

Church of the Magdalen Wichita, Kansas

PARISH SURVEY (May 2007)

Survey Presentation Prepared by:
Renée M. Hanrahan
Volunteer Research Consultant



...Your Parish, His Vision, Our Journey.

What Started the Process?

- April 2006 – Pastoral Council began meeting to discuss the changes that have occurred during the last five years:
 - 1) On average, 5 new families joining each week
 - 2) School is experiencing faster growth than anticipated
 - 3) Parents are requesting more options be available for preschooler and kindergarten students
 - 4) 40% of parishioners are new, trend is growing
 - 5) Yesterday's services/activities don't seem to be meeting current/new parishioners' needs

“Change is in the air”

Journey in the Making

- The Pastoral Council embarked on a journey to assess parishioners' needs as a basis for creating a long-term strategic plan.
- Committees were initially formed:
 - 1) Prayer – mission to develop a parish prayer to be used within the context of our faith journey
 - 2) Communications – charged with all aspects of communicating the journey through bulletins, pastoral letters, newsletters, website, etc
 - 3) Survey – responsible for designing a research tool, analyze data, interpret findings, and prepare presentation tools

3 Committees Planning One Journey

Survey Process

- On January 17, 2007, the 2,487 parish surveys were mailed to registered parishioners with an introductory letter from Father Pat York.
- Survey was translated into Spanish and Vietnamese.
- Within the 3 week time period allowed, 749 surveys were returned.

30% Response Rate

Survey Process

The 14 page survey was organized on the pillars of stewardship:

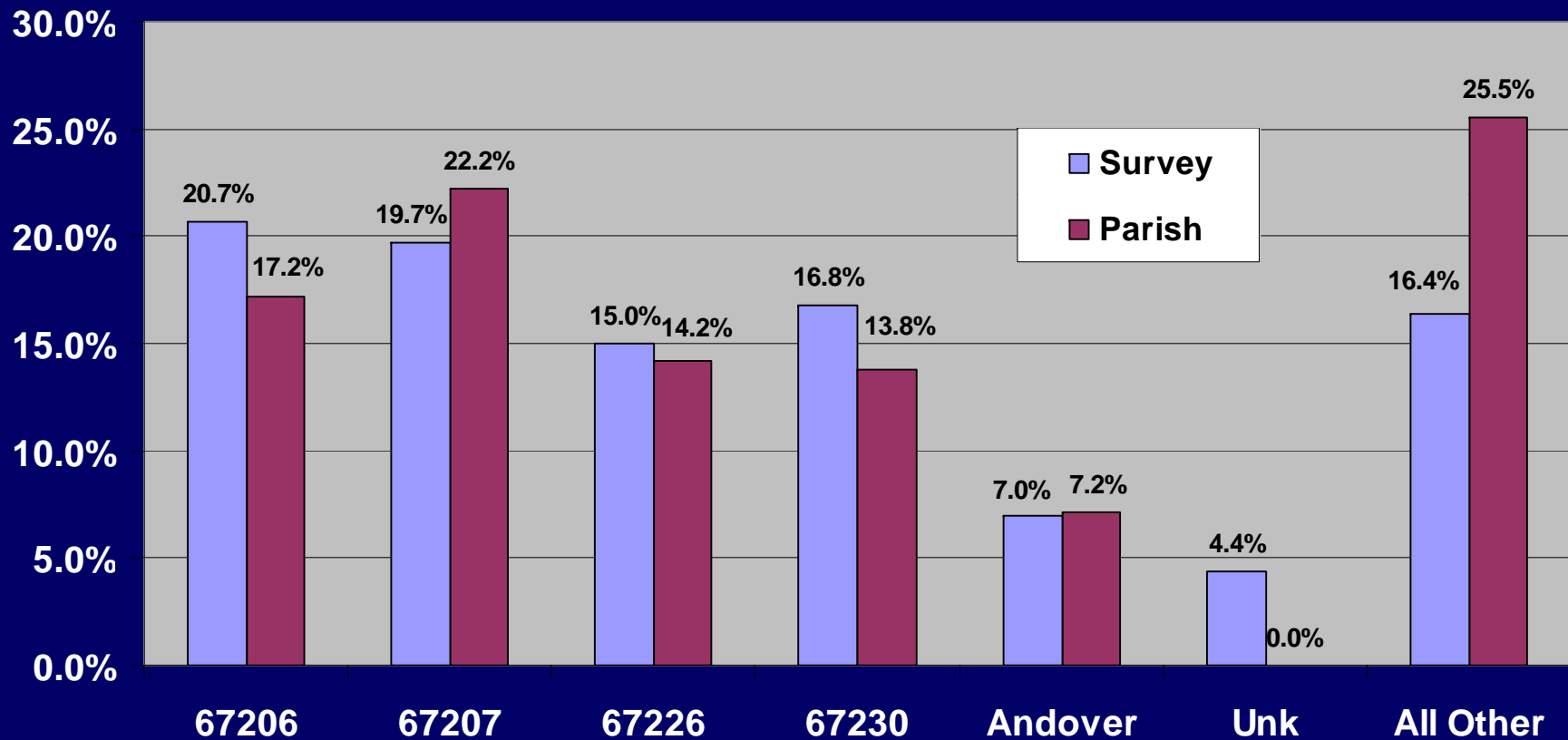
- 1) Hospitality – welcome & appreciation
- 2) Prayer – role of prayer in personal life
- 3) Formation – acceptance of stewardship
- 4) Service – ministry to others

The Magdalen Parish Survey

Parish Survey Respondents' Characteristics

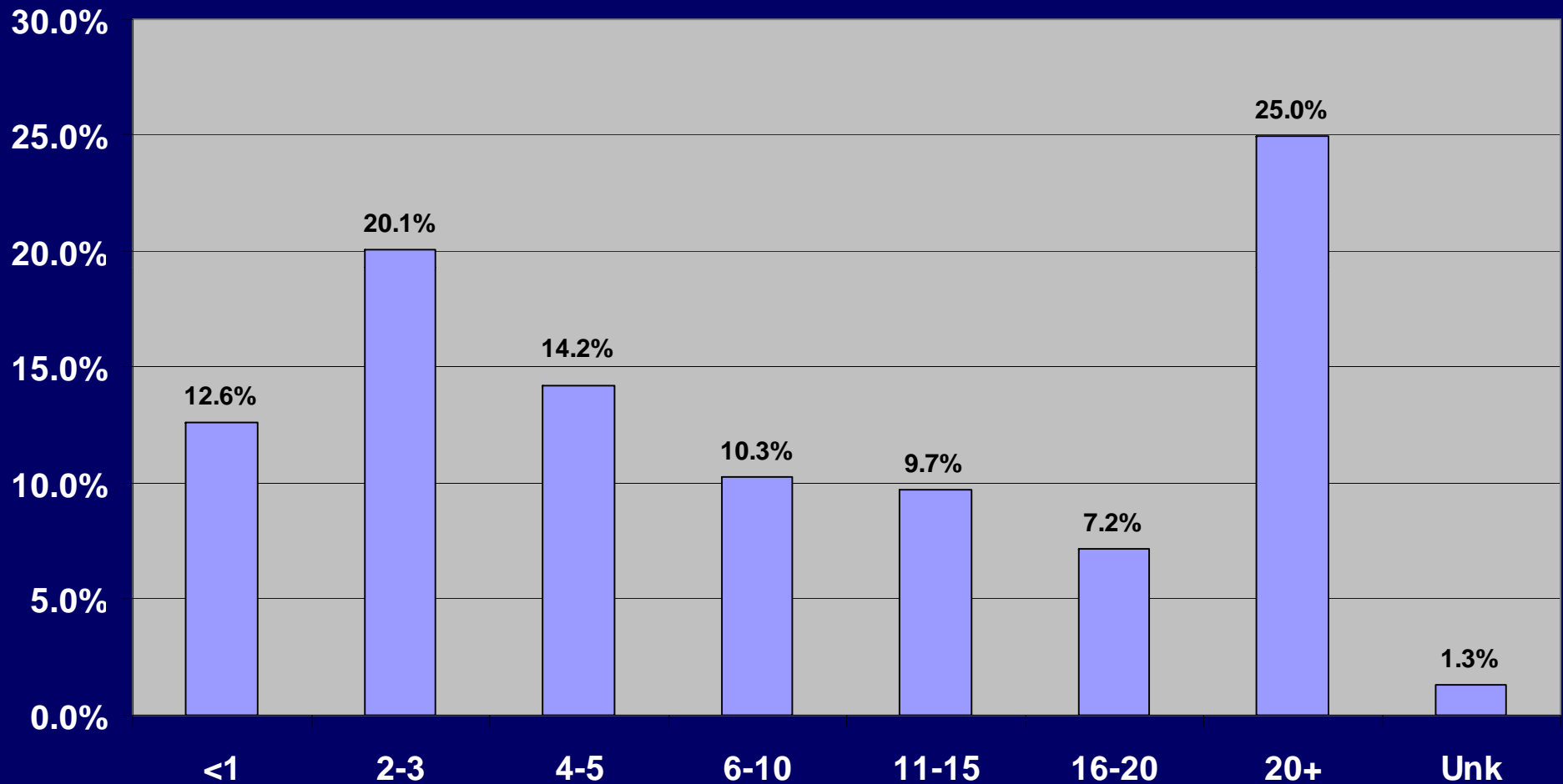
...Your Parish, His Vision, Our Journey

5 Top Zip Codes of Respondents



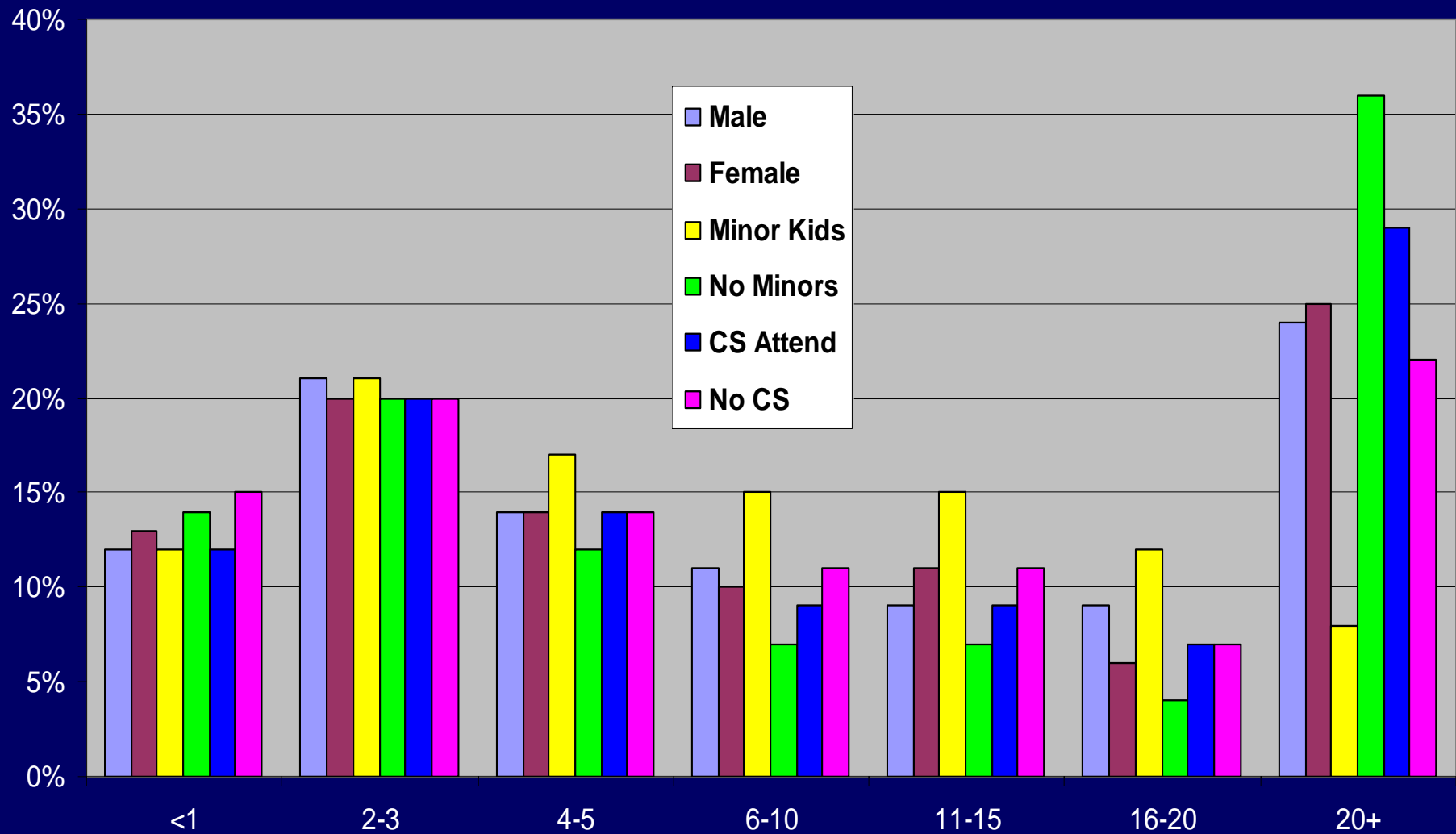
79% of All Respondents Are Represented in Top 5 Zip Codes

Years of Magdalen Membership for Survey Respondents

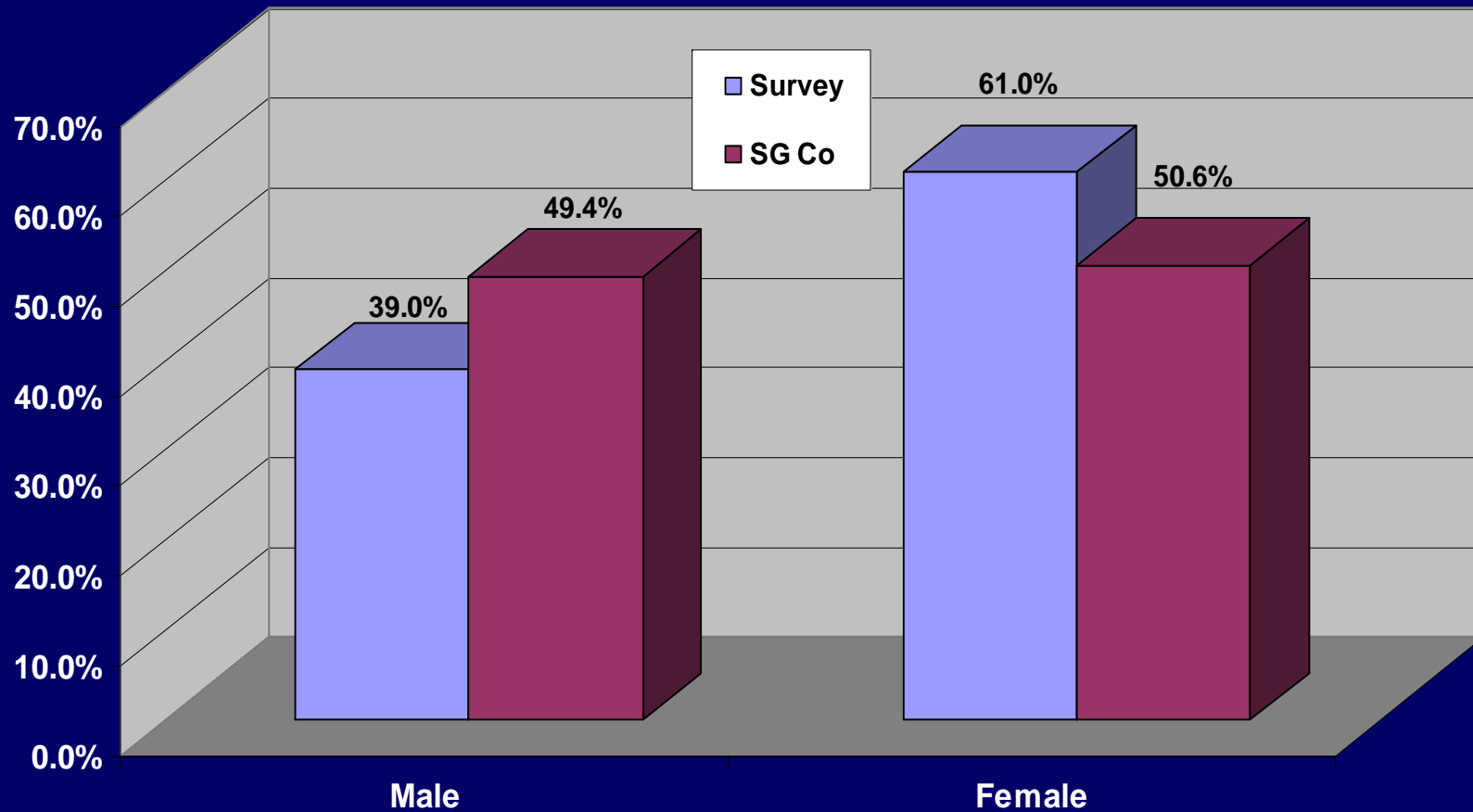


Average = 11 Years

Years of Magdalen Membership by Gender, Minor Children in Household & Catholic School Attendance by Respondents

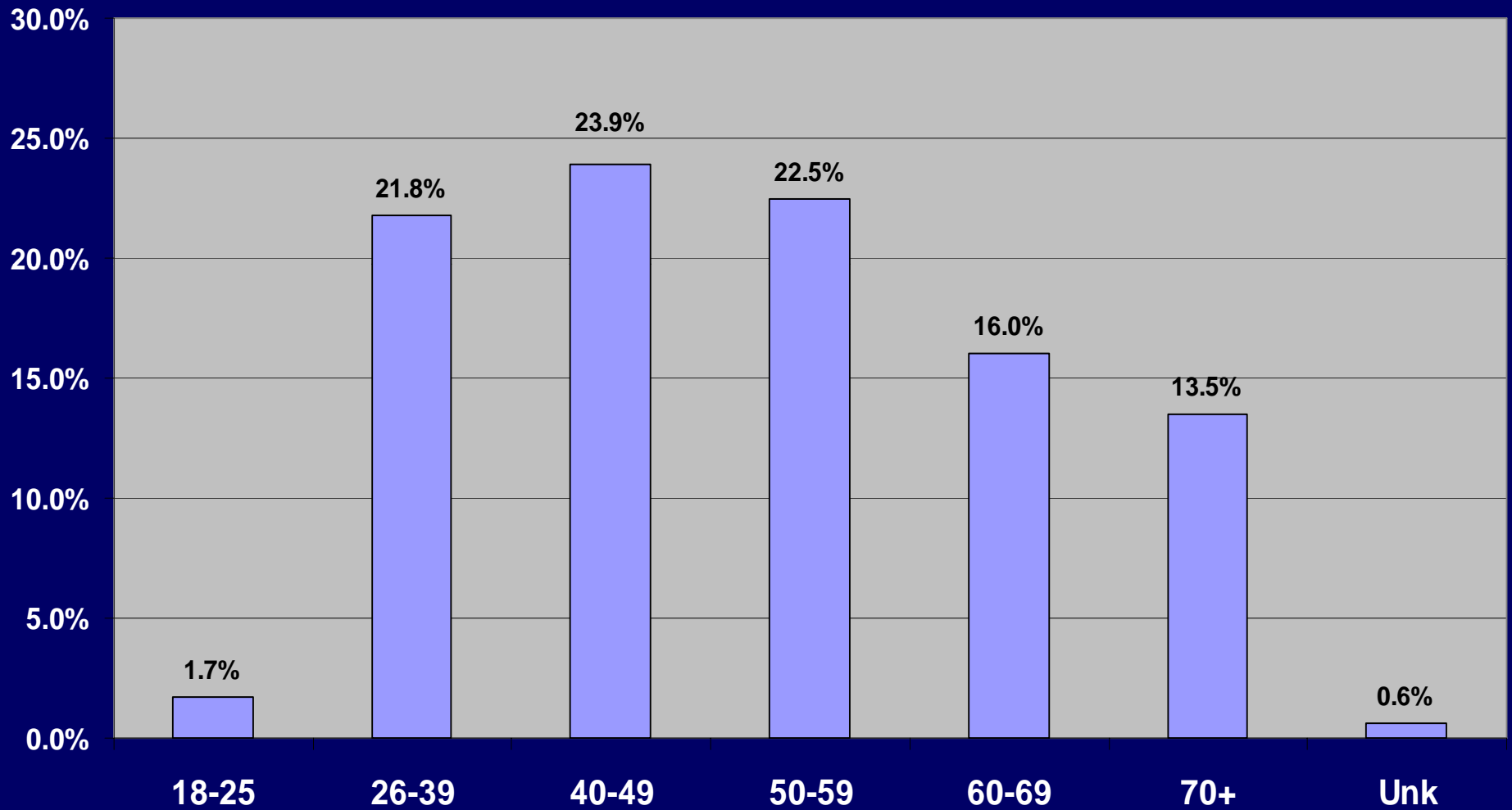


Respondents by Gender



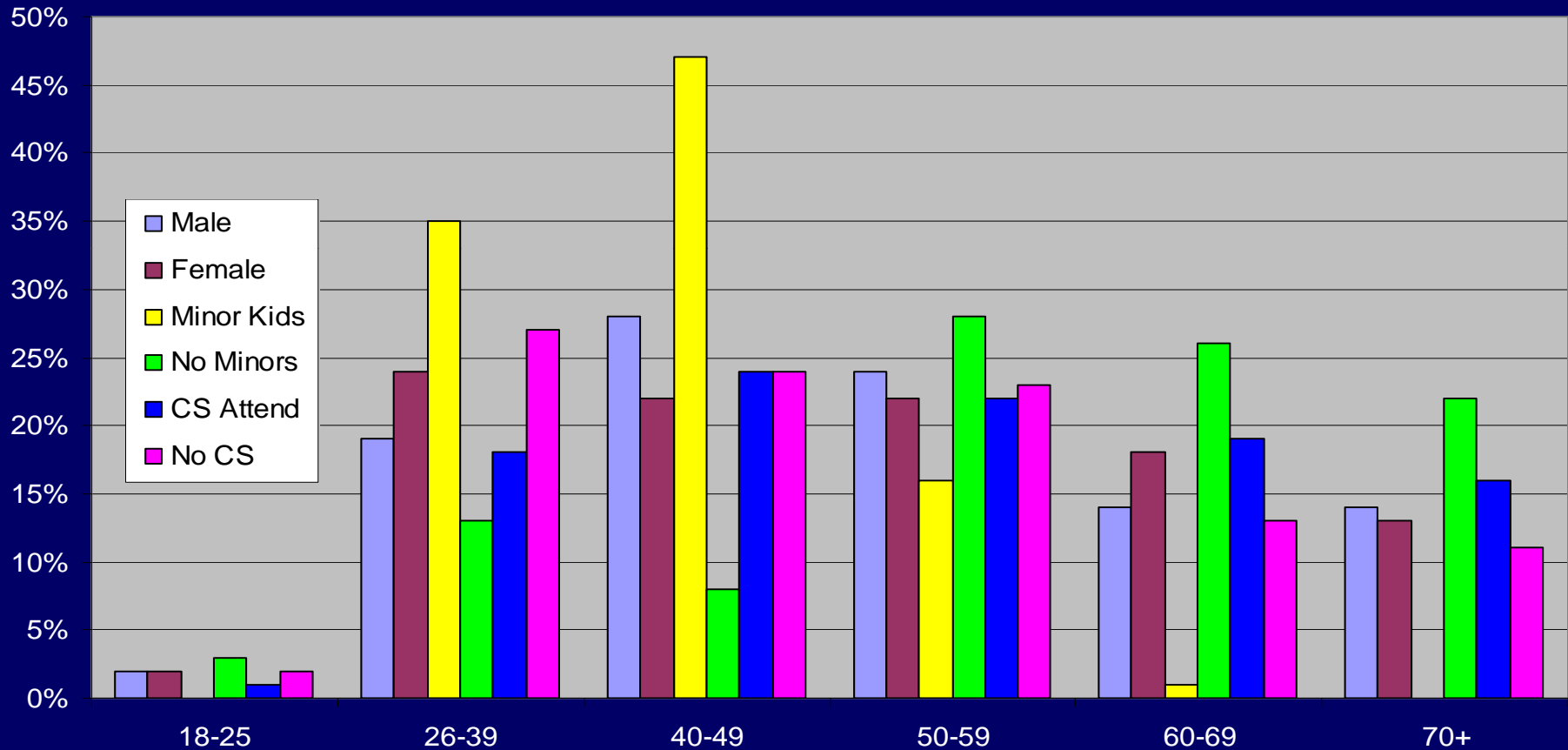
Males underrepresented in parish survey

Respondents by Age



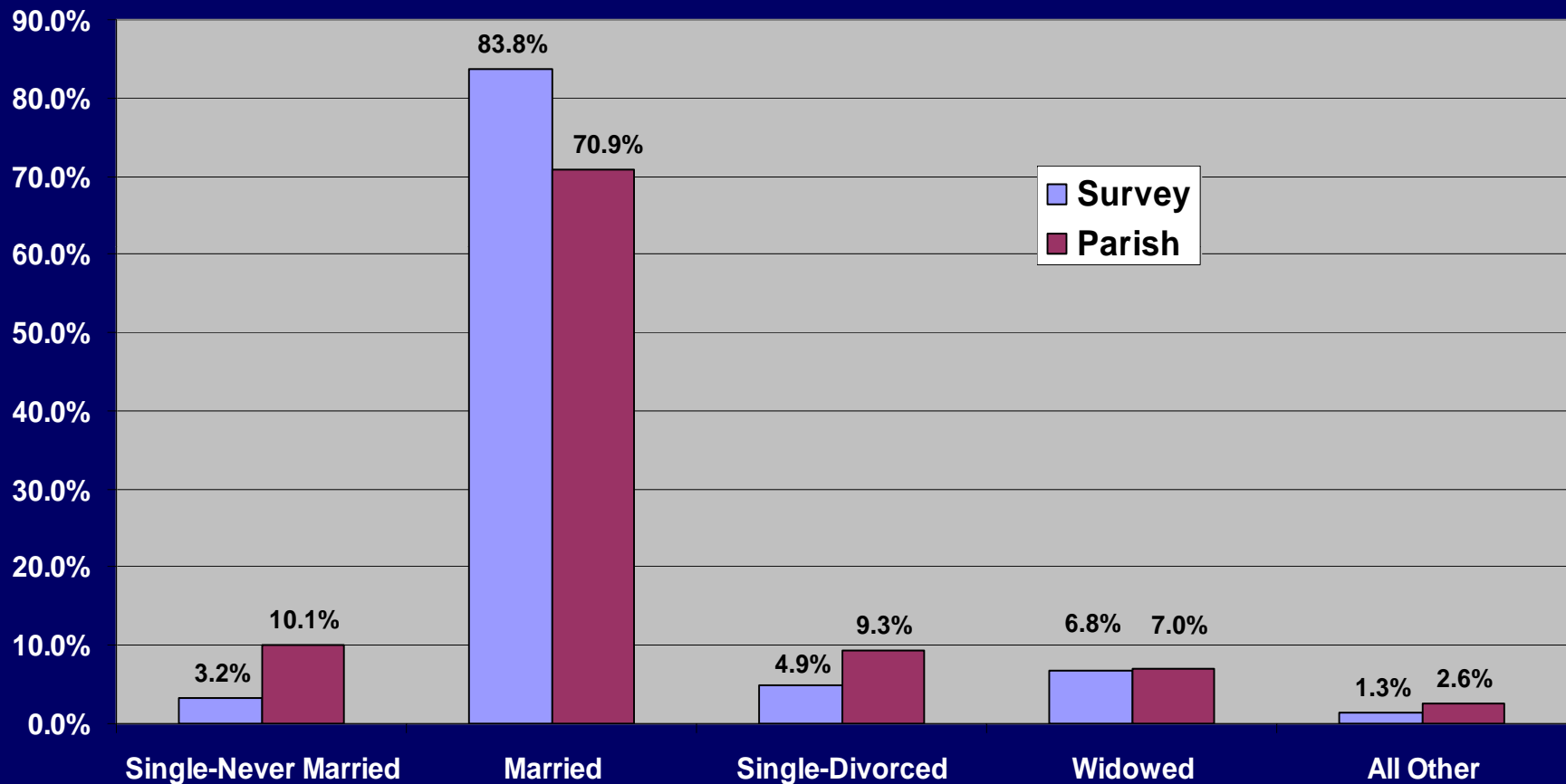
Average Age of Respondent = 50.63 years

Age by Gender of Respondent & Presence of Minor Kids in Household



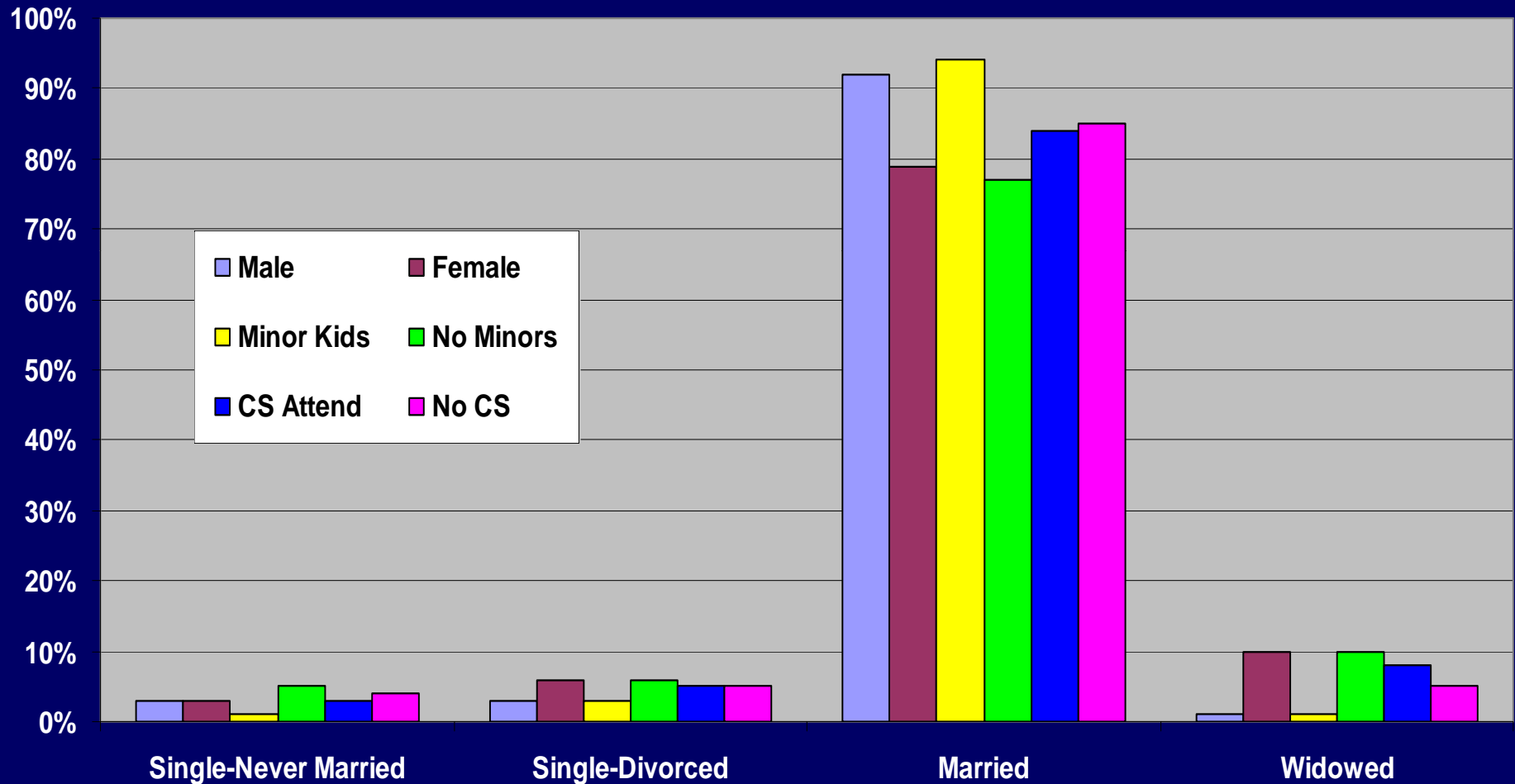
Average Age of Males = 50.8; Females = 50.5; Minors in Household = 42.3; No Minors in Household = 56.2; All Respondents = 50.6 years

Respondents Marital Status

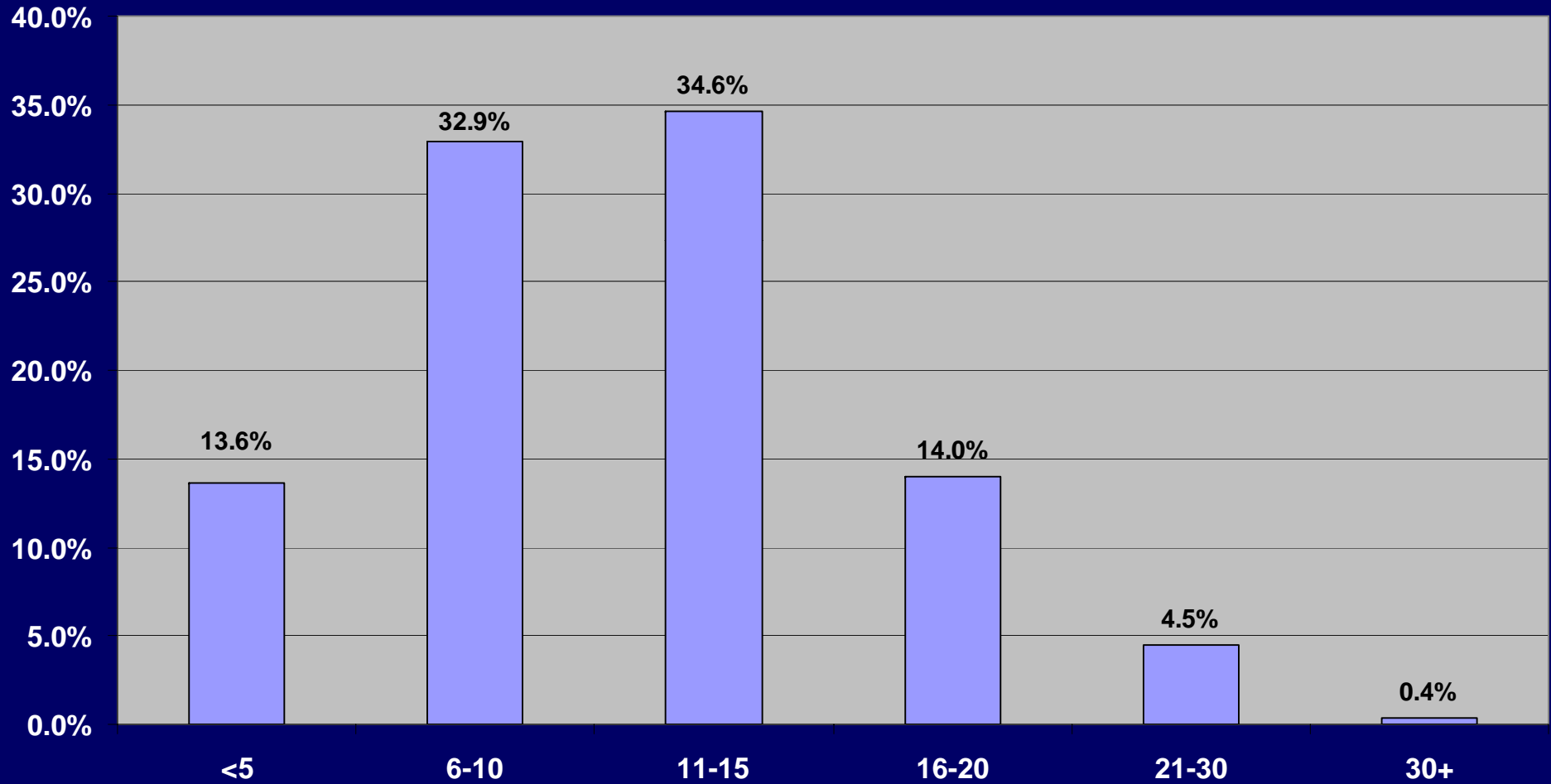


Married Respondents Over-Represented Compared to Parish Population

Marital Status by Gender, Minor Children in Household & Catholic School Attendance History of Respondents

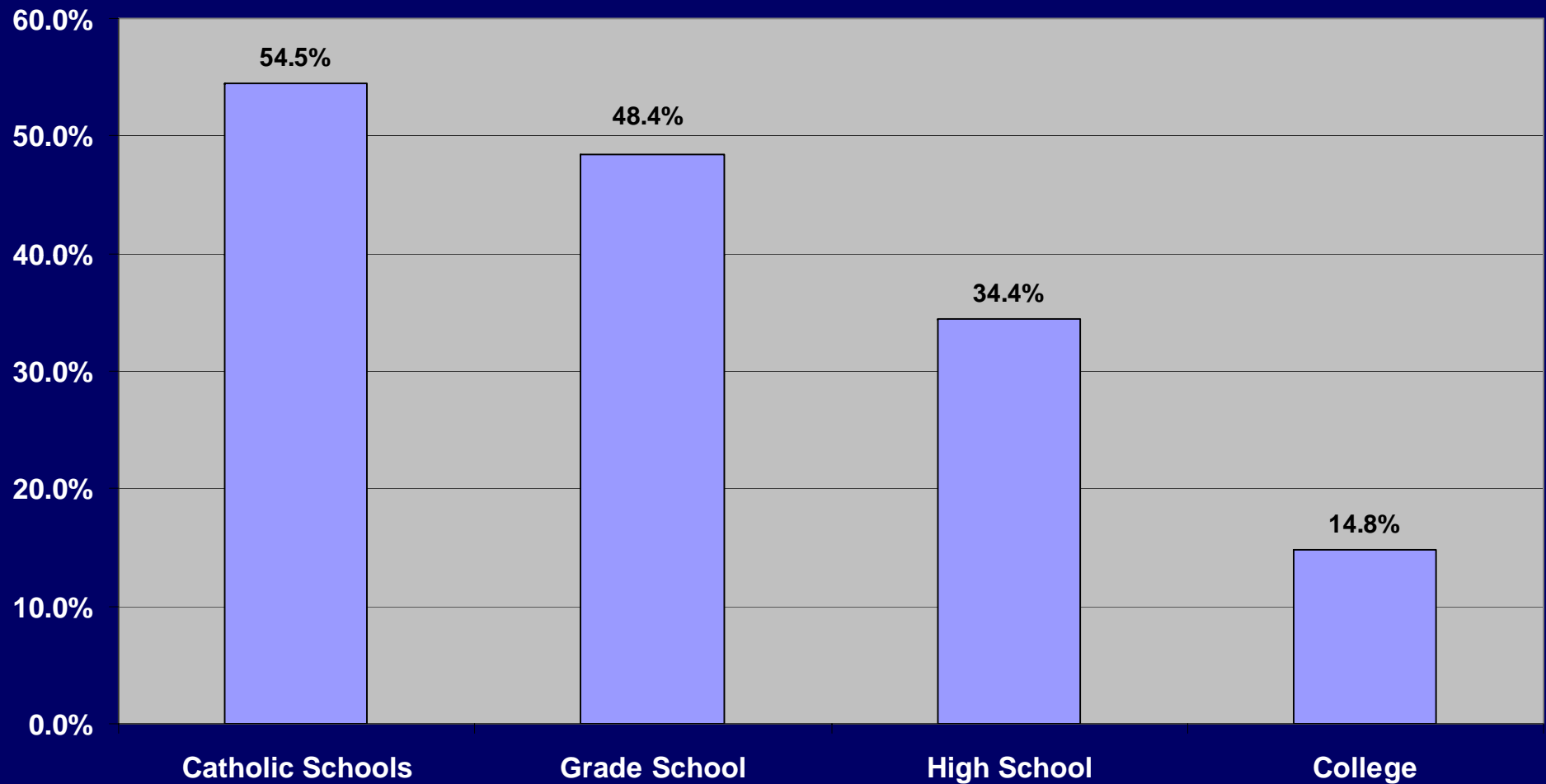


Commute Time From Home to Parish (in minutes)

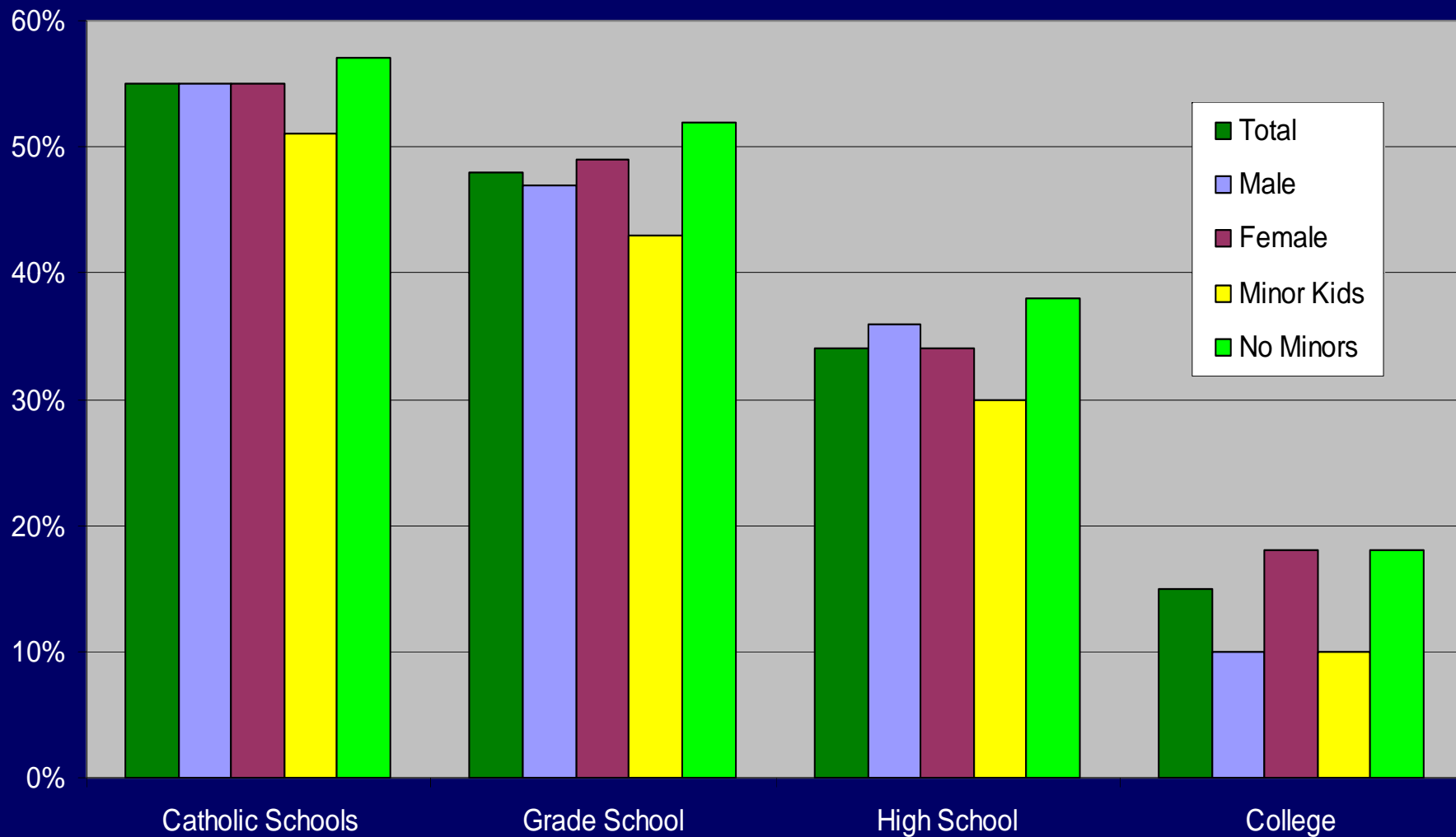


Average Commute = 11.57 minutes

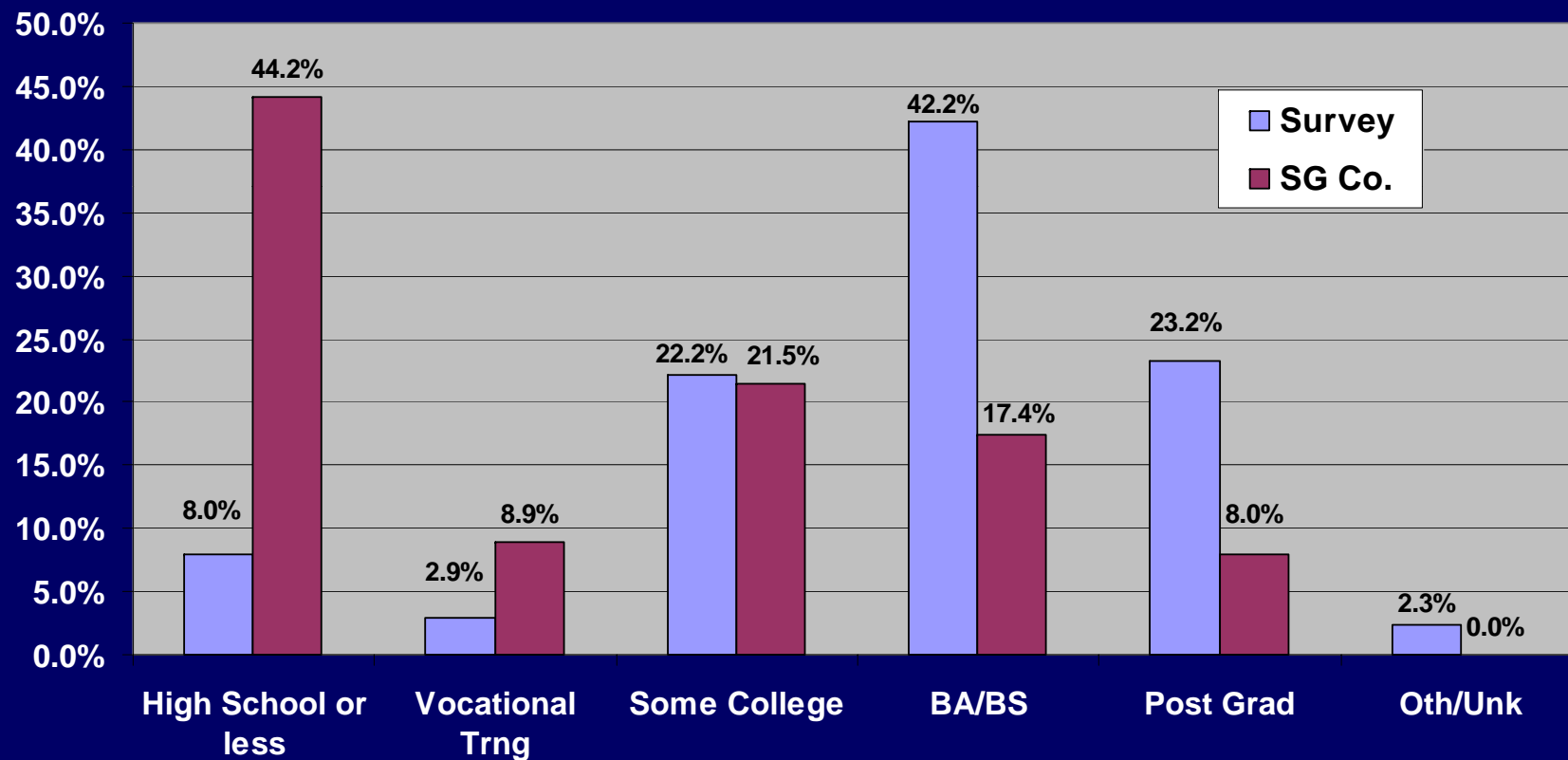
Survey Respondents Who Attended Catholic Schools



Survey Respondents Who Attended Catholic Schools

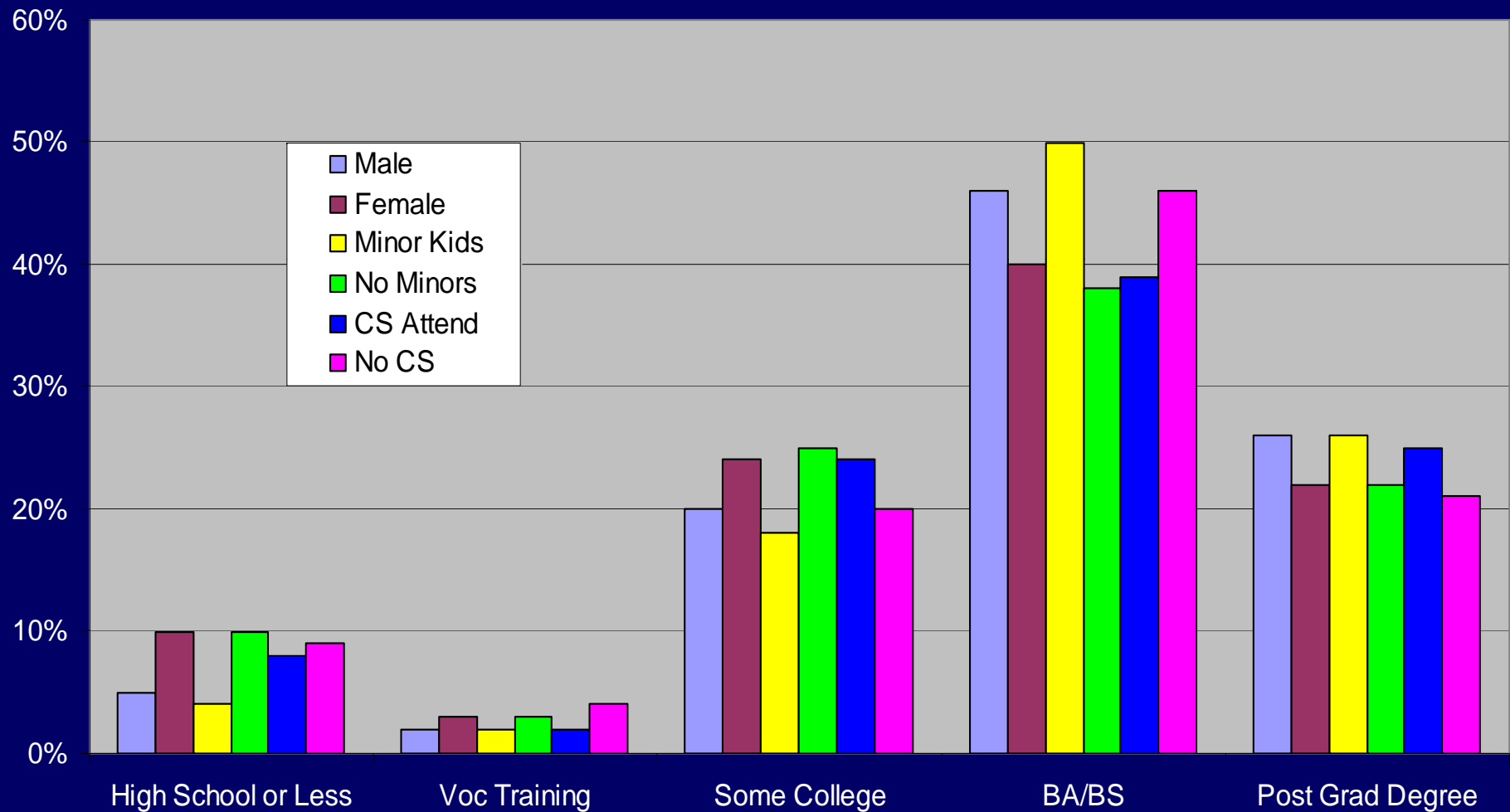


Highest Level of Education Attained by Survey Respondents



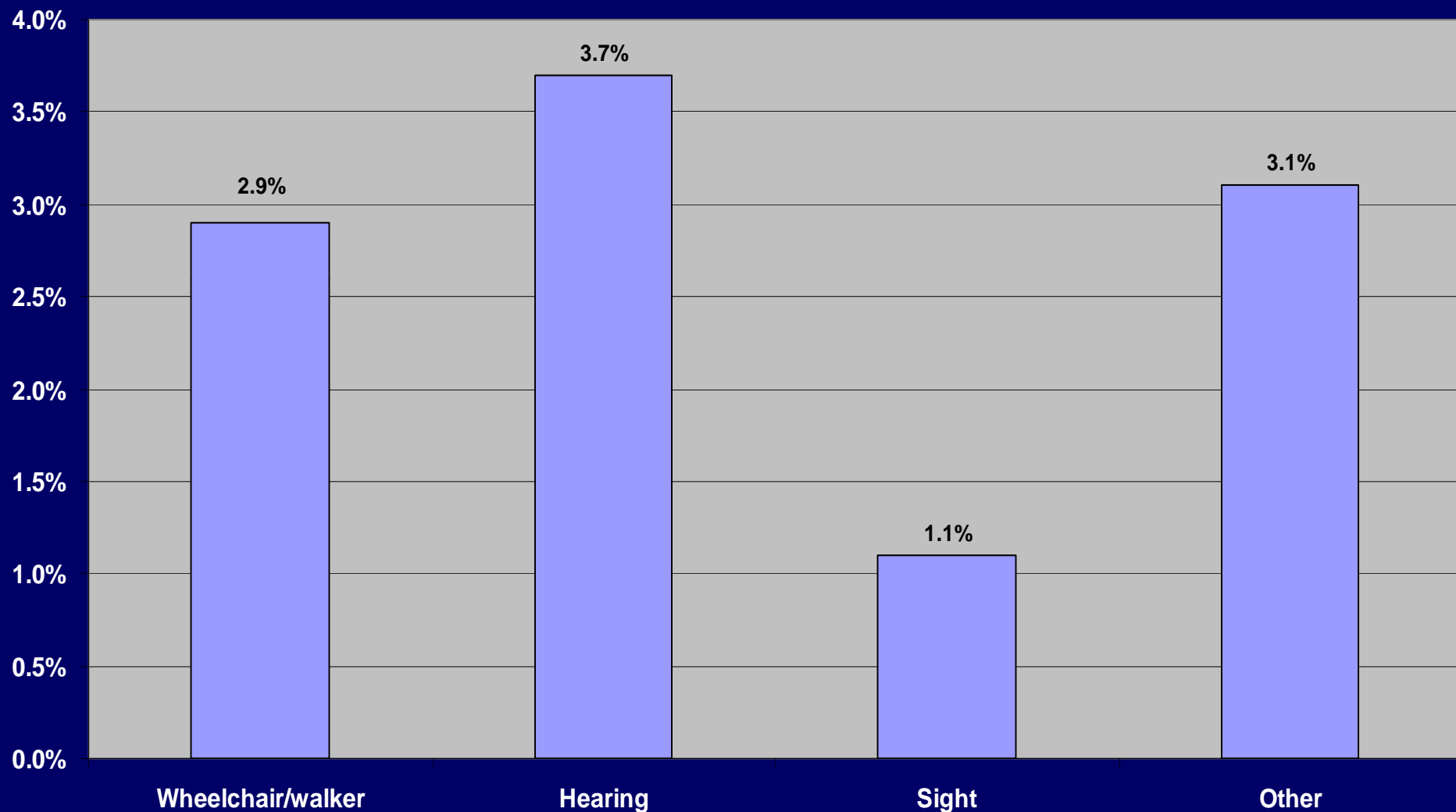
BA/BS & Post Grad Overrepresented When Compared to SG Co Population of 25.4%

Highest Level of Education Attained by Survey Respondents



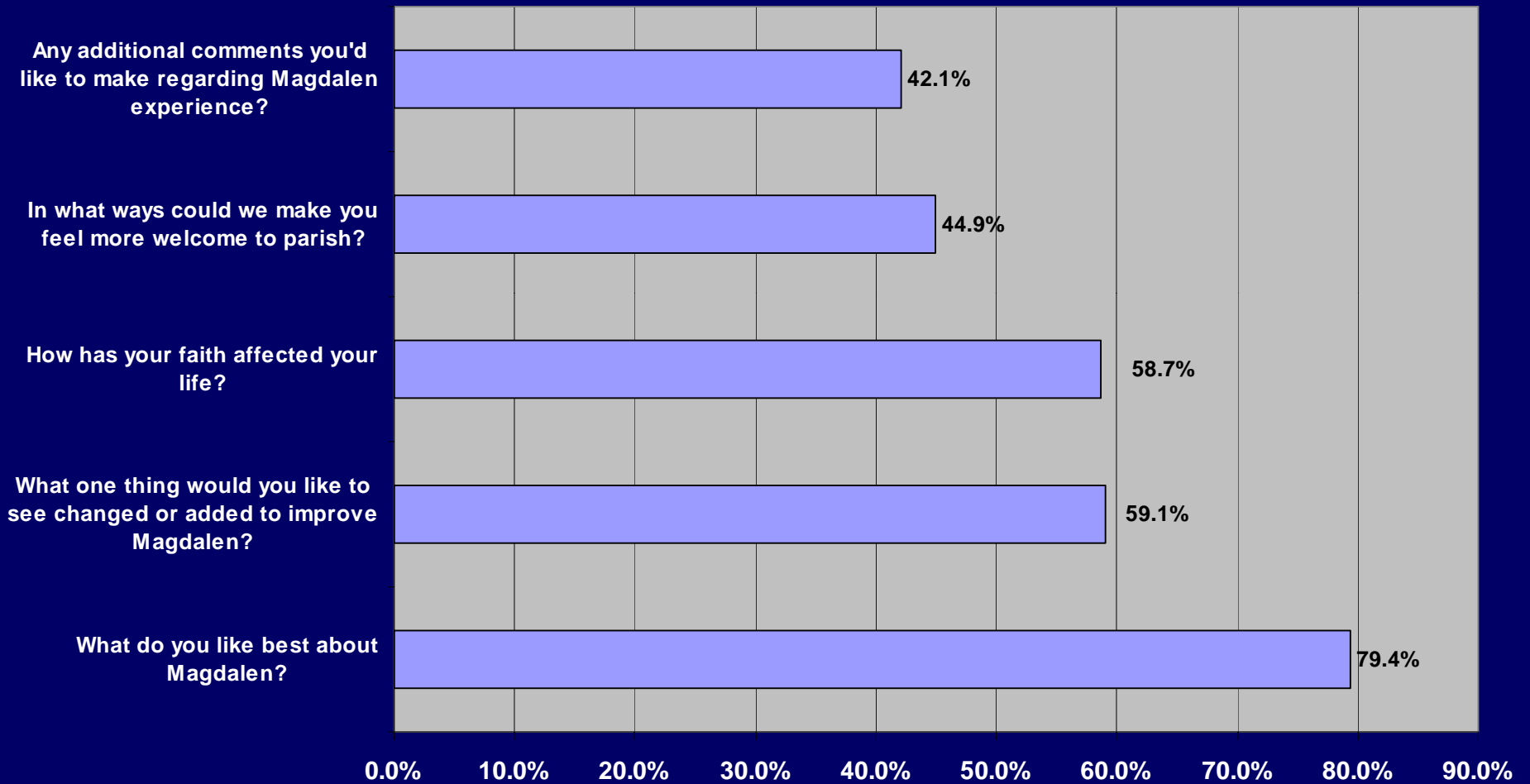
Higher percentage of post-grad degrees earned by Catholic School attendees

Special Needs for Church Services



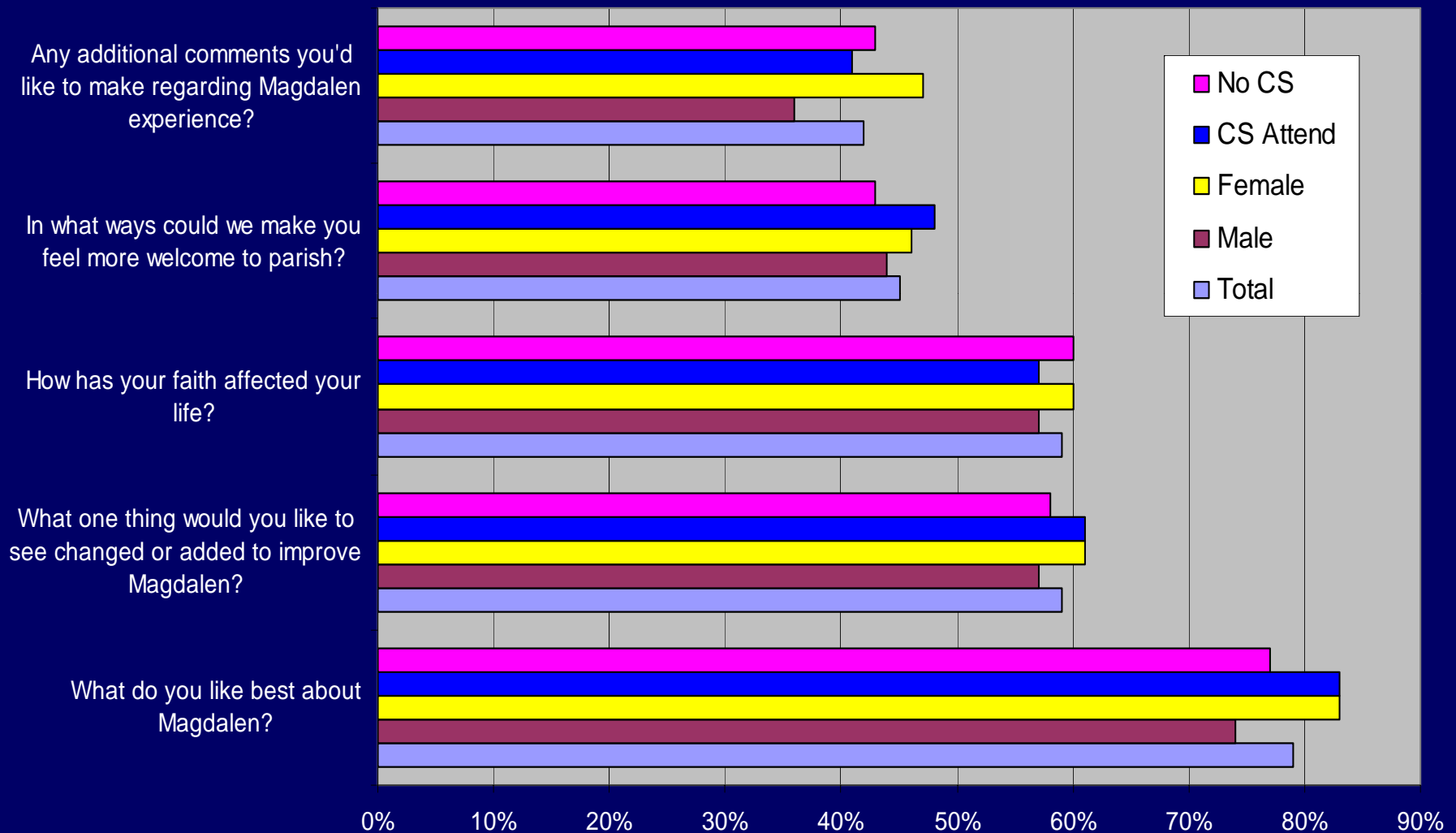
“Other” included problems with arthritis or other condition which makes walking difficult.

Respondents Who Wrote In Remarks to Open-Ended Questions



Almost 80% of respondents wanted to share what they liked best about Magdalen.

Respondents Who Wrote In Remarks to Open-Ended Questions



Females were more likely to respond than male counterparts on all questions.

The Magdalen Parish Survey

Survey Analysis

...Your Parish, His Vision, Our Journey

The Right Stuff!

- Perception is **REALITY**.
- Do **NOT dwell** on the “**negative**” but be mindful of it and challenge each other to find better ways to do things. Remember how we react to criticism is the key to success.
- Keep in mind the **80/20** rule. Agree on a standard that is acceptable and establish measurable benchmarks to achieve it.

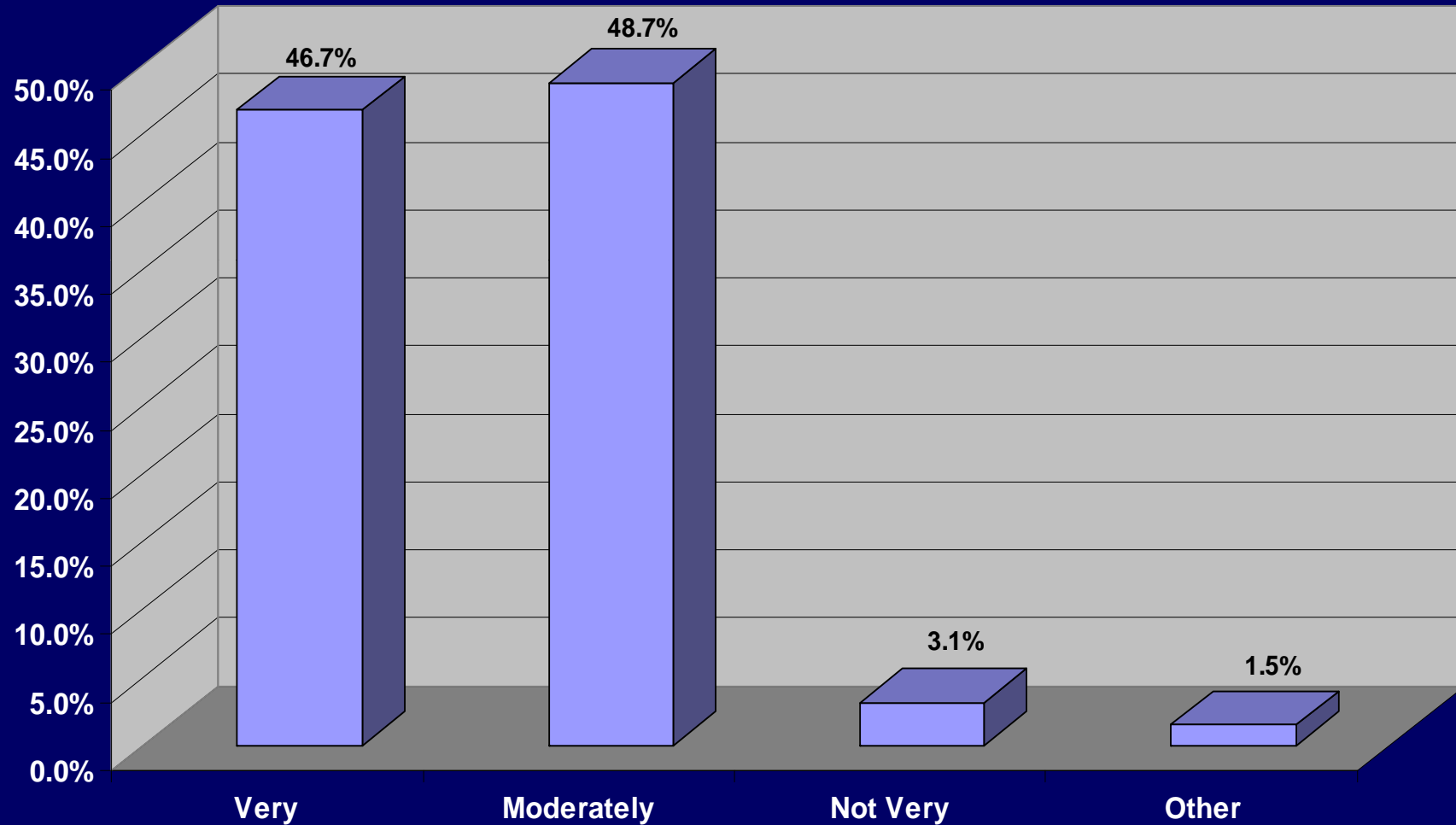
The Magdalen Parish Survey

PILLAR I - HOSPITALITY

In a parish, where hospitality is a priority, guests and **parishioners feel they belong and are appreciated**. How do you feel Magdalen is doing in this regard?

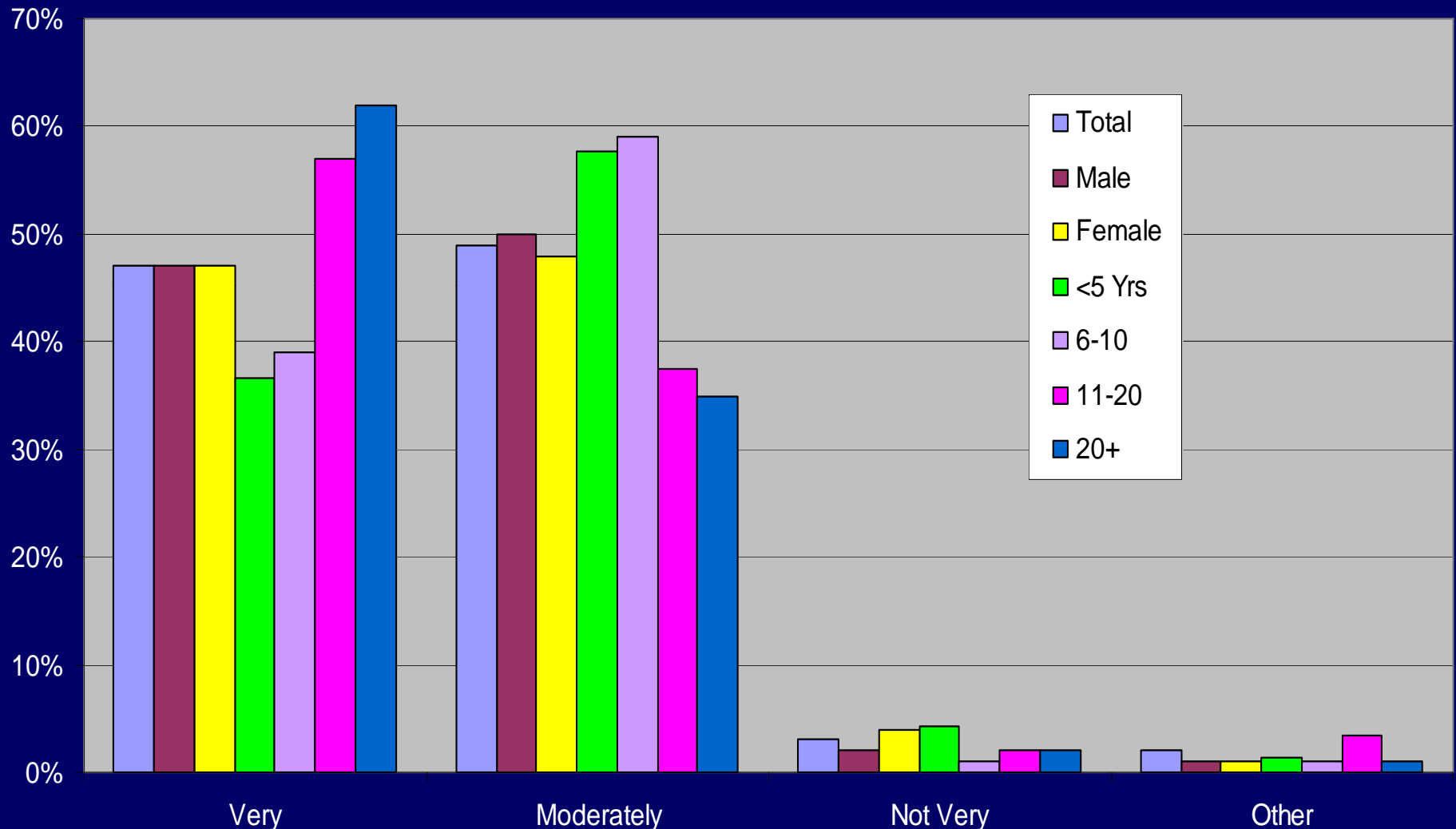
...Your Parish, His Vision, Our Journey

How Welcome Do You Feel?



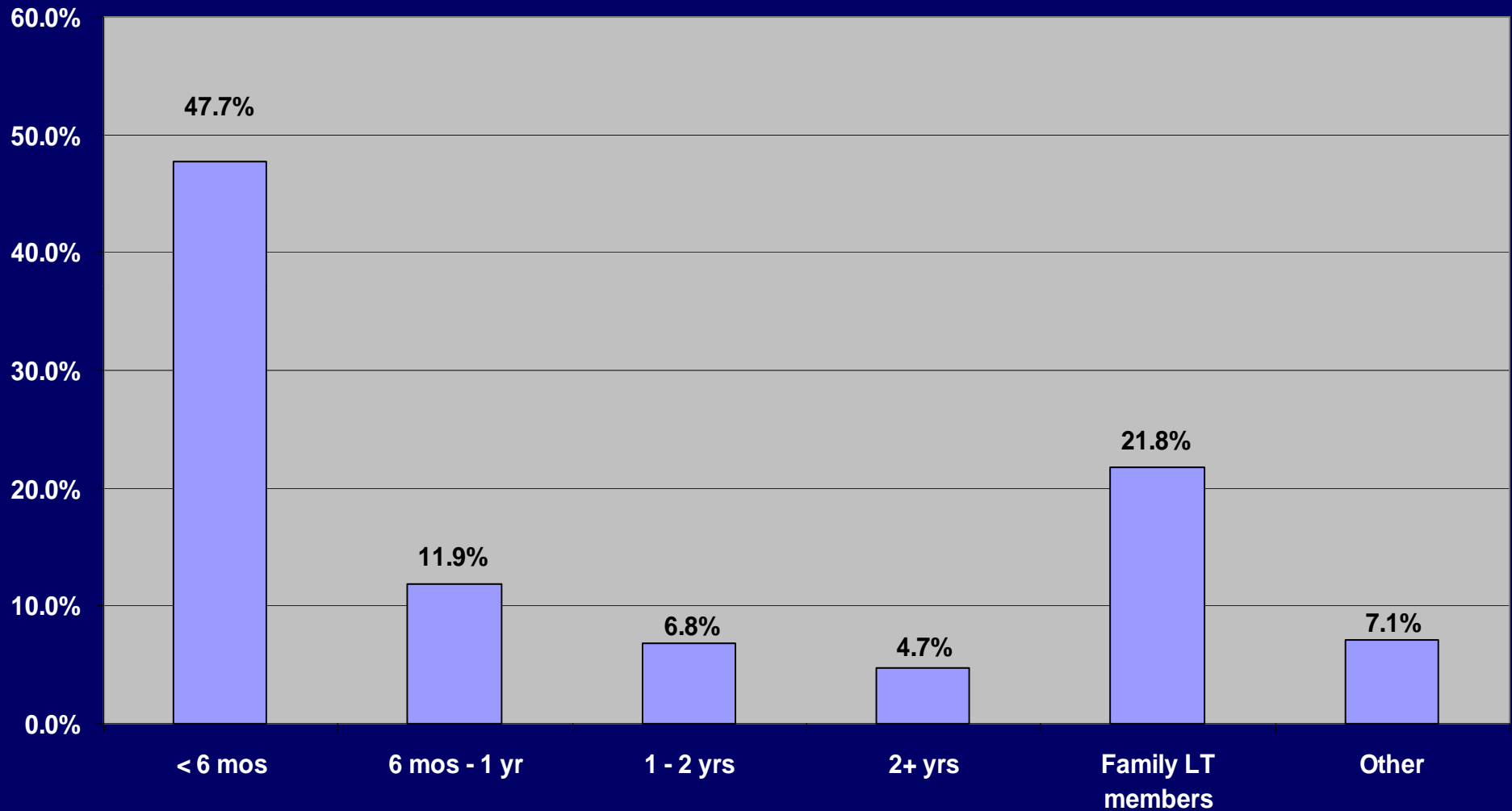
95% of respondents feel "At Home"

How Welcome Do You Feel by Gender and Years of Membership



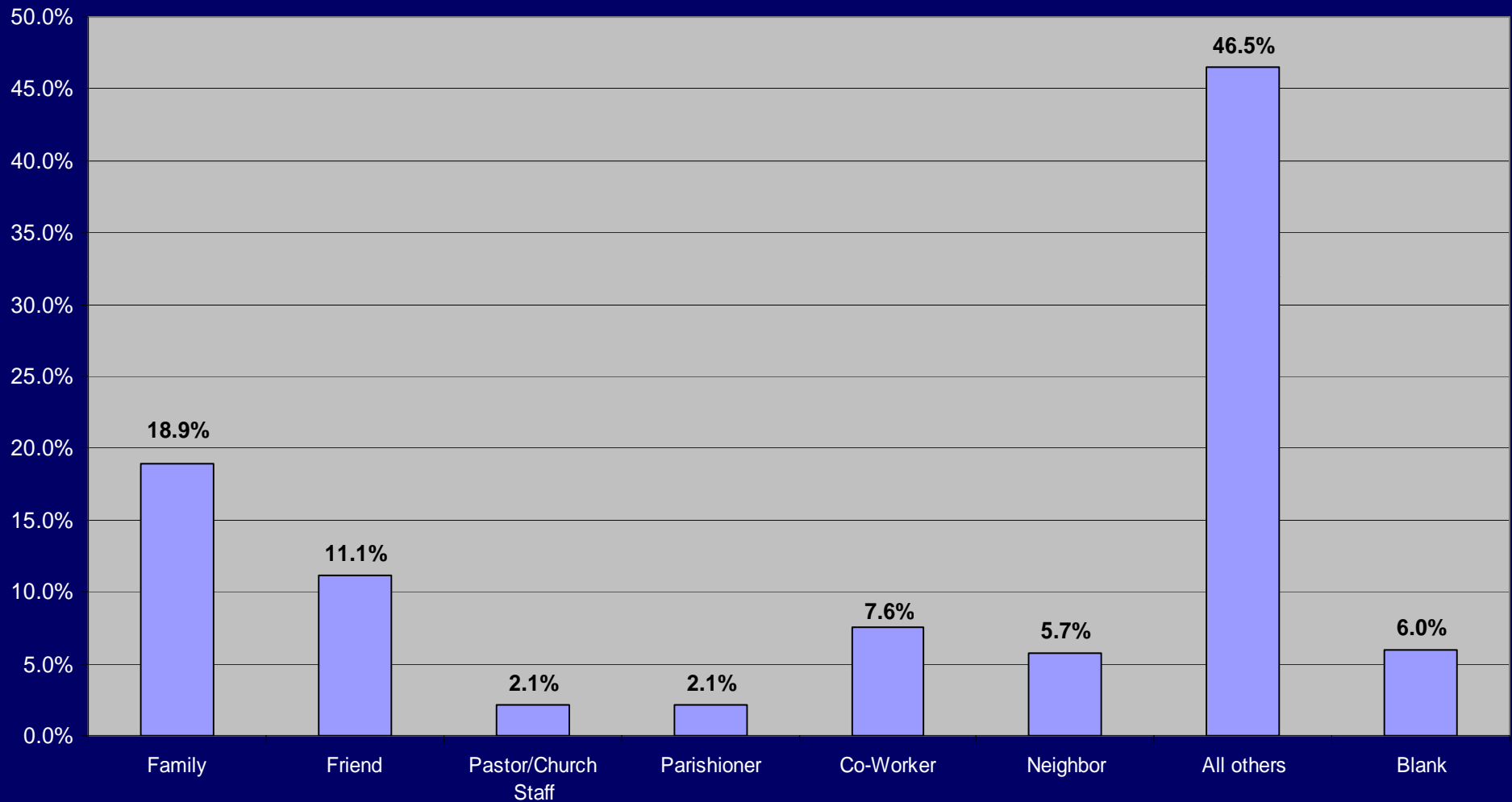
While 95% feel “at home,” those with <10 years tenure feel least welcome.

Length of Time Attending Parish Before Registering As A Member



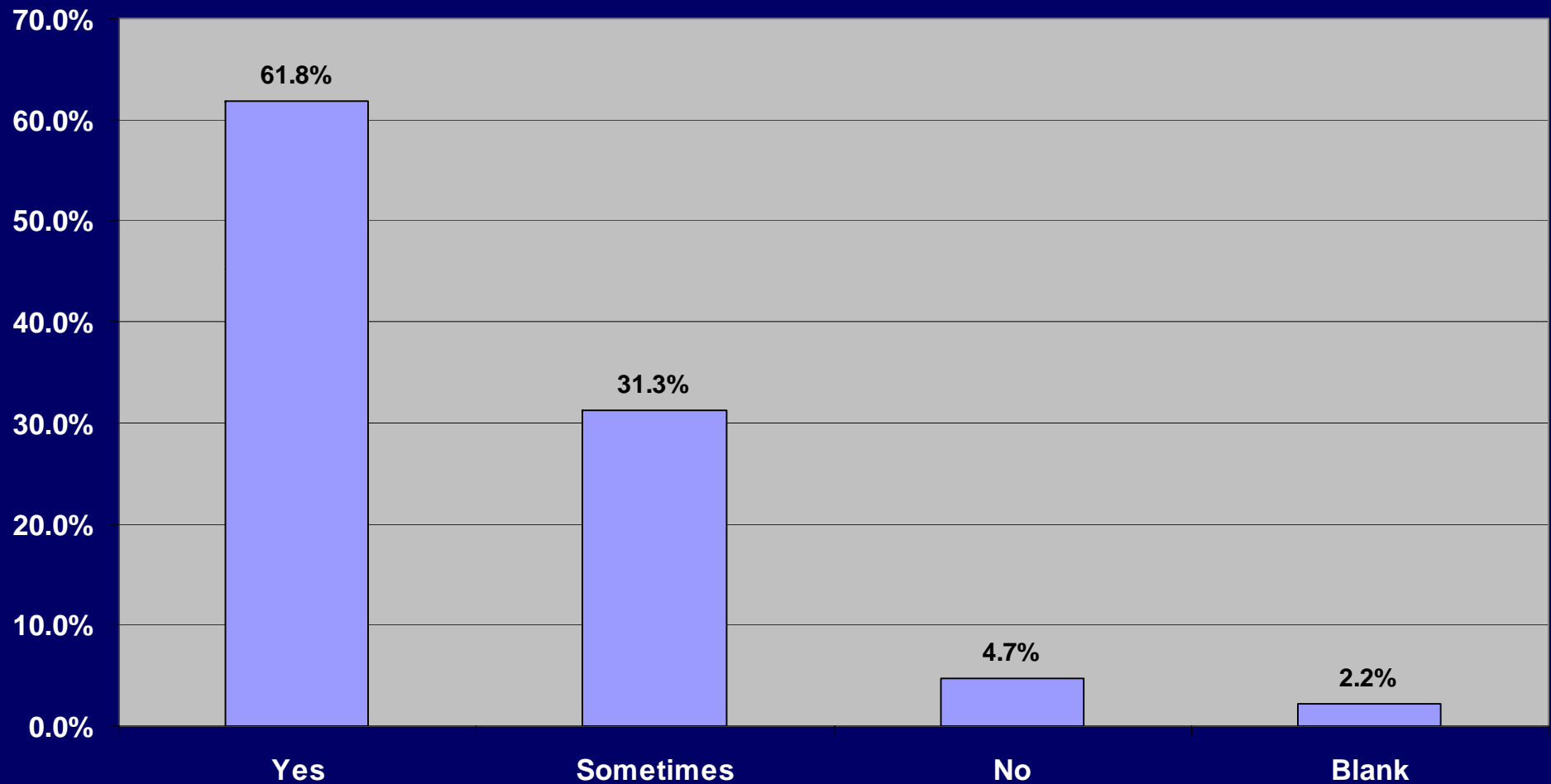
47% of respondents have joined within last 5 years.

Individuals Who Encouraged Me to Start Attending Magdalen



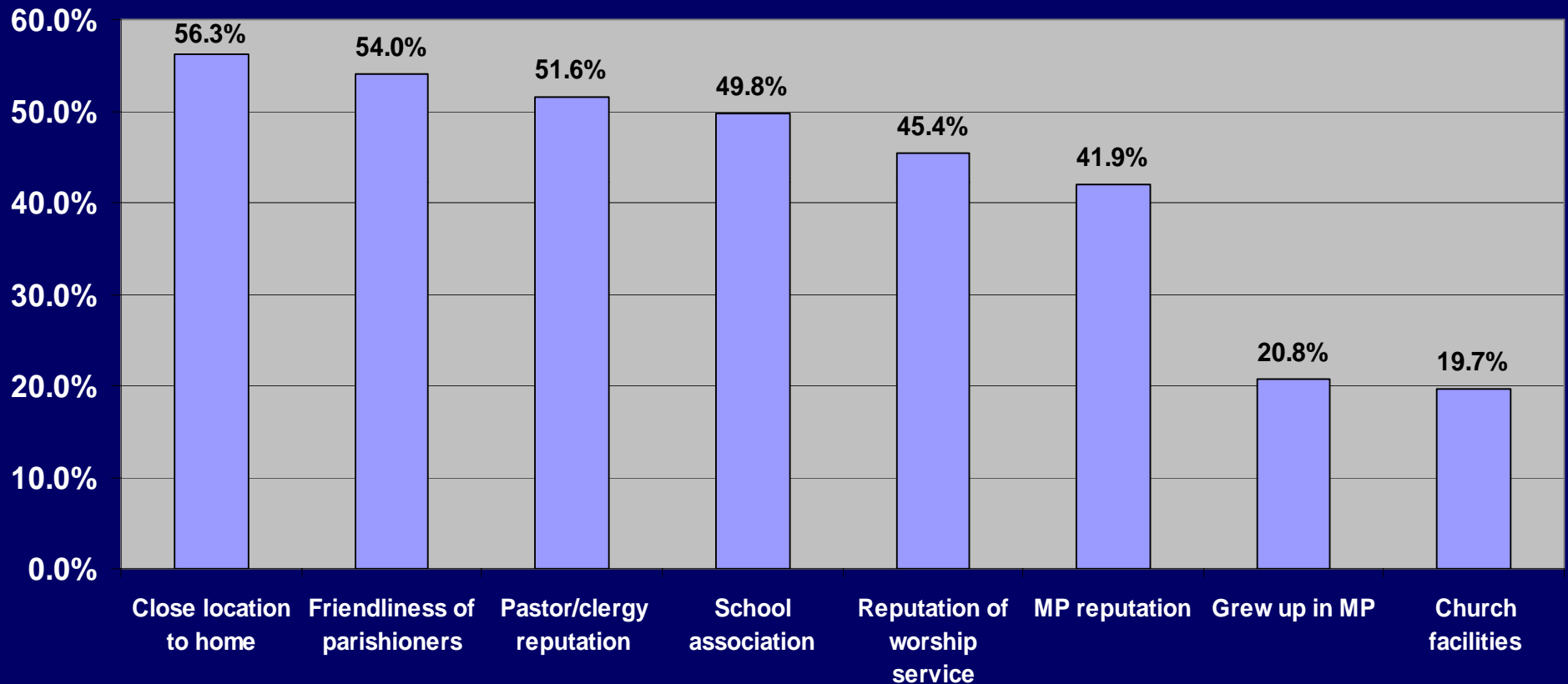
“Other” (e.g. moved into area or parish, personal decision to join, or it is close to home)

Do You Feel Like You're A Part of the Magdalen Community?



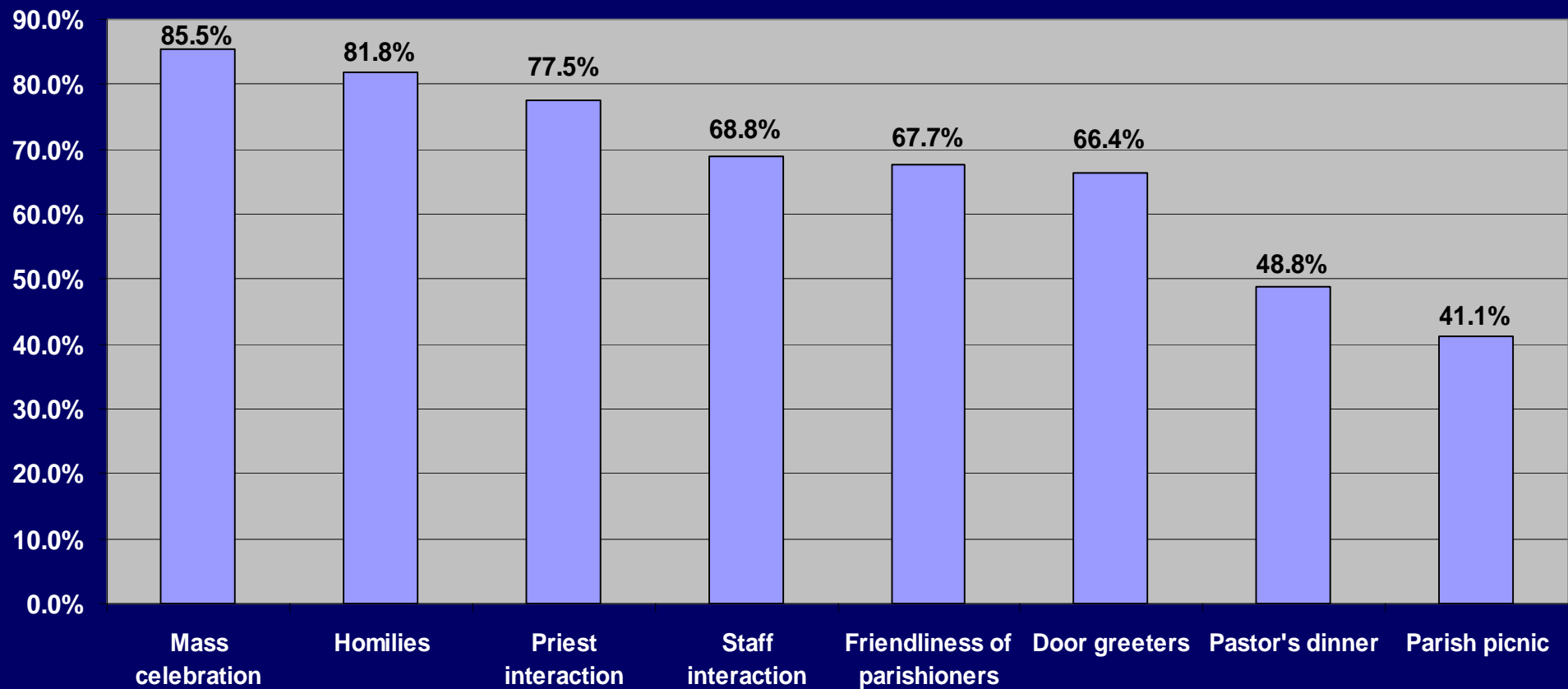
Over 60% of respondents feel like they're a part of parish community.

“Important to Very Important” Influencers in My Attending Magdalen



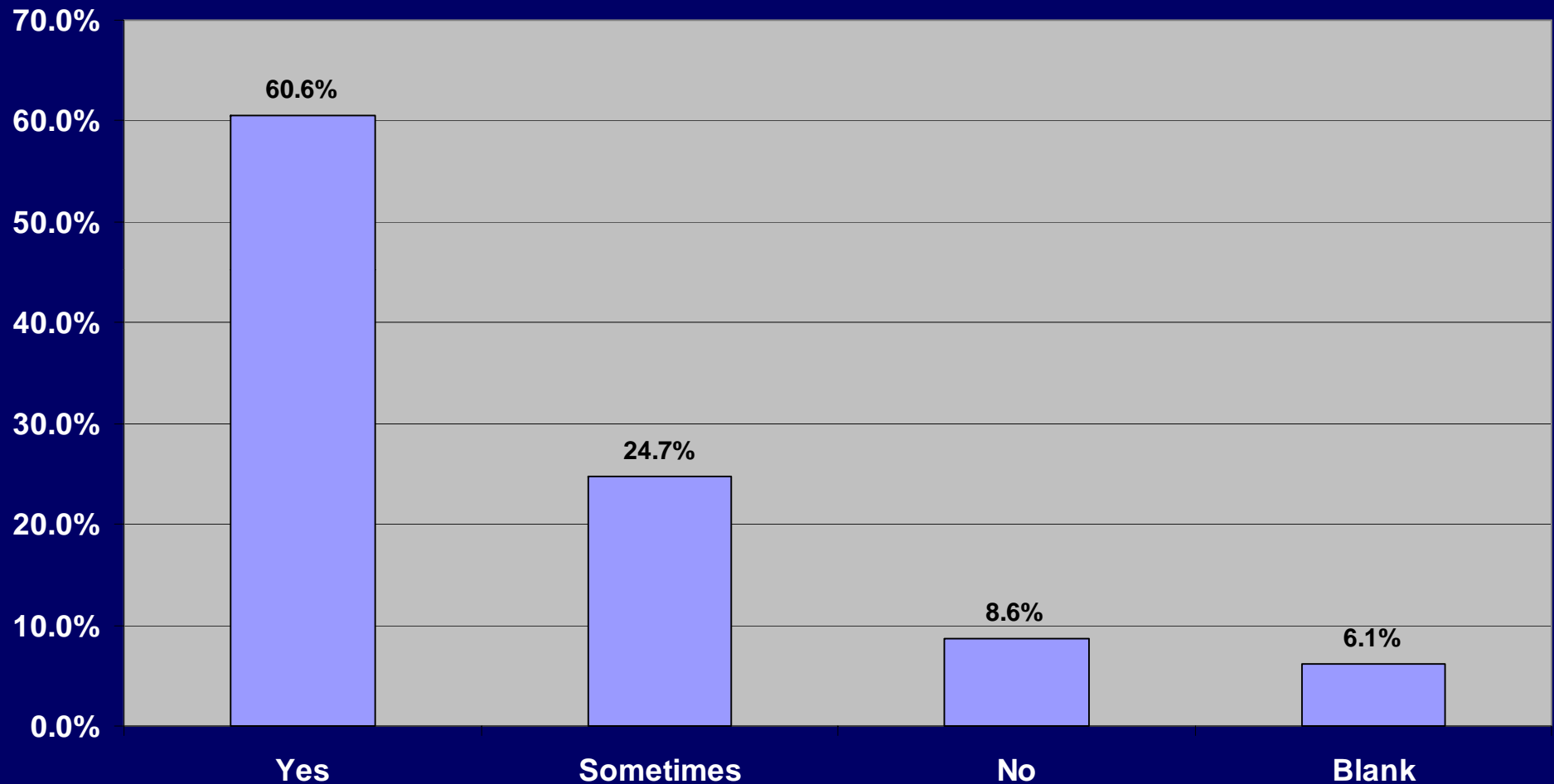
It's all about location and relationships!

Magdalen Events Making Me Feel "Welcome to Very Welcome"



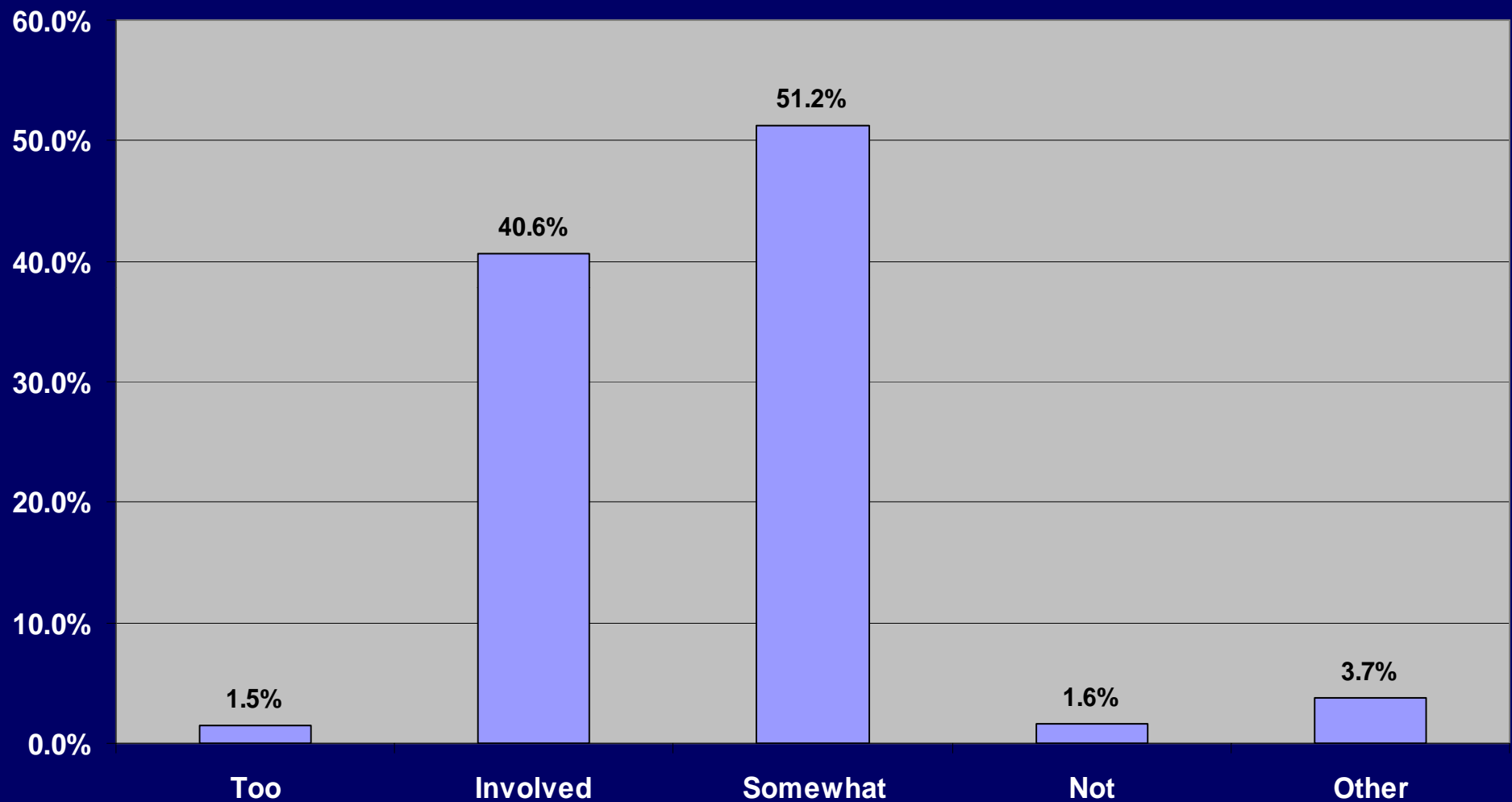
Priests play a critical role in the welcoming department

Feel My Time & Talent is Appreciated in the Parish



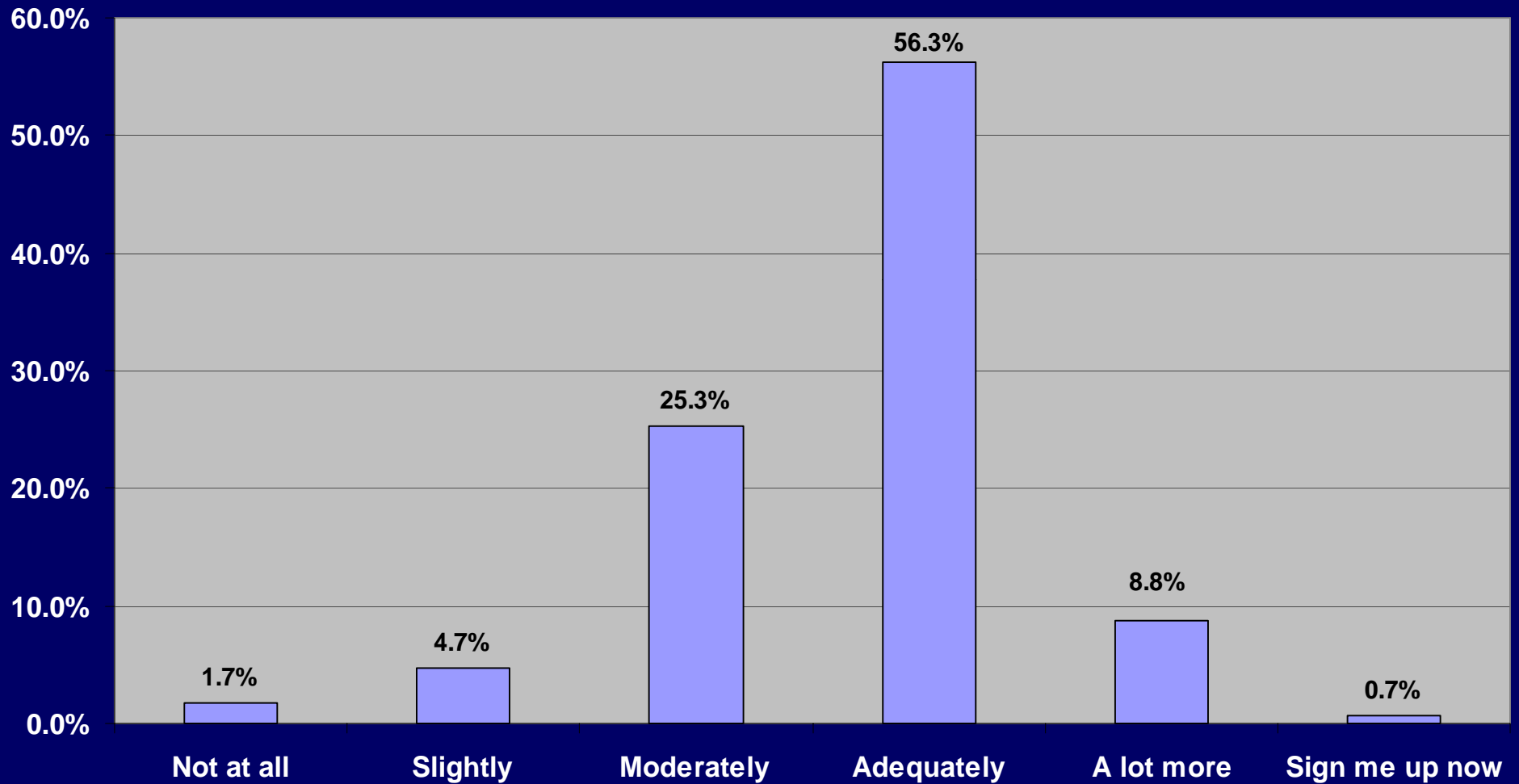
“Appreciation” is defined differently for each individual

How Involved Do You Feel in the Parish?



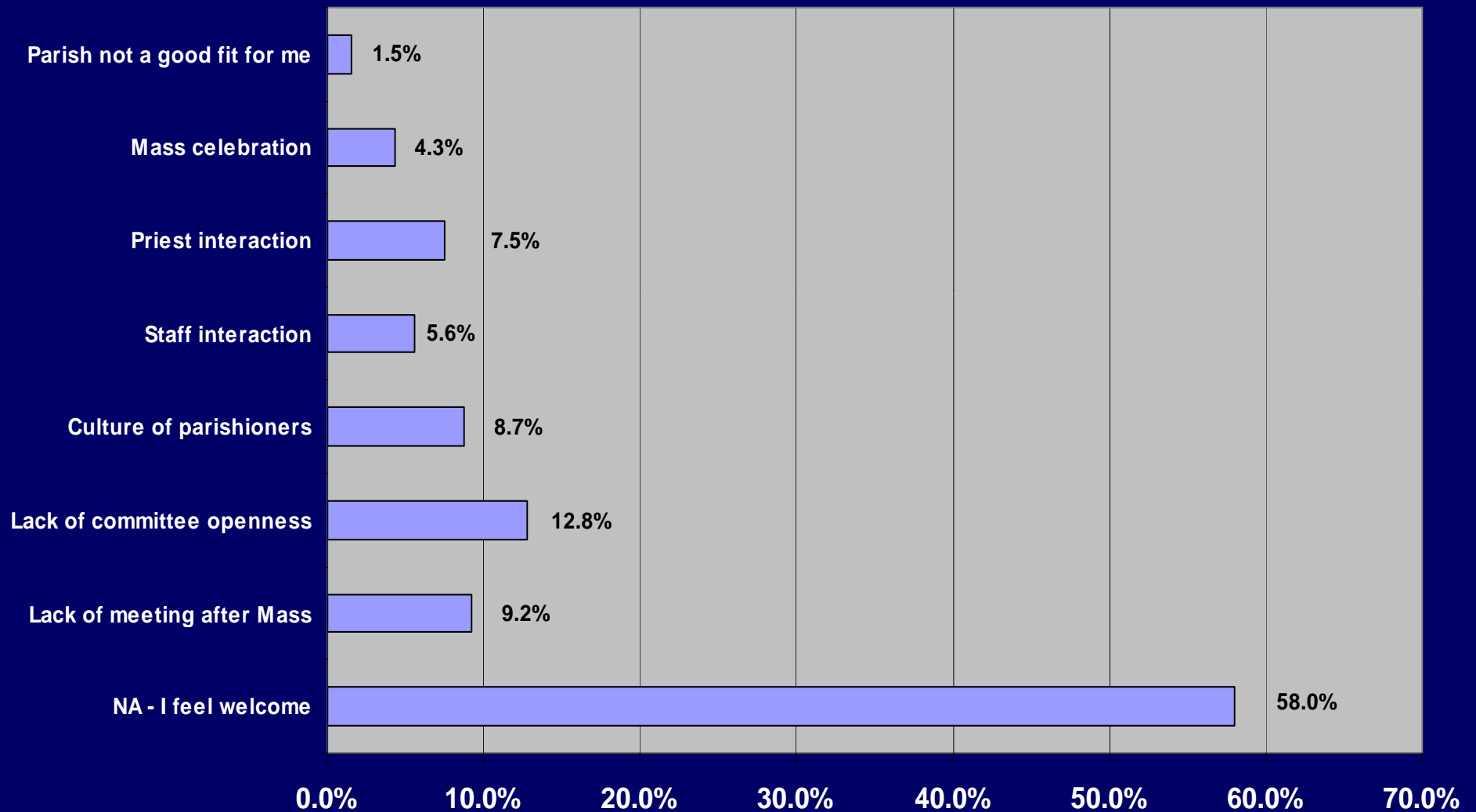
Lots of opportunity to “grow” the participation level!

How Involved Do You Want To Be In The Parish?



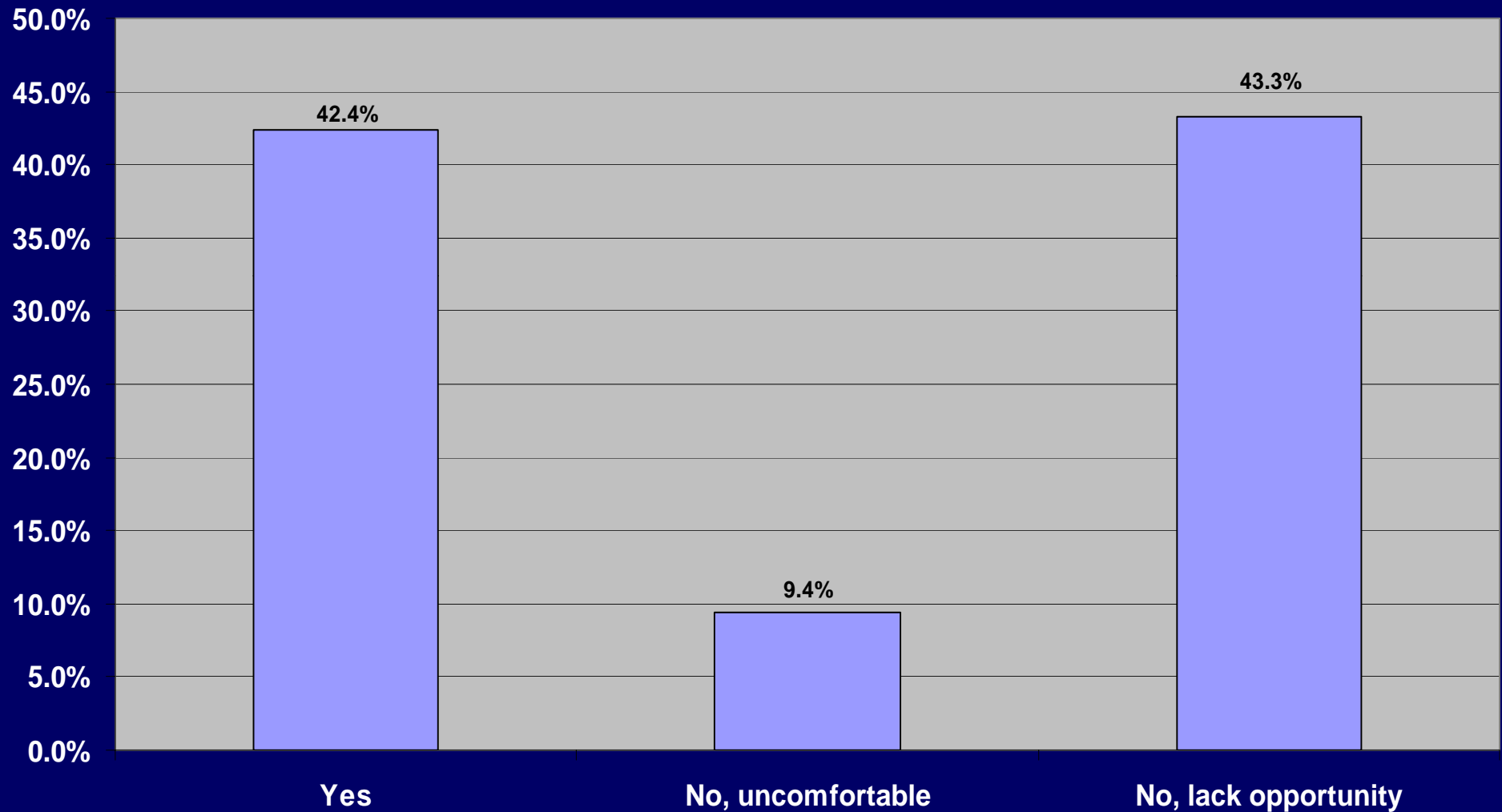
Almost 10% of the respondents are active recruits = 72 more volunteers!

What Negatively Affects How Welcome You Feel at Magdalen?



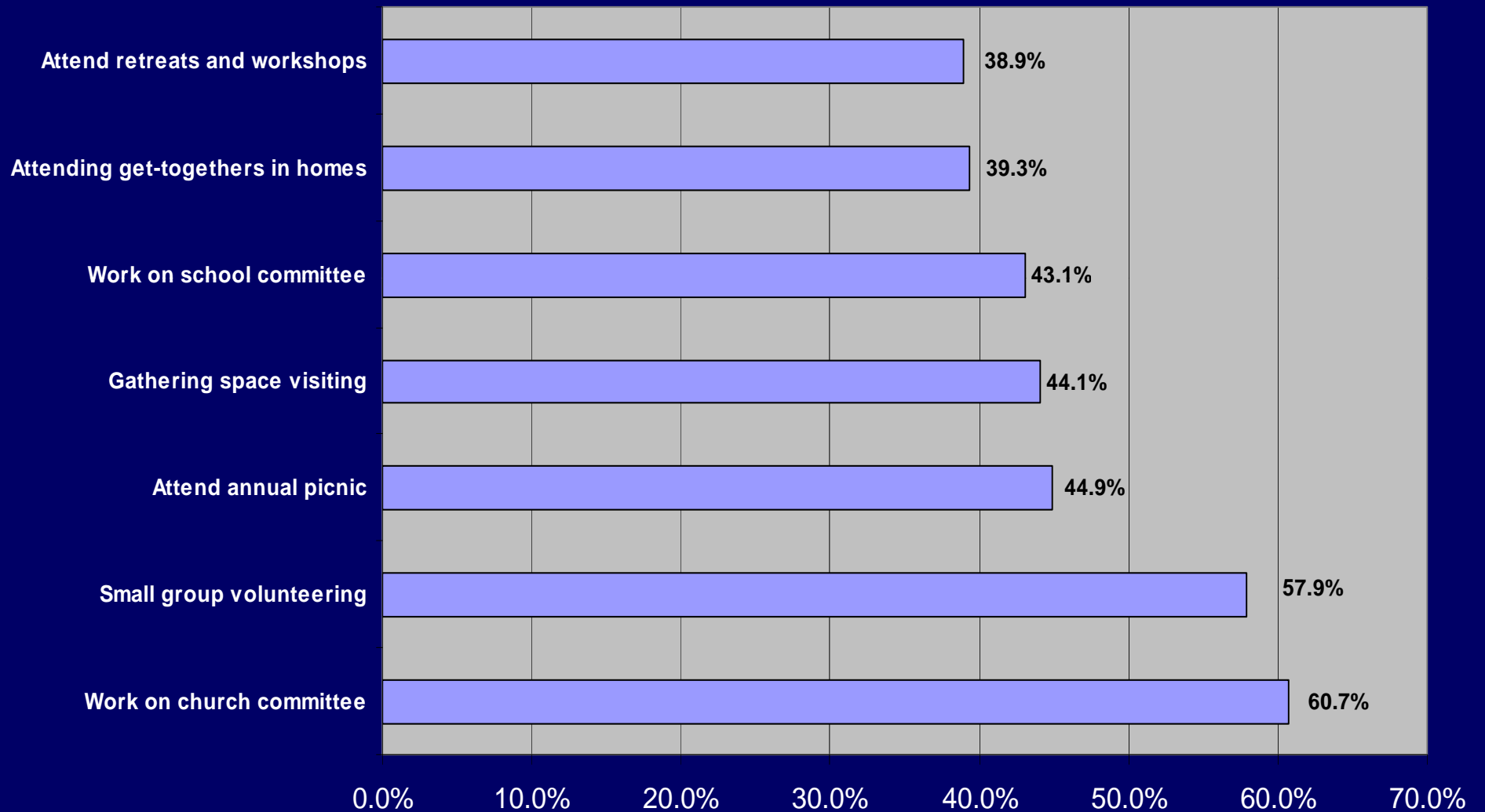
58% of the respondents feel welcome & report no negative barriers!

Have You Met New Parishioners Who Have Recently Joined?



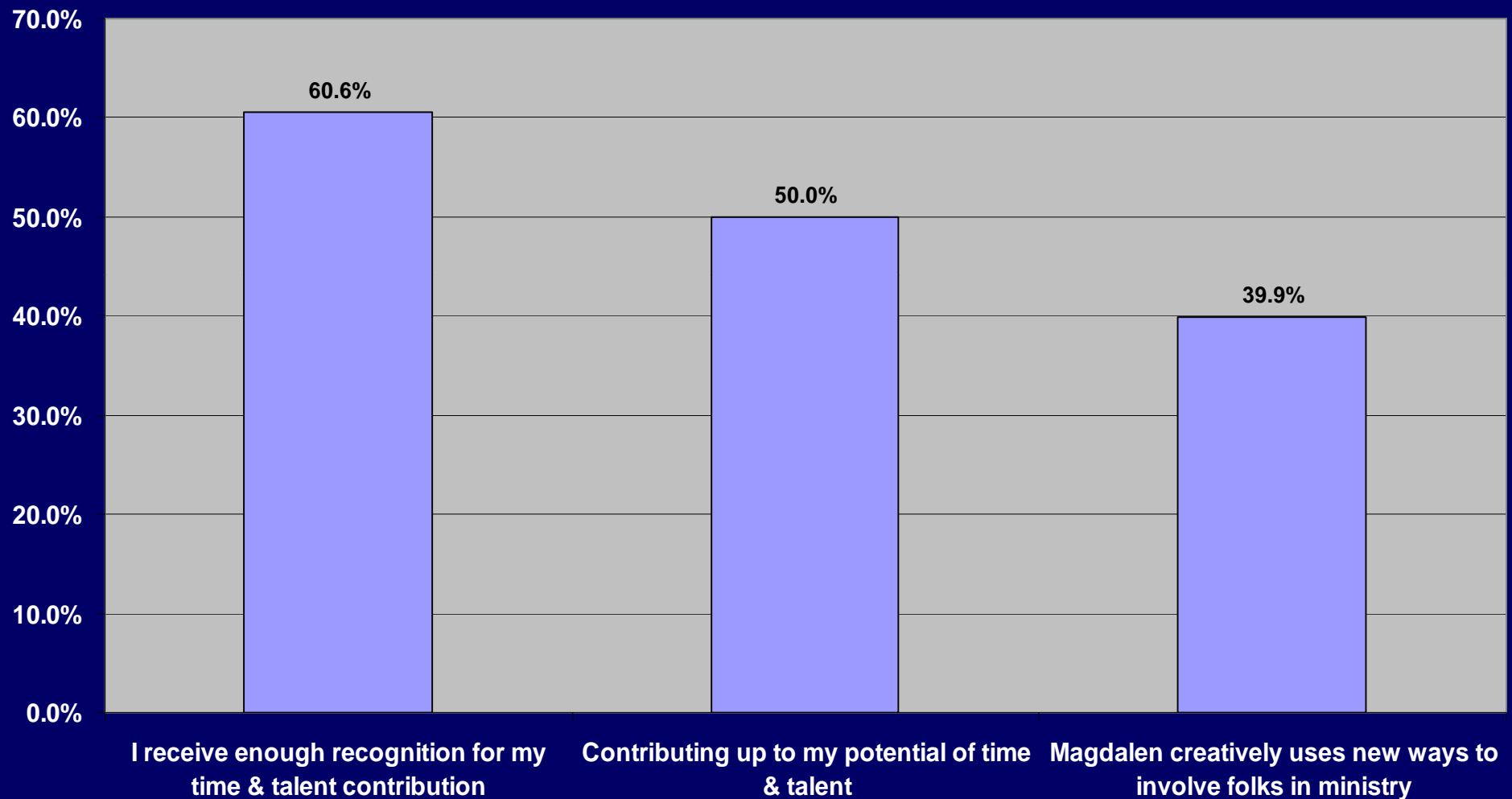
Need to be creative in finding ways to enhance relationship building.

“Effective to Very Effective” Ways of Making New Friends at Church



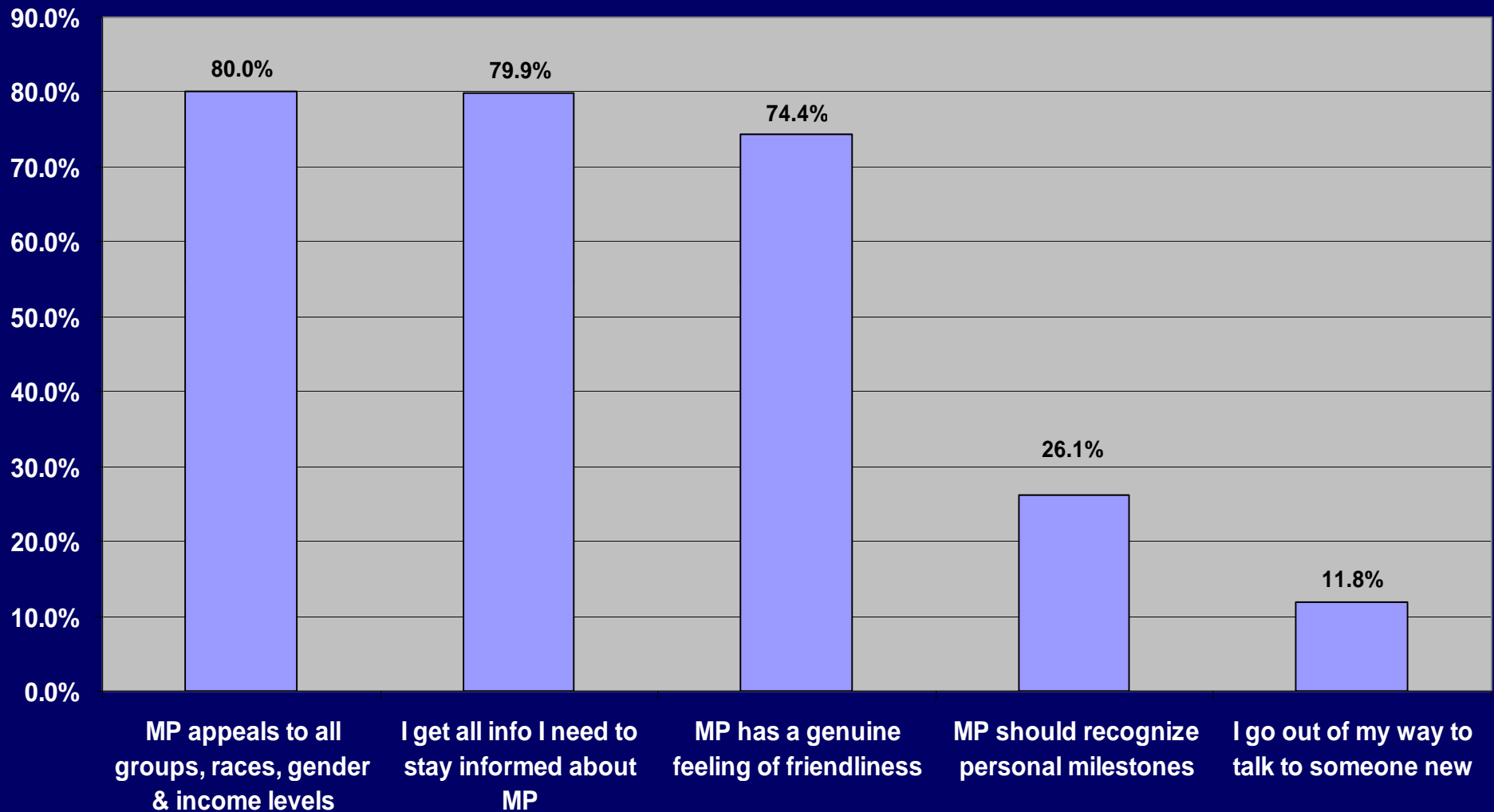
Need to develop more working church committees.

"Agree to Strongly Agree" with Time & Talent Variables



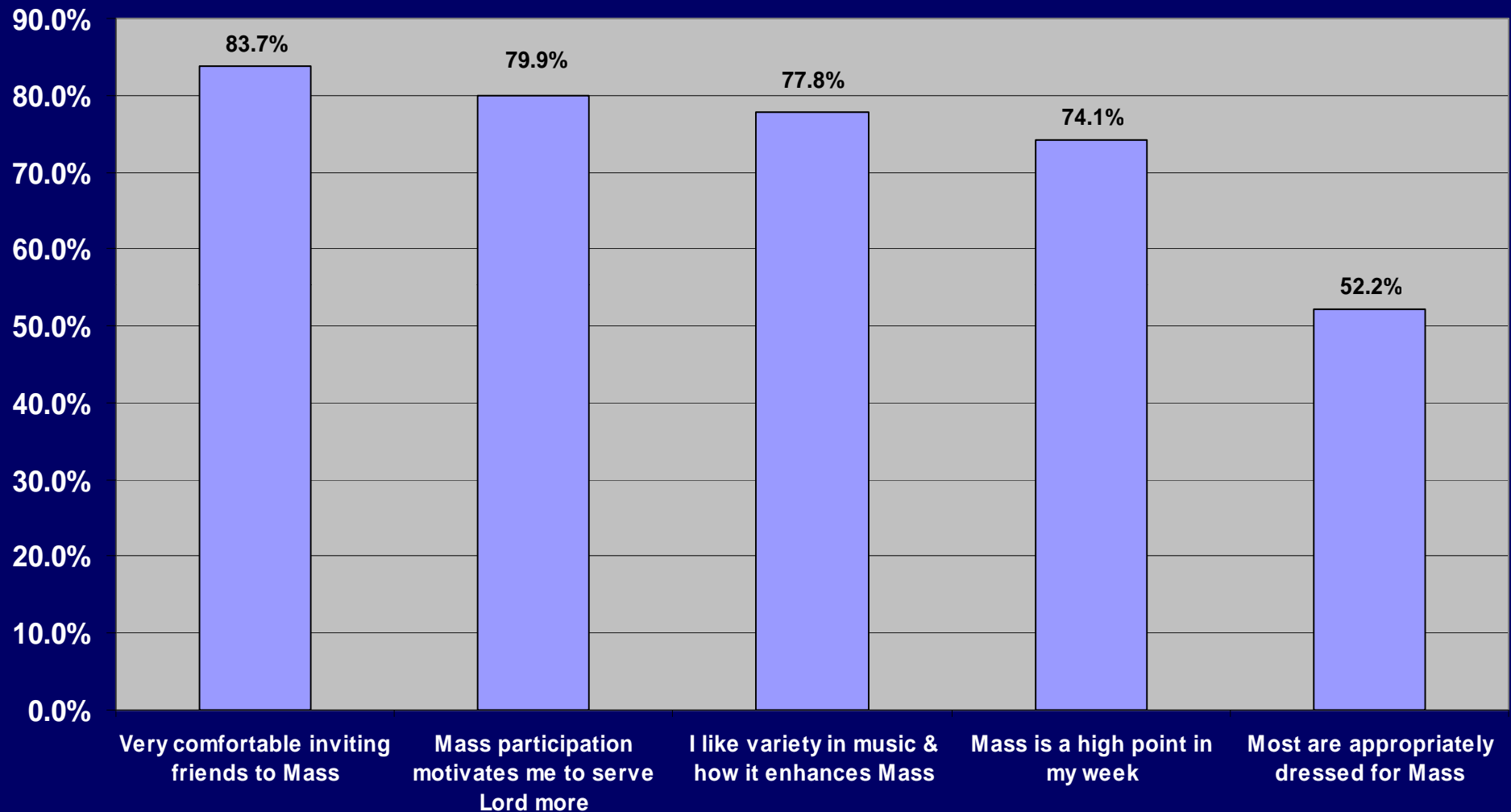
Lots of room for finding new ways to involve volunteers.

"Agree to Strongly Agree" with Parish Appeal & Friendliness



Need to challenge each other to be more friendly.

"Agree to Strongly Agree" Statements on Mass Celebration

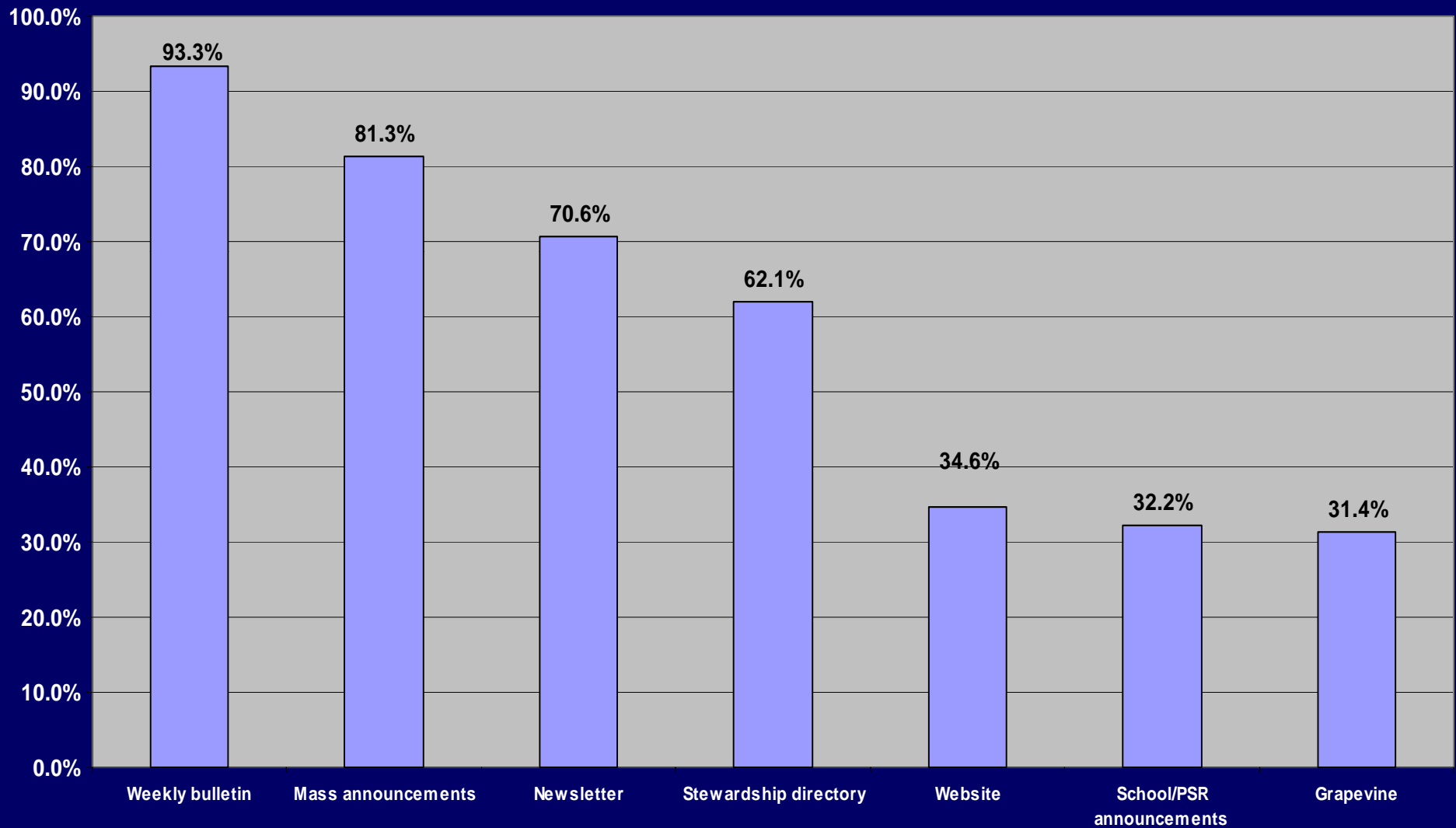


Mass at Magdalen is a positive experience!

What Ways Could You Feel More Welcome at Magdalen

- Nothing, we feel welcome. (N=114)
- It's up to us to get involved, all we have to do is commit. Bells and whistles not needed. (N=25)
- Have welcoming committee call and invite our family out to do something, share info on other committees or just ask how things are going. (N=7)
- Offer more meet and greet activities for families with preschoolers. (N=7)
- PSR student feel "left-out" since they are not connected to school. Find a way to engage them more. (N=5)

"Useful to Very Useful" Resources Utilized by Magdalen Parishioners



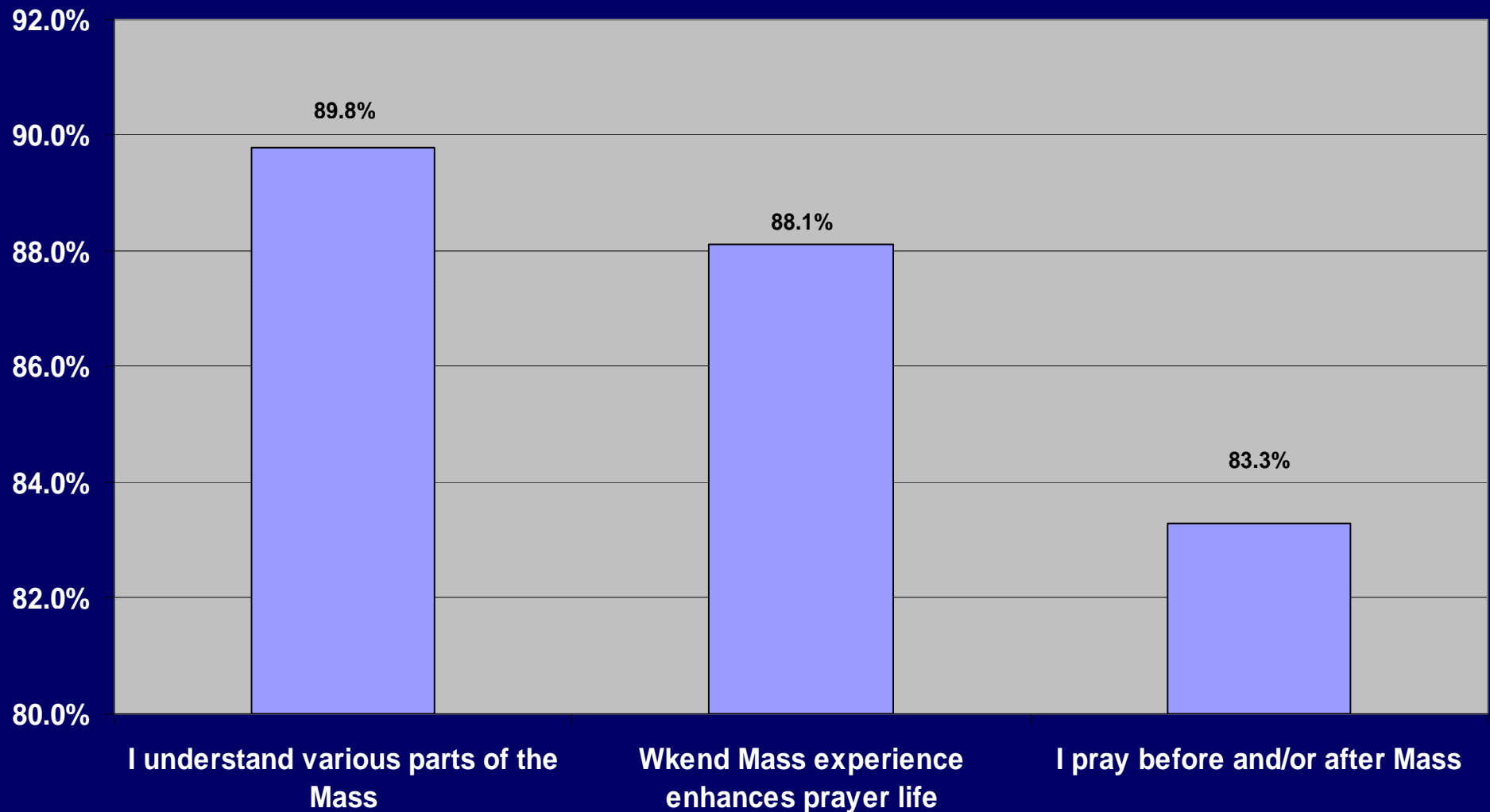
The Magdalen Parish Survey

PILLAR 2 - PRAYER

What role has Magdalen Parish played in ensuring that **prayer is a basic ingredient** in your life?

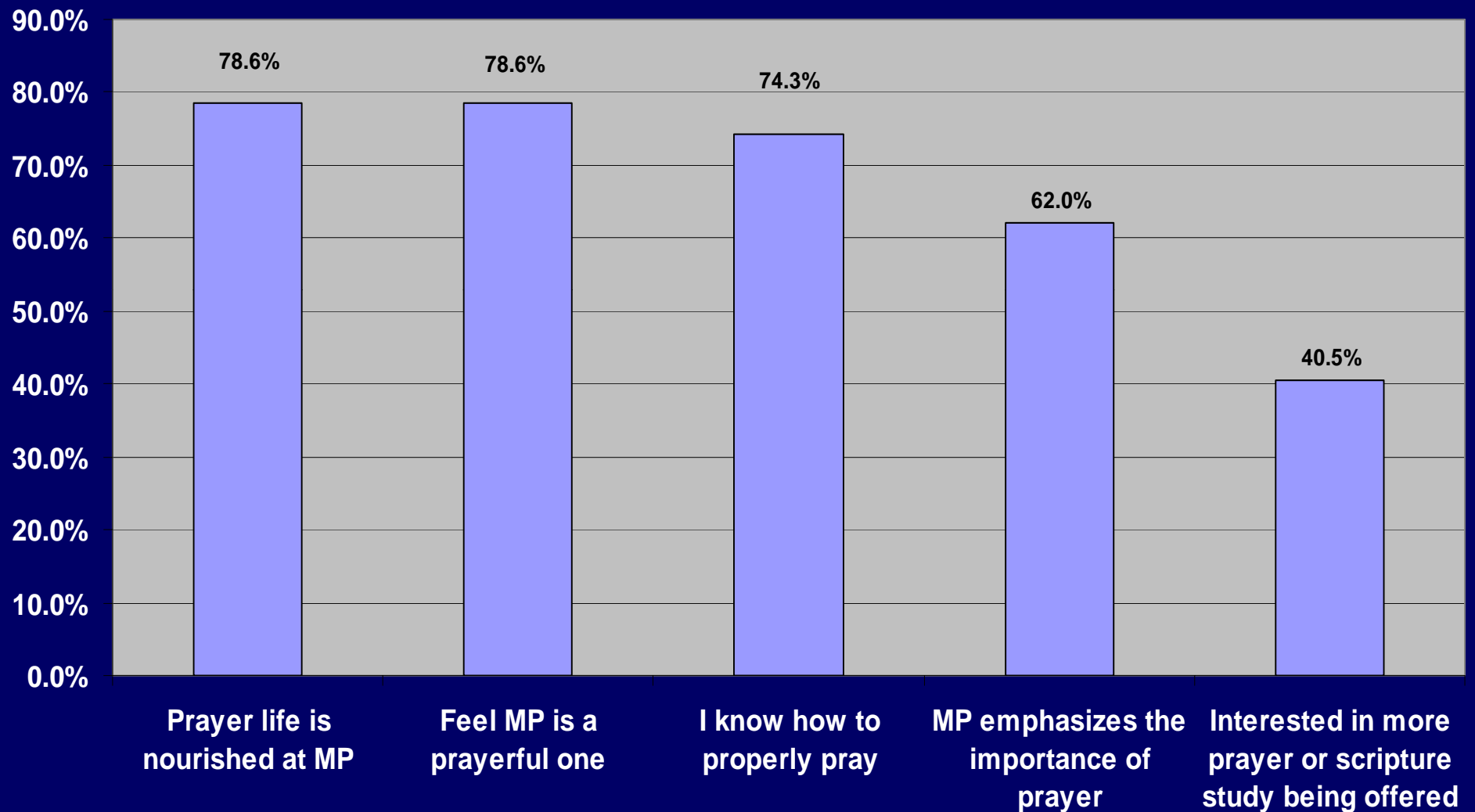
...Your Parish, His Vision, Our Journey

"Agree to Strongly Agree" Regarding Mass Experience



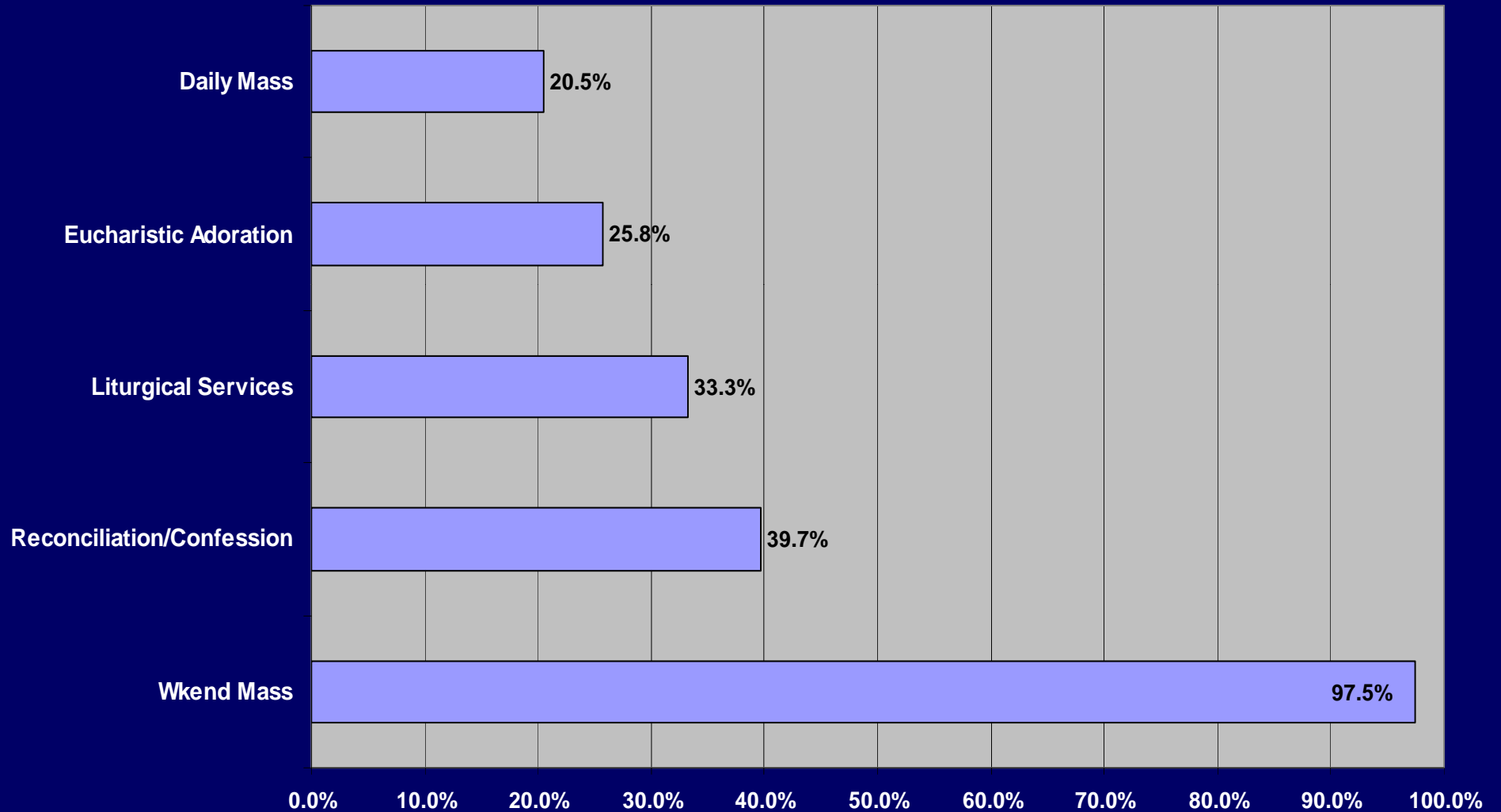
The majority of respondents feel comfortable with their Mass experience.

"Agree to Strongly Agree" Regarding Prayer Life



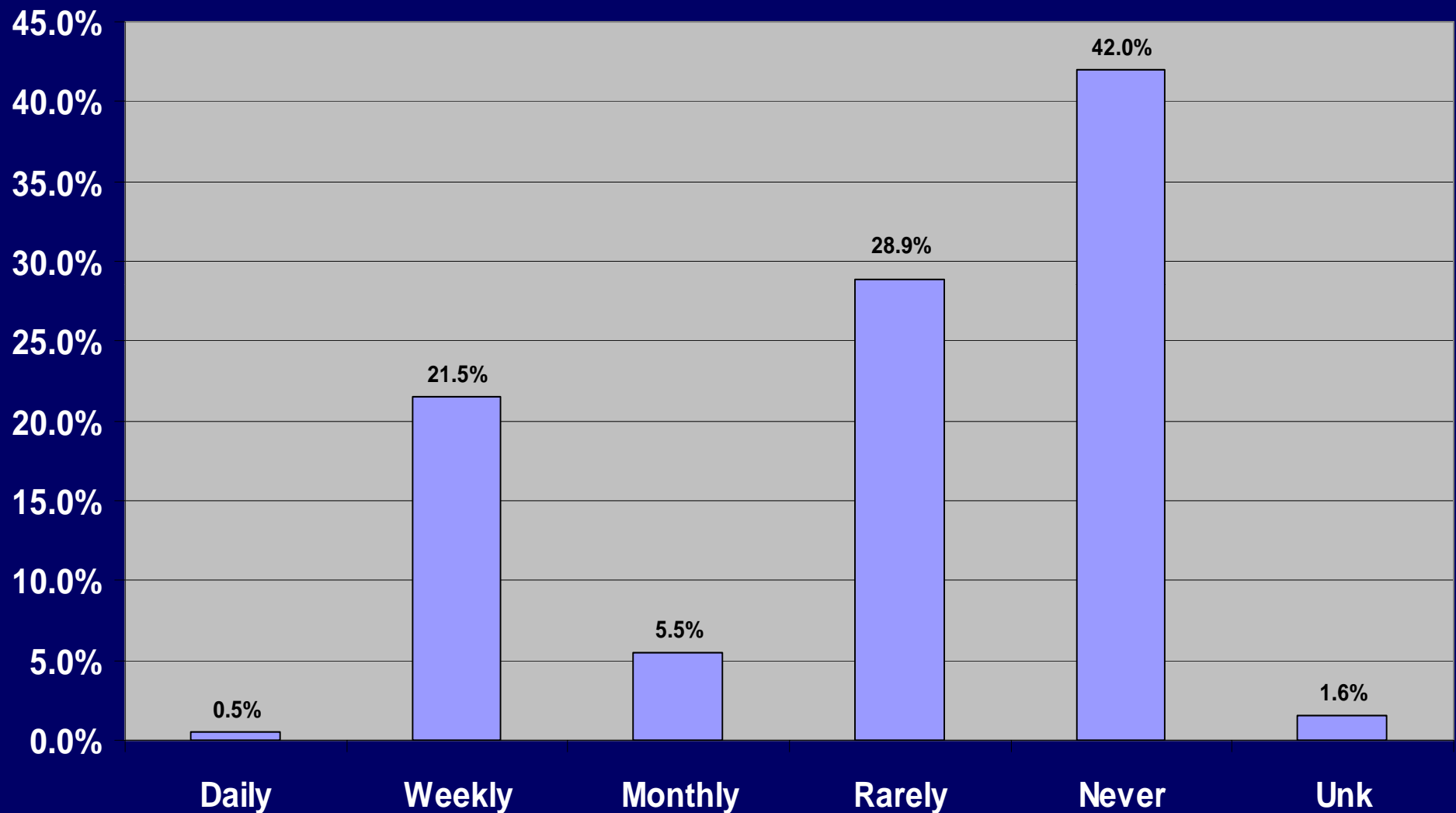
Prayer life is important to survey respondents and they want more.

Types of Prayer Regularly Experienced at Magdalen



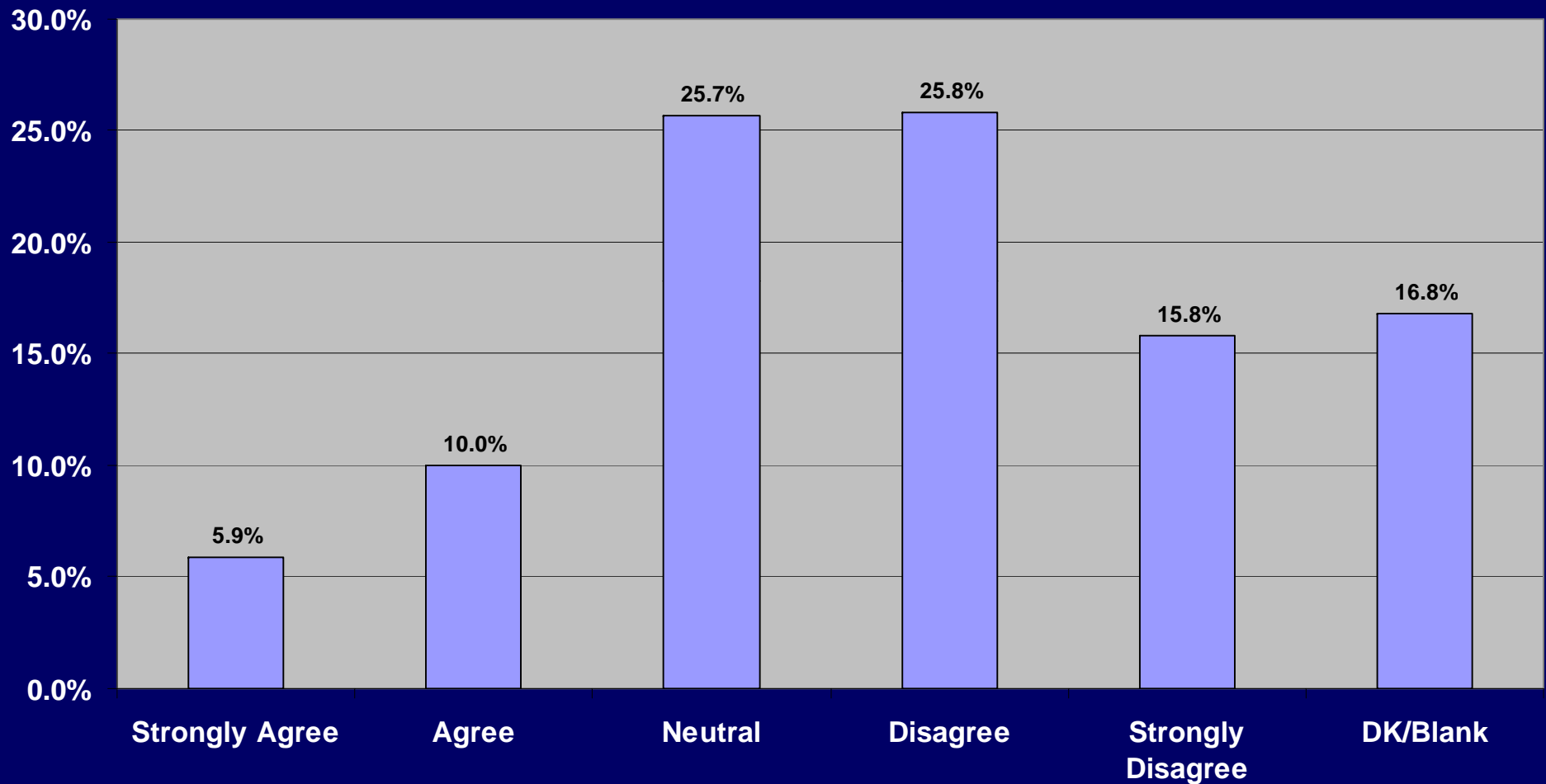
Large variance between weekend Mass attendance & other prayerful life.

How Often Do You Visit the Adoration Chapel?



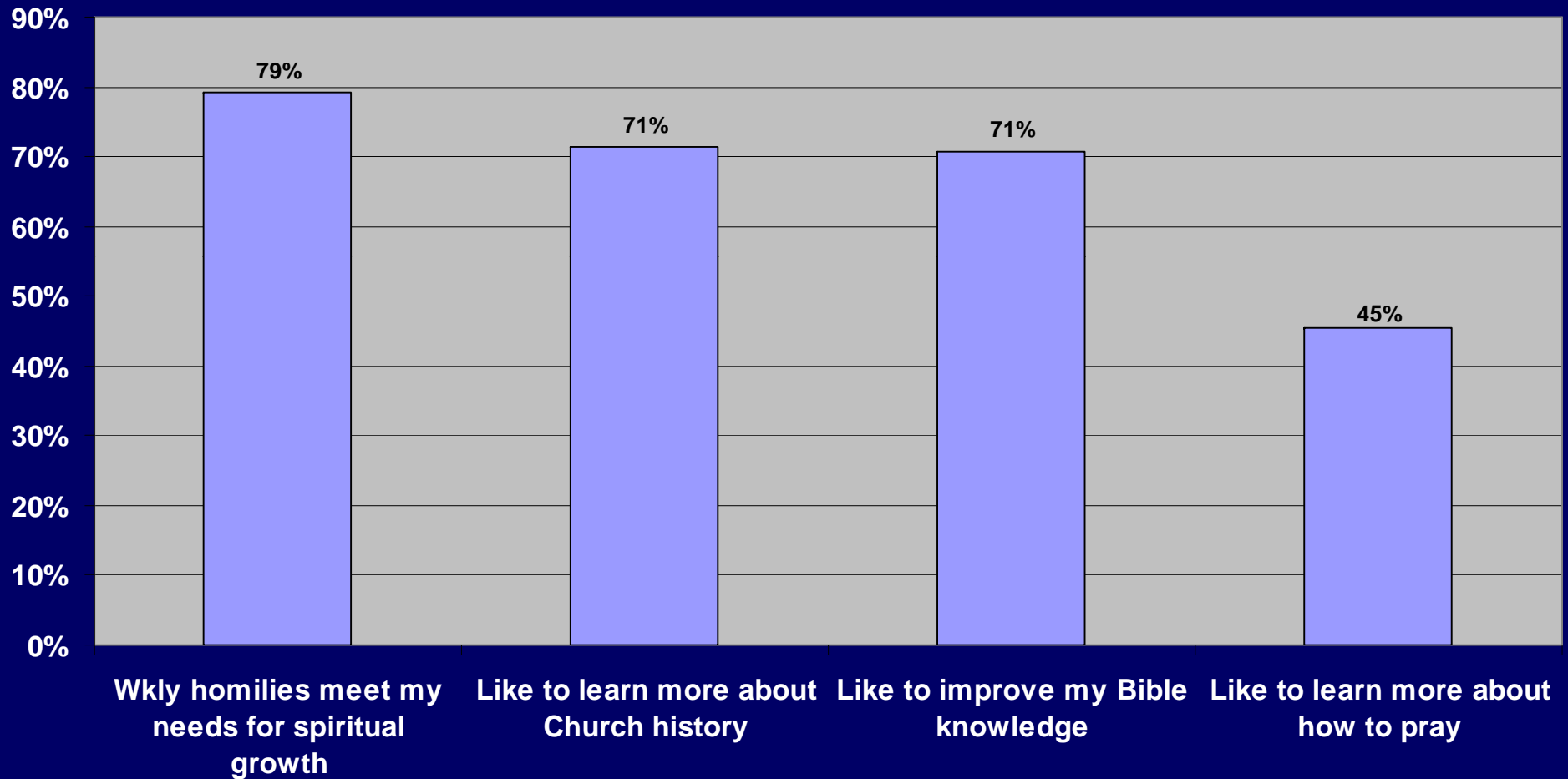
Need to find creative ways to “market” the Adoration Chapel.

Have a Safety Concern with Regard to Eucharistic Adoration



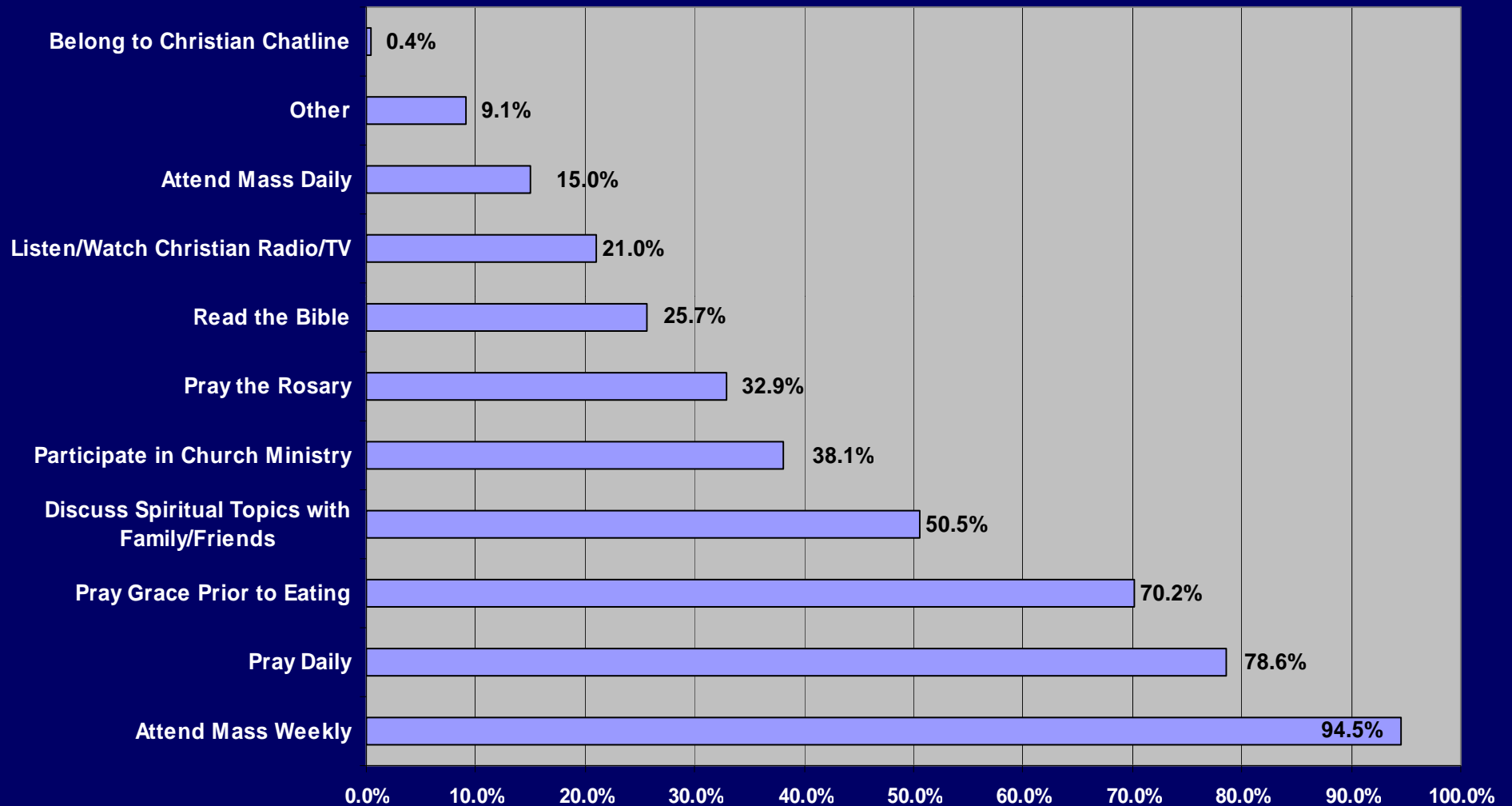
About 16% of the respondents do have safety concerns.

"Agree to Strongly Agree" Statements Regarding Spiritual Growth & Knowledge



Over 70% of the respondents would like to learn more about their faith.

Regularly Participate in Following Spiritual Activities



Traditional religious practices are more popular than “technology”

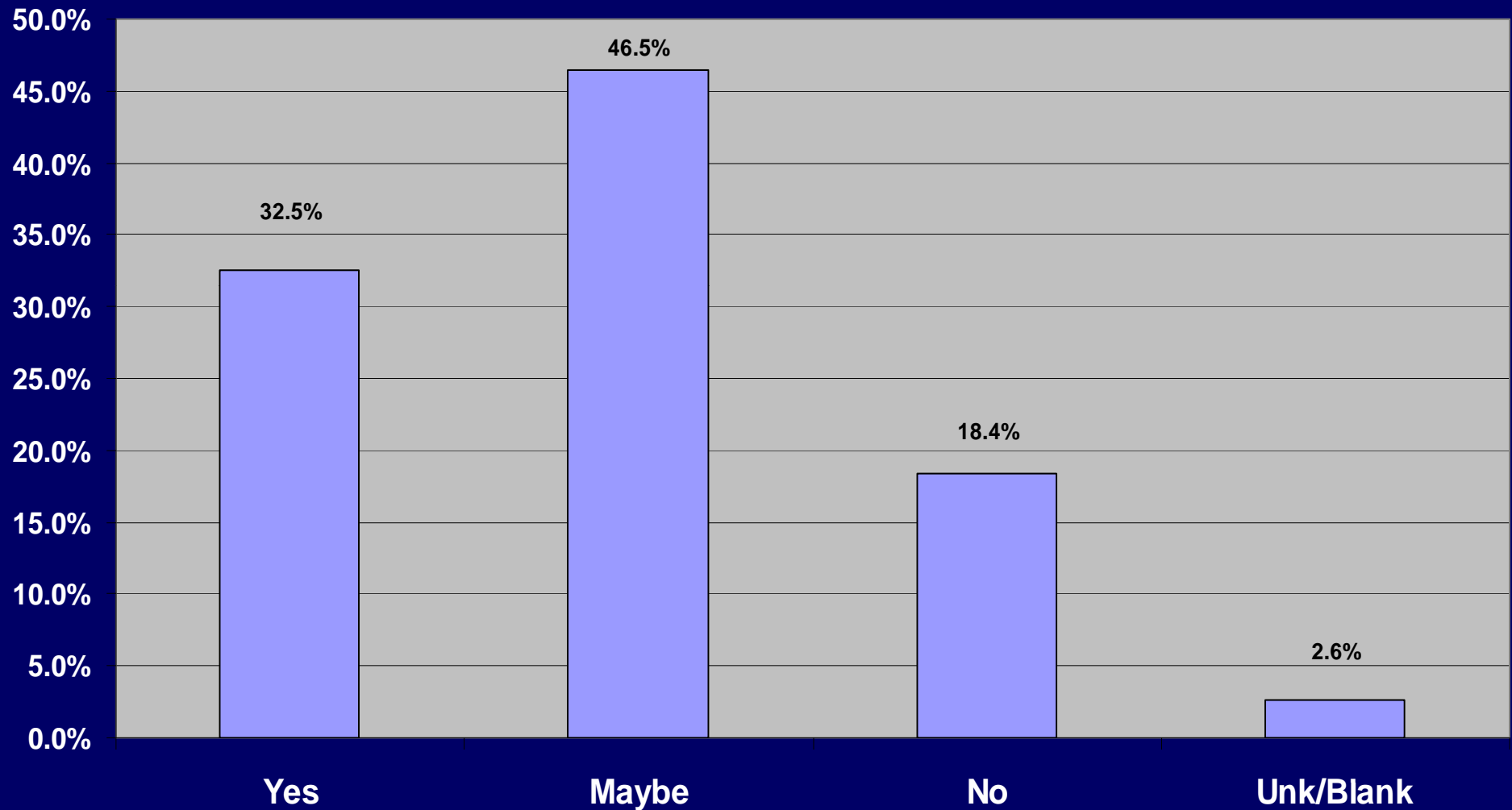
The Magdalen Parish Survey

PILLAR 3 - FORMATION

In what ways has Magdalen Parish helped you to **grow in a more “stewardship way of life?”** What steps have you taken to join in a parish ministry or to share your special talents?

...Your Parish, His Vision, Our Journey

Would You Be Willing to Attend An Adult Education Class Monthly?

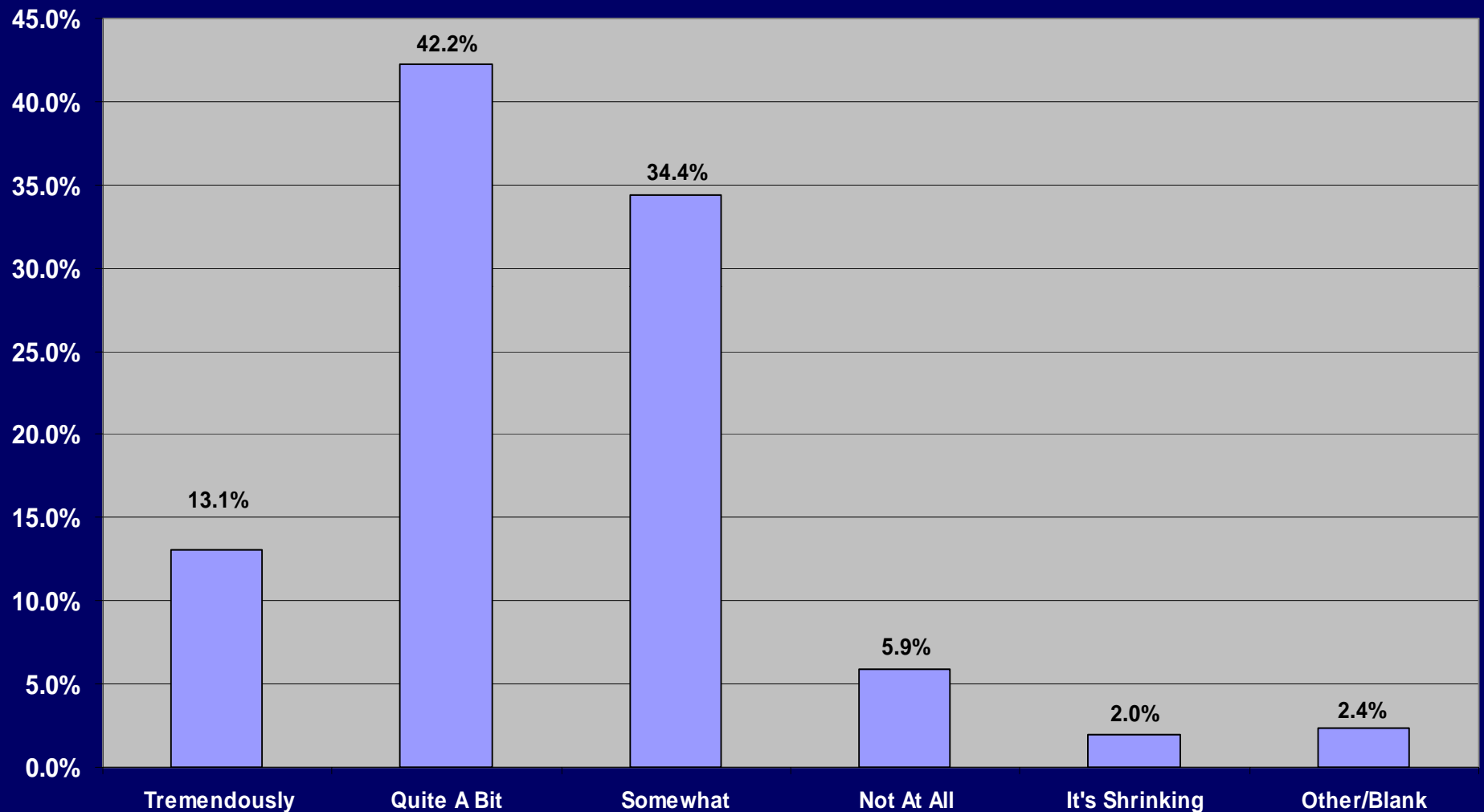


More likely to attend if clergy was leading the class and child care provided.

Top 5 Topics Suggested for Adult Education Class

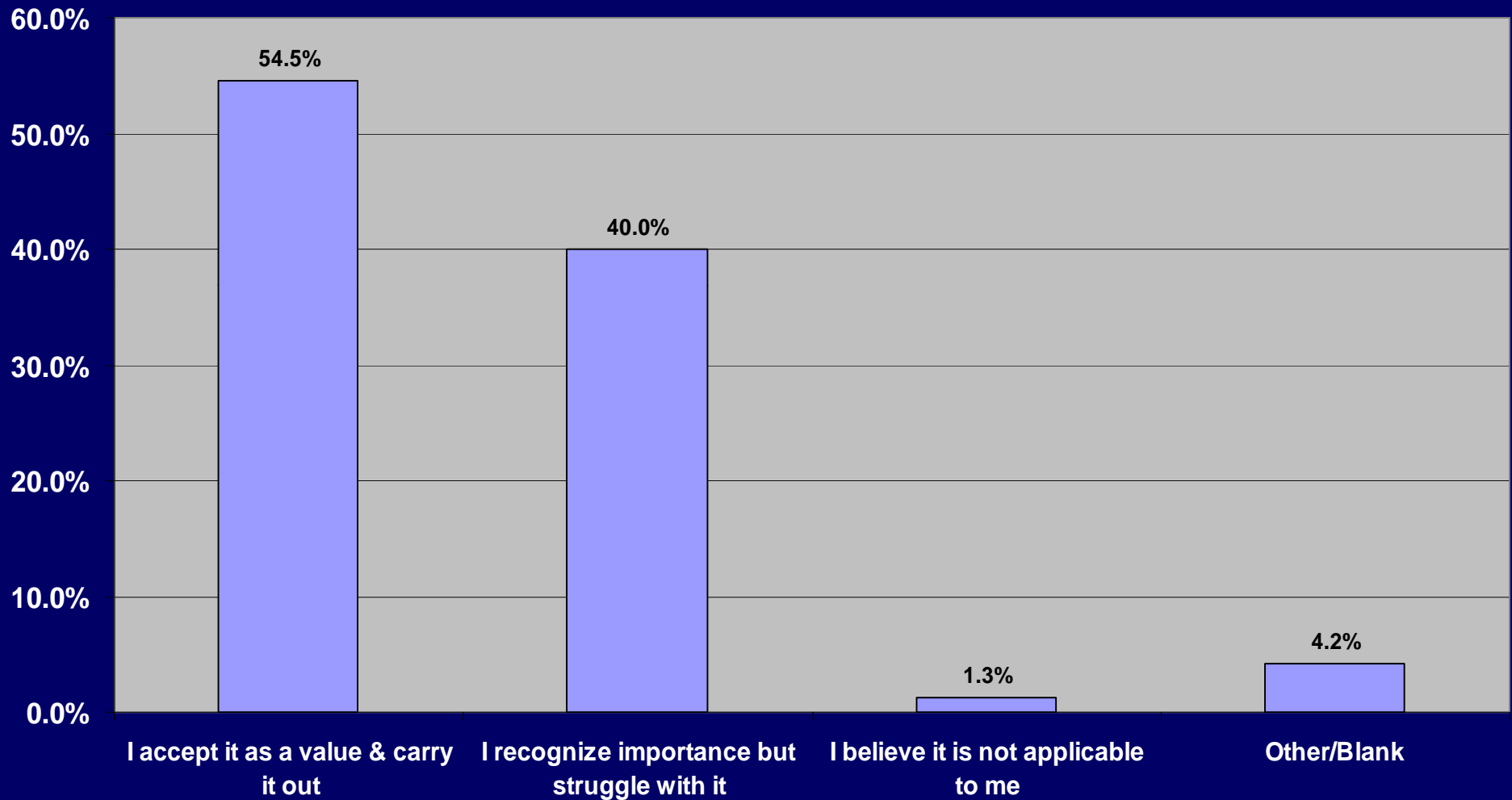
- Church History
- Catholic Beliefs & Values
- Scripture/Bible Study
- Prayer
- Theology &/or Apologetics

How Much Have You Grown in Faith During Your Time at Magdalen?



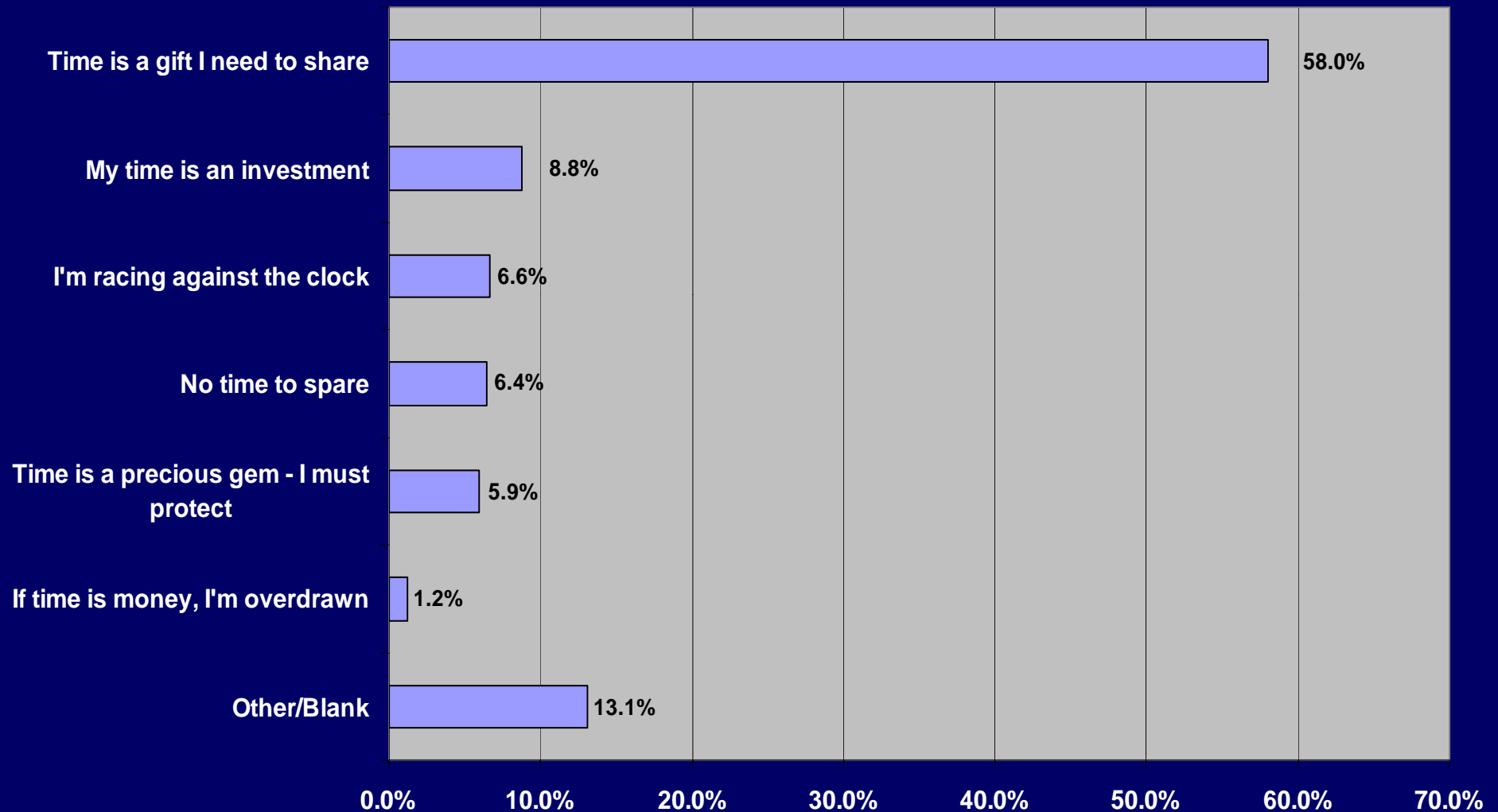
Over 89% report increase in faith since joining Magdalen Parish.

How Do You Feel About the Concept of Stewardship?



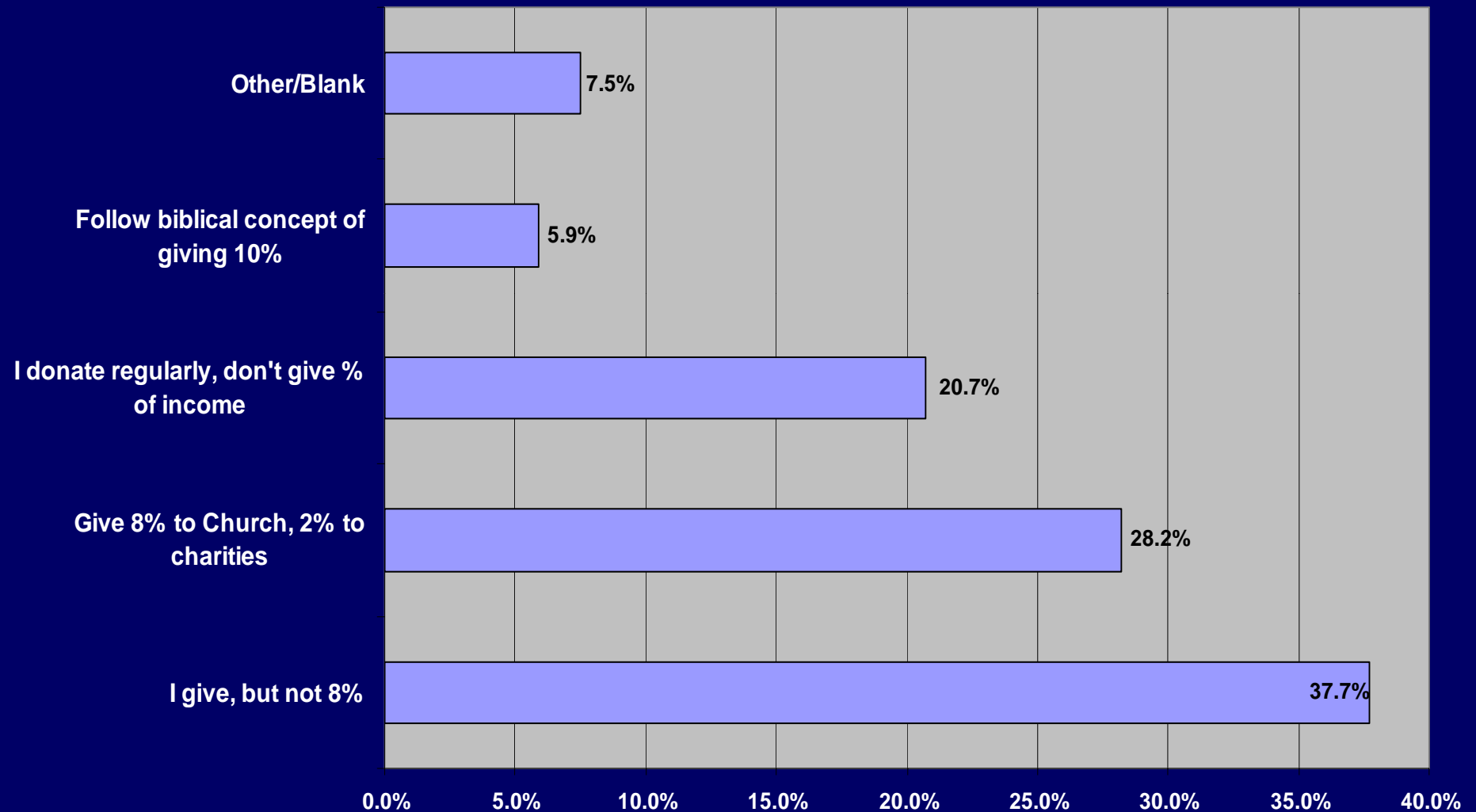
Opportunity to grow focusing on 40% who struggle.

How Do You View Your Time Available for Volunteering?



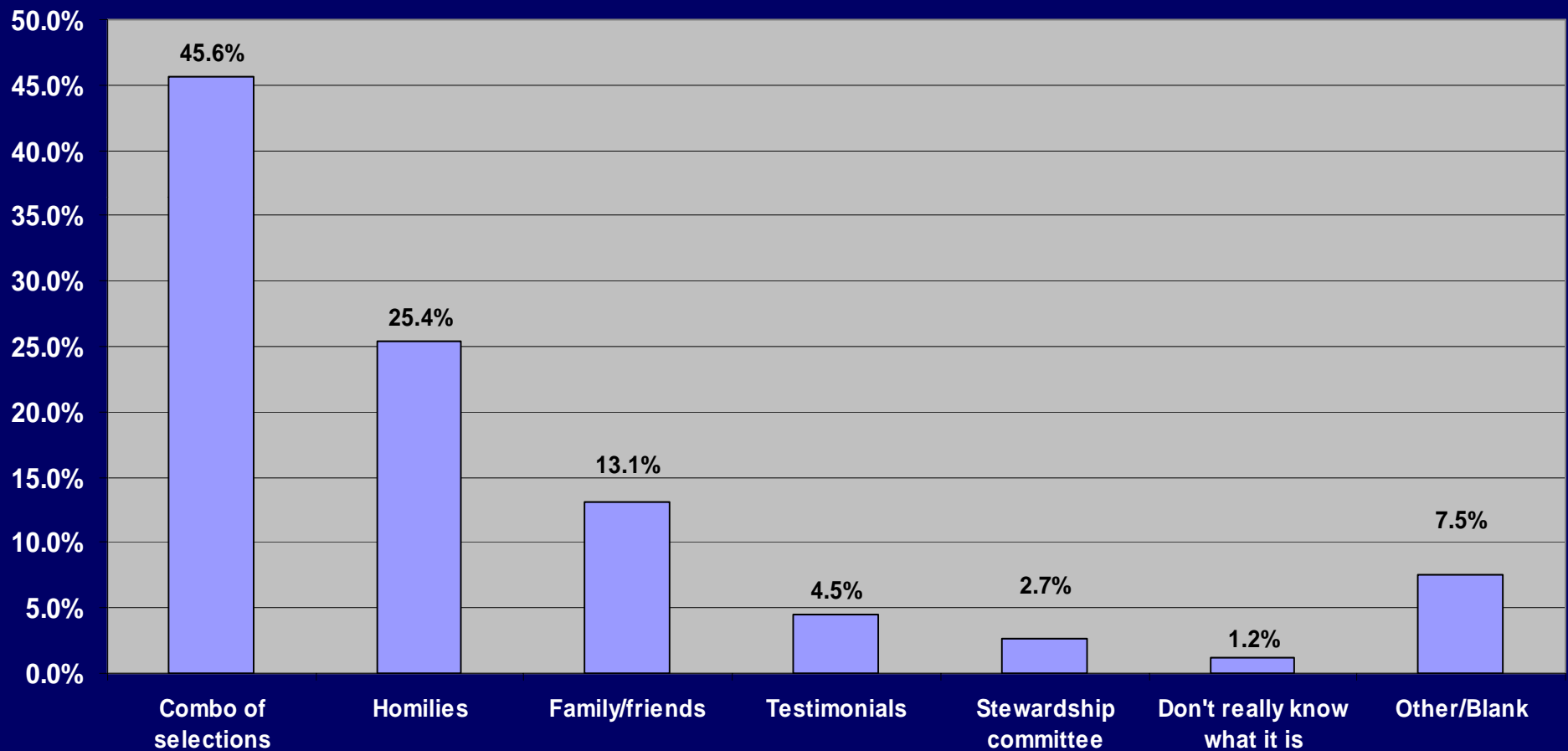
Magdalen respondents recognize the importance of volunteerism as compared to 27% of USA population who reported volunteering in recent research.

How Do You Feel About Your Practice of Tithing?



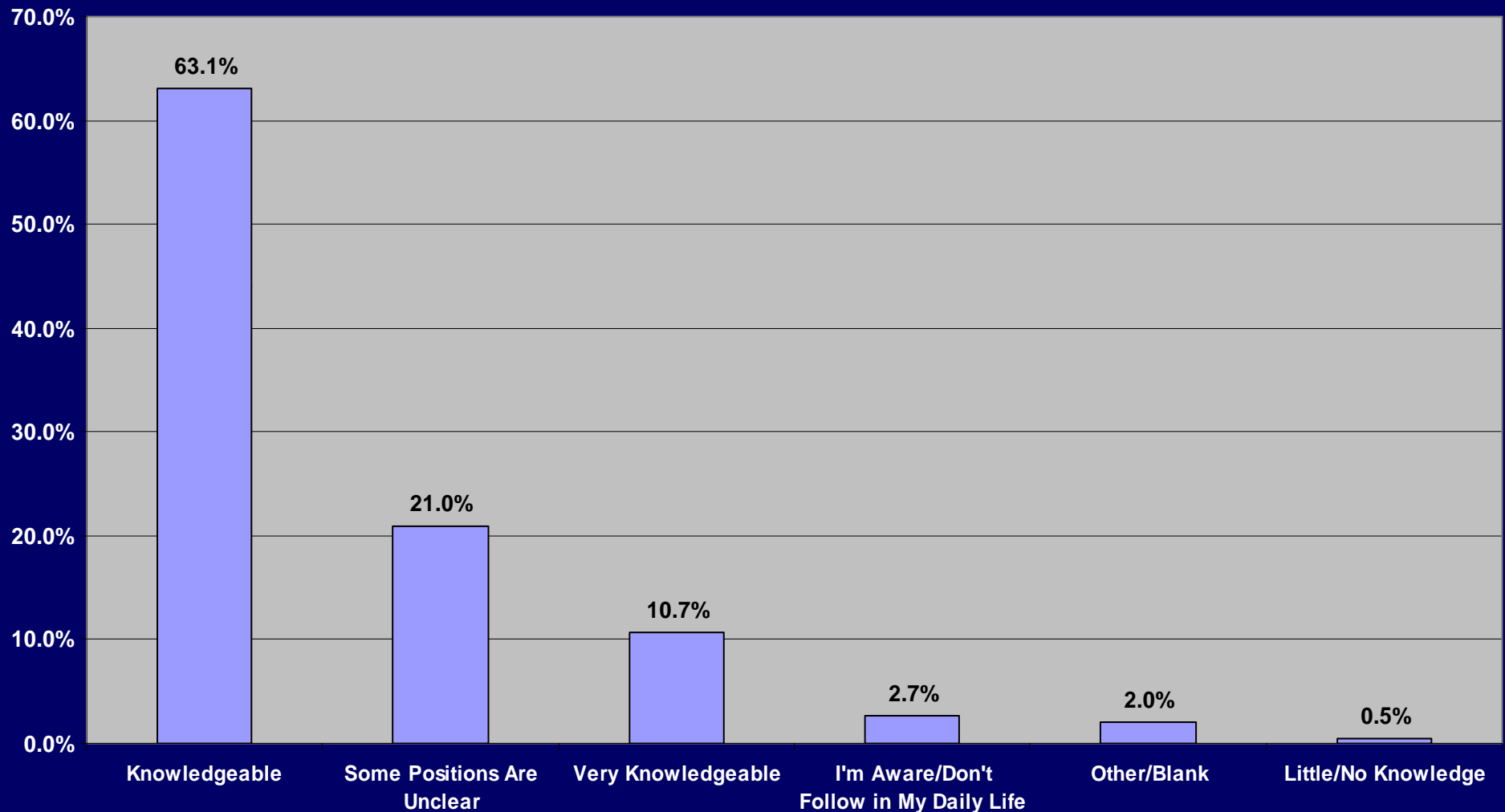
Research indicates that 3-5% of Americans tithe at 10% level. Avg donation \$495, half of what Protestants donated in 2001.

I Learned About Stewardship From



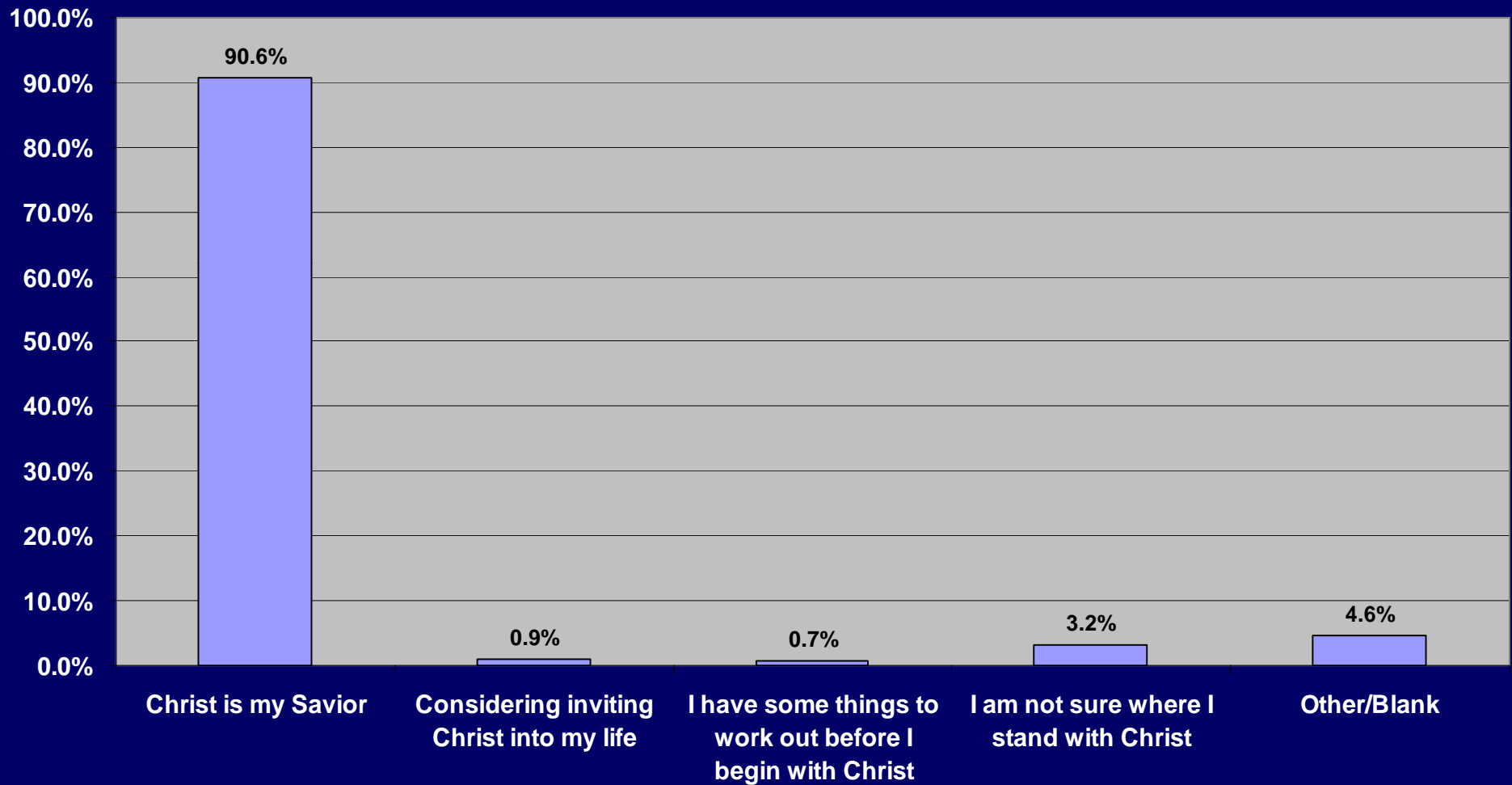
Most learn from combination of homilies, family/friends and testimonials.

My Knowledge on Catholic Doctrine & Social/Moral Issues Is:

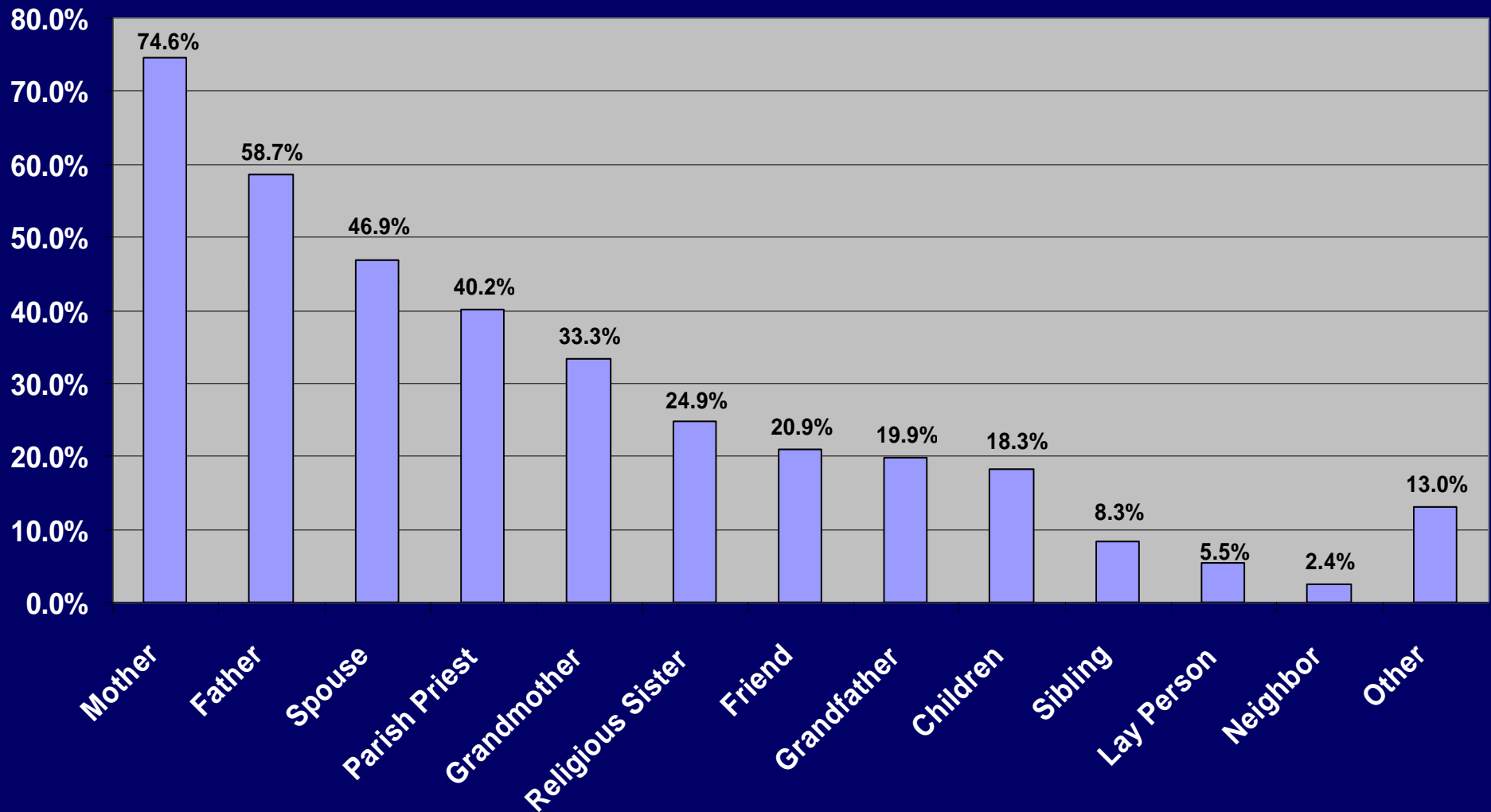


Verbal comments regarding the Bishops' stem cell position paper was appreciated.

I Would Describe My Relationship to Christ as:

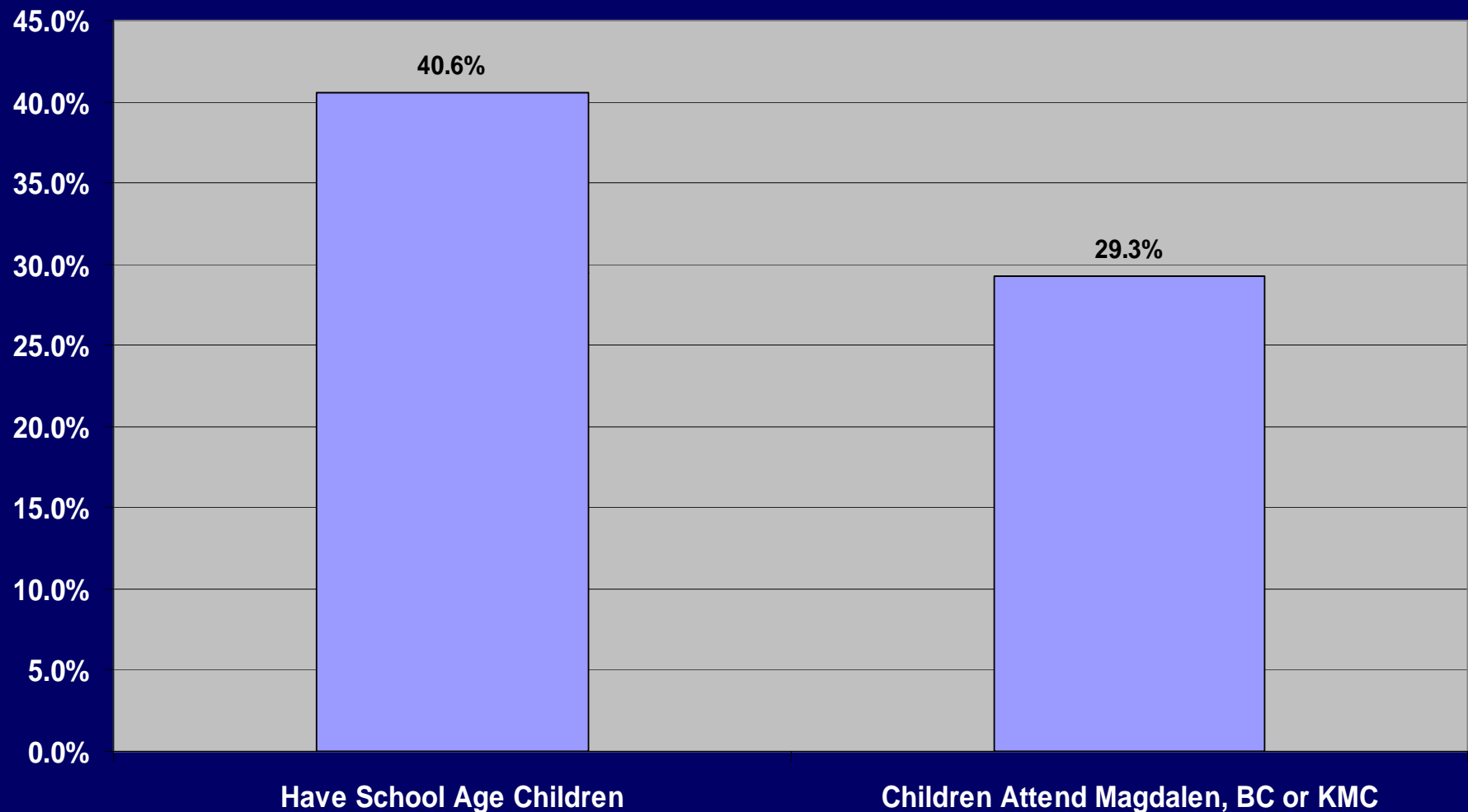


The Most Important Influencers In My Faith Formation



Catholic school upbringing comprised the largest group within the “other” category.

Do You Have School Age Children & Do They Attend Catholic Schools?



145 children lost to public/private schools (e.g. 12 due to lack of all-day kindergarten and preschool, 18 due to need for special education, 18 due to better curriculum & 6 due to no tuition)

"Other" Comments Regarding Why Parents Choose Other Schools

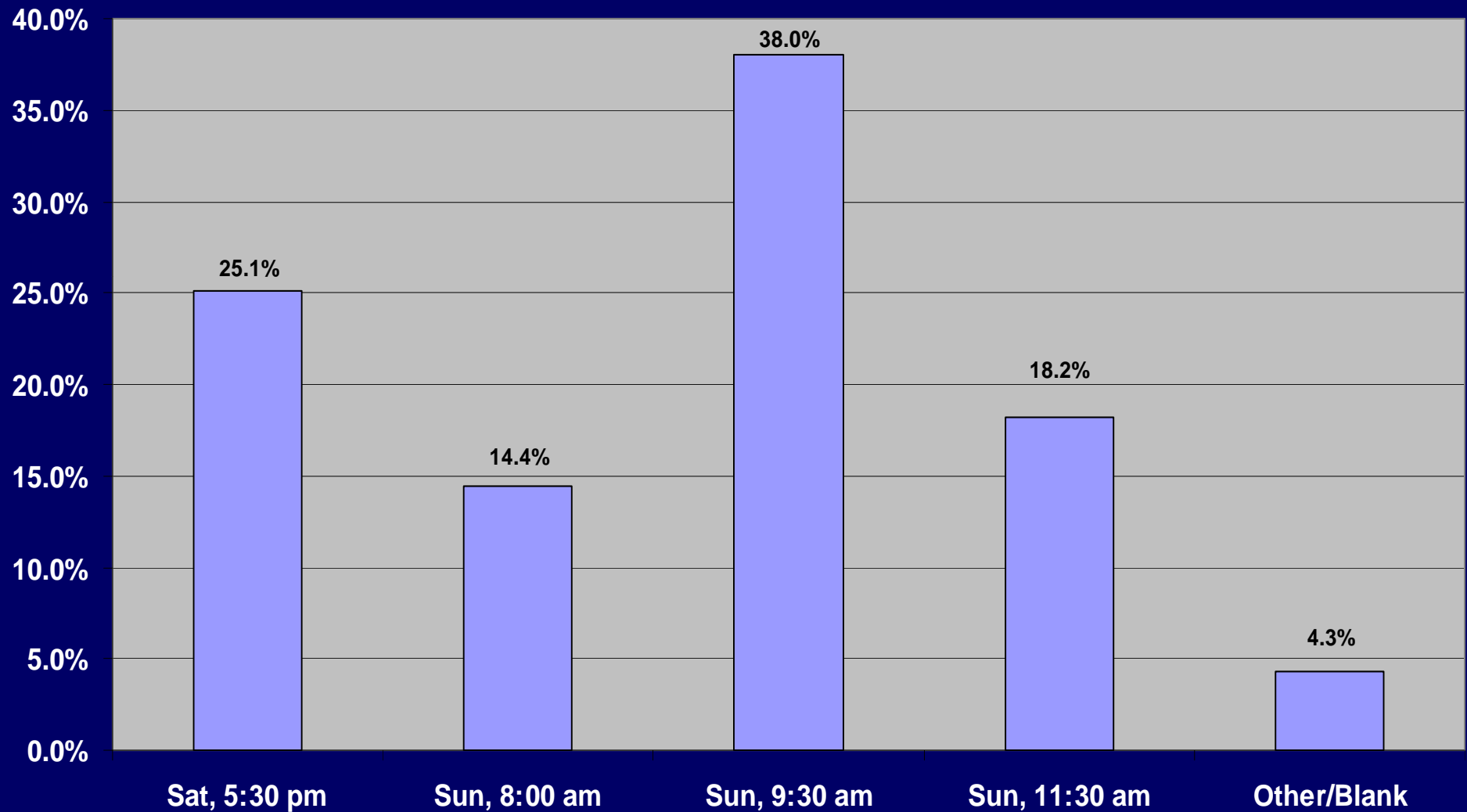
Partial School Listing

- Andover School District
- Brooks Magnet
- Central Christian Preschool
- Collegiate
- Eastminster Presbyterian
- Joyful Noise Academy
- Independent School
- Valley Center District
- Wichita Montessori
- Home School

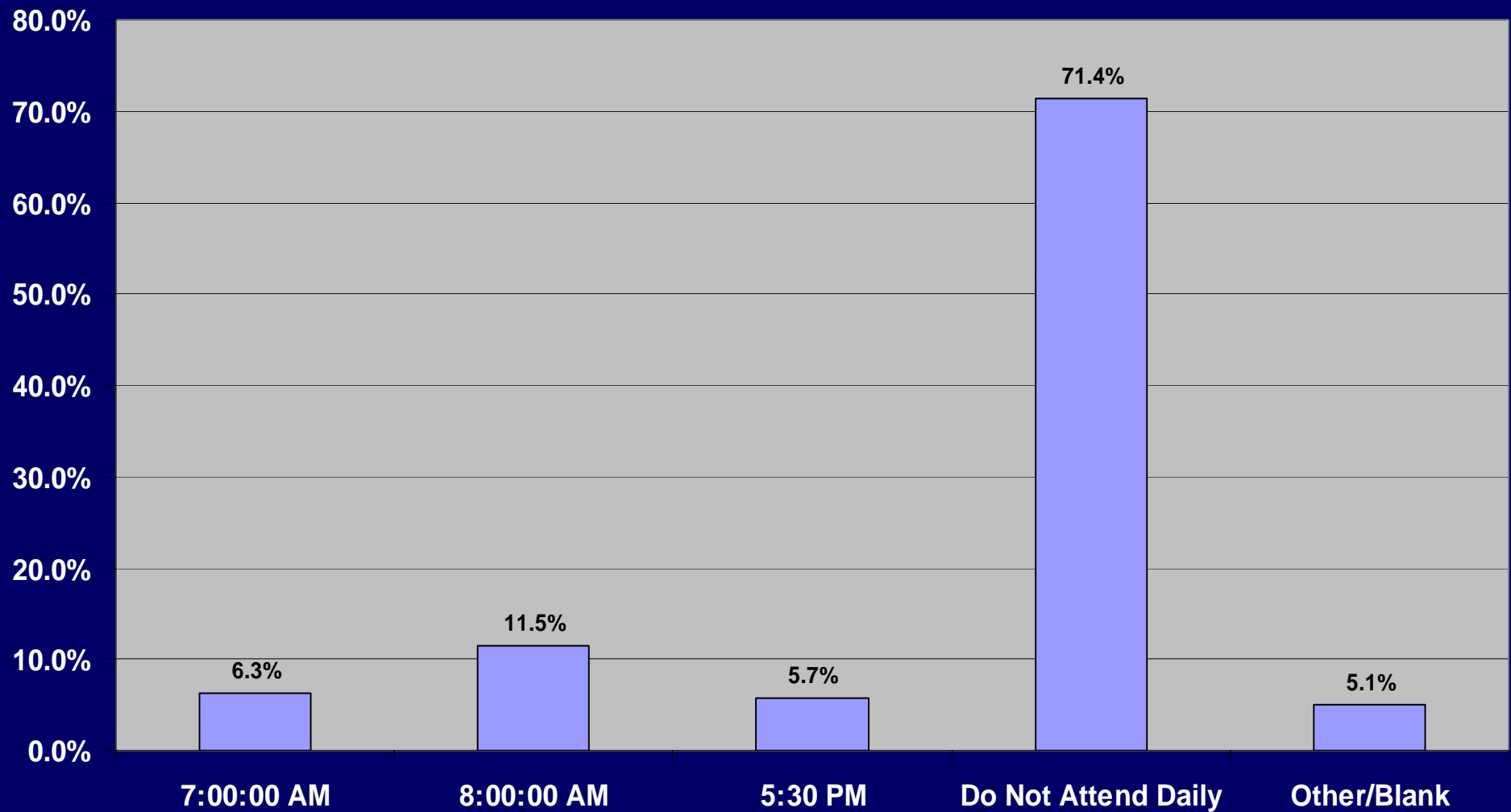
Primary Reasons

- Preschool availability
- All day kindergarten
- Special ed classes
- Better curriculum
- Closer to home
- Discipline issues with Magdalen teachers
- Smaller class size

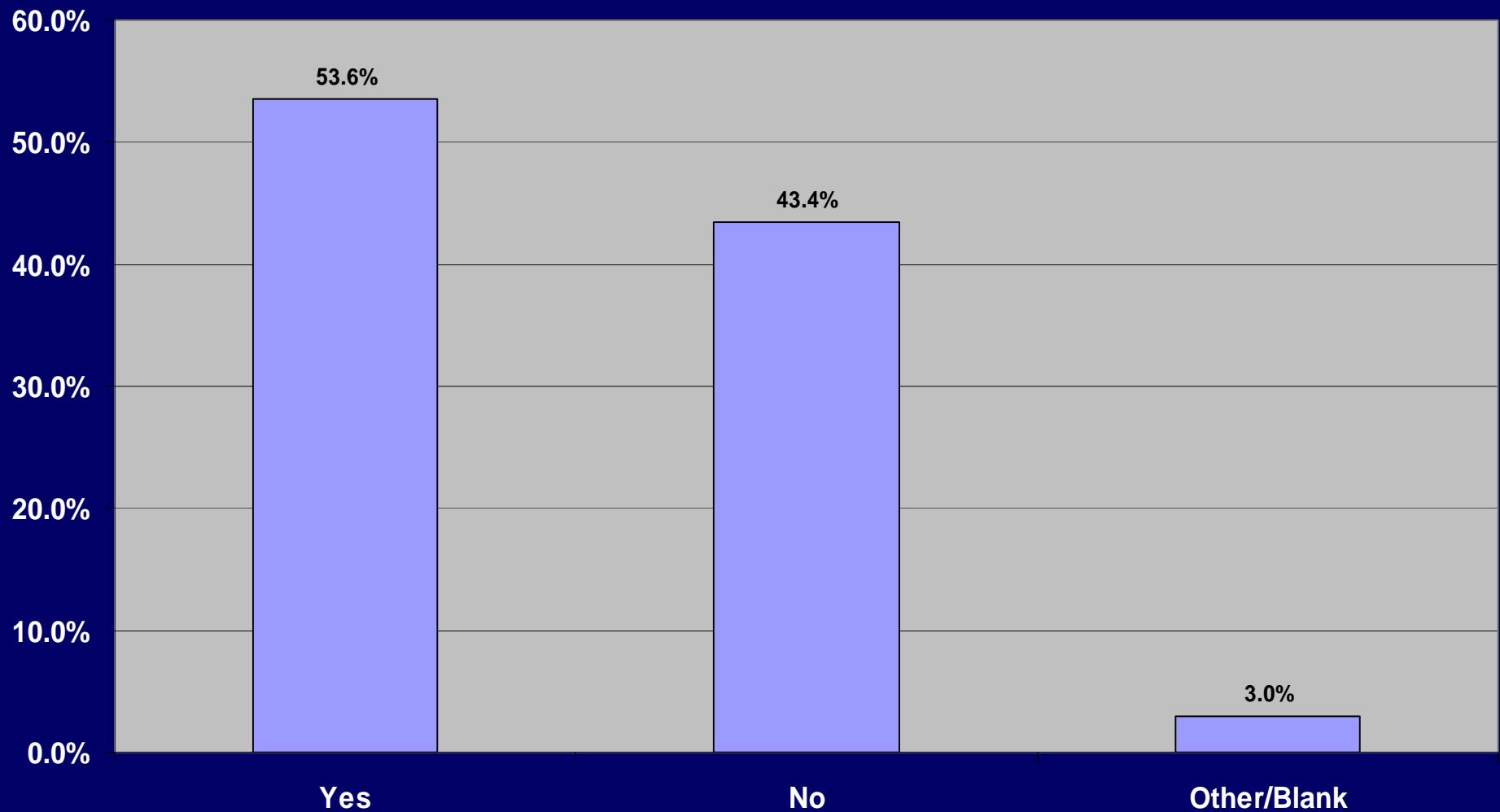
Which Weekend Mass Do You Regularly Attend?



Which Weekday Mass Do You Regularly Attend?

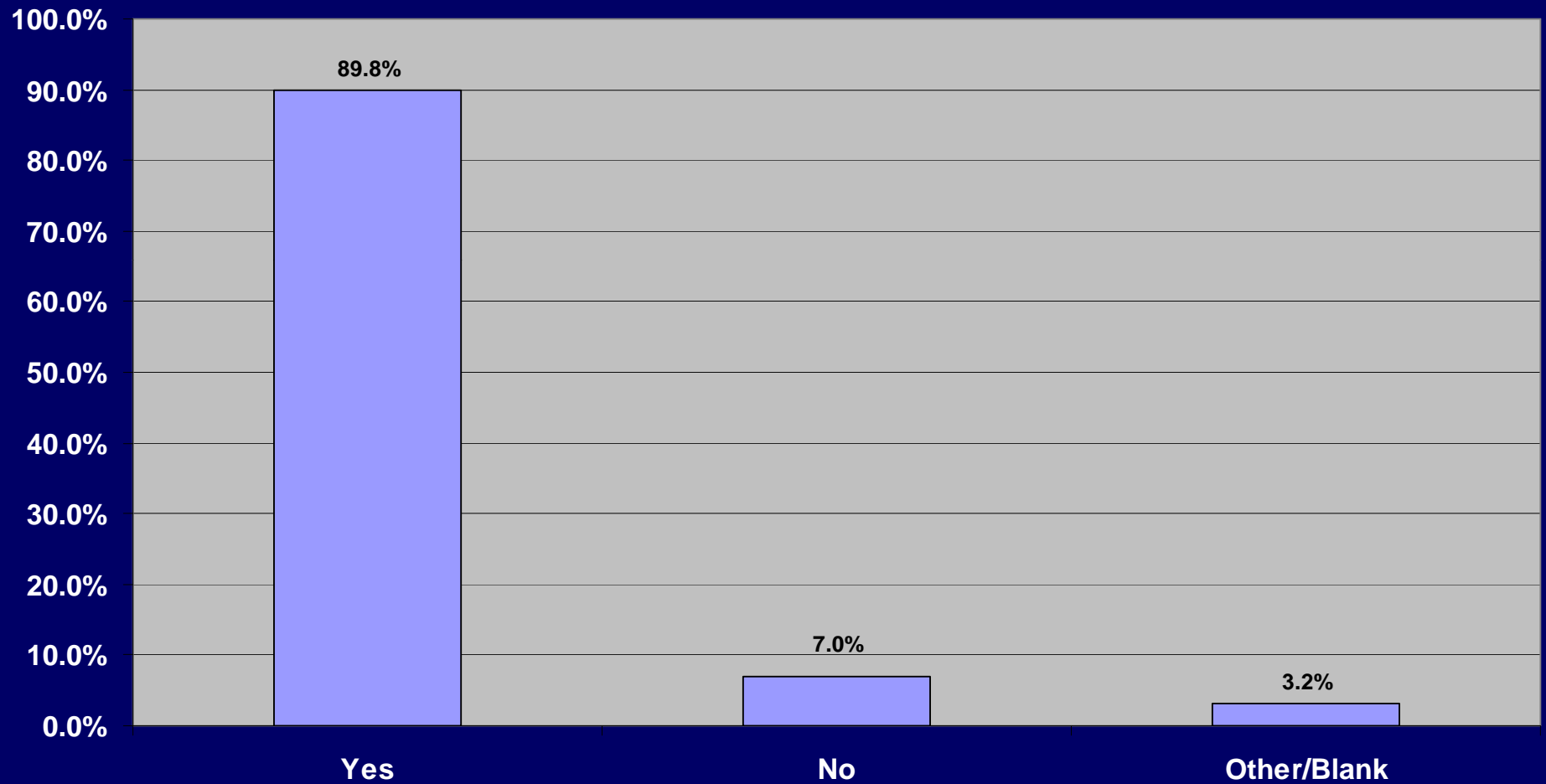


Are You Familiar with the Pilgrimage of Faith Campaign?

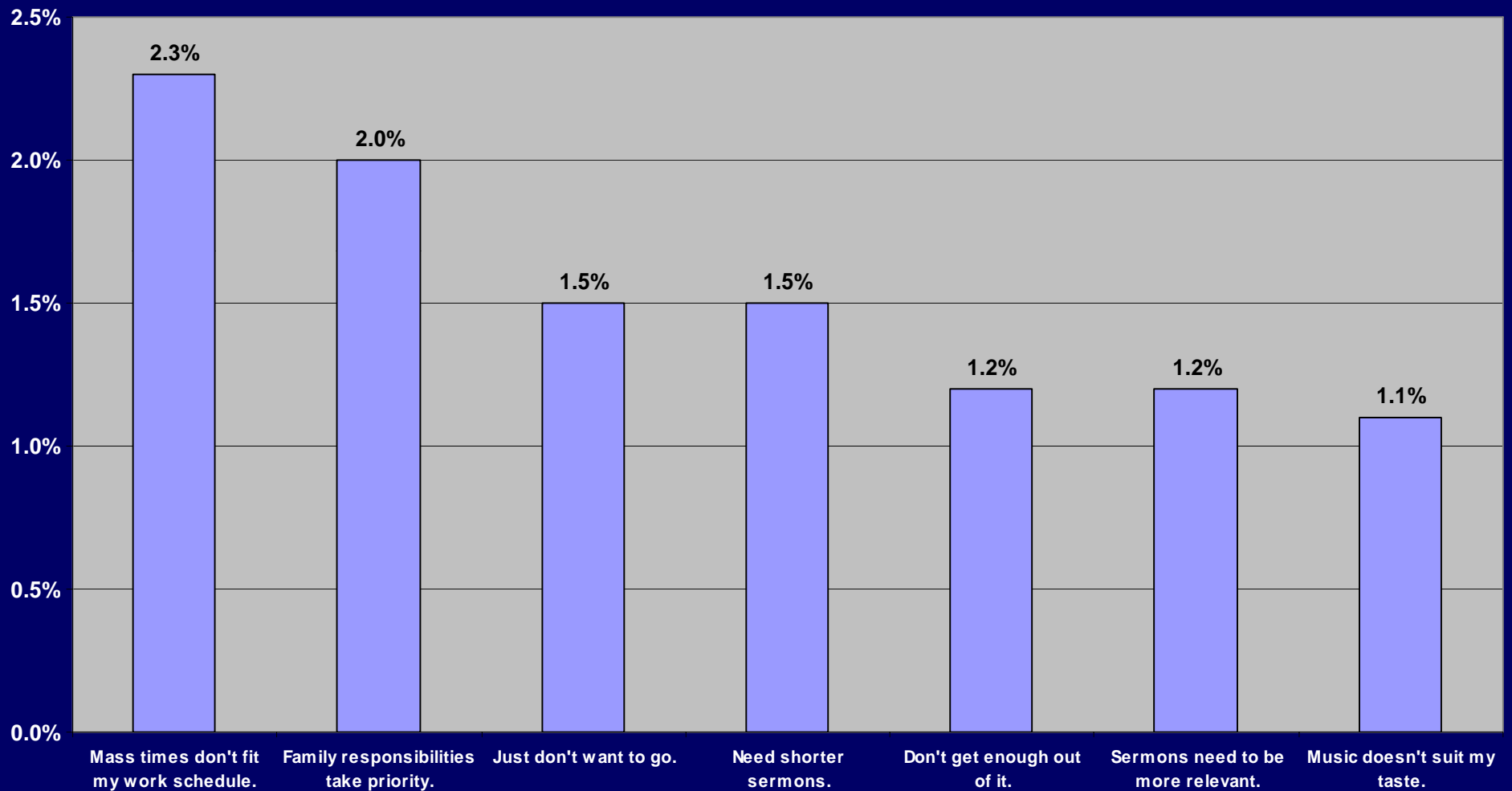


A great opportunity to get participation levels up here!

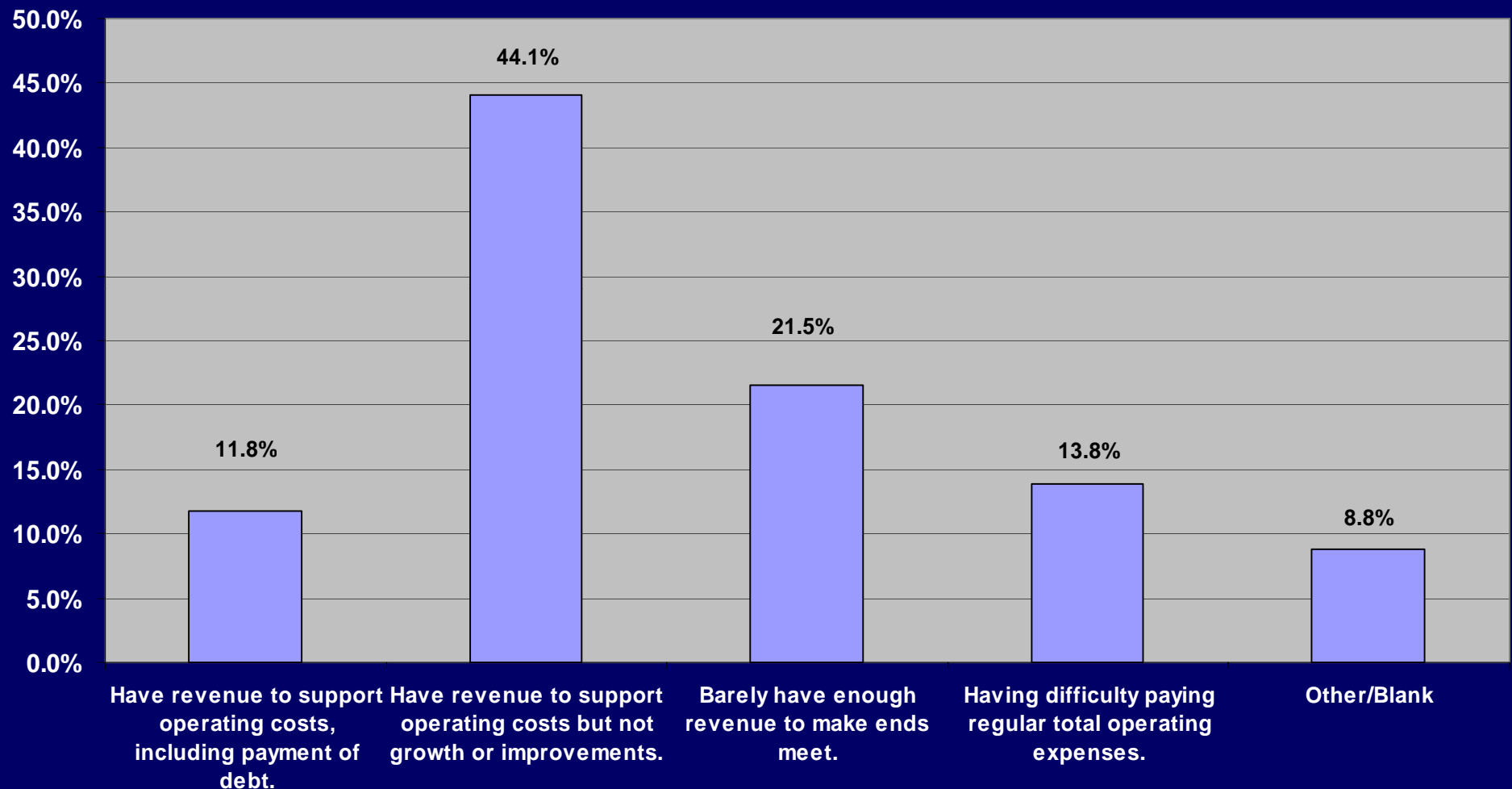
Regularly Attend Mass Weekly?



Top 5 Barriers to Attending Mass on a Regular Basis

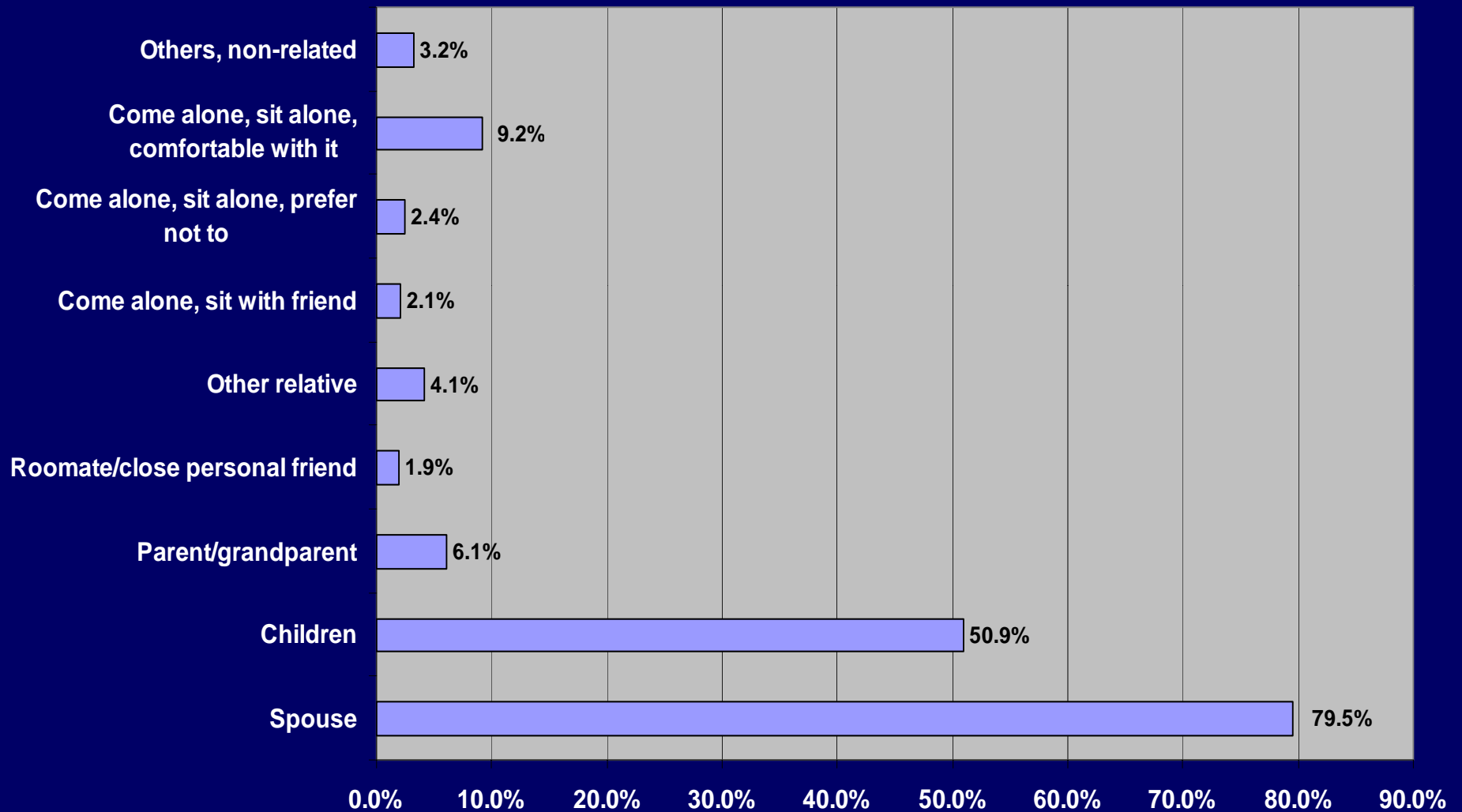


What Is Your Perception of Magdalen's Current Financial Status?



Fewer than 14% of the respondents know the real financial status of the parish.

People Usually Attending Mass with Me



84% of the respondents reported they are married.

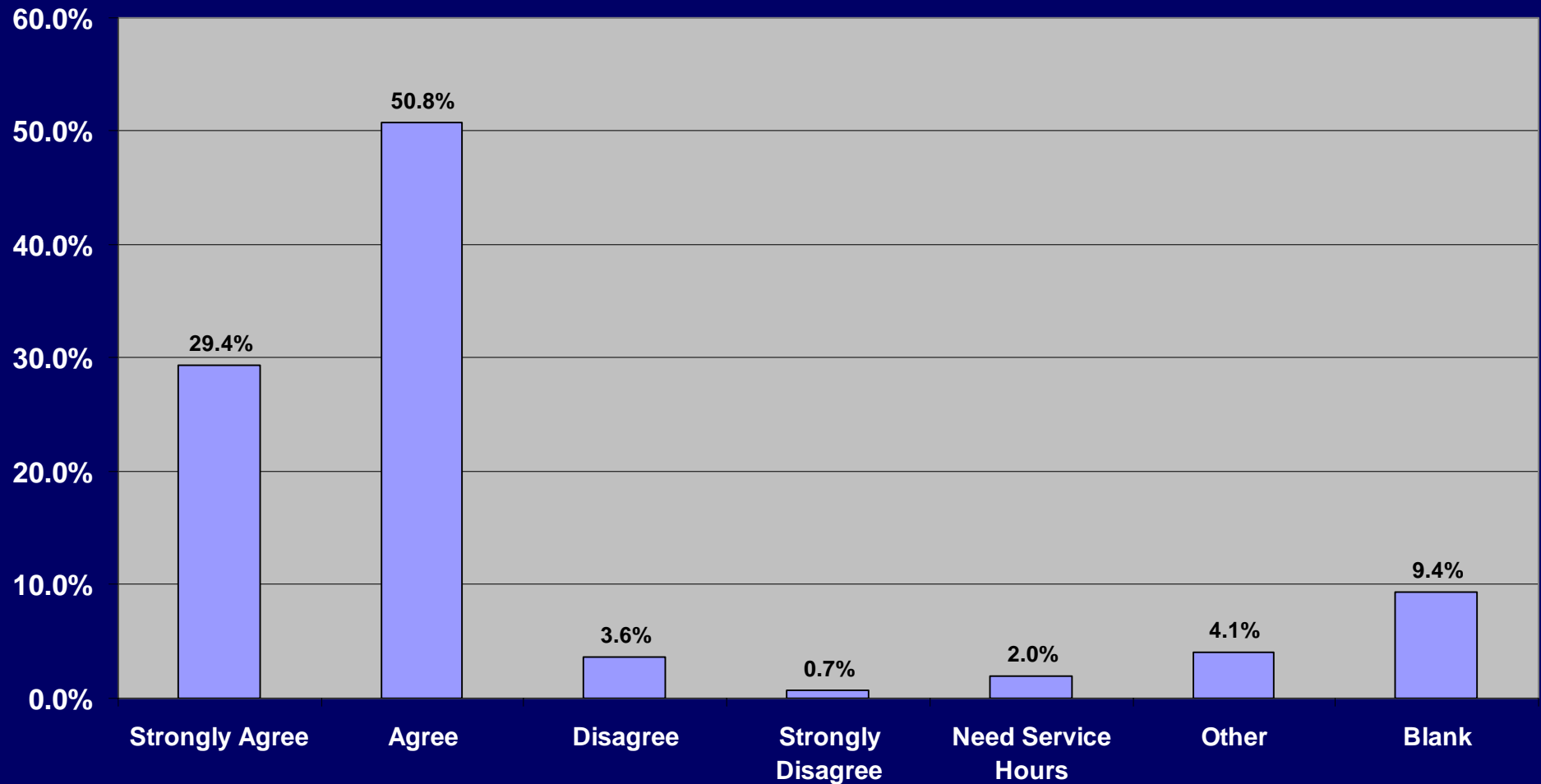
The Magdalen Parish Survey

PILLAR 4 - SERVICE

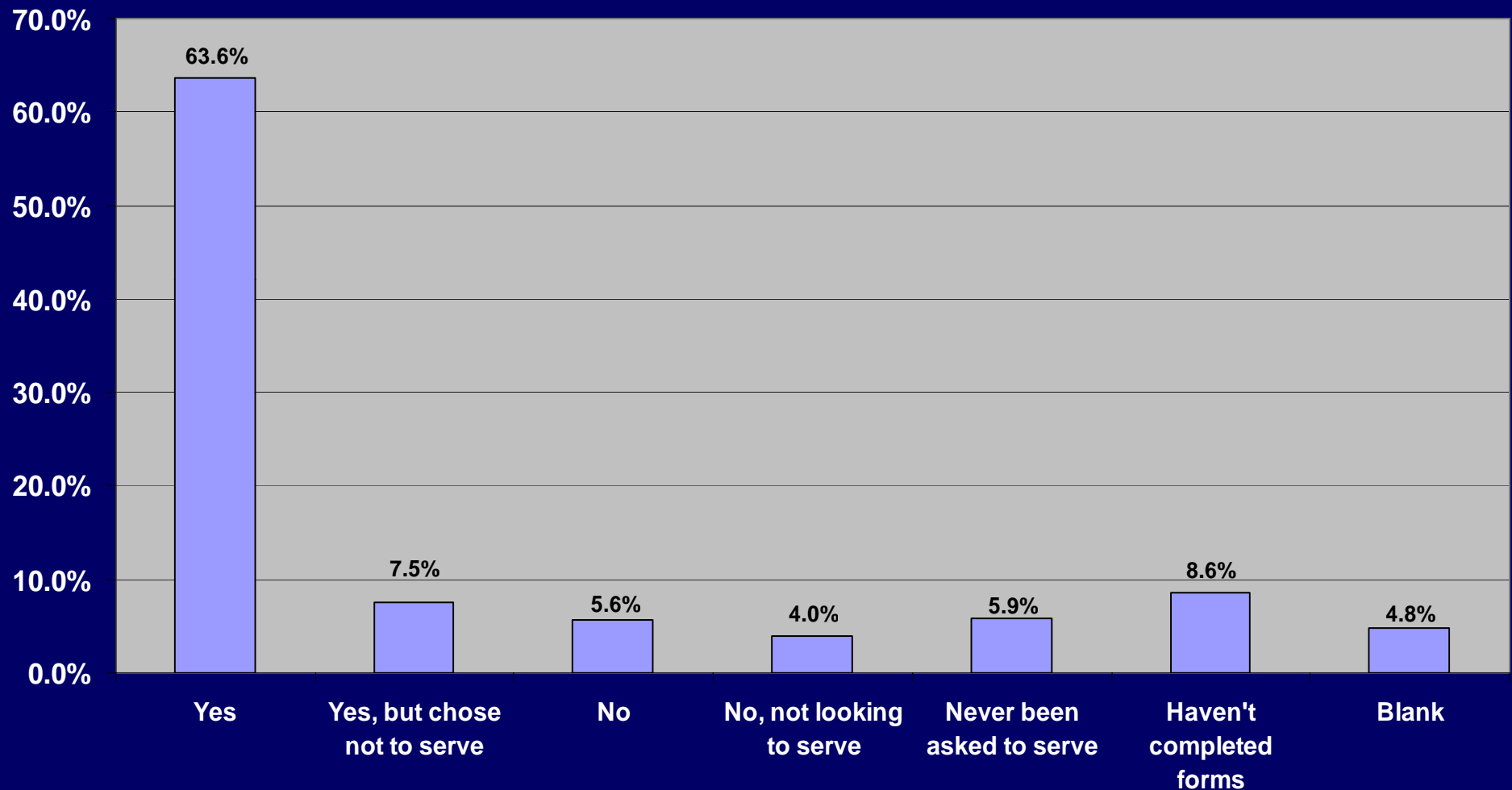
Magdalen parishioners are ready to minister to each other as well as the larger community. Reflect on **how Magdalen has provided for you and your family to serve and be served** and ways that you are involved in paying back.

...Your Parish, His Vision, Our Journey

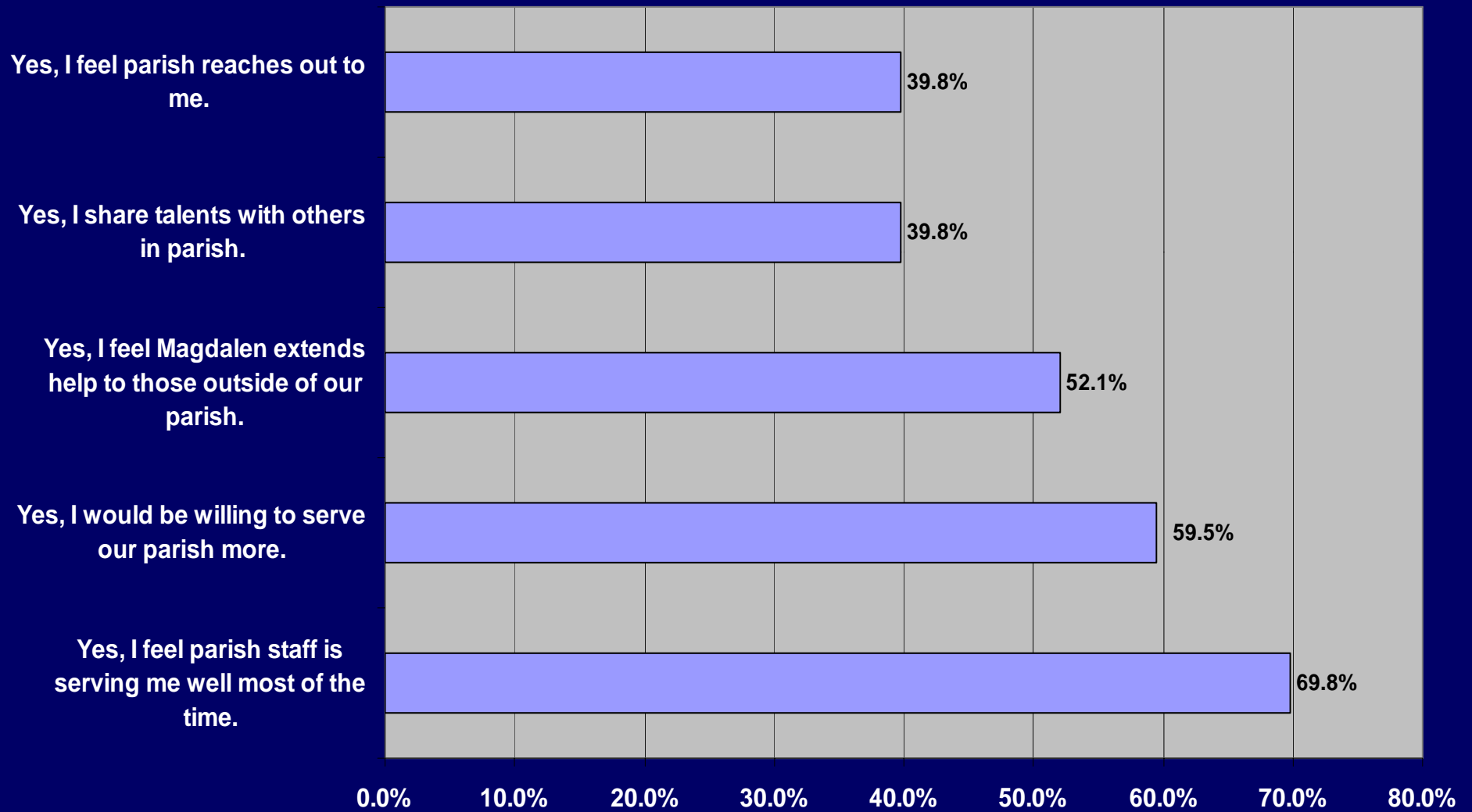
Participate in Stewardship Event Because I Want To:



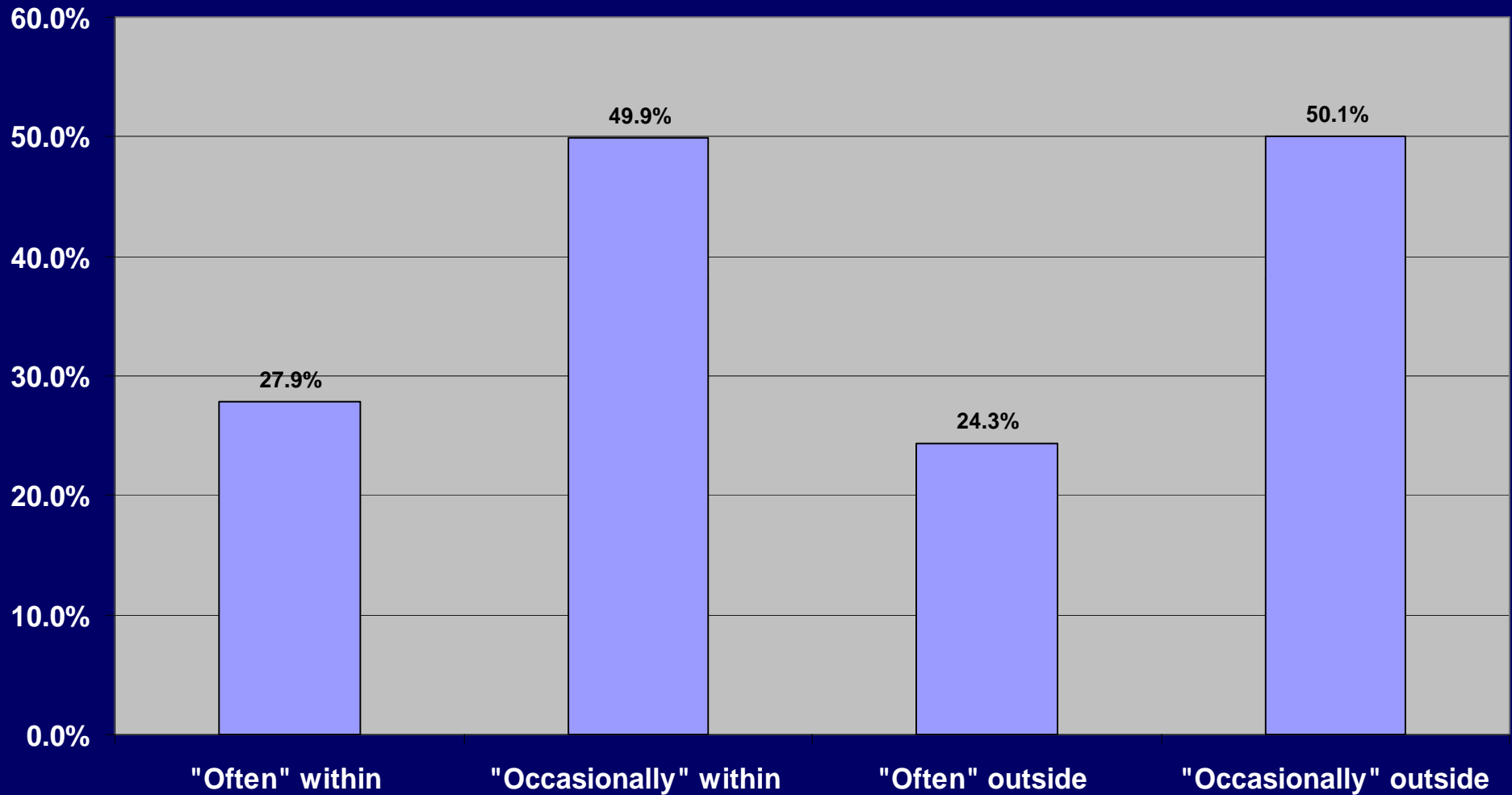
Found Opportunities to Serve on Stewardship Forms



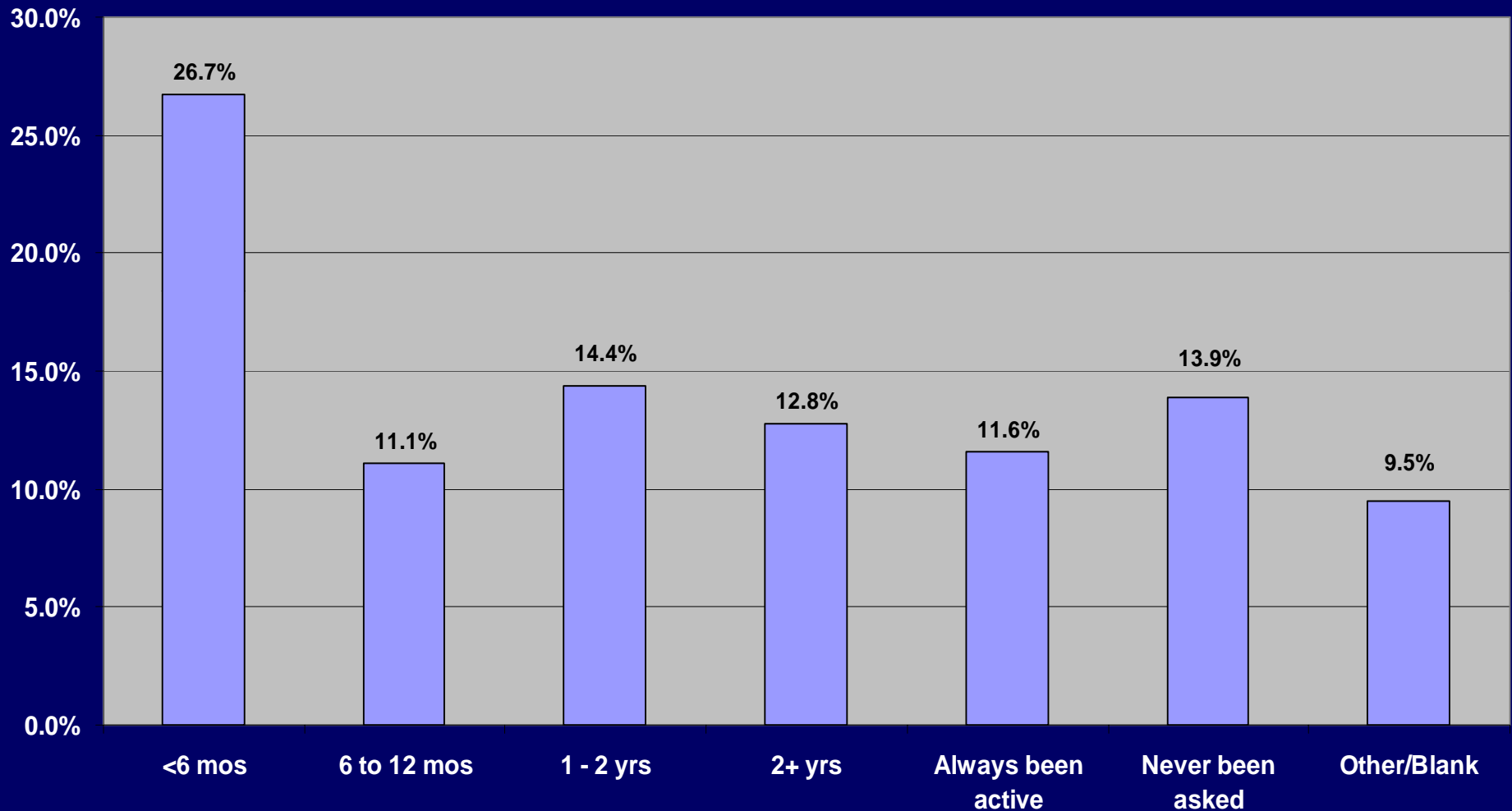
Measuring Your Relationship with Magdalen



How Often Time is Given to Activities Within and Outside of Magdalen

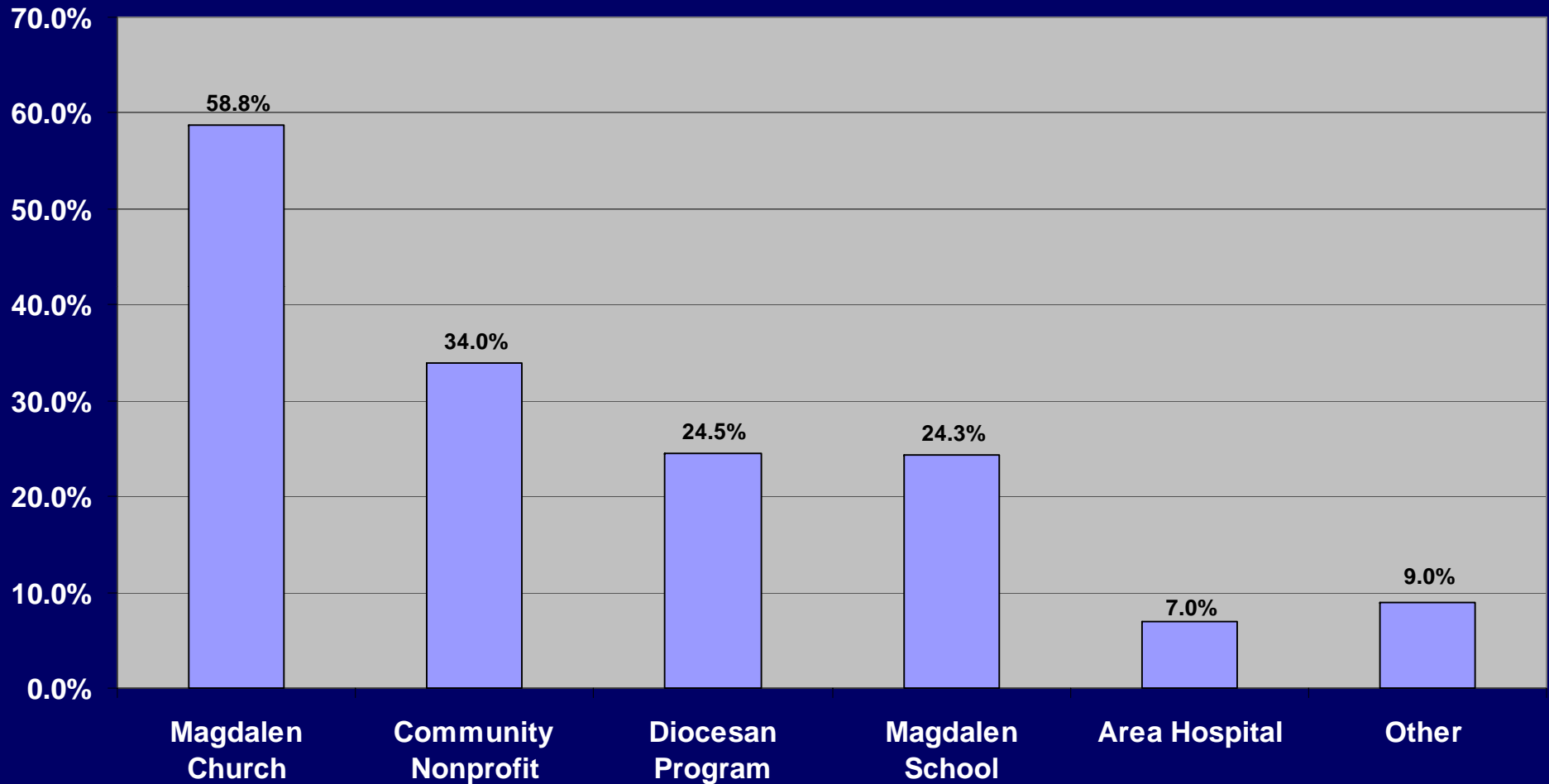


Length of Time Before Invitation to Volunteer was Received?



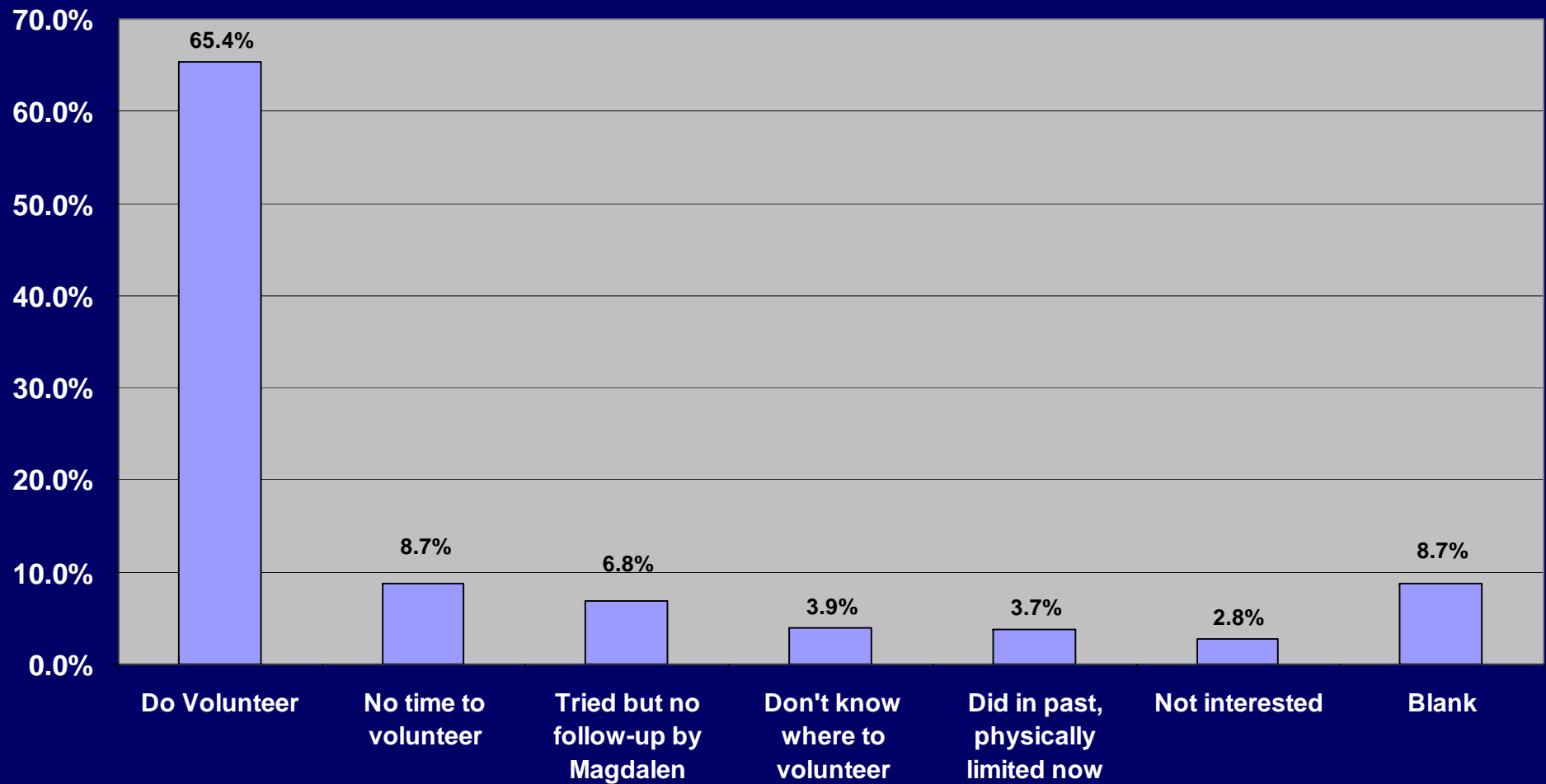
Most popular reason for not volunteering? – Never asked!

Someone in House Regularly Volunteers for:



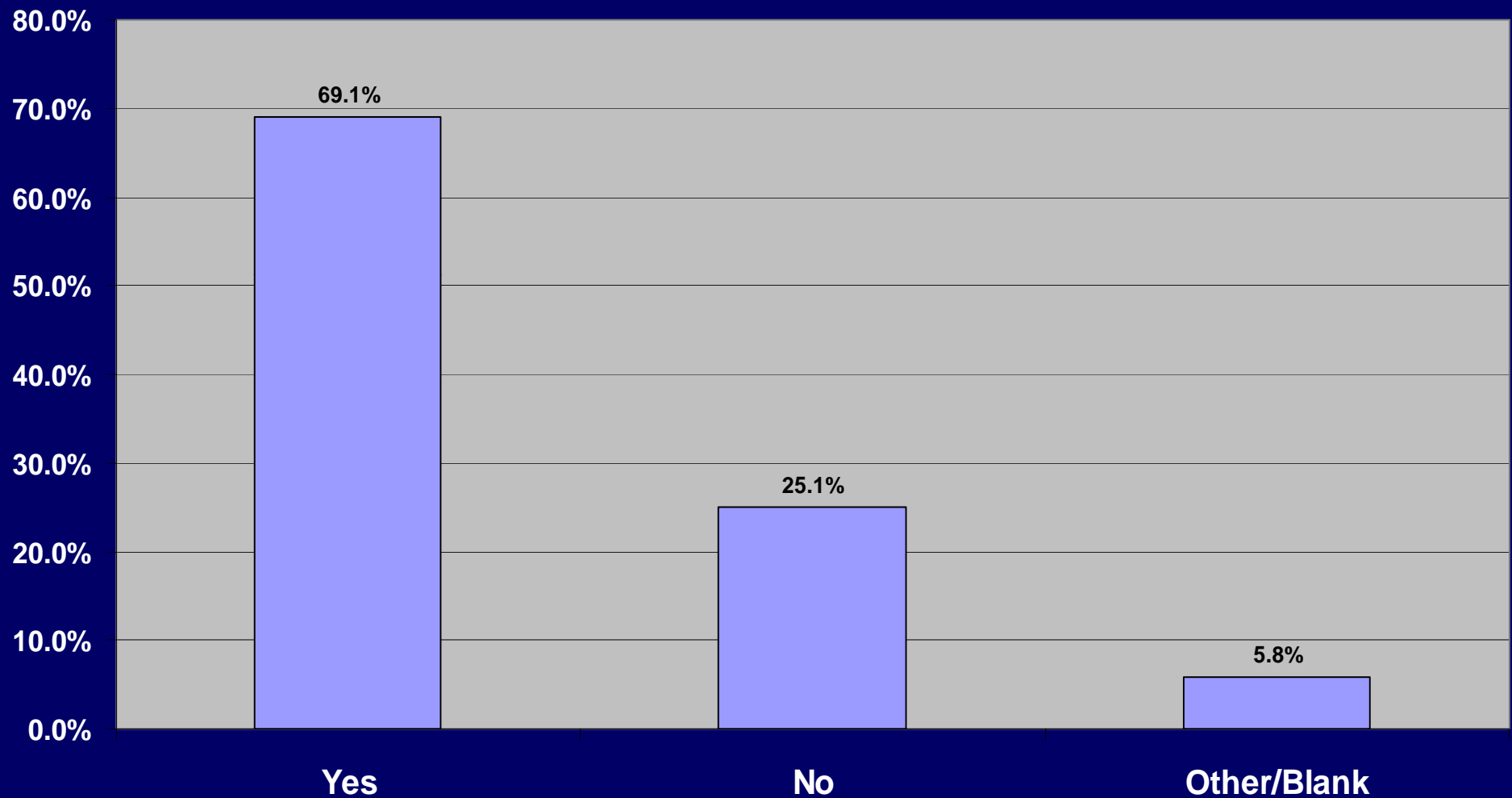
10% of Respondents stated they want to become more involved – so ask!

Main Reason for Not Volunteering?

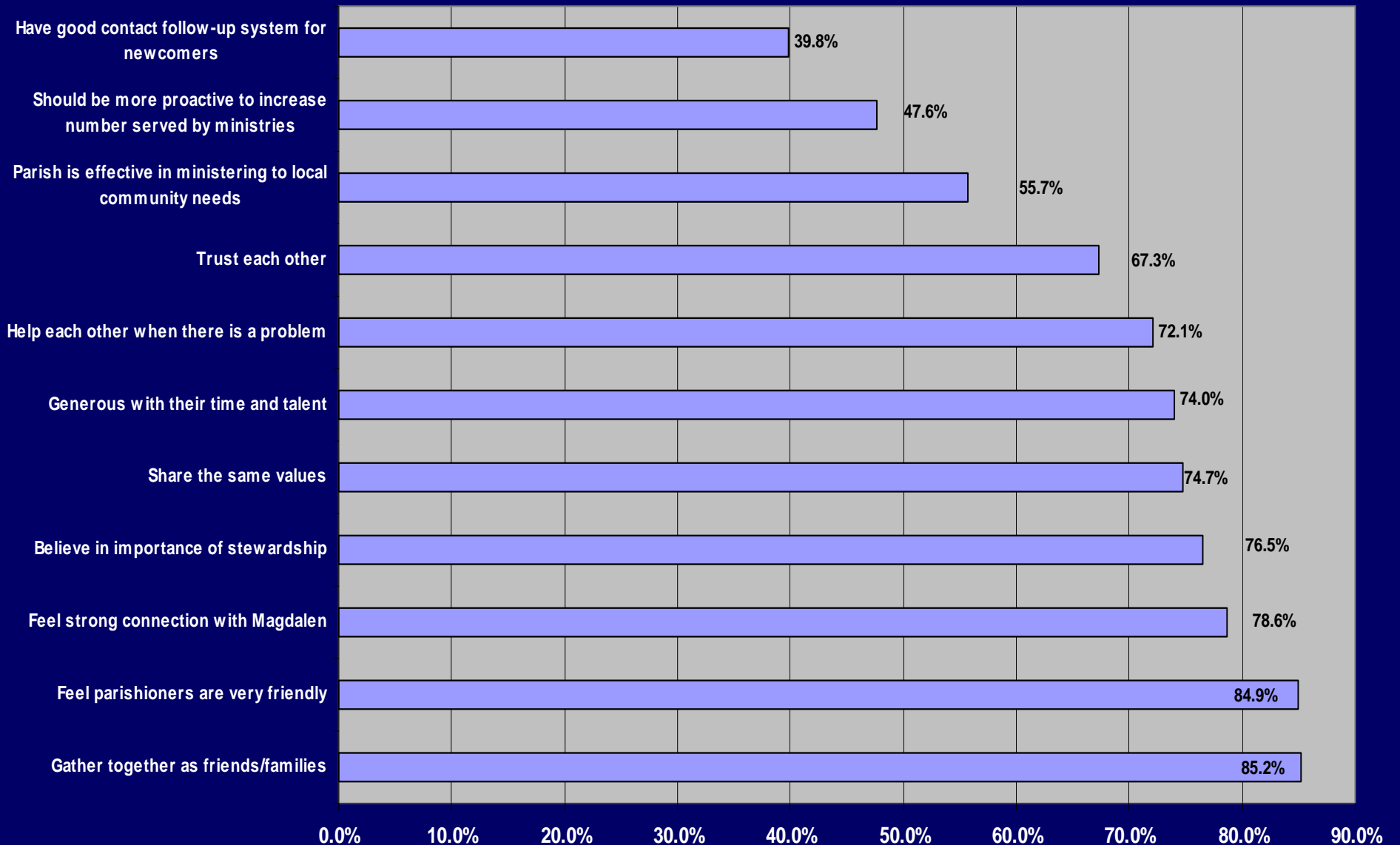


Lack of volunteer follow-up is a consistent theme throughout survey .

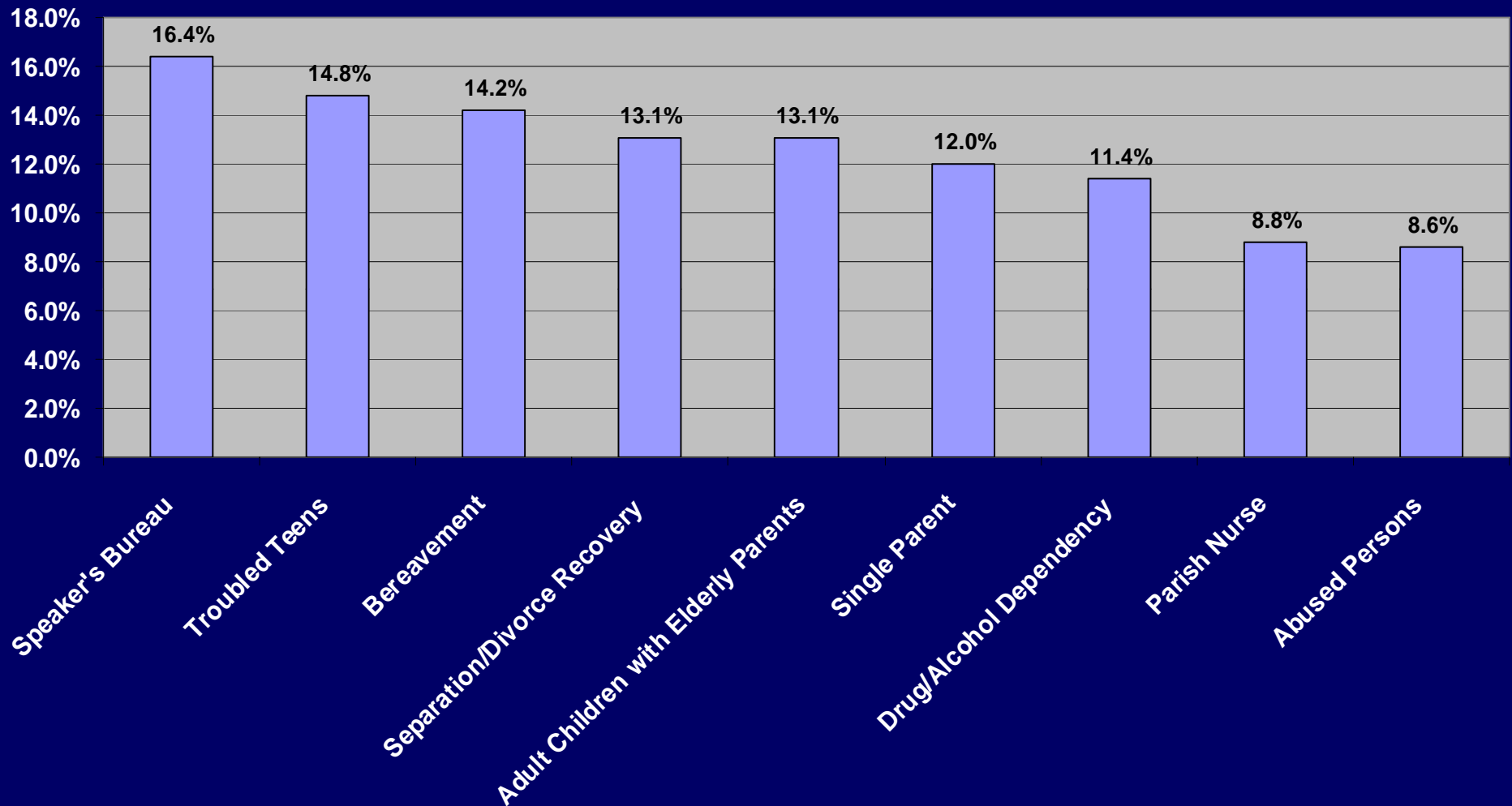
I'd Feel Comfortable in Asking for Help from Magdalen



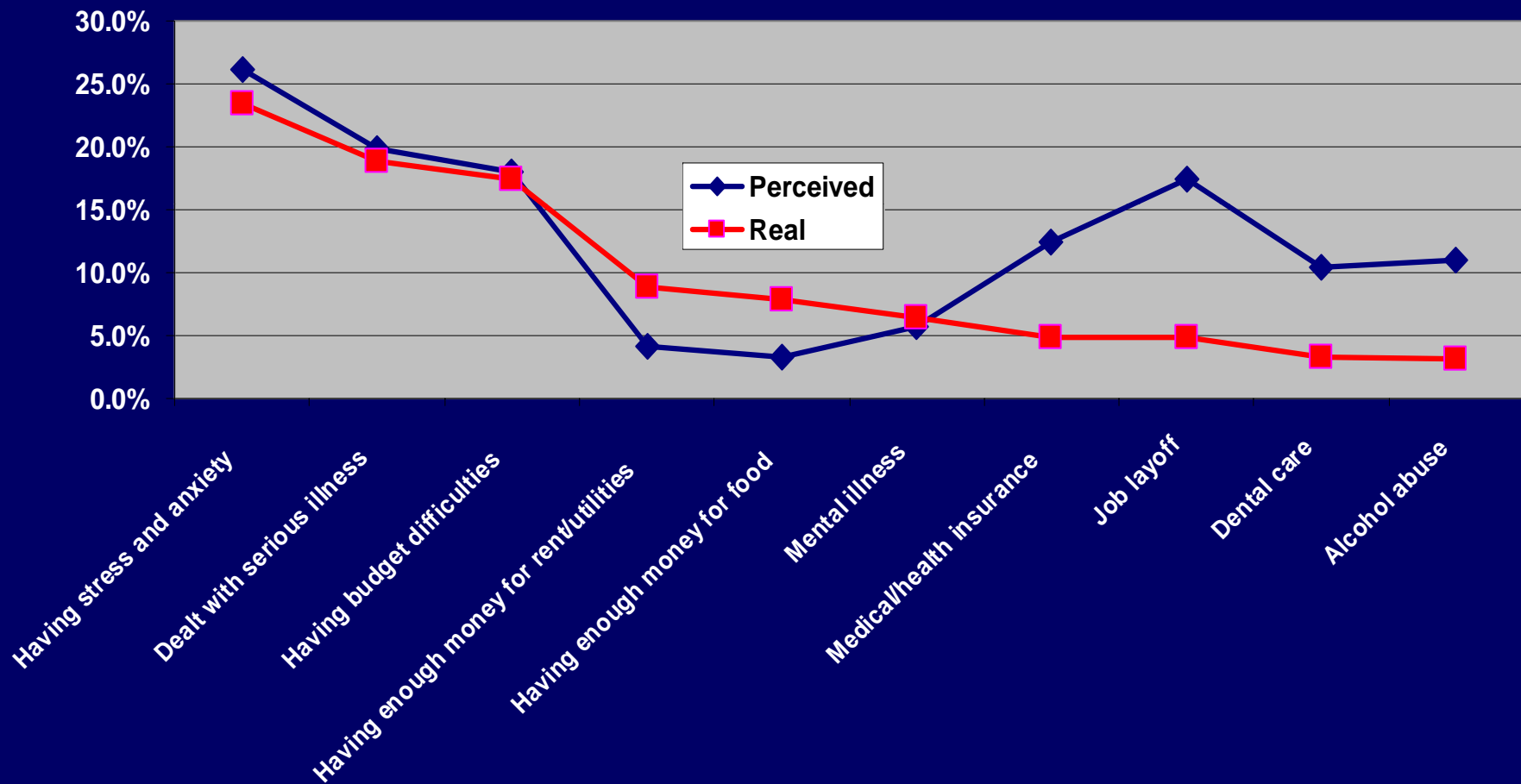
How Much Do You Agree These Strengths Exist in Magdalen?



Magdalen Should Begin or Strengthen These Support Groups

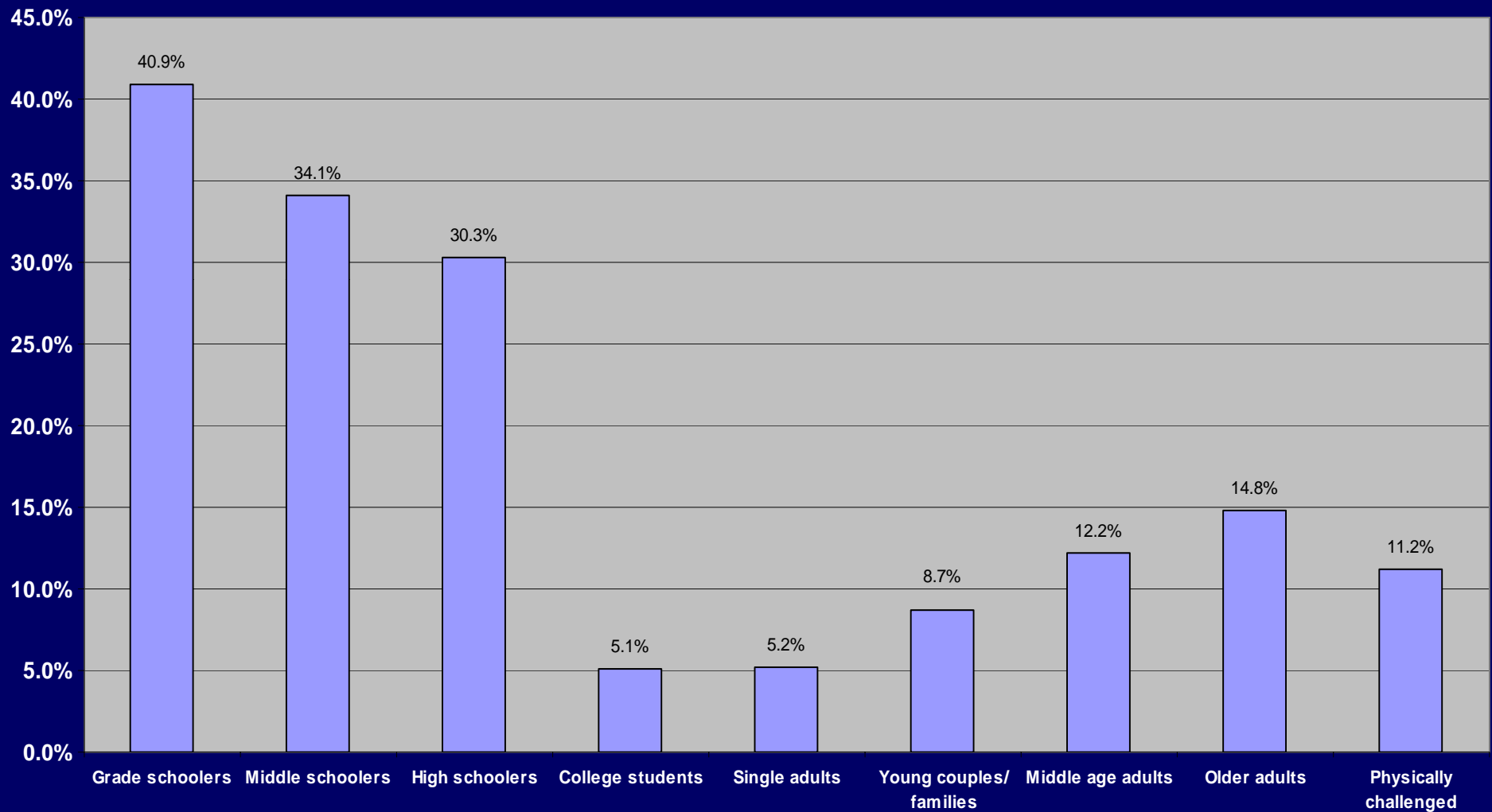


Top 10 Real Needs that "Often Exist" for Respondents



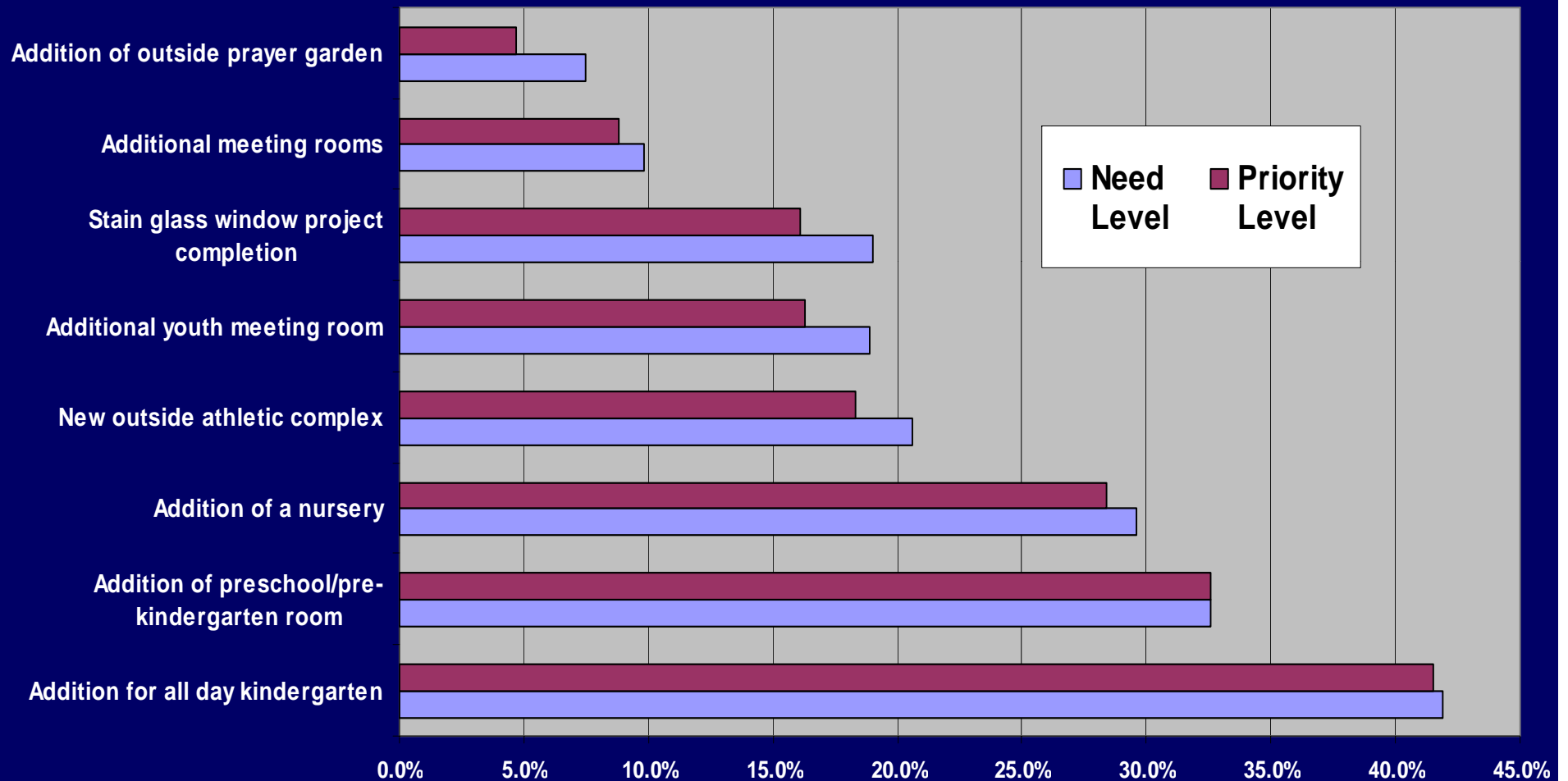
Note that in 4 areas, the problem is more real than perceived.

How "Very Well" Magdalen Serves Target Populations



Lots of opportunities to engage new volunteers to provide better services for these groups.

Comparison between "High to Very High" Needs with "High to Critical" Priorities



Survey has shown loss of students due to lack of preschool & all day kindergarten programs.

The Magdalen Parish Survey

Questions ???

...Your Parish, His Vision, Our Journey