ministries/activities)** ,
 Please type your list or reason below::
 UPKEEP

Q3 Do you believe your ministry service or volunteer activities supports the vision and mission that God has given to The Park Church? **Yes**

Q4 Reflecting on your interactions/experiences at The Park Church, since joining, what is going well/and or what challenges are you facing?Comments:

My current challenge is when I go to independence and they are having a gun show and have to explain to my kids why they see guns on the church campus

Q5 Please tell us specifically what can we do to improve your overall experience and assist you and your family in meeting your spiritual needs.Comments:

Other than the compromise the church is making with the business of the merchandise Mart everything else is going great. The church is still doing great in the community and helping me grow spiritually

Q6 What do you identify as a suggestion for The Park Church Leadership Team to consider that could lead to greater engagement and active participation from our members?Please provide any supporting details along with your response:

I believe the leadership is doing enough

Q7 Which of the following best describes your current occupation: **Healthcare**

The Park Church exists to extend the Love, the Life and the Lordship of Jesus Christ, to everyone, in every way, in every place, at every time we have the opportunity.

#8

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Tuesday, March 13, 2018 3:25:24 PM
Last Modified: Tuesday, March 13, 2018 3:32:55 PM
Time Spent: 00:07:30
Email: @yahoo.com
IP Address: 24.142.255.34

Page 1: We'd love to hear from you.

Q1 Are you currently attending The Park Church **Yes**

Q2 Are you actively serving in ministry/ or volunteering in activities at The Park Church? **Yes (if yes, please list the ministries/activities)**,
 Please type your list or reason below::
 Scholarship endowment, Homeless & collecting coats

Q3 Do you believe your ministry service or volunteer activities supports the vision and mission that God has given to The Park Church? **Yes,**
 Please explain your response::
 I care for the less fortunate

Q4 Reflecting on your interactions/experiences at The Park Church, since joining, what is going well/and or what challenges are you facing?Comments:

Good, The most important thing is that I "get fed" the WORD by Bishop Alexander through the HOLY SPIRIT! HALLELUJAH THANK YOU LORD!!!

Q5 Please tell us specifically what can we do to improve your overall experience and assist you and your family in meeting your spiritual needs.Comments:

Perhaps it would be a good idea to make sure that a life group is started in KCIO, out group pretty much disbursed after our required meetings

Q6 What do you identify as a suggestion for The Park Church Leadership Team to consider that could lead to greater engagement and active participation from our members?Please provide any supporting details along with your response:

Again, for new members... make sure that each new member id a part of an existing life group or be a part of a new life group. The church is pretty large & a new member can feel a bit isolated. Thank God I already knew a few folks that attend

The Park Church exists to extend the Love, the Life and the Lordship of Jesus Christ, to everyone, in every way, in every place, at every time we have the opportunity.

Q7 Which of the following best describes your current occupation:

Other (please specify):
Staffing/Recruiting

The Park Church exists to extend the Love, the Life and the Lordship of Jesus Christ, to everyone, in every way, in every place, at every time we have the opportunity.

#9

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Tuesday, March 13, 2018 11:57:46 PM
Last Modified: Wednesday, March 14, 2018 12:13:15 AM
Time Spent: 00:15:29
Email: @hotmail.com
IP Address: 67.197.137.249

Page 1: We'd love to hear from you.

Q1 Are you currently attending The Park Church **Yes**

Q2 Are you actively serving in ministry/ or volunteering in activities at The Park Church? **Yes (if yes, please list the ministries/activities)**,
 Please type your list or reason below::
 Nursery

Q3 Do you believe your ministry service or volunteer activities supports the vision and mission that God has given to The Park Church? **Yes**

Q4 Reflecting on your interactions/experiences at The Park Church, since joining, what is going well/and or what challenges are you facing?Comments:

I grew up in a traditional small church...100 to 200 people. So, when my husband and I married 6 years ago and decided to worship at The Park I was challenged, but the word saved me. Then we lost face to face contact with the head of the church. The word is beyond awesome and blesses my soul, but not being in the same space as pastor for weeks at a time is hard. Maybe 1.5 years ago I started volunteering in the children's nursery and attending the married Sunday School Class and that has made me feel more connected.

Q5 Please tell us specifically what can we do to improve your overall experience and assist you and your family in meeting your spiritual needs.Comments:

If possible it would be wonderful to have pastor rotate one Sunday a month to each campus. My family worships at Park South South and it would further encourage us to engage with pastor more regularly.

Q6 What do you identify as a suggestion for The Park Church Leadership Team to consider that could lead to greater engagement and active participation from our members?Please provide any supporting details along with your response:

There are numerous activities, but tangible leadership (within arms reach) needs to be stronger. Each campus needs a Sr minister to bring the word when Pastor does not, and pastor has to either rotate or strengthen technology.

The Park Church exists to extend the Love, the Life and the Lordship of Jesus Christ, to everyone, in every way, in every place, at every time we have the opportunity.

Q7 Which of the following best describes your current occupation:

Other (please specify):
Quality Management

The Park Church exists to extend the Love, the Life and the Lordship of Jesus Christ, to everyone, in every way, in every place, at every time we have the opportunity.

#10

INCOMPLETE

Collector: Email Invitation 1 (Email)
Started: Saturday, March 03, 2018 12:23:31 PM
Last Modified: Tuesday, March 20, 2018 7:56:37 AM
Time Spent: Over a week
Email: @msn.com
IP Address: 174.134.20.225

Page 1: We'd love to hear from you.

Q1 Are you currently attending The Park Church **Yes**

Q2 Are you actively serving in ministry/ or volunteering in activities at The Park Church? Respondent skipped this question

Q3 Do you believe your ministry service or volunteer activities supports the vision and mission that God has given to The Park Church? Respondent skipped this question

Q4 Reflecting on your interactions/experiences at The Park Church, since joining, what is going well/and or what challenges are you facing?Comments: Respondent skipped this question

Q5 Please tell us specifically what can we do to improve your overall experience and assist you and your family in meeting your spiritual needs.Comments: Respondent skipped this question

Q6 What do you identify as a suggestion for The Park Church Leadership Team to consider that could lead to greater engagement and active participation from our members?Please provide any supporting details along with your response: Respondent skipped this question

Q7 Which of the following best describes your current occupation: Respondent skipped this question

The Park Church exists to extend the Love, the Life and the Lordship of Jesus Christ, to everyone, in every way, in every place, at every time we have the opportunity.

#11

INCOMPLETE

Collector: Email Invitation 2 (Email)
Started: Friday, March 30, 2018 11:11:20 AM
Last Modified: Friday, March 30, 2018 11:11:20 AM
Time Spent: 00:00:00
Email: @gmail.com
IP Address: 66.26.185.141

Page 1: We'd love to hear from you.

Q1 Are you currently attending The Park Church **Yes**

Q2 Are you actively serving in ministry/ or volunteering in activities at The Park Church? Respondent skipped this question

Q3 Do you believe your ministry service or volunteer activities supports the vision and mission that God has given to The Park Church? Respondent skipped this question

Q4 Reflecting on your interactions/experiences at The Park Church, since joining, what is going well/and or what challenges are you facing?Comments: Respondent skipped this question

Q5 Please tell us specifically what can we do to improve your overall experience and assist you and your family in meeting your spiritual needs.Comments: Respondent skipped this question

Q6 What do you identify as a suggestion for The Park Church Leadership Team to consider that could lead to greater engagement and active participation from our members?Please provide any supporting details along with your response: Respondent skipped this question

Q7 Which of the following best describes your current occupation: Respondent skipped this question

The Park Church exists to extend the Love, the Life and the Lordship of Jesus Christ, to everyone, in every way, in every place, at every time we have the opportunity.

#12

COMPLETE

Collector: Email Invitation 2 (Email)
Started: Friday, March 30, 2018 11:22:10 AM
Last Modified: Friday, March 30, 2018 11:27:19 AM
Time Spent: 00:05:09
Email: @yahoo.com
IP Address: 174.106.80.131

Page 1: We'd love to hear from you.

Q1 Are you currently attending The Park Church **Yes**

Q2 Are you actively serving in ministry/ or volunteering in activities at The Park Church? **No (if no, please explain the reason you are not actively serving/volunteering)**

,
 Please type your list or reason below::
 Have not completed the new members class

Q3 Do you believe your ministry service or volunteer activities supports the vision and mission that God has given to The Park Church? **Yes**

Q4 Reflecting on your interactions/experiences at The Park Church, since joining, what is going well/and or what challenges are you facing?Comments:

The power of the word of the Lord that I receive

Q5 Please tell us specifically what can we do to improve your overall experience and assist you and your family in meeting your spiritual needs.Comments:

Maybe have bible studies online

Q6 What do you identify as a suggestion for The Park Church Leadership Team to consider that could lead to greater engagement and active participation from our members?Please provide any supporting details along with your response:

They are all good

Q7 Which of the following best describes your current occupation: **Healthcare**

The Park Church exists to extend the Love, the Life and the Lordship of Jesus Christ, to everyone, in every way, in every place, at every time we have the opportunity.

#13

COMPLETE

Collector: Email Invitation 2 (Email)
Started: Friday, March 30, 2018 11:11:16 AM
Last Modified: Friday, March 30, 2018 11:40:13 AM
Time Spent: 00:28:57
Email: @gmail.com173.92.11.56
IP Address:

Page 1: We'd love to hear from you.

Q1 Are you currently attending The Park Church

No,
 If no, please explain the reason::
 My fiancé and me aren't attending the Park Church b/c we both feel that this church doesn't speak to the needs of our hearts.

Q2 Are you actively serving in ministry/ or volunteering in activities at The Park Church?

No (if no, please explain the reason you are not actively serving/volunteering)

,
 Please type your list or reason below::
 My fiancé and me aren't actively serving in ministry b/c we feel that this church is more concerned about its financial growth than its members.

Q3 Do you believe your ministry service or volunteer activities supports the vision and mission that God has given to The Park Church?

No,
 Please explain your response::
 No, I do not believe my ministry service or volunteer activities supports the vision and mission that God has given to the Park Church. We're definitely on two different pages.

Q4 Reflecting on your interactions/experiences at The Park Church, since joining, what is going well/and or what challenges are you facing?Comments:

Upon reflecting on my interactions/ experience's at the Park Church, I find it quite misleading as a member. Before joining, it seemed like the people were excited for you and we're thrilled about you linking up to this ministry. Once I joined and became a bit more personal as far as certain situations unfolded in my life, the interactions became distant. I reached out to certain members to discuss some things and it took several weeks for them to get back to me. That didn't sit right within my spirit at all.

The Park Church exists to extend the Love, the Life and the Lordship of Jesus Christ, to everyone, in every way, in every place, at every time we have the opportunity.

Q5 Please tell us specifically what can we do to improve your overall experience and assist you and your family in meeting your spiritual needs. Comments:

Firstly, you can pray and ask the Lord for forgiveness for the things you know you've done wrong and for the things you may not know. Then ask God to show you where you can improve in certain areas where you lack love and compassion for those who are trying to do better but are finding it hard to believe that better exist's due to their present circumstances. The Word of God clearly says, "With Love & Kindness have I drawn thee." You have to be oh so careful who you're drawing to the Lord in the event that you don't lose them. These are precious souls you're dealing with incase you've forgotten.

Q6 What do you identify as a suggestion for The Park Church Leadership Team to consider that could lead to greater engagement and active participation from our members? Please provide any supporting details along with your response:

For one I'm not a leader nor a follower. I tend to blend in with people. I place myself in their shoes so as to understand them better. I'm no better than anyone on earth. I'm human and imperfectly human.

Q7 Which of the following best describes your current occupation:

Other (please specify):
Stay @ home mom

The Park Church exists to extend the Love, the Life and the Lordship of Jesus Christ, to everyone, in every way, in every place, at every time we have the opportunity.

#14

INCOMPLETE

Collector: Email Invitation 2 (Email)
Started: Friday, March 30, 2018 12:02:37 PM
Last Modified: Friday, March 30, 2018 12:02:38 PM
Time Spent: 00:00:00
Email: j@gmail.com
IP Address: 107.77.235.114

Page 1: We'd love to hear from you.

Q1 Are you currently attending The Park Church **Yes**

Q2 Are you actively serving in ministry/ or volunteering in activities at The Park Church? Respondent skipped this question

Q3 Do you believe your ministry service or volunteer activities supports the vision and mission that God has given to The Park Church? Respondent skipped this question

Q4 Reflecting on your interactions/experiences at The Park Church, since joining, what is going well/and or what challenges are you facing?Comments: Respondent skipped this question

Q5 Please tell us specifically what can we do to improve your overall experience and assist you and your family in meeting your spiritual needs.Comments: Respondent skipped this question

Q6 What do you identify as a suggestion for The Park Church Leadership Team to consider that could lead to greater engagement and active participation from our members?Please provide any supporting details along with your response: Respondent skipped this question

Q7 Which of the following best describes your current occupation: Respondent skipped this question

The Park Church exists to extend the Love, the Life and the Lordship of Jesus Christ, to everyone, in every way, in every place, at every time we have the opportunity.

#15

INCOMPLETE

Collector: Email Invitation 2 (Email)
Started: Friday, March 30, 2018 12:29:35 PM
Last Modified: Friday, March 30, 2018 12:29:36 PM
Time Spent: 00:00:00
Email: @gmail.com
IP Address: 174.108.87.131

Page 1: We'd love to hear from you.

Q1 Are you currently attending The Park Church **Yes**

Q2 Are you actively serving in ministry/ or volunteering in activities at The Park Church? Respondent skipped this question

Q3 Do you believe your ministry service or volunteer activities supports the vision and mission that God has given to The Park Church? Respondent skipped this question

Q4 Reflecting on your interactions/experiences at The Park Church, since joining, what is going well/and or what challenges are you facing?Comments: Respondent skipped this question

Q5 Please tell us specifically what can we do to improve your overall experience and assist you and your family in meeting your spiritual needs.Comments: Respondent skipped this question

Q6 What do you identify as a suggestion for The Park Church Leadership Team to consider that could lead to greater engagement and active participation from our members?Please provide any supporting details along with your response: Respondent skipped this question

Q7 Which of the following best describes your current occupation: Respondent skipped this question

The Park Church exists to extend the Love, the Life and the Lordship of Jesus Christ, to everyone, in every way, in every place, at every time we have the opportunity.

#16

INCOMPLETE

Collector: Email Invitation 2 (Email)
Started: Friday, March 30, 2018 12:55:33 PM
Last Modified: Friday, March 30, 2018 12:55:33 PM
Time Spent: 00:00:00
Email: @yahoo.com
IP Address: 67.197.203.170

Page 1: We'd love to hear from you.

Q1 Are you currently attending The Park Church **Yes**

Q2 Are you actively serving in ministry/ or volunteering in activities at The Park Church? Respondent skipped this question

Q3 Do you believe your ministry service or volunteer activities supports the vision and mission that God has given to The Park Church? Respondent skipped this question

Q4 Reflecting on your interactions/experiences at The Park Church, since joining, what is going well/and or what challenges are you facing?Comments: Respondent skipped this question

Q5 Please tell us specifically what can we do to improve your overall experience and assist you and your family in meeting your spiritual needs.Comments: Respondent skipped this question

Q6 What do you identify as a suggestion for The Park Church Leadership Team to consider that could lead to greater engagement and active participation from our members?Please provide any supporting details along with your response: Respondent skipped this question

Q7 Which of the following best describes your current occupation: Respondent skipped this question

The Park Church exists to extend the Love, the Life and the Lordship of Jesus Christ, to everyone, in every way, in every place, at every time we have the opportunity.

#17

INCOMPLETE

Collector: Email Invitation 2 (Email)
Started: Friday, March 30, 2018 1:04:22 PM
Last Modified: Friday, March 30, 2018 1:04:22 PM
Time Spent: 00:00:00
Email: @gmail.com172.72.157.228
IP Address:

Page 1: We'd love to hear from you.

Q1 Are you currently attending The Park Church **Yes**

Q2 Are you actively serving in ministry/ or volunteering in activities at The Park Church? Respondent skipped this question

Q3 Do you believe your ministry service or volunteer activities supports the vision and mission that God has given to The Park Church? Respondent skipped this question

Q4 Reflecting on your interactions/experiences at The Park Church, since joining, what is going well/and or what challenges are you facing?Comments: Respondent skipped this question

Q5 Please tell us specifically what can we do to improve your overall experience and assist you and your family in meeting your spiritual needs.Comments: Respondent skipped this question

Q6 What do you identify as a suggestion for The Park Church Leadership Team to consider that could lead to greater engagement and active participation from our members?Please provide any supporting details along with your response: Respondent skipped this question

Q7 Which of the following best describes your current occupation: Respondent skipped this question

The Park Church exists to extend the Love, the Life and the Lordship of Jesus Christ, to everyone, in every way, in every place, at every time we have the opportunity.

#18

INCOMPLETE

Collector: Email Invitation 2 (Email)
Started: Friday, March 30, 2018 5:04:07 PM
Last Modified: Friday, March 30, 2018 5:04:08 PM
Time Spent: 00:00:00
Email: @yahoo.com
IP Address: 107.77.232.107

Page 1: We'd love to hear from you.

Q1 Are you currently attending The Park Church **Yes**

Q2 Are you actively serving in ministry/ or volunteering in activities at The Park Church? Respondent skipped this question

Q3 Do you believe your ministry service or volunteer activities supports the vision and mission that God has given to The Park Church? Respondent skipped this question

Q4 Reflecting on your interactions/experiences at The Park Church, since joining, what is going well/and or what challenges are you facing?Comments: Respondent skipped this question

Q5 Please tell us specifically what can we do to improve your overall experience and assist you and your family in meeting your spiritual needs.Comments: Respondent skipped this question

Q6 What do you identify as a suggestion for The Park Church Leadership Team to consider that could lead to greater engagement and active participation from our members?Please provide any supporting details along with your response: Respondent skipped this question

Q7 Which of the following best describes your current occupation: Respondent skipped this question

The Park Church exists to extend the Love, the Life and the Lordship of Jesus Christ, to everyone, in every way, in every place, at every time we have the opportunity.

#19

COMPLETE

Collector: Email Invitation 2 (Email)
Started: Friday, March 30, 2018 5:06:20 PM
Last Modified: Friday, March 30, 2018 5:19:07 PM
Time Spent: 00:12:46
Email: @gmail.com
IP Address: 24.74.191.72

Page 1: We'd love to hear from you.

Q1 Are you currently attending The Park Church **Yes**

Q2 Are you actively serving in ministry/ or volunteering in activities at The Park Church? **No (if no, please explain the reason you are not actively serving/volunteering)**

,
 Please type your list or reason below::
 Have not attended new members class yet.

Q3 Do you believe your ministry service or volunteer activities supports the vision and mission that God has given to The Park Church?

No,
 Please explain your response::
 Not currently serving. New members class not completed.

Q4 Reflecting on your interactions/experiences at The Park Church, since joining, what is going well/and or what challenges are you facing?Comments:

Trying to interact and meet other members is a challenge. I work on bible study nights and am not able to interact in a smaller setting with other members.

Q5 Please tell us specifically what can we do to improve your overall experience and assist you and your family in meeting your spiritual needs.Comments:

I have had an overall good experience at The Park Church. My spiritual needs are being met.

Q6 What do you identify as a suggestion for The Park Church Leadership Team to consider that could lead to greater engagement and active participation from our members?Please provide any supporting details along with your response:

Finding ways for members to interact in smaller groups. Hold classes on different topics to benefit the whole person.

The Park Church exists to extend the Love, the Life and the Lordship of Jesus Christ, to everyone, in every way, in every place, at every time we have the opportunity.

Q7 Which of the following best describes your current occupation:

Customer Service

Appendix J

Milestone #8

The estimated financial budget of the consultancy project did not require cost, but there are projected costs that will help The Park Church succeed in its quest to recruit and retain membership.

An overhaul of the church website is instrumental in communicating to the church members and its guest. The chart below shows various vendors, along with price plans for church website designs:

	3-Year Cost	Startup Cost	Monthly Cost	Annual Cost	Responsive/Mobile Friendly	Events Calendar	Donations	Built on WordPress Graphics Library	Storage Space Page Limit	Open to ALL Churches* Page Builder	Countdown Timer	Forms
Abundant	\$ 1,404		\$ 49	\$ 468	✓	✓	✓	✓	✓	∞ 30	✓	✓
Bridge Element	\$ 1,044		\$ 29	\$ 348	✓	(\$)	✓		∞ 5	✓		✓
Clover	\$ 1,720	\$ 1,000	\$ 20	\$ 240	✓	✓	✓ (\$)		80 100	✓		✓
ShareFaith	\$ 1,740		\$ 60	\$ 588	✓	✓	✓	✓	∞ 24	✓	✓	✓
Faith Connector	\$ 1,870	\$ 250	\$ 54	\$ 540	✓	✓	✓ (\$)	✓	∞ 25	✓		✓
iMinistries	\$ 2,104	\$ 700	\$ 39	\$ 468		✓						
Worship Times	\$ 2,191	\$ 499	\$ 47	\$ 564	✓	✓	✓	✓	∞ ∞	✓		✓
Faith Network	\$ 2,780	\$ 1,700	\$ 30	\$ 360	✓	✓	✓					✓
E-zekiel	\$ 3,200	\$ 500	\$ 75	\$ 900	✓	✓	✓ (\$)	✓	∞ 10	✓		✓
Ekklesia360	\$ 3,560	\$ 500	\$ 85	\$ 1,020	✓	✓	✓ (\$)		∞ 100	✓		✓
Site Organic	\$ 4,064	\$ 500	\$ 99	\$ 1,188	✓	✓	✓	✓	∞	✓		✓
MyChurchWebsite	\$ 6,164	\$ 3,500	\$ 84	\$ 888	✓	✓	✓		∞ 50		✓	✓
Church website companies plans vary widely and not all features are publicized. This chart compares plans that most closely match Abundant's plan as of 7/17/15												
\$ - Additional fee required to add this feature.												
* - Abundant will not discriminate based on individual church practices or beliefs												

Source: <https://abundant.com/what-should-you-pay-for-a-church-website-the-hard-costs/>

The Park Church leadership team will determine the appropriate vendor that fits the needs of the church. The chart is an example of vendors, cost, and the services they provide. The chart is used for the sole purpose of the consultancy project and is not a part of The Park Church's list of perspective website vendors.

Another cost associated with the project is the use of SurveyMonkey, which is used to survey members. Since this survey tool is projected to be used on a quarterly basis, the pricing plan shown below will need to be discussed:

Plans & Pricing				
Choose your plan today. Get started now with the survey platform that adapts to your needs—even if they change over time.				
With SurveyMonkey, you can: <ul style="list-style-type: none"> ✓ Send professional surveys in minutes ✓ Get powerful tools to analyze your data ✓ Share insights with your team ✓ Enjoy a scalable survey platform 	BASIC	STANDARD	BEST VALUE ADVANTAGE	PREMIER
	\$0 <small>Always free</small>	\$35 / month <small>Billed monthly SAVE with Annual</small>	\$34 / month <small>Billed \$408 annually</small>	\$99 / month <small>Billed \$1188 annually</small>
	SIGN UP	SIGN UP	SIGN UP	SIGN UP
	Number of surveys 🧑	UNLIMITED	UNLIMITED	UNLIMITED

Other Expenses:

Surveys (and future surveys) will be distributed via email or telephone (no postage costs)

Meetings with are conducted face-to-face or via Zoom (no cost)

This milestone will receive constant updates throughout the life of the consultancy project.

Appendix K

I See You			
Step 1 (Decision to Join) Sunday	Step 2 (24 -48 Hours Later) Monday-Tuesday	Step 3 (72 -96 Hours Later) Wednesday-Thursday	Step 4 (2 -3 Weeks After Joining) Before PLACE weekend
<ul style="list-style-type: none"> New Member or Salvation Room MIT's and MOP's in the room Get Connected card is filled out Welcome Packet is provided in the room - "Our Story" 	<ul style="list-style-type: none"> 24 hours pre-record phone call from Bishop Alexander Assimilation Introduction Call <ul style="list-style-type: none"> -welcome -confirm contact information - dates for KCIO/PLACE -reminder of Assimilation email First friend assigned <ul style="list-style-type: none"> -more details about KCIO/Experience God -key contacts at church 	<ul style="list-style-type: none"> Digital contact from Campus Pastor <ul style="list-style-type: none"> -phone, text, social media; inviting them to church on Sunday -Come and speak after service 	<ul style="list-style-type: none"> Affinity Ministry Contact <ul style="list-style-type: none"> -Women's, Men's, Singles, Young Adult, Children, Pacesetters PLACE weekend reminder Reminder of next KCIO, if missed

Kingdom Citizen Institute Orientation – KCIO
Step Up Engagement Ministry - SUEM

I Want You		
Step 4 (KCIO Graduation)	Step 5 (Ministry Declaration)	Step 6 (Ministry Onboarding Process)
<ul style="list-style-type: none"> KCIO Graduation 1st Sunday KCIO continues Identified unengaged new members; provide to SUEM 	<ul style="list-style-type: none"> Confirm ministry choice for all KCIO graduate Information sent to ministry leaders 	<ul style="list-style-type: none"> Confirm documentation process Tool and Resources Assign care team member within each ministry

Appendix L

Milestone 1

Statement of Purpose

Through research, The Park Church learned that some ministries were operating at very low participation rates. In November 2015, church leadership conducted a needs assessment with all ministry leaders. The outcomes from the assessment showed that ministries needed more volunteers, improved communication between ministries and church leaders, and there were signs of burnout. This challenge prompted church leadership to focus on ministry leadership development, hoping that well trained ministry leaders would reduce burnout and improved ministry participation.

Problem Statement

The Park Church, like most religious organizations, has been having difficulties recruiting and retaining church volunteers. The church was aware of the extremely busy lifestyles its members are living nowadays. Low volunteer participation caused burnout and stress to the few that volunteer on a regular basis. Also, the lack of volunteers negatively impacts services the church provides for its members and the community. To successfully recruit volunteers, the church must be able to explain in an enthusiastic, informative, and convincing manner what the church is about, and why someone would want to be a part of it. Equally important was placing the new members in positions that are compatible, satisfying, and challenging.

Background of Organization

The Park Church is one of the largest churches in the Charlotte metropolitan area with approximately 8,000 members. The church currently operates three locations in the Charlotte

area, while owning and operating The Park Expo and Conference Center. Two worship services are performed each Sunday, along with live stream worship at all locations.

Appendix M

Milestones 2

1.1 Definitions, Acronyms, and Abbreviations

Instructions: List any acronyms and abbreviations that are used throughout your consultancy projects.

Term	Definition
KCIO	Kingdom Citizens Institute Orientation
PLACE	Spiritual Gifts Workbook

Goals					
INTENTION	SPECIFIC	MEASURABLE	ATTAINABLE	RELEVANT	TIME BASED
What is it that you want to achieve?	Who? What? Why? Where? When?	How much? How often? How many?	Achievable?	Is it important to what you want to achieve ultimately?	When?
Increase KCIO graduation rates	Prospective new members of the church	Monthly	Yes	This goal is the foundation to sustainability for the organization	September 2017
Increase participation rates in service ministries	New and regular members of the church	Monthly	Yes	This goal is the foundation to sustainability for the organization	September 2017

Increase KCIO for ½ day for PLACE ministry	Prospective new members of the church	3 more hours per month	Yes	This goal will allow for more meaningful information	January 2017
Improve communication between ministries and volunteers	New and regular members of the church	Monthly	Yes	The goal will aid in reducing the communication gap	Continuous
Improve church website and/or research new website designers.	New and regular members of the church	Annually	Yes	The goal will aid in reducing the communication gap	January 2017
Increase social media traffic on various platforms.	New and regular members of the church	Monthly	Yes	The goal will aid in reducing the communication gap and increasing outcomes	Continuous

This milestone will receive constant updates throughout the life of the consultancy project.

Appendix N

Milestones 3

Initial / Preliminary Objectives & Scope

1.2 Key Success Criteria

Objectives of Consultancy Project

Goal 1:

To improve attendance in KCIO.

Goal 2:

Create a KCIO timeframe that supports new member assimilation and through understanding of PLACE

Goal 3:

Reallocate current resources to strengthen KCIO and PLACE structure.

- Minister In Training teaching PLACE
- No food service staff on additional Saturday; No full meal

1.3 In Scope

Overall Scope of Consultancy Project

The scope of this consultancy project will focus on encouraging new members to volunteer in various church ministries. This project will also target existing member who are unengaged in ministry participation.

1.4 Out of Scope

Participants who are not entering a service ministry will not be included in the scope of this project.

Appendix O

Milestone 4 **Summary of the Business**

Objectives

- 1) Streamline assimilation and engagement process.
- 2) Utilize surveys and focus groups as means to assess new members.
- 3) Create a strategy to follow-up on new members who do not respond to contact attempts.
- 4) Develop a recruiting strategy to appeal to unengaged members.
- 5) Host a Step Up Ministry Fair to increase the percentage of members actively serving.

Financial Impacts

The financial impact that will come from this consultancy project would be the increase of donations. The increase in donations is projected to be a result of increasing and retaining the membership.

Productivity Impacts

Productivity impact will occur with the increase of ministry participation. Surveys will be distributed to new members each quarter. Survey data will be reviewed and presented to church leadership.

Appendix P

Milestone 5

Risk	Risk description	Probability	Impact	Mitigation plan
Initial follow-up with prospective new members	Volunteers are supposed to contact candidates via telephone and/or email after expressing interest in church membership	Low	Medium	N/A
Increase in number of churches	More churches are opening within the area. Some of the churches have multiple locations. These churches also have similar styles of worship	Medium	Medium	Church officials should be aware of new churches, their locations, and styles of worship. They should see if their membership is shifting towards those churches.
Prospective new members are undecided	Prospective new members may change their minds after expressing interest. They may also be influenced by others to visit and/or participate in their church.	Medium	High	Church officials should follow-up with prospective members to see why they did not attend KCIO (new member orientation).

Risk	Risk description	Probability	Impact	Mitigation plan
Limited resources	Volunteerism is very low for many service ministries. Amount of money directed towards many ministries is almost non-existent.	High	High	The church officials will constantly remind members that donations and volunteers are always needed and welcomed.

Appendix Q

Milestone #6

The consultancy project will be planned and executed as follow:

The number of volunteers will be tracked via a database of individuals participation in each ministry and/or event. Surveys will be distributed throughout the year (and consultancy project) to determine if the volunteer environment need improvements. Meetings with the church leaders usually involve suggestions/recommendations to assist in the increase of volunteers. A new committee has recently been created to focus on recruitment and retention of volunteers. This new committee will check the “pulse” of each ministry and determine what resources are needed to help it to thrive. Discussions centered around the church’s website design, along with social media platforms will take place in the very near future. A SWOT analysis will be shared with the committee that will reflect areas of pertaining to the church website and social media sites that need improvements.

Assumption: A high number of church members participate in church activities.

Documentation: During the month of January 2017, the Pastor challenged the congregation to “Step Up” and join at least one of the various ministries and to volunteer in events sponsored by the church. The targeted population was: existing members who had not taken PLACE in the past 12 months and members that joined the church, but never completed the PLACE class.

Validation: Based on a survey from earlier this year, 98 individuals registered to attend PLACE classes, 32 individuals attended the PLACE class, and 66 did not attend the PLACE class.

Restrictions (Constraints):

Budget limitations

Church leaders slow to respond to requests

Changes in church staff familiar with consultancy project

Constant changes in the agenda of church leadership

Limitations in resources

This milestone will receive constant updates throughout the life of the consultancy project.

Appendix R

Milestone #7

Project Action Plan

Specific Activity	Timeline	Persons Responsible	Resources Needed	Formative Assessment Method	Goal	Indicator Of Success
Recruitment & retention of volunteers	Beginning of consultancy project	Church staff / Congregation	N/A	Throughout the year	Increased the number of volunteers	Increased participation in service ministries
Participation on new recruitment and retention committee	July 2017	Committee members	Computer	Bi-weekly	Increased the number of volunteers	Increased participation in service ministries
Promote social media sites and encourage individuals to share	September 2017	Church Leadership / Congregation	N/A	Throughout the year	Increased awareness of social media sites	Increased "Followers" & "Likes"
Redesign website and/or research new website designers	Launch date on January 1, 2018	Church Leadership / Media Ministry	N/A	N/A	Cleaner looking / Better organized website	Increased traffic/time spent on website

Research the best social media sites to use.	October 2017	Church Leadership / Volunteers	Survey(s)	Throughout the year	Social media prioritization	Increased traffic on sites
--	--------------	--------------------------------	-----------	---------------------	-----------------------------	----------------------------

This milestone will receive constant updates throughout the life of the consultancy project.

Appendix S

Milestone #8

The estimated financial budget of the consultancy project did not require cost, but there are projected costs that will help The Park Church succeed in its quest to recruit and retain membership.

An overhaul of the church website is instrumental in communicating to the church members and its guest. The chart below shows various vendors, along with price plans for church website designs:

	3-Year Cost	Startup Cost	Monthly Cost	Annual Cost	Responsive/Mobile Friendly	Events Calendar	Donations	Built on WordPress	Storage Space (GB)	Open to ALL Churches *	Countdown Timer	Forms
Abundant	\$ 1,404		\$ 49	\$ 468	✓	✓	✓	✓	∞	30	✓	✓
Bridge Element	\$ 1,044		\$ 29	\$ 348	✓	(\$)	✓		∞	5	✓	✓
Clover	\$ 1,720	\$ 1,000	\$ 20	\$ 240	✓	✓	✓ (\$)		80	100	✓	✓
ShareFaith	\$ 1,740		\$ 60	\$ 588	✓	✓	✓	✓	∞	24	✓	✓
Faith Connector	\$ 1,870	\$ 250	\$ 54	\$ 540	✓	✓	✓ (\$)	✓	∞	25	✓	✓
iMinistries	\$ 2,104	\$ 700	\$ 39	\$ 468		✓						
Worship Times	\$ 2,191	\$ 499	\$ 47	\$ 564	✓	✓	✓	✓	∞	∞	✓	✓
Faith Network	\$ 2,780	\$ 1,700	\$ 30	\$ 360	✓	✓	✓					✓
E-zekiel	\$ 3,200	\$ 500	\$ 75	\$ 900	✓	✓	✓ (\$)	✓	∞	10	✓	✓
Ekklesia360	\$ 3,560	\$ 500	\$ 85	\$ 1,020	✓	✓	✓ (\$)		∞	100	✓	✓
Site Organic	\$ 4,064	\$ 500	\$ 99	\$ 1,188	✓	✓	✓	✓	∞		✓	✓
MyChurchWebsite	\$ 6,164	\$ 3,500	\$ 84	\$ 888	✓	✓	✓		∞	50		✓

Church website companies plans vary widely and not all features are publicized. This chart compares plans that most closely match Abundant's plan as of 7/17/15

\$ - Additional fee required to add this feature.

* - Abundant will not discriminate based on individual church practices or beliefs

Source: <https://abundant.com/what-should-you-pay-for-a-church-website-the-hard-costs/>

The Park Church leadership team will determine the appropriate vendor that fits the needs of the church. The chart is an example of vendors, cost, and the services they provide. The chart is used for the sole purpose of the consultancy project and is not a part of The Park Church's list of perspective website vendors.

Another cost associated with the project is the use of SurveyMonkey, which is used to survey members. Since this survey tool is projected to be used on a quarterly basis, the pricing plan shown below will need to be discussed:

Plans & Pricing				
Choose your plan today. Get started now with the survey platform that adapts to your needs—even if they change over time.				
With SurveyMonkey, you can: <ul style="list-style-type: none"> ✓ Send professional surveys in minutes ✓ Get powerful tools to analyze your data ✓ Share insights with your team ✓ Enjoy a scalable survey platform 	BASIC	STANDARD	BEST VALUE ADVANTAGE	PREMIER
	\$0 <small>Always free</small>	\$35 / month <small>Billed monthly</small> <small>SAVE with Annual</small>	\$34 / month <small>Billed \$408 annually</small>	\$99 / month <small>Billed \$1,188 annually</small>
	SIGN UP	SIGN UP	SIGN UP	SIGN UP
Number of surveys ?	UNLIMITED	UNLIMITED	UNLIMITED	UNLIMITED

Other Expenses:

Surveys (and future surveys) will be distributed via email or telephone (no postage costs)

Meetings with are conducted face-to-face or via Zoom (no cost)

This milestone will receive constant updates throughout the life of the consultancy project.

Appendix T

Milestone #9



1.

- Plan:** Increase the participation rates of KCIO (Kingdom Citizen Institute Orientation) graduation.
- Do:** There was a change in the length of time new members attend class on Saturdays. Instead of attending a full day on Saturday, new members now attend on Saturday morning and return an additional Saturday morning during the month. At this time, I am unsure if the participation rate has increased.
- Check:** This activity continues at the present time.
- Act:** This activity was followed and executed. Follow-up with KCIO will continue.

2.

- Plan:** Redesign church website and/or research new website designers.
- Do:** The website issue was discussed with the leadership team.
- Check:** They are very receptive of the issue and are aware that it is a concern that needs to be addressed. Website was thoroughly examined and concerns were documented.
- Act:** Plan was followed and executed. There is no timeline for the church website to be updated.

3.

- Plan:** Research the best social media platforms that will keep members informed and engaged, while increasing traffic onto sites.
- Do:** Thoroughly researched activity on Twitter, Instagram, Facebook, Pinterest, and YouTube.
- Check:** The church is currently streaming worship services on Facebook Live, as well as its primary website. Twitter, Instagram, and Facebook are active and have current postings. Pinterest and YouTube had no current postings. I learned that the church distributes a newsletter via email on a regular basis.
- Act:** This activity was followed and executed. No follow-up is planned at this time.

4.

- Plan:** Distribute surveys to new members and church-wide to obtain feedback on church related experiences.
- Do:** Several surveys have been distributed via email.
- Check:** The most recent survey had a 25.4% response rate. 18 out of 71 invitations responded. Follow-up telephone calls will be made to those that did not respond. Individuals who are no longer attending the church will be removed from the database. Church-wide survey was discussed at the leadership team meeting.
- Act:** The Step-Up Committee was formed and will provide strategies to implement improve recruitment and retention.

Milestone 10

Smart Objectives

Increase KCIO graduation rates

Increase participation rates in service ministries

Increase KCIO for ½ day for PLACE ministry

Improve communication between ministries and volunteers

Outcomes: Comparison data for the KCIO graduation rates and participation rates in service ministries have been requested but was not available at this time. KCIO weekend (1st weekend of the month) was shorten on Saturday (½ day), but a (½ day) was added to the 3rd Saturday of each month that focuses on PLACE. A survey was conducted to assess the KCIO experience. Surveys were conducted to evaluate new member experience after joining the church. Data collected will assist in improving communication gaps that exist between existing volunteers and new members.

Improve church website and/or research new website designers.

Outcomes: There is no timeline for the church website to be updated.

Increase social media traffic on various platforms.

Outcomes: The church is currently streaming worship services on Facebook Live, as well as its primary website. Twitter, Instagram, and Facebook are active and have current postings. Pinterest and YouTube had no current postings. I learned that the church distributes a newsletter via email on a regular basis.

Major Issues Encountered

The issues or concerns that were encountered did not threaten to derail the consultancy project.

Changes in staff: During the consultancy project, there were a few changes in the church's staff roles. This was caused by resignations from the organization or staff realignment. These were individuals were directly involved with the consultancy project. The church did a good job in communicating the changes, as to not upset the progress of the consultancy project.

Organizational Benefits

The Step Up Engagement Ministry was created to provide strategic planning increasing and improving new member and volunteer engagement. Several surveys, observations, interviews, were conduct. Through constructive feedback the organization will be able to make the necessary adjustment to achieve its goals.

Budget Performance

The estimated financial budget of the consultancy project did not require cost, but there are projected costs that will help The Park Church succeed in its quest to recruit and retain membership. The Park Church leadership team will determine the appropriate vendor that fits the needs of the church.

- An overhaul of the church website is instrumental in communicating to the church members and its guest.
- Another cost associated with the project is the use of SurveyMonkey, which is used to survey members.
- Surveys (and future surveys) will be distributed via email or telephone (no postage costs)

- Meetings with are conducted face-to-face or via Zoom (no cost)

This milestone will receive constant updates throughout the life of the consultancy project.

Reflection

This project did not cause any extreme challenges for me. I was fortunate because I think the church was considering or had been in discussions on how to increase their volunteer participation. I am thankful that the church leadership took time to invest in my suggestions and recommendations. They also did a good job with providing me with quality information to assist in my project. There was great communication among all parties working towards achieving our goal.

I was able to grow professionally through by the project presentations required in each class. As with members in my cohort, my job does not require me to speak publicly very often. This prepared me to present my survey findings to the church's leadership team without any problems. I have also been more confident in presenting to audiences with my employer.

I was a little surprised that the church leadership was aware of some of the issues that were presented to them. I was more surprised that they have taken little action to resolve these issues, such as the antiquated website. It was comforting to know that they accepted the survey results and valued the information that was given.

Overall, I enjoyed working on this project and I'm sure I will continue working with the Step-Up Engagement Ministry in the future. Working with the church on this project

is different from any other organization, because I have a special connection. I plan to use the skills and knowledge learn from DEOL in my personal and professional life.