



**Church of the Magdalen  
Wichita, KS**

**Magdalen Parish Survey  
Final Report**

June 26, 2007

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***Mission Statement***

*The mission of Magdalen Parish is to cultivate a family of stewards for Christ through personal prayer, public worship, Catholic education, ministry to one another and ministry to the community at large.*

**Prepared for Pastoral Council by:**

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(Assisted by Bill Cook, Jim Fulghum and Emily Cook)

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## ACKNOWLEDGEMENTS

This report is the result of an effort put forth by many people who are committed to the mission of Magdalen Parish and who are passionate about addressing the shifting needs of the parishioners at a time when resources are limited.

The 2007 Magdalen Parish Survey was coordinated by the efforts of the Pastoral Council. Sincere appreciation and thanks are extended to the Magdalen Parish staff who has been most generous in their efforts to assist with the survey preparation, duplication, mailing, collection and coordination of this research project.

The Pastoral Council wishes to thank all parishioners who took the time to respond to this survey. Your participation in this research effort will impact the work that is done for the Parish for the next five years. Your commitment of time to this effort is truly appreciated and you are to be commended for your effort to improve the quality of our parish's faith journey as we continue to pray and play together.

The Pastoral Council is proud to offer this report to the Magdalen Parish. It identifies the many strengths, opportunities and challenges we face as we continue to grow as a parish. Please feel free to offer suggestions to the Pastoral Council and to us as we continue to discuss and discern our journey.

Sincerely,

Father Pat York  
Pastor

Michael Wescott  
Pastoral Council President

## INTRODUCTION

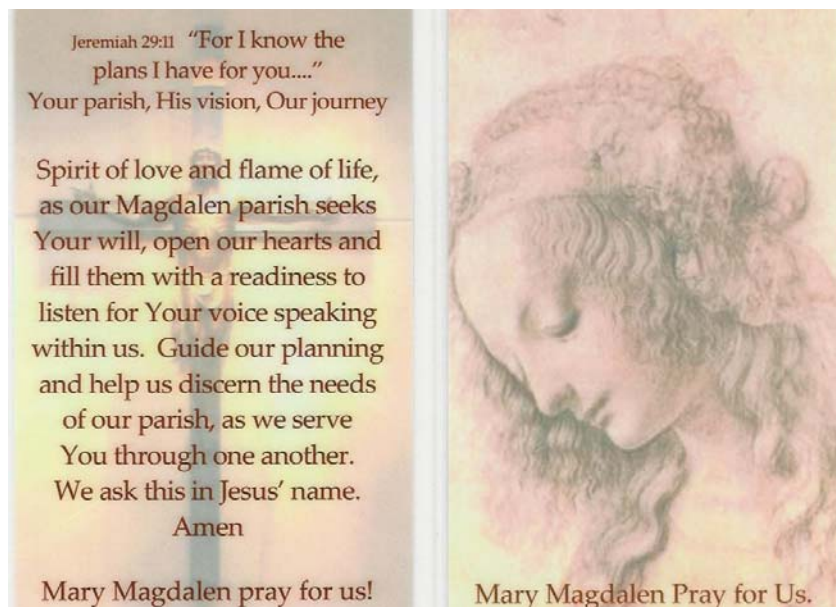
The Magdalen Parish survey was a structured, data-driven process designed to identify the extent and depth of the parish culture, the prayerfulness experienced by the parishioners, the role that the Church of the Magdalen plays in their faith formation and the service practices of both the parish and its members for the benefit of the parish, its school and the county in which Magdalen is located.

The Magdalen Parish Pastoral Council, under the leadership of Father Pat York, pastor, began meeting in April 2006 to discuss the needs of the parish and to develop a strategic plan for its continued growth and development. After months of discussion, reflection, research and prayer, the Council concluded that the past five years had brought significant change to the parish. Specific issues of concern to the Council included:

- ◆ New households are joining at a pace of about five per week
- ◆ Magdalen School was experiencing a growth spurt of new students and classroom space had reached maximum performance
- ◆ Young parents were inquiring about the availability of more options for their kindergarten and pre-school aged children
- ◆ Only 45 percent of the parish membership had previously worshipped at the old location (Kellogg and Woodlawn)
- ◆ There was a general sense that many services and activities that are provided may no longer be meeting the needs of current or future parishioners

As a result, the conclusion was quickly reached to develop a process that would assist Magdalen Parish in developing a five-year strategic pastoral plan. Working in collaboration with Renee Allerheiligen, a volunteer parish planning consultant, the Pastoral Council embarked on a journey to develop a parish survey, which was felt to be the first step in creating a pastoral plan. Initially, three committees were formed to assist with the process and to get the parishioners involved from the onset. The committees, comprised of parishioners, clergy and staff came together to discuss their roles and to define the goals and objectives. The Committees were as follows:

- ◆ **Prayer Committee** – charged with developing a parish prayer to be used to help place the strategic planning effort into the context of our faith journey



- ◆ **Communications Committee** – responsible for all aspects of communications pertaining to this process which included bulletin announcements, letters from the pastor, newsletter articles, Mass announcements and other communication efforts (e.g. survey drop-in box, survey reminder posters of Fathers Pat and Ben Shockey for display in the gathering space, etc.)
- ◆ **Survey Committee** – given the responsibility of designing a survey instrument that would be reliable and valid in providing the Pastoral Council with information needed to develop an effective strategic plan. This committee took ownership of the entire survey process, including the development and translation of the survey, data collection, data entry, data analysis and final report generation.

Prior to the planning stages, the Catholic Diocese of Wichita distributed a stewardship document that identified four pillars that parishes could use to better define their stewardship program. After reviewing this document and talking with the various Pastoral Council members, the Survey Committee suggested that the questions be organized into themes which focused around the four pillars of hospitality, prayer, formation and service. On January 17, 2007, Father Pat blessed the surveys and then 2,487 were mailed out to all registered adult members of Magdalen Parish. There were 748 surveys returned for a response rate of 30 percent.

## **METHODOLOGY**

The methods used for the Magdalen Parish survey are standard practices discussed in most research textbooks. All parishioners were asked to rate a series of questions with regard to the four pillars of stewardship - hospitality, prayer, formation and service.

Some of the questions were rankings based on a scale from “very important” to “not very important.” See Appendix 1 for a look at the specific survey tool used. Appendix 2 contains the five cross-tabulations used for this research effort - gender, age, years of membership in Magdalen Parish, minor children living in household and Catholic school attendance history of respondents.

Some questions were open-ended and allowed parishioners to openly discuss how they feel about their faith or what they like best about Magdalen. In another section of the survey, respondents were asked to rate their level of perception about needs for Magdalen Parish families (e.g. not having enough money for food, rent or utilities, etc). The respondents were then asked to identify whether these same needs were a real issue for them or their family during the last year.

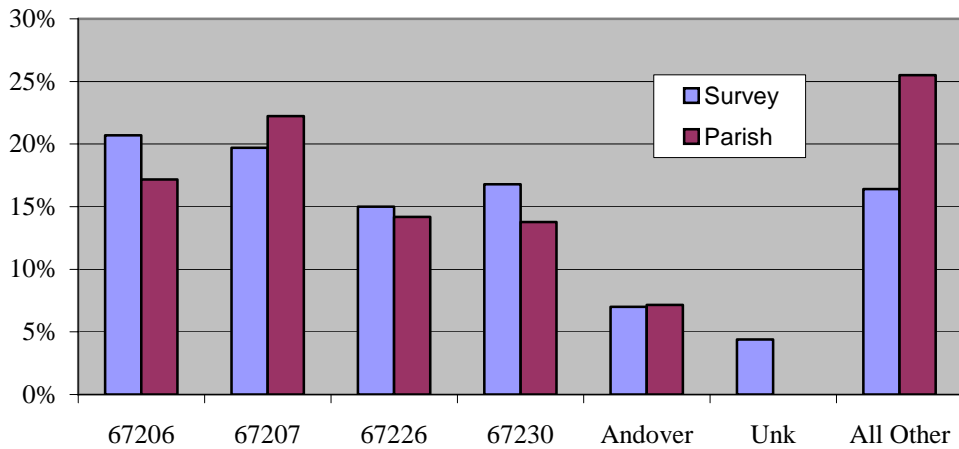
Parishioners were also asked to identify needed facility improvements and then asked to prioritize them. The survey gave parishioners an opportunity to raise any questions or concerns they had with the parish. Survey responses were confidential unless respondents chose to write their name on the survey. Written comments were made by 79 percent of the respondents and are summarized in Appendix 3.

### **Demographic Characteristics of Survey Respondents**

*Where do respondents live in comparison to registered adult parishioners? - See Chart 1*

- ◆ According to the Magdalen Parish newsletter (*Magdalen Messenger* – May/June 2007), Magdalen parishioners live in 43 different zip codes representing 20 different cities. However, 80 percent of the survey respondents reside in five zip code areas.
- ◆ Survey respondents are over-represented by zip codes 67206, 67226 and 67230 when compared to the percentage of registered parishioners who live in those same zip codes.
- ◆ These five zip codes, which are located closest to Magdalen Parish, represent some of the fastest growing areas in Sedgwick and Butler Counties. The parish, itself, is located in zip code 67206.

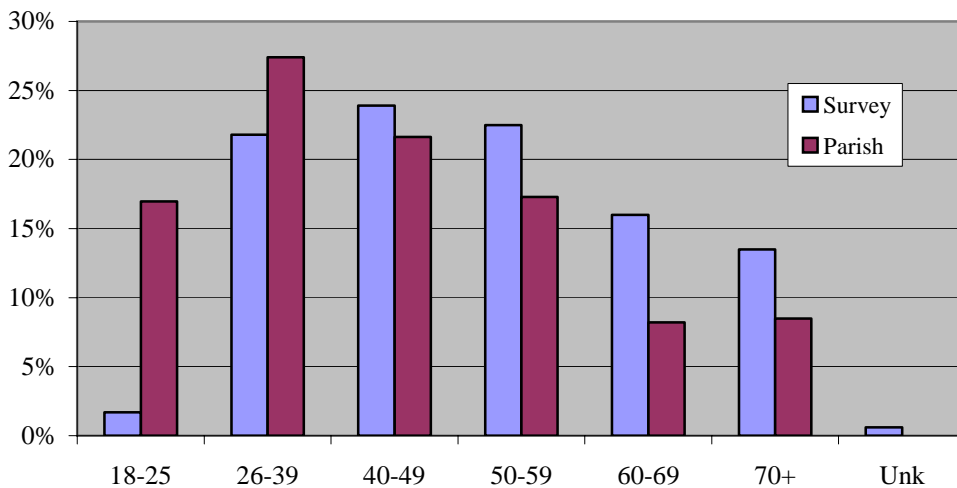
Chart 1: Five Top Zip Codes of Parish Respondents



**How old are the respondents in comparison to registered adult parishioners? - See Chart 2**

- ◆ The average age was 50.6 years, although respondents' ages ranged from 18 to older than 80 years old.
- ◆ The respondents were under-represented in the first two age categories and over-represented in the age categories of 40 and older when compared to all registered parishioners.

Chart 2: Age of Magdalen Parish Survey Respondent

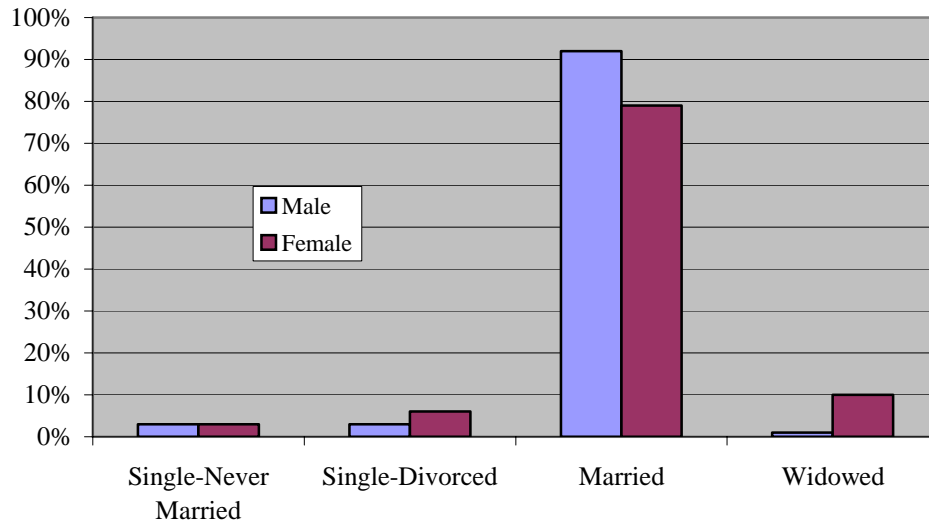


Note - The sampling size of the 18-25 year old group is small (N=13) compared to other age groups of survey respondents. This small population size is a limitation of this survey so caution should be used in drawing conclusions for this particular age group. All other age groups had more than 100 respondents so conclusions drawn for those populations are reliable and valid.

**Marriage status of respondents – See Chart 3**

- ◆ More than three percent of all respondents are single-never married.
- ◆ Fewer than five percent are divorced and fewer than seven percent widowed.
- ◆ 84 percent of the respondents are married.
- ◆ Male respondents were more likely to be married than their female counterparts.

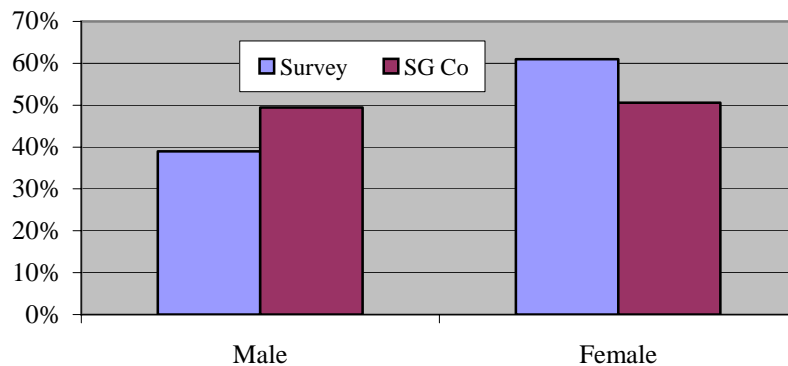
Chart 3: Marital Status of Respondent by Gender



**What gender was more likely to respond to survey? See Chart 4**

- ◆ More than 61 percent of the total respondents were female.
- ◆ It appears that the female respondents are overly represented when compared to the proportion of adult females living in the Sedgwick County area.
- ◆ Female respondents were more apt than their male counterparts to return completed surveys regardless of their age.

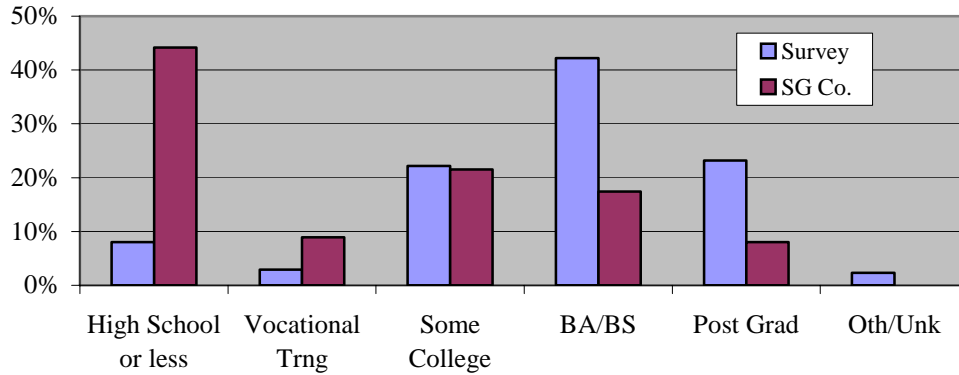
Chart 4: Gender of Parish Survey Respondents



**What is the educational level of survey respondents? - See Chart 5**

- ◆ The level of education for the parish survey respondents is much higher than the general population living in Sedgwick County.
- ◆ More than 65 percent of the Magdalen Parish survey respondents reported having a BA/BS degree or a post-graduate degree. (It is not known whether this high level of education would be sustained throughout the parish community or if this subgroup was more likely to respond to parish surveys.)

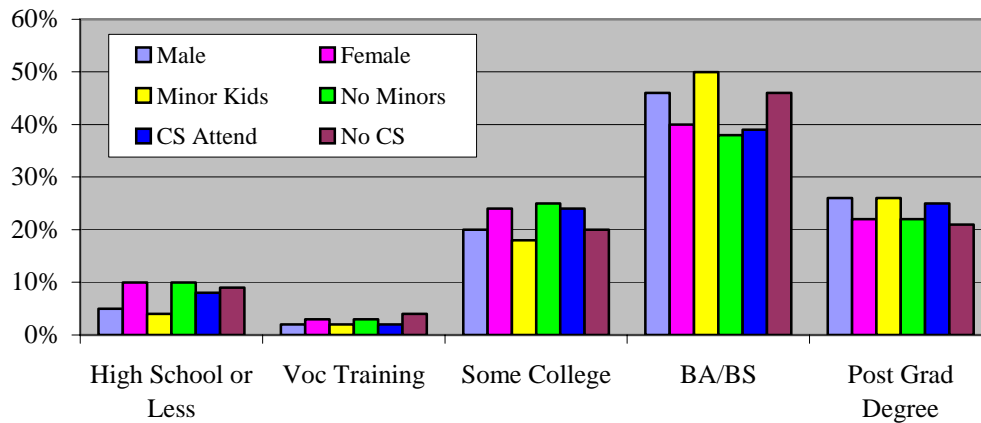
Chart 5: Educational Level of Respondents



**Cross-tabulation analysis of educational level of survey respondents – See Chart 6**

- ◆ Male respondents were more likely to have achieved a BA/BS and post-graduate college degrees than their female counterparts. Part of this may be due to the fact that fewer females attended college in the 1970s and 1980s than males as respondents age 50 and older are over-represented in this survey.
- ◆ Respondents with minor children in the households were also more likely to report achieving a BA/BS and post-graduate degrees than households without minor children.
- ◆ What may be a surprising finding is that Catholic school attendees were less likely to report having a college degree than public/private school attendees. Although of those Catholic school respondents who did go to college, they were more likely to achieve a post-graduate degree than their public/private school counterparts.

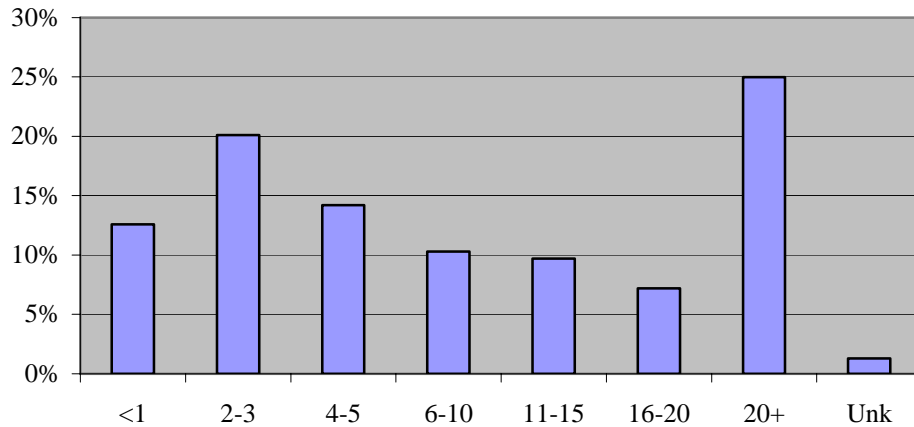
Chart 6: Cross-Tabulation Analysis on Education Level of Respondents by Gender, Minor Children in Household & Catholic School Attendance (CS) of Respondents



**How long have survey respondents been members of Magdalen Parish? - See Chart 7**

- ◆ Approximately 13 percent of the respondents have been members of Magdalen for less than a year.
- ◆ 25 percent reported being in the parish for 20 years or longer.
- ◆ Approximately 47 percent have been registered members for 5 years or less.
- ◆ **Conclusion** - Magdalen, a recently relocated parish, will continue to experience dramatic growth as more neighborhoods are planned for development within a 5-10 mile radius of the new facility.

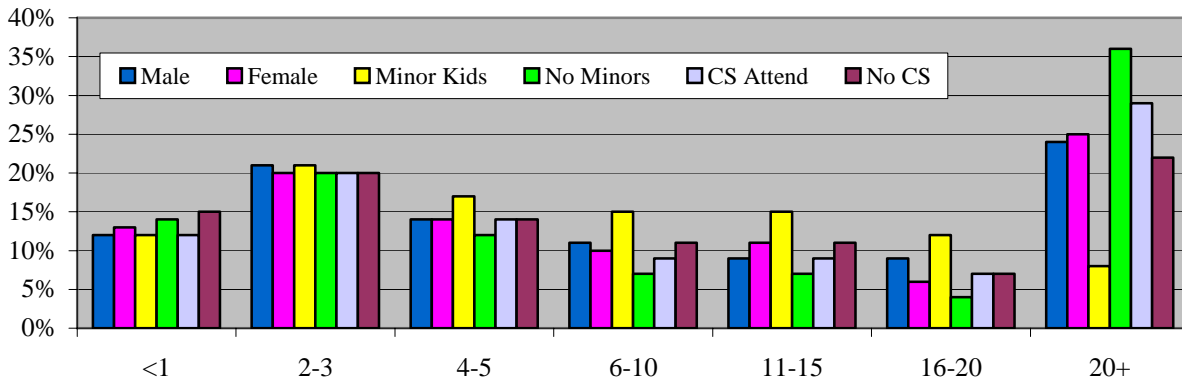
Chart 7: Number of Years as Magdalen Parishioner



**Cross-tabulation analysis of years as Magdalen Parishioner membership – See Chart 8**

- ◆ Respondents, who have been members for less than a year, are more likely to be female with no minor children in their household and who attended public/private schools.
- ◆ Respondents who reported having the most minor children in their households have been members for fewer than five years.

Chart 8: Cross-Tabulation Analysis of Years of Parish Membership by Gender, Minor Children in Household and Catholic School Attendance



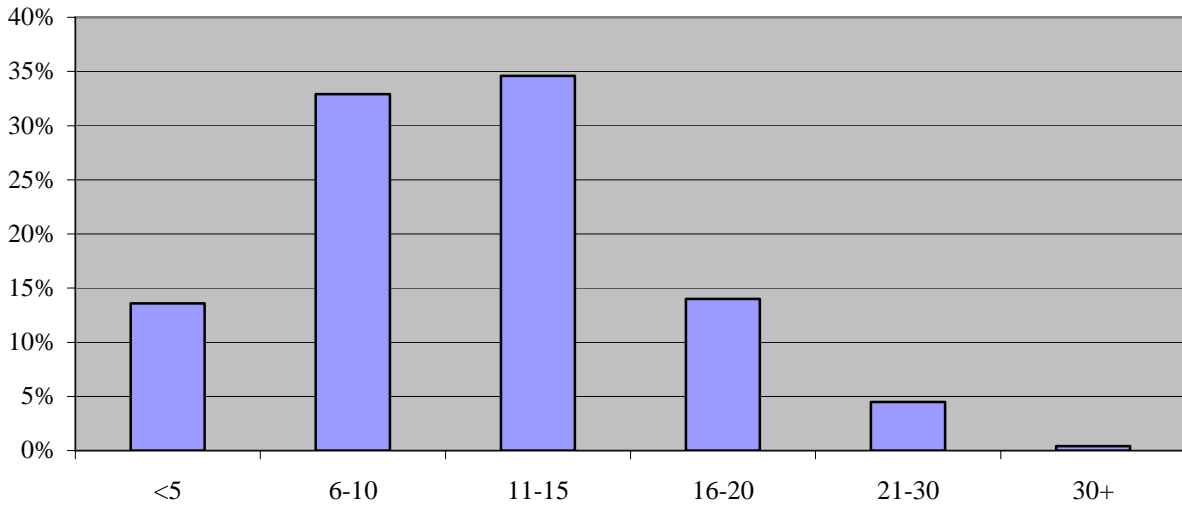
**What is the average commute time? – See Chart 9**

- ◆ The average commute to the parish is just under 12 minutes for all respondents.
- ◆ Respondents who live the nearest to Magdalen have been members for fewer than five years. This corresponds to location being an important factor in choosing Magdalen and with the large number of respondents who live in zip codes that are nearest to the parish.

**What is the primary language spoken in the home of respondents?**

- ◆ While Magdalen Parish offered the survey tool in English, Spanish and Vietnamese, only the English version was utilized by respondents.
- ◆ 99 percent of the respondents chose English as the primary language spoken at home.
- ◆ The parish office reports that parishioners speak 32 different languages however, it is unclear whether those languages are considered the primary household language.

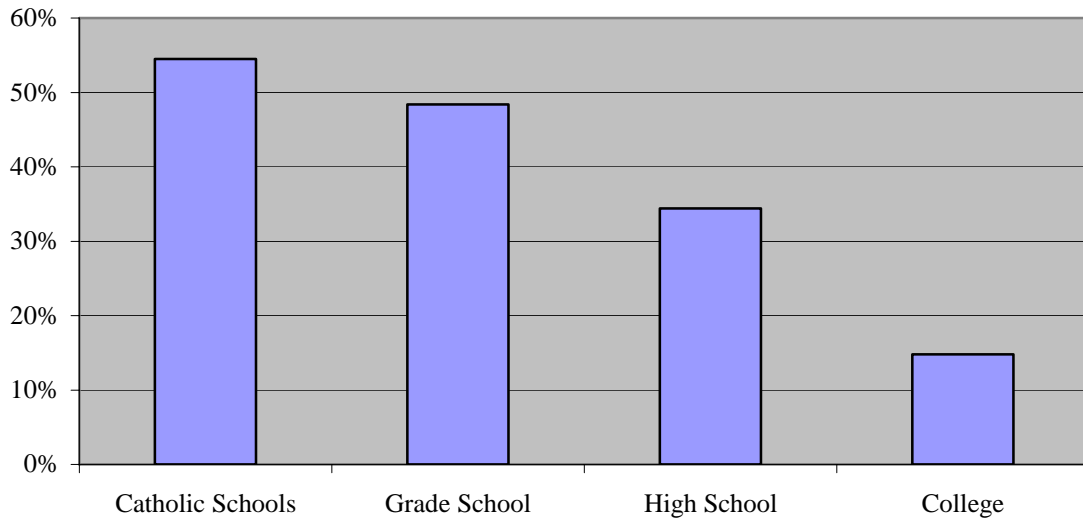
Chart 9: Travel Time from Home to Parish  
(in Minutes)



**What percentage of the respondents attended Catholic schools? – See Chart 10**

- ◆ Approximately 55 percent of the respondents reported attending Catholic schools during their formative years.
- ◆ As the respondents ages increased, their attendance at Catholic schools decreased.

Chart 10: Parish Respondents Attending Catholic Schools



- ◆ Approximately 49 percent of the females and 47 percent of the males reported attending Catholic grade schools. As the respondents grew older, males were more likely to attend Catholic high schools as 36 percent of the males compared to 34 percent of the females.
- ◆ The pattern reversed itself when the respondents went to college as 18 percent of the females, compared to 10 percent of the males chose to attend a Catholic college.

## SURVEY FINDINGS

This section covers the major findings in each of the four pillar areas including some highlights that were generated through cross-tabulation analysis. Cross-tabulation lends more information about the subgroups of respondents that exist and clarifies the association between the various target populations which comprise our parish.

### PILLAR 1 – 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?

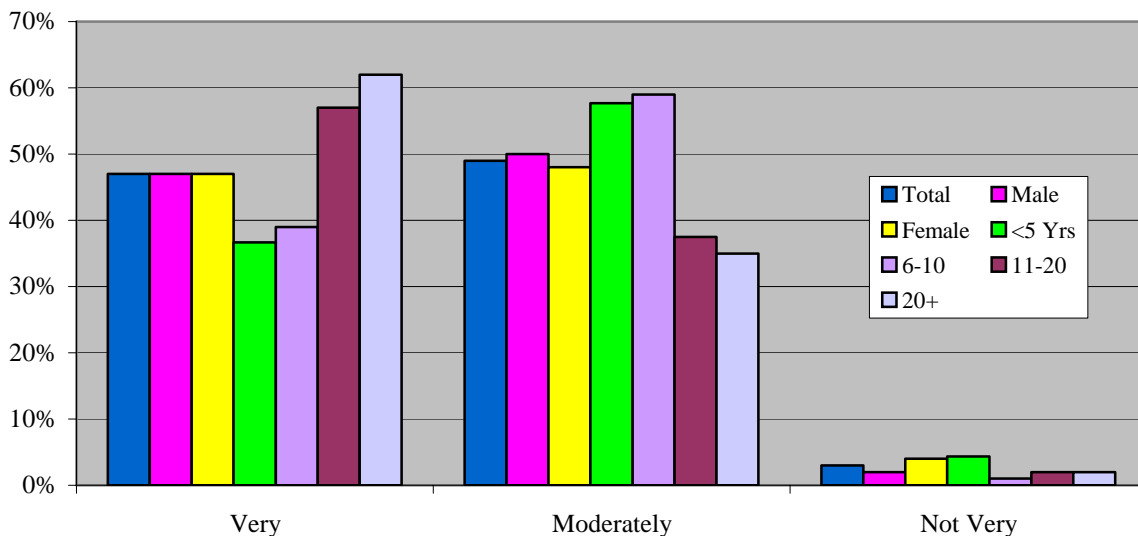
#### *How “welcome” and “at home” do you feel at Magdalen?*

- ◆ The majority of respondents identified that they feel welcome and “at home” at Magdalen.
- ◆ Approximately 47 percent responded they feel “very welcome – it feels like home” and 49 percent rated their feeling of welcome as “moderate – I’m comfortable here.”

#### *Cross-tabulation analysis of how “welcome” and “at home” respondents feel – See Chart 11*

- ◆ There was no significant difference between how welcome one felt with regard to gender of respondent, whether they had previously attended Catholic schools themselves or whether they had school aged children living in the household.
- ◆ Twice as many respondents between the ages of 18-25 years old reported feeling “very welcome” as reported “moderately welcome.”
- ◆ More than 90 percent of all parishioners report feeling “moderately to very welcome” when they’re at Magdalen.
- ◆ The longer respondents have been members of Magdalen, the more welcome they feel.
- ◆ Only one-third of the newest parishioners (those who have been a member for three years or fewer) feel “very welcome” compared to 62 percent of the respondents who have been members for 20 or more years.
- ◆ **Conclusion** - Magdalen needs to develop a stronger relationship with new members during their first few years of membership.

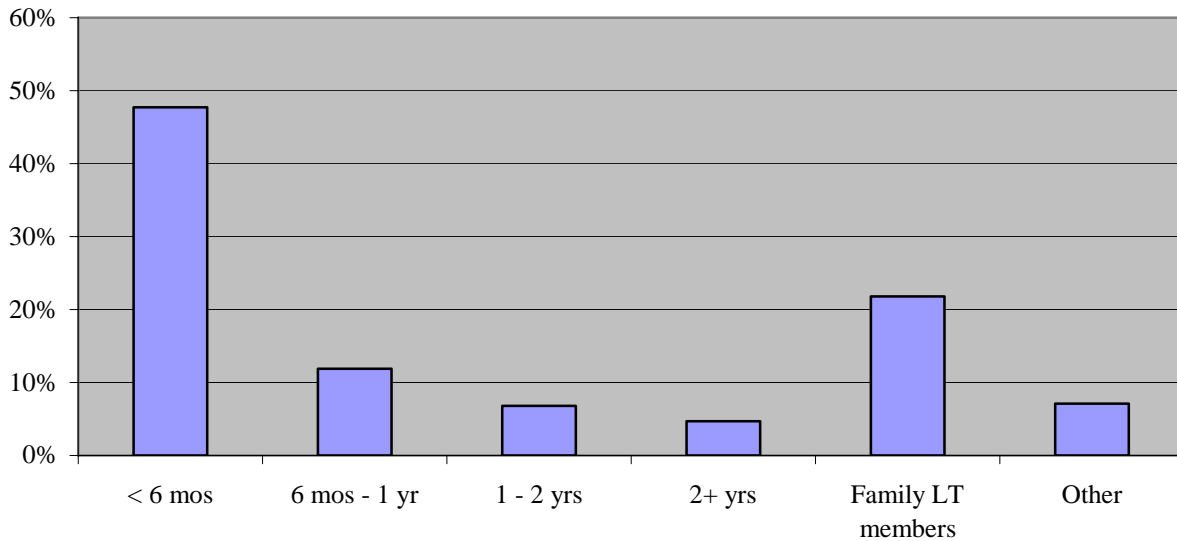
Chart 11: How "Welcome" & "At Home" Do Respondents Feel by Gender & Length of Membership



***How long did respondents wait before registering as “members” at Magdalen? – See Chart 12***

- ◆ Approximately 48 percent of all respondents waited less than six months to register as members.

Chart 12: Length of Time Attending Magdalen Before Registering as a Member



- ◆ At least 20 percent of the respondents age 40 or older had past relationships with Magdalen.
- ◆ Approximately 19 percent of the respondents identified a family member as the one who encouraged them to join Magdalen Parish.
- ◆ 47 percent stated their Magdalen membership was a personal decision based on moving to Wichita, buying a new home which was close to the parish, or they just started coming to Magdalen and decided to stay. Appendix 3 lists other reasons given by respondents.

***Do you feel you are a part of parish or do you attend Mass to fulfill your weekly duty? – See Chart 13***

- ◆ Just under 62 percent of the respondents felt they are a part of Magdalen.
- ◆ New members are much less likely to feel a part of the parish when compared to all other respondent groups. Those with the longest tenure were more likely to respond, “yes” to this question.
- ◆ How much the respondents feel a part of Magdalen is related to their age. The older the respondent, the more likely they were to report feeling a part of the parish.
- ◆ Note that respondents who have been members for less than three years were just about as likely to respond “sometimes” as they did “yes” to this question.
- ◆ **Conclusion** – More networking needs to be done with new members to ensure they feel welcome and an active participant in the parish.

***What were the most important factors when joining Magdalen Parish? - See Chart 14***

- ◆ The most important factor is location. Almost 33 percent of the respondents suggested that having Magdalen close to their home was “very important” while another 23 percent stated it was “important.”
- ◆ Friendliness of parishioners and pastor/clergy reputation rounded out the top three factors.

Chart 13: Respondent Feels They Are A Part of Magdalen & Not Just There to Attend Mass by Years of Parish Membership

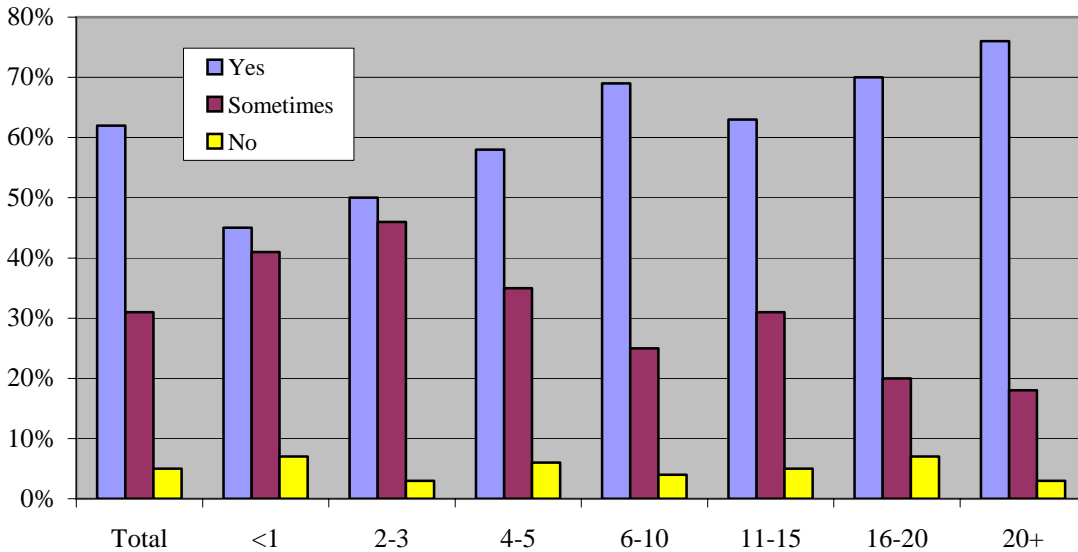
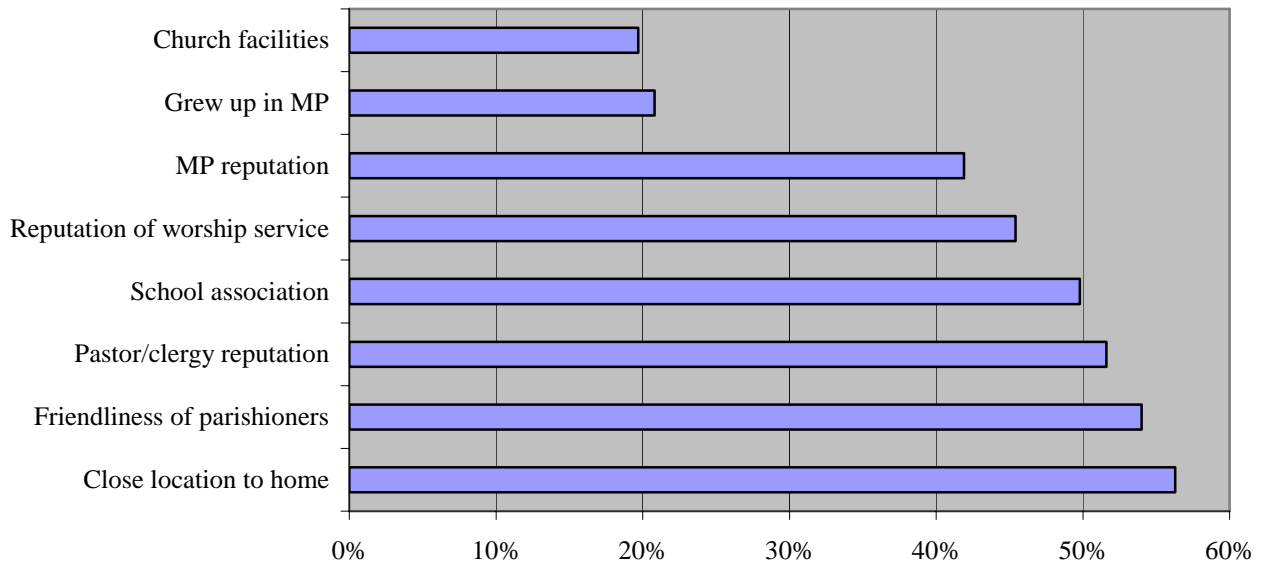


Chart 14: "Important to Very Important" Parish Characteristics in Decision to Attend Magdalen Parish (MP)

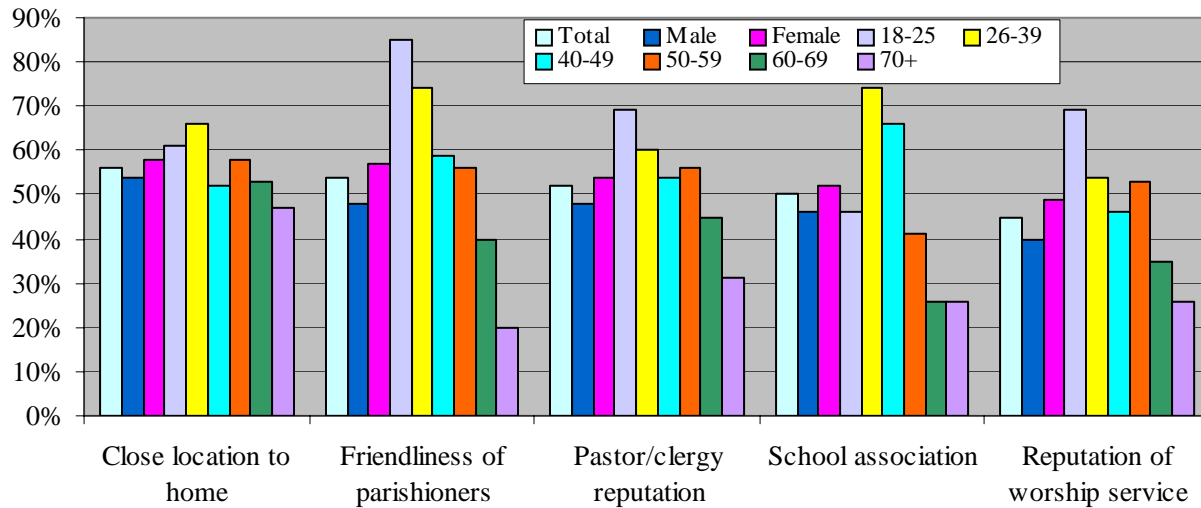


***Cross-tabulation analysis of "important" to "very important" parish characteristics in decision to attend Magdalen Parish – See Chart 15***

- ◆ Friendliness of parishioners was identified by over 85 percent of the 18 – 25 year old respondents and 74 percent of the 26 – 39 year old respondents as being an important to very important characteristics in their decision to attend Magdalen Parish.
- ◆ Having a school at Magdalen was identified by 74 percent of the 26 – 39 year old respondents as being an important to very important factor.
- ◆ Females were more likely than their males to rate each of the five top influencers as important to very important in their decision to join Magdalen Parish.

- ◆ The influencer “being close to home” was the number one issue for female and male respondents, as well as respondents aged 50 and older.
- ◆ For respondents having school-aged children in the household, being associated with a school was the most important to very important influencer in their decision to join Magdalen Parish.

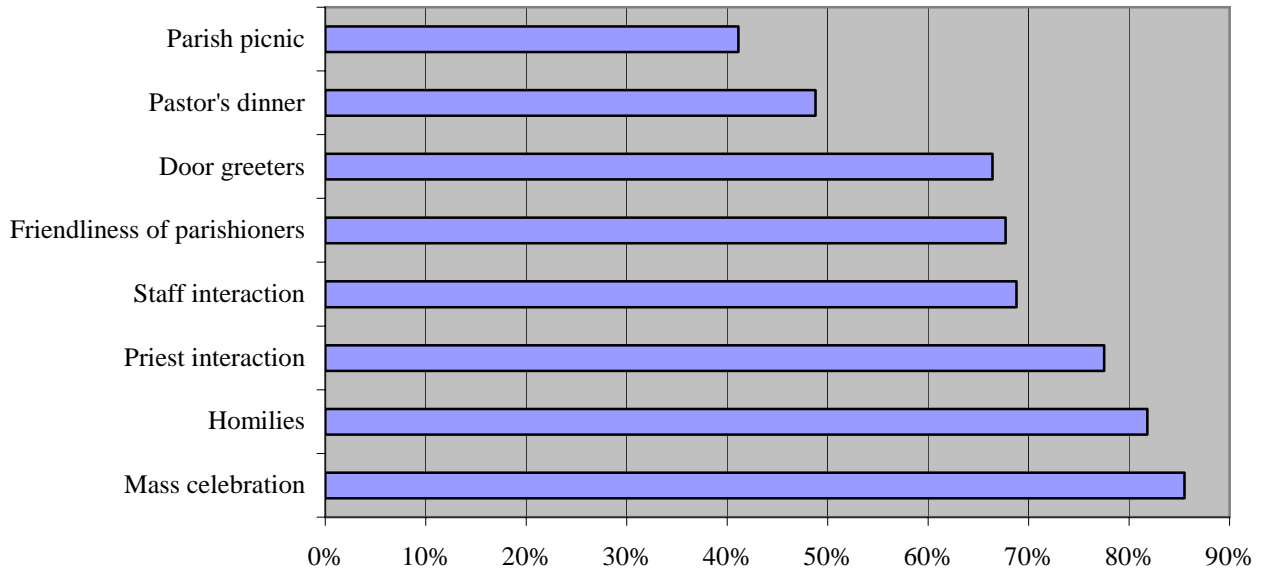
Chart 15: Cross-Tabulation Analysis of Top 5 Parish Influencers in Decision to Join Magdalen Parish by Gender and Age of Respondent



**Factors affecting the welcoming experience - See Chart 16**

- ◆ More than 85 percent of the respondents suggested that the manner in which the Mass is celebrated positively impacts how welcome they feel.
- ◆ The content and delivery of homilies and priest interaction were identified by more than three-fourths of respondents as making them feel “welcome” to “very welcome.”
- ◆ The parish picnic was selected by 41 percent of all respondents as being a positive welcoming experience however, that percentage increased to 52 percent when looking at respondents who have school aged children or who are under the age of 50 years old.
- ◆ Females were more apt than their male counterparts to see the pastor’s dinner as a “welcoming” event and the younger the respondent the more appeal it had. The popularity of this event increased with school age children in household and declined when the length of parish membership increased.
- ◆ **Conclusions –**
  - The parish may want to plan a children’s picnic and market this event as a family affair. Coordination with outside groups, like Wichita Police Department’s Kid’s ID program, the SG County Fire Department’s smoke house and other similar “traveling shows” might increase interest and participation.
  - Involving the MAX youth group would ensure that youthful ideas would be implemented and that families would be more apt to participate.
  - Another group that needs to be more involved are those respondents whose children attend public or private schools. They have a tendency to feel left out of the action.

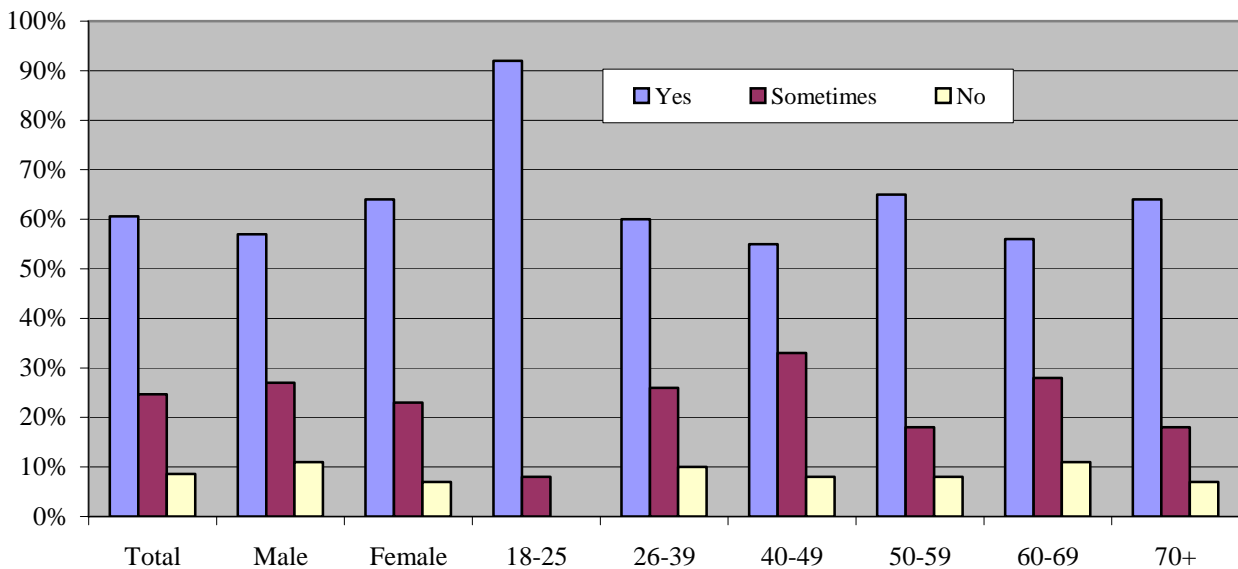
Chart 16: "Positive to Very Positive" Characteristics Affecting Feelings of Welcome



**How appreciated do you feel? – See Chart 17**

- ◆ More than 60 percent of all respondents stated that they feel the parish appreciates their gift of “time and talent”.
- ◆ There was very little difference between respondents gender or having school-aged children in the home; but when it came to age, years of parish membership and/or whether the respondent attended Catholic schools, there were some fluctuations.

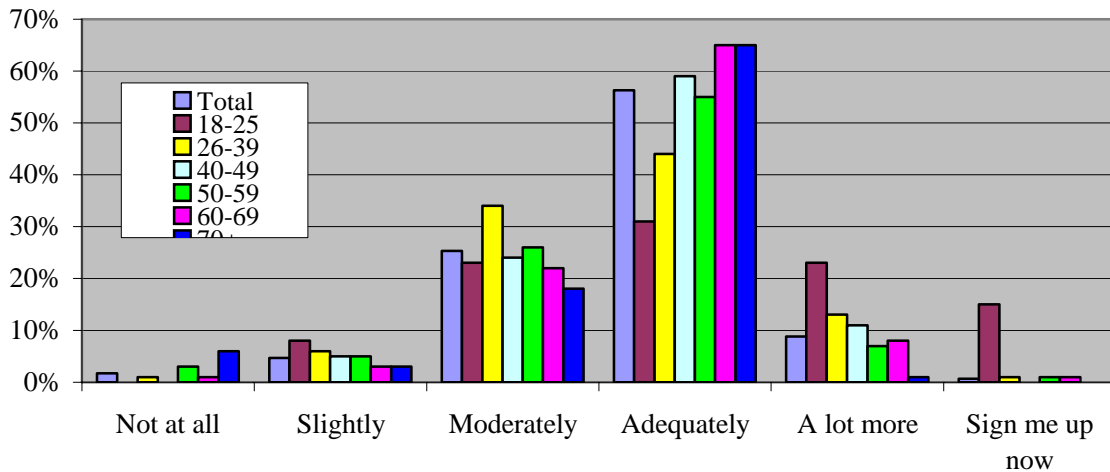
Chart 17: Cross-Tabulation Analysis of Respondents' Belief that the Parish Appreciation Their Gift of Time & Talent by Gender & Age of Respondent



***How involved are you and how involved do you want to be at Magdalen? See Chart 18***

- ◆ Only two percent of all respondents reported that they feel “too involved” in the parish.
- ◆ Forty one percent stated they were “involved” and another 51 percent identified they are “somewhat involved.” Chart 18 shows how involved the respondents would like to be.
- ◆ Nine percent of the respondents identified they want to be a lot more involved, that translates to 70 new volunteers.
- ◆ Respondents who would like to be more involved in the parish range in ages 18 – 39. Fifteen percent of the 18 – 25 year old respondents wanted to be signed-up now.
- ◆ **Conclusion** - The challenge is to develop creative ways to attract and encourage new and younger volunteers to do things they like doing and matching those opportunities with our parish needs.

Chart 18: Cross-Tabulation Analysis on How Involved Respondents Want to be at Magdalen by Age of Respondent



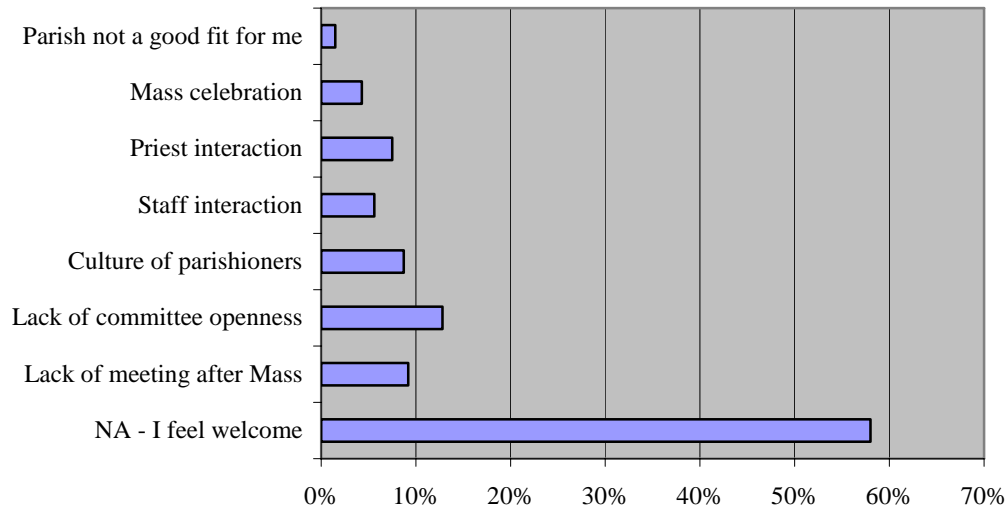
***How well does Magdalen utilize volunteers?***

- ◆ According to survey respondents, only 40 percent believe that Magdalen creatively uses new ways to involve parishioners in ministry.
- ◆ This perception could be impacting why only 50 percent of the respondents stated that they are currently contributing up to their potential of time and talent with the parish.
- ◆ **Conclusion** - Magdalen needs to engage parishioners in more meaningful activities by expanding opportunities. Several respondents volunteered to do some creative things on their own (e.g. organize events for young adults with preschool aged children, organize a group who would visit the elderly in an adopt-a-grandparent type program, or a committee of one who volunteered to get some quotes on adding some exterior lighting in the west parking lot to ensure better safety for Eucharistic Adoration volunteers.

***Barriers that impact how welcome parishioners are feeling? See Chart 19***

- ◆ 58 percent of all respondents said they feel welcome and are not impacted by any of the barriers listed on the survey.
- ◆ Close to 13 percent of all respondents selected the “lack of openness in joining committees” as a barrier for them.
- ◆ **Conclusion** - The Pastoral Council needs to address this perception of “closed committees” as it is a theme that kept resurfacing throughout this survey. Lack of follow-up by current committee chairmen was cited in several comments contained in Appendix 3.

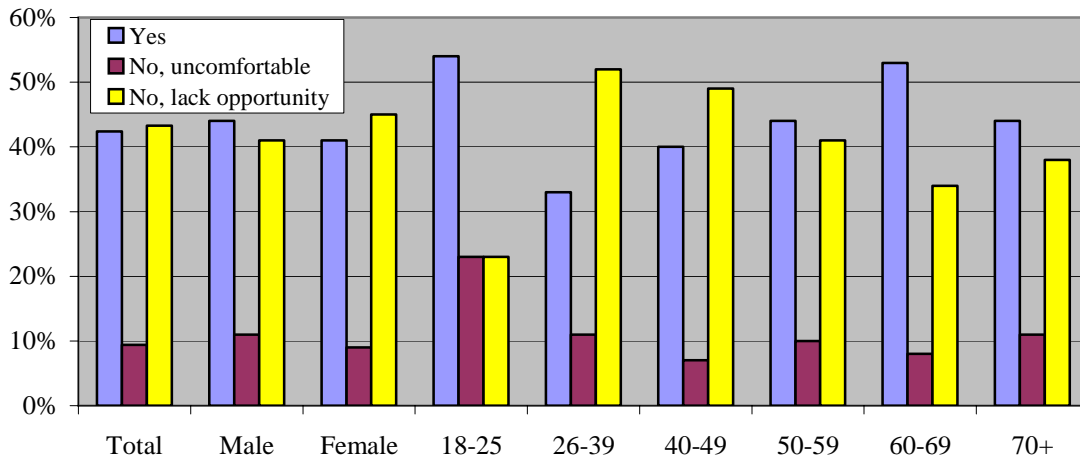
Chart 19: Barriers Which Negatively Affect How Welcome I Feel at Magdalen Parish



**Is Magdalen Parish a good place to meet new people? See Chart 20**

- ◆ 42 percent of the respondents stated they have met recently joined parishioners.
- ◆ 43 percent said they haven't met anyone new because they lacked opportunity. More than half of the respondents between the ages of 26 – 39 felt that opportunity was lacking
- ◆ 12 percent of the respondents stated they have gone out of their way to talk to someone new.
- ◆ One comment made was that it was hard to know for sure who was new. There has to be some incentive to encourage people to meet one another beyond a polite glance and smile.
- ◆ **Conclusion** - In looking at last year's bulletins and newsletters, it is apparent that Magdalen hosts a lot of events. But to many parishioners, quantity is not necessarily quality or the times offered may not be what is convenient for respondents. Engaging parishioners in conversation about what works and what doesn't may generate some new ideas. Finding common denominators might be an easier way to begin this process so that people have something in common which can easily be shared with other new members.

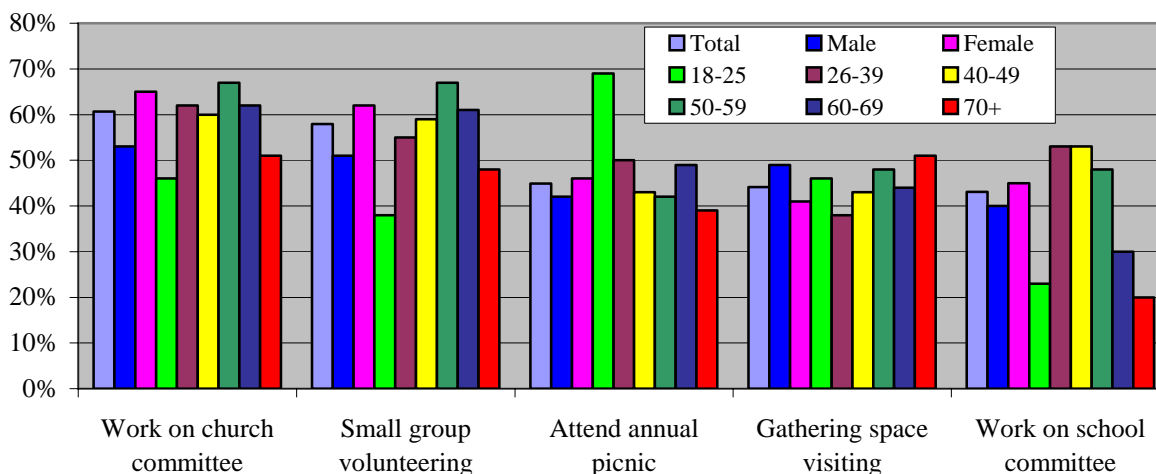
Chart 20: Cross-Tabulation Analysis of Magdalen as a Good Place to Meet New People by Gender and Age of Respondent



***What’s the best way to make new friends at Magdalen? See Chart 21***

- ◆ Working on a church committee was identified by more than 60 percent of the respondents as the most effective way to make new friends in the parish.
- ◆ 13 percent of these same respondents suggested that trying to get into a church committee has become a negative experience due to lack of follow-up.
- ◆ Female respondents identified that working on a church committee or volunteering in a small group are the top two ways to make friends. While male respondents also identified these two methods as the top two, they were more likely than their female counterparts to suggest that the gathering space visiting after Mass was also effective.
- ◆ **Conclusion** - Its time to revisit how church committees are developed, members recruited, and chairman selected on committees is reevaluated.

Chart 21: Cross-Tabulation Analysis of the Five Most Effective Ways to Make Friends at Magdalen by Gender and Age of Respondent



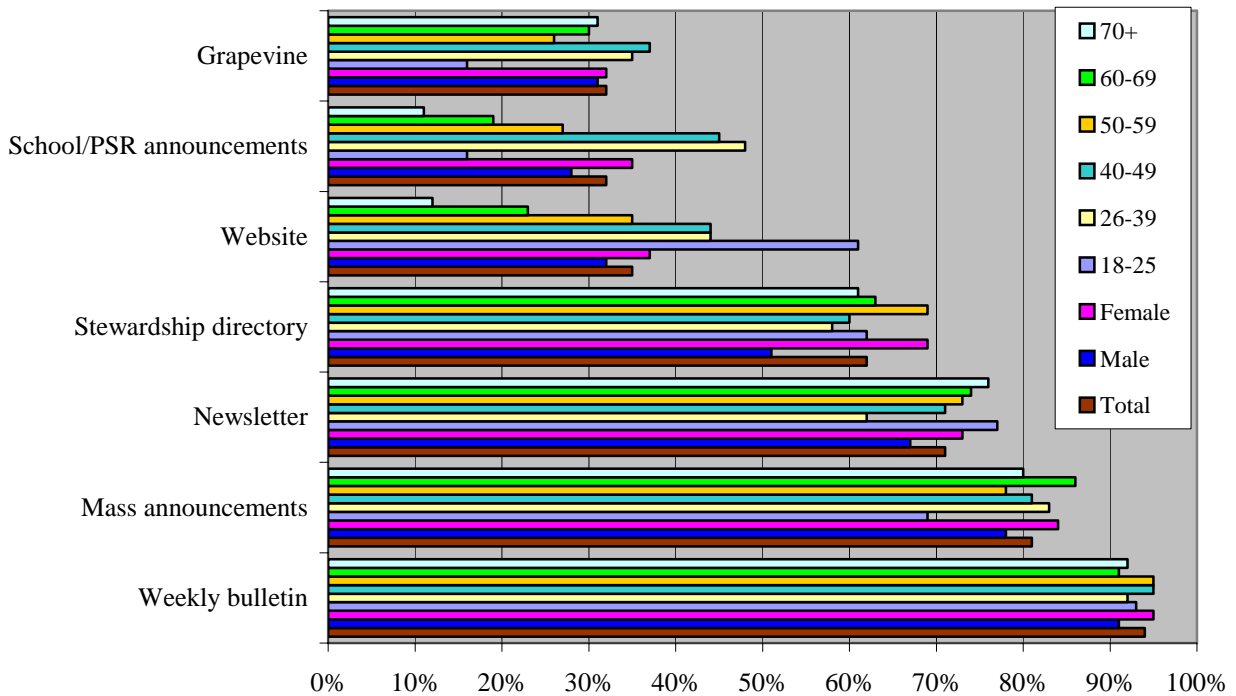
***Does Magdalen Parish appeal to all groups of parishioners?***

- ◆ 80 percent of the respondents selected “agree to strongly agree” that Magdalen appeals to all groups, races, genders and income levels.
- ◆ 80 percent of the respondents indicated that they get all the information they need to stay informed about Magdalen Parish. This rating is fairly consistent across all cross-tab variables as well.
- ◆ The parish is so appealing that 84 percent of the respondents agreed with the statement that they are “very comfortable” inviting their friends to Mass. Again, this level of support was fairly consistent across all subgroups.

***What parish resources are the most useful? - See Chart 22***

- ◆ The three most “useful to very useful” parish resources included the weekly bulletin, Mass announcements and the newsletter. Chart 22 depicts the rankings for all listed parish resources.
- ◆ While only 34 percent found the Magdalen website useful, 61 percent of the respondents age 18 – 25 year olds find the website useful to very useful compared to 12 percent of the respondents aged 70 and older.

Chart 22: "Useful to Very Useful" Rating of Parish Resources by Gender & Age of Respondent



**Technological opportunities for engaging parishioners**

- ◆ One way to engage younger adults may be to challenge them to enhance Magdalen’s webpage. Turn it into an interactive website where the popularity of the site drives the parishioners toward it in a proactive way. This could include youth who attend school in public/private facilities and young adults away at college to keep them engaged in parish activities. Blogs for discussion of various parish events or religious teachings? Downloads of school programs for all to enjoy, especially out of town relatives. These are just a few ideas that may not have practical merit now but it is this kind of brainstorming that needs to happen to engage fresh perspectives.

**The importance of Mass for Magdalen respondents**

- ◆ Almost 80 percent of the respondents reported that Mass participation motivates them to serve the Lord more.
- ◆ 74 percent of the respondents stated that attending Mass is a high point in their week.
- ◆ 48 percent of the respondents suggested that some parishioners have become too relaxed in their dress appearance when attending Mass and would appreciate a reminder from the pulpit periodically.

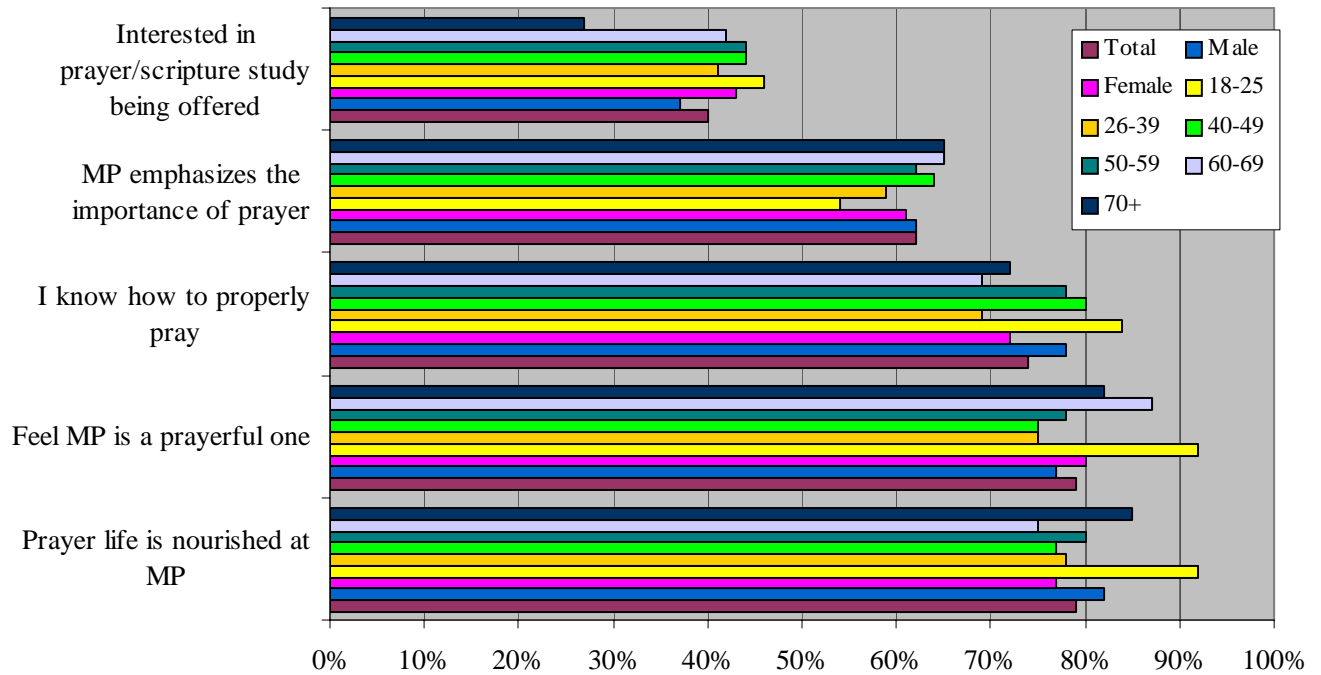
**PILLAR 2 - PRAYER**  
 What role has Magdalen played in ensuring that prayer is a basic ingredient in your life?

**Understanding the Mass and prayer life experience for Magdalen survey respondents – See Chart 23**

- ◆ 90 percent of all respondents agreed that they understood the various parts of the Mass. Older respondents and respondents who attended Catholic schools while growing up were more likely than other respondents to agree with this statement.
- ◆ More than 80 percent of the respondents agreed that the weekly Mass experience enhances their prayer life, that they pray before and/or after Mass and that the Mass homilies meet their needs for spiritual growth.

- ◆ Almost a quarter of the respondents “strongly agree” that prayer life is nourished and supported by the parish. Chart 23 shows the combined levels for “agree and strongly agree” ratings for respondents with respect to prayer life at Magdalen.

Chart 23: Cross-Tabulation Analysis on "Agree to Strongly Agree" Rating on Prayer Life at Magdalen by Gender & Age of Respondents



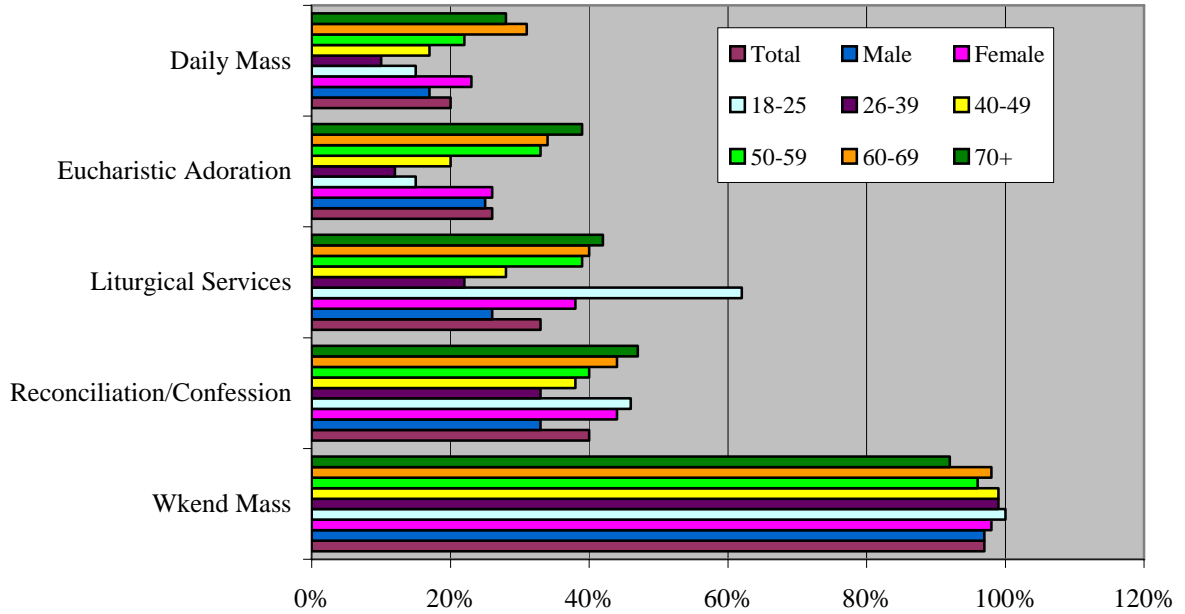
**Adoration Chapel visitation practices**

- ◆ More than 40 percent of the respondents admitted that they have never visited the Adoration Chapel. One percent stated they visited daily, 22 percent visit weekly and 5 percent monthly.
- ◆ Respondents who were most likely to visit the Adoration Chapel on a regular basis were older, attended Catholic schools, long term members of Magdalen Parish and did not have school aged children.
- ◆ Safety concerns regarding visiting the Adoration Chapel at night is an issue for 16 percent of the respondents, especially for older parishioners.
- ◆ **Conclusion** – Magdalen should check into what other parishes have done to ensure the utmost convenience and safety for Adoration Chapel volunteers. The parish needs to get creative in showcasing the Adoration Chapel so that parishioners are encouraged to use it.

**Type of prayer regularly experienced by survey respondents – See Chart 24**

- ◆ More than 97 percent of all respondents reported regularly attending weekend Mass.
- ◆ 21 percent reported that they attend daily Mass. More female than male respondents and respondents aged 60 – 69 more than any other age group reported attending daily Mass.
- ◆ Respondents aged 60 – 69 were more likely than any other age groups to engage in Eucharistic Adoration and Reconciliation.

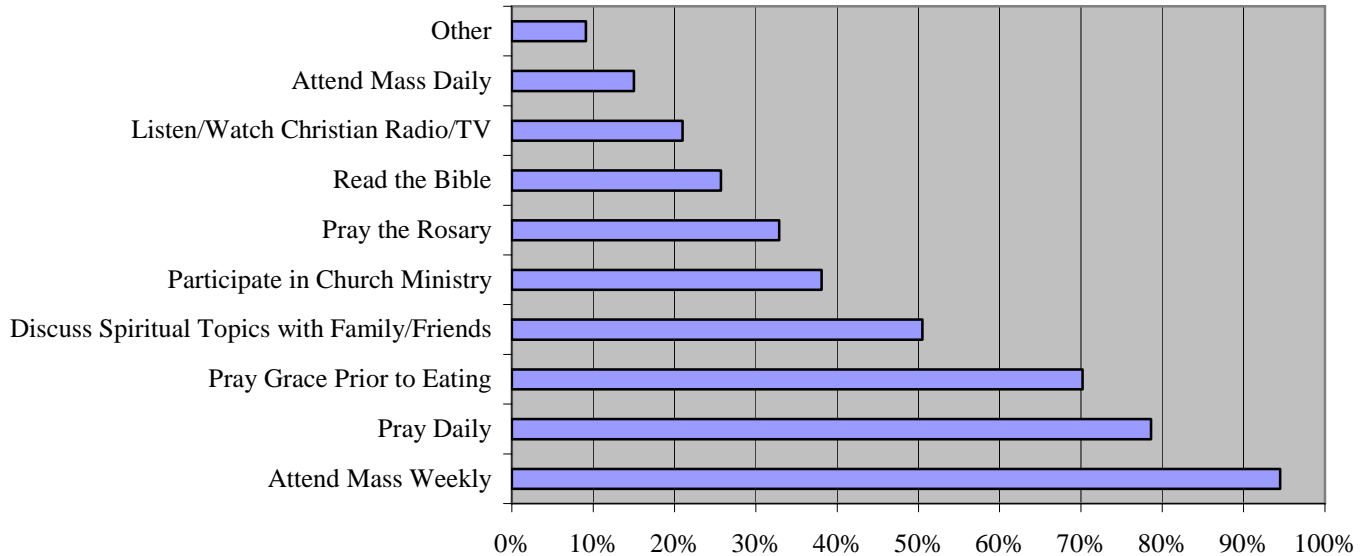
Chart 24: Cross-Tabulation Analysis of Type of Prayer Regularly Experienced at Magdalen by Gender & Age of Respondents



**Religious practices regularly engaged in by respondents – See Chart 25**

- ◆ To increase their spiritual life, respondents reported praying daily, reading the Bible, praying the Rosary, participating in a church ministry at Magdalen, listening or watching Christian radio/TV programs and praying table grace prior to each meal on a regular basis.
- ◆ More females than males report doing the aforementioned activities on a regular basis.
- ◆ Praying table grace is more likely to be reported by those 25 years of age or older as a regular activity or if there are school-aged children in the household. However, all of these prayful activities were more likely to be reported by respondents who attended Catholic schools. See Chart 25 for specific breakout of each activity.

Chart 25: Religious Practices Regularly Engaged in by Respondents



## PILLAR 3 – FORMATION

In what ways has Magdalen 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?

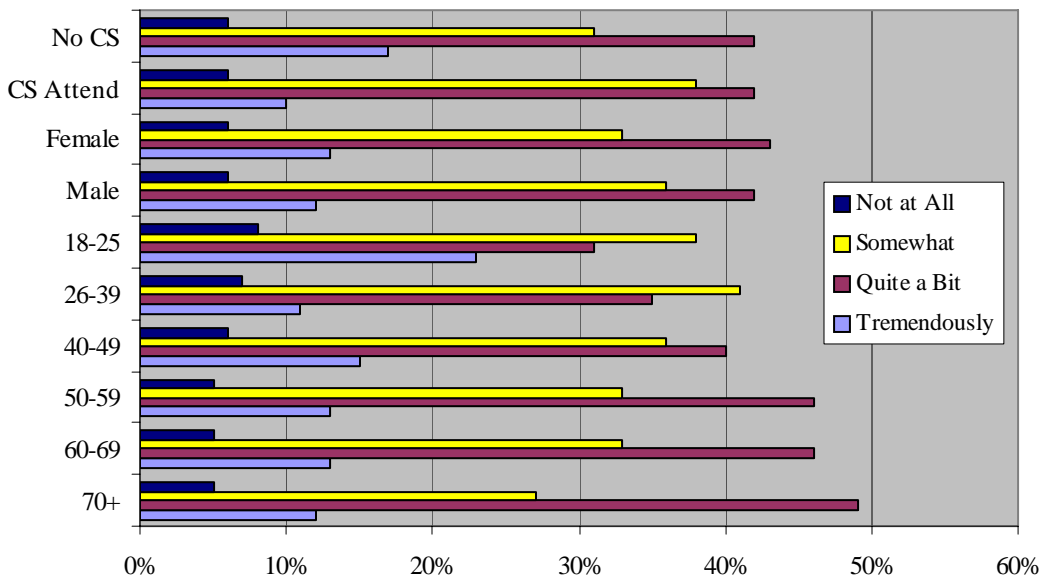
### *Interest in adult education classes*

- ◆ More than 30 percent of the respondents stated they would be willing to attend an adult education class at least once a month.
- ◆ Females were more likely than males and respondents who have been members from two to five years were the most interested in attending adult education classes.
- ◆ The top five topics cited most often included: Church history, Bible study, Catholic beliefs, values and prayer.

### *Increasing faith through Magdalen Parish membership – See Chart 26*

- ◆ 13 percent of the respondents stated that their faith has grown tremendously while attending Church of the Magdalen.
- ◆ Another 42 percent stated that their faith had grown “quite a bit.” As a respondent’s age increased, they were more likely to report their faith has grown as well when combining the responses of tremendously and quite a bit.
- ◆ Respondents who **did not** attend Catholic schools were most likely to suggest that their faith had grown “tremendously.”

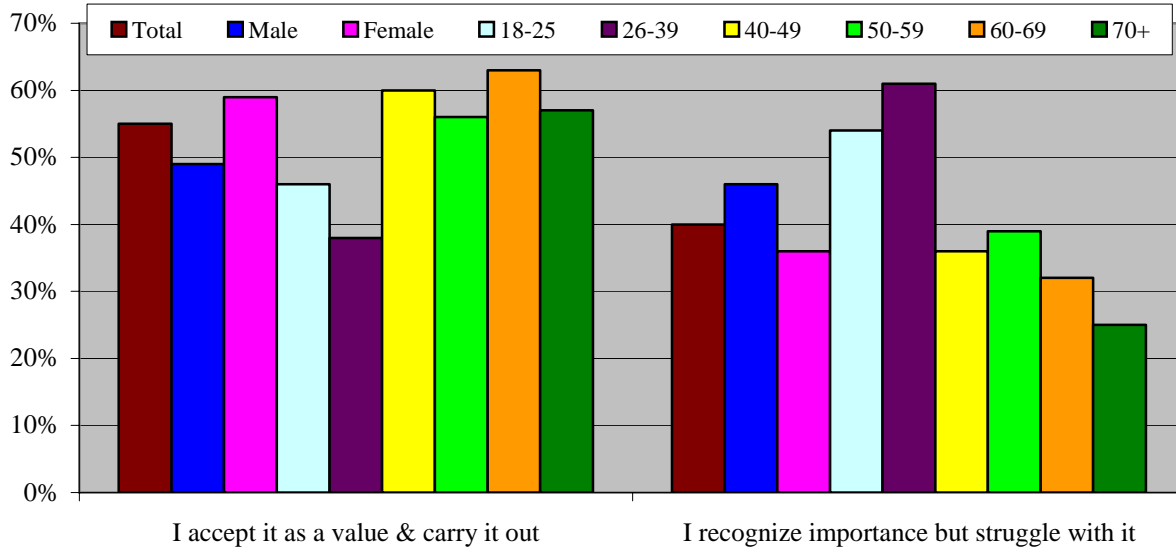
Chart 26: Cross-Tabulation Analysis on How Much Has Your Faith Grown at Magdalen by Age, Genders & Catholic School Attendance of Respondent



### *Accepting the concept of stewardship – See Charts 27*

- ◆ More than 54 percent of the respondents stated that they accept the concept of stewardship (time, talent and treasure) as a value and carry it out in their life.
- ◆ 40 percent of the respondents recognize its importance, but struggle with it.
- ◆ Respondents who are females, older, Catholic school attendees and have 10 or more years as a Magdalen parishioner are more likely to accept the concept and practice it than other respondents.

Chart 27: How Do You Feel About the Stewardship Concept by Gender & Age of Respondent



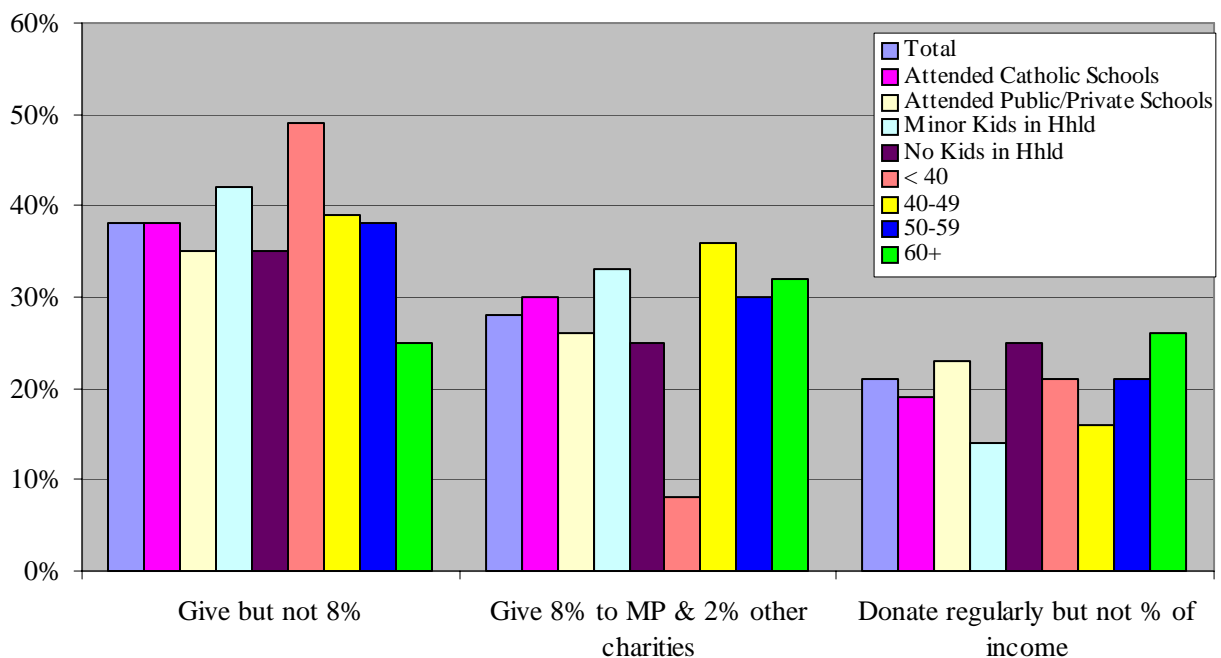
- ◆ Nearly 46 percent of the respondents indicated that they learned about stewardship from a combination of sources. While 25 percent stated they learned about it from hearing the homilies at Mass, 13 percent learned from family or friends. Others learned from testimonials given by various parishioners or from serving on the Stewardship Committee. 25 percent of the respondents identified the pulpit as the single place where they have learned about stewardship.
- ◆ Respondents who struggle most with the stewardship concept are between the ages of 26 to 39 years old.
- ◆ **Conclusions –**
  - The “culture of stewardship” is a constant educational process. The respondents who struggle least with this value are parishioners who are over the age of 40 and who have been registered at Magdalen for the last 11 years or longer.
  - Magdalen’s typical outreach to promote stewardship has been effective in **awareness** but has not resulted in major increases in treasure. The success of Magdalen as an effective stewardship parish can only be realized if all parishioners understand, embrace and live a stewardship way of life.
  - The Stewardship Committee needs to find more creative ways to ensure that all the “touch points” surrounding the opportunities of time, talent and treasure are maximized to ensure long-term commitment and growth for Magdalen Parish.

***Respondents’ Feelings toward Tithing – See Chart 28***

- ◆ 38 percent stated they give but not eight percent of their income, 28 percent give eight percent to the Church of Magdalen but also give two percent to other charities and 21 percent donate regularly but don’t give a percentage of their income. Only six percent stated they give 10 percent of their income to Magdalen.
- ◆ Tithing practices are fairly similar between genders but respondents over the age of 40 were more apt to give eight percent to the Church and two percent to other charities. However, these age groups are also more likely to have more discretionary income than younger age groups who are raising children, buying their first homes, paying off student loans and have yet to reach prime salaries within their professional careers.

- ◆ Respondents who reported having school aged children were a little more likely to tithe eight percent to the Church and two percent to other charities than their counterparts who reported having no minor children in the household.
- ◆ Respondents who attended Catholic schools were also more likely, than adults who attended public/private schools, to report that they give eight percent of their income to Magdalen and two percent to other charities.
- ◆ **Conclusion** – Tithing is a critical part of the stewardship way of life. The Pastoral Council, along with the Stewardship Committee, need to continually challenge parishioners by providing opportunities through various mediums to educate them on the importance of this practice. People need to feel like they belong to something before they will give. It would behoove the parish to find new and creative ways to engage parishioners in dialogue, volunteer opportunities and other ways so that deeper relationships can be established.

Chart 28: Cross-Tabulation Analysis of How Respondents Feel About Tithing?



**Volunteer practices of survey respondents – See Charts 29 & 30**

- ◆ The statement that “time is a gift I need to share,” was agreed to by 58 percent of the survey respondents.
- ◆ 20 percent of the respondents identified that “time” was an issue for them (e.g. 6% no time to spare, 7% racing against the clock, etc.)
- ◆ Female respondents were more likely than males and respondents between the ages of 18 to 25 were more likely to feel that time was a gift they needed to share.
- ◆ Volunteerism increases after the mid-40’s and continues until the age 70 or older. Comments suggested that respondents enjoyed their volunteer assignments until they are no longer physically able to do it or when their help is needed in a care giving capacity.

Chart 29: How Do You View Time Available for Volunteering?

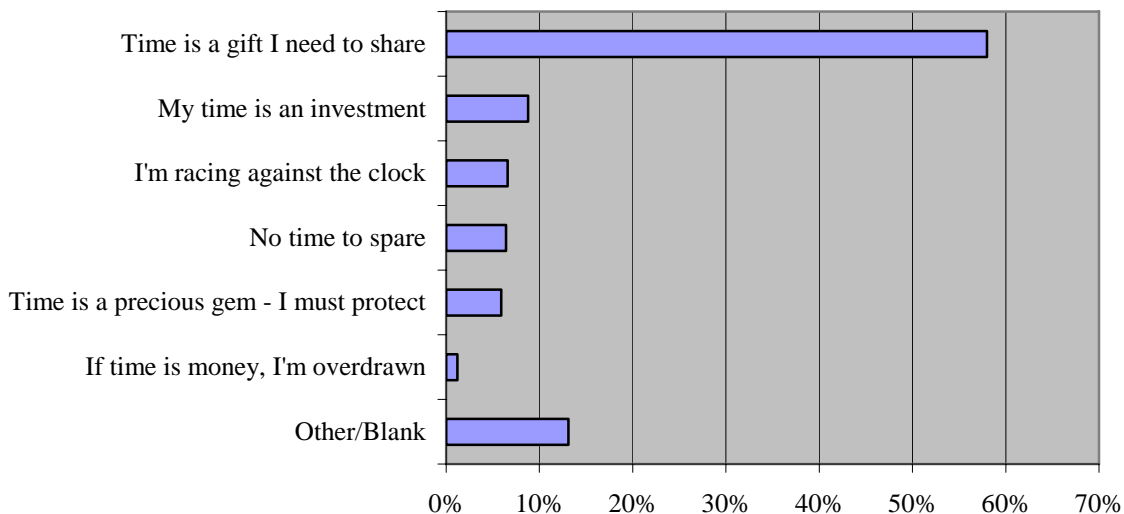
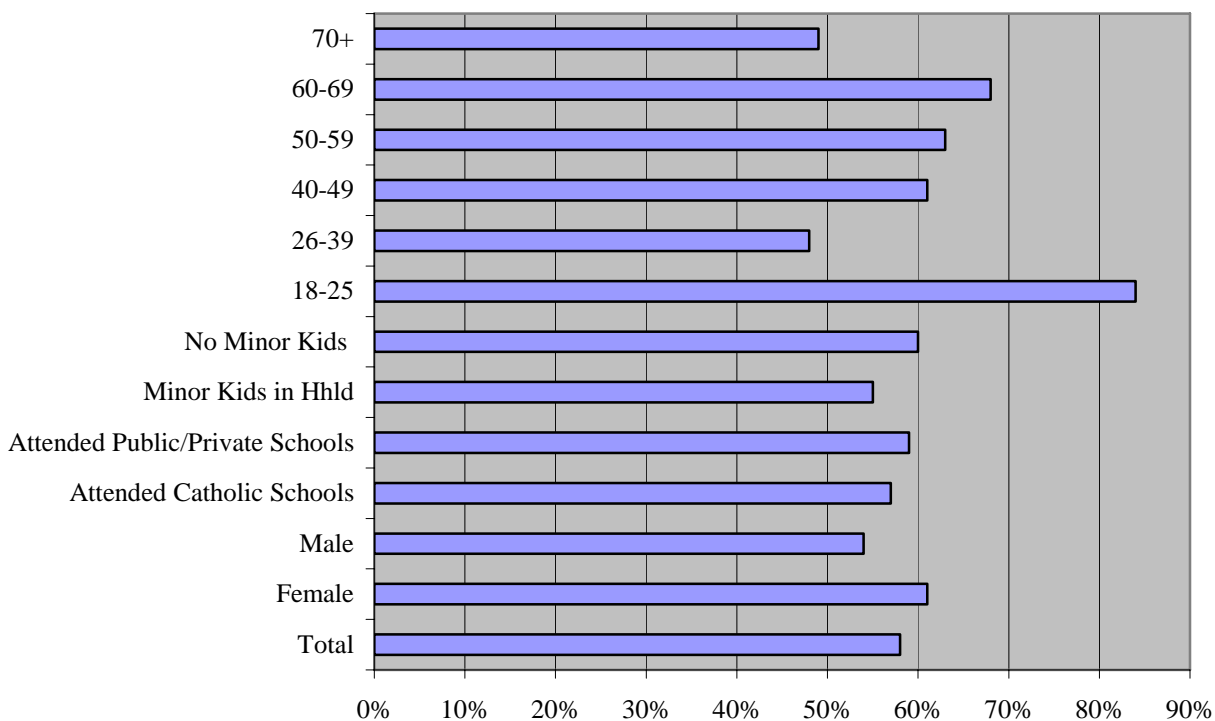


Chart 30: Cross-Tabulation Analysis of "Time is a Gift I Need to Share" Response

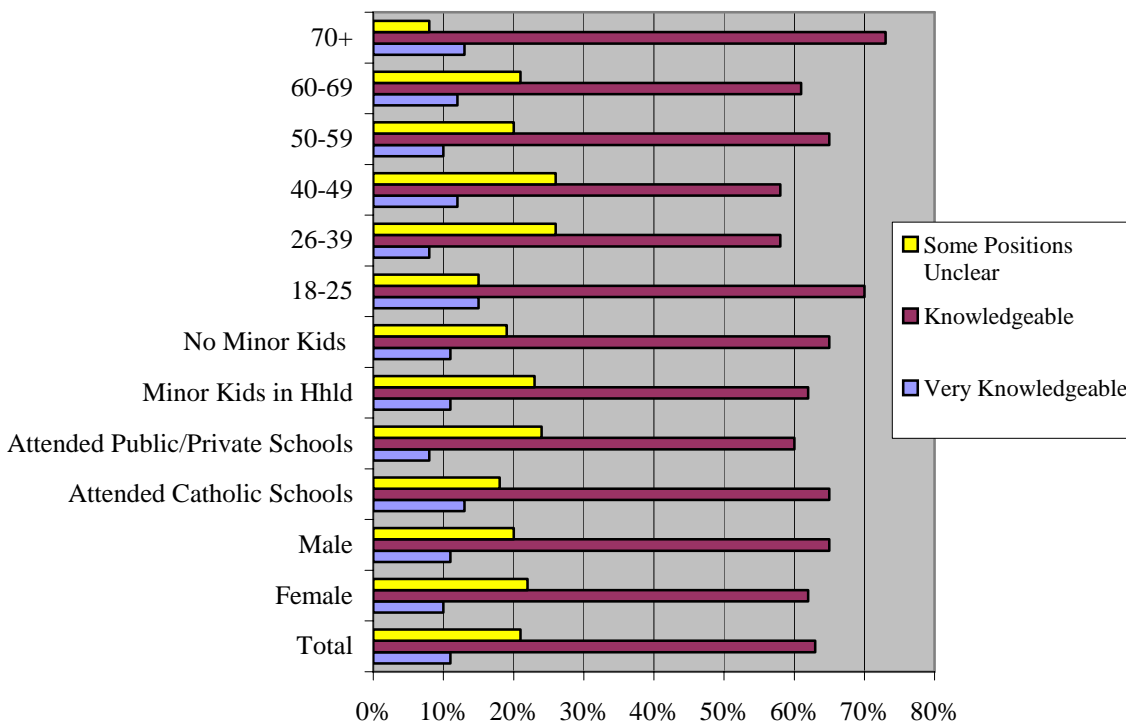


**Conclusion** – The 18-25 year old respondents identified that “friendliness of parishioners” is an important reason for joining Magdalen and 90 percent of this age group feel their “time and talent is appreciated.” This group also identified they wanted to be “a lot more involved.” It is highly recommended that the Pastoral Council find some “leaders” in this age bracket who would engage this target population in finding creative ways for new parishioners to get involved.

**Knowledge level of Catholic doctrine – See Chart 31**

- ◆ Nearly 11 percent of all respondents rated themselves as “very knowledgeable” and 63 percent as “knowledgeable” about Catholic doctrine on social/moral issues.
- ◆ 21 percent stated they are knowledgeable but some Catholic doctrine positions are unclear.
- ◆ Nearly 3 percent stated that are well aware of the Catholic doctrine’s position but do not follow it in their day-to-day life.
- ◆ Males are more likely than females, respondents aged 70 or more, Catholic school attendees, households without minor age children and parishioners who have been members for 20 years and more are more likely to report that they are “very knowledgeable to knowledgeable” about the Catholic doctrines.
- ◆ A few stated that they are confident about the Church’s positions on abortion, contraception and end of life however, they’re not sure they could convince others why they should support the Catholic Church’s stance.

Chart 31: Cross-Tabulation Analysis on Knowledge of Catholic Doctrine on Social/Moral Issues



**Faith formation relationships**

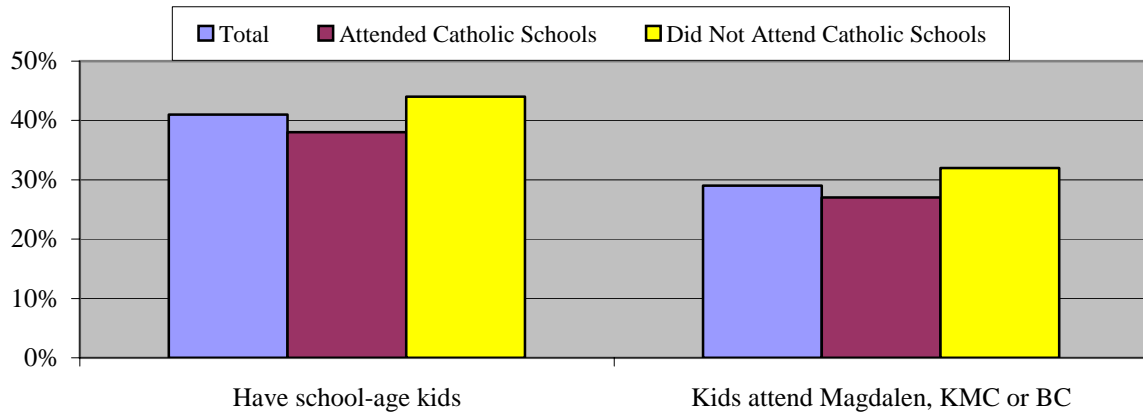
- ◆ More than 90 percent of respondents described their relationship to Christ by selecting “Christ is my Savior” response.
- ◆ Males were more likely than females to doubt where they stood with Christ and/or to suggest they had a few things to work out before they could begin to accept Christ in their life.
- ◆ 75 percent of all respondents identified their **mother as being the most important influencer in their faith formation**. Mothers were selected more by of female respondents (76 percent) compared to their male counterparts (72 percent). While 70 – 78 percent of all other age groups selected their mothers, 92 percent of the group aged 18-25 years old selected mothers. A major finding was that of Catholic school attendees – 86 percent of those who reported a Catholic education selected their mothers in comparison to 60 percent who attended public/private schools.

- ◆ Others who were selected as the “most important influencers” in faith formation included: fathers (59 percent), spouses (47 percent), parish priests (40 percent), grandmothers (33 percent), religious sisters (25 percent) and the categories of grandfathers and friends each selected by 20 percent. Respondents were able to select more than one “important influencer.”

**School-age children households and school selection practices – See Chart 32**

- ◆ 41 percent of all respondents stated that they have school age children in their household. Of that group, 29 percent of those children are currently attending Catholic schools.
- ◆ Respondents who did not attend Catholic schools in their formative years actually reported having households with school-age children. Of the households reporting that their children are currently attending Catholic schools, their parents were slightly more likely to report they attended public/private schools.

Chart 32: Catholic School Experience of Respondents & Its Impact on School Selection for Their Children



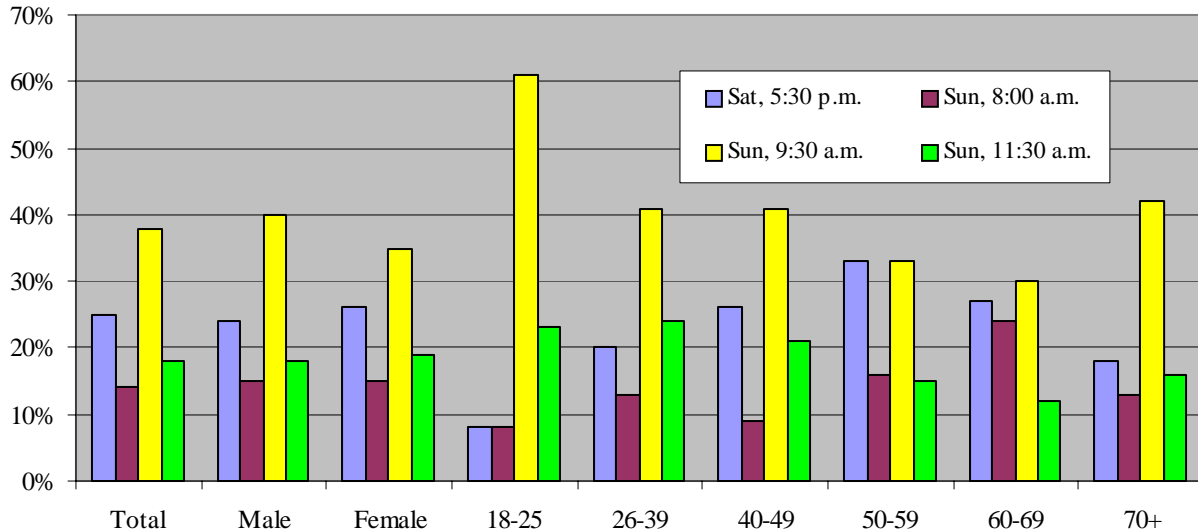
- ◆ 145 Catholic children who are registered as Magdalen parishioners are attending public/private schools instead of Magdalen. Eighteen of those children are in need of special education classes which are not provided at Magdalen.
- ◆ Andover school district is teaching 23 percent of Magdalen school-aged parishioners.
- ◆ Other reasons for attending public/private schools included need for: preschool programs, all day kindergarten classes, transportation to and from school, a more challenging curriculum, better resources for long-term educational goals and/or because spouse is employed at public school.
- ◆ **Conclusion** – If the stewardship way of life is going to be successful, the value of a Catholic school education must be marketed. It appears that the largest student population is being lost to Andover school district. If Magdalen School is going to recruit its “market share” of new students than it needs to compete by showing the “value-add” and “educational outcomes” of students attending Magdalen and Kapaun on its website, through school recruitment efforts and through newsletter promotions.

**Mass time selection of survey respondents – See Chart 33**

- ◆ 90 percent of all respondents reported they attend Mass regularly every week. Respondents who attended public/private schools were more likely to report attending weekend Mass regularly (93 percent) than those who attended Catholic schools (88 percent).
- ◆ Most survey respondents attend 9:30 a.m. Sunday morning services. This Mass time seems to be the most popular for families with school-age children.

- ◆ Saturday night’s Mass at 5:30 p.m. is the next popular time for respondents. While the majority of all age groups attend the 9:30 a.m. Sunday Mass, the majority of respondents aged 50 – 59 are evenly split between attendance at the 5:30 p.m. and 9:30 a.m. Mass.

Chart 33: Cross-Tabulation Analysis on Weekend Mass Selection of Respondents



- ◆ More than 71 percent of the respondents stated that they normally don’t go to daily Mass.
- ◆ Almost 12 percent stated they regularly attend 8:00 a.m., six percent attend 7:00 a.m., and six percent attend 5:30 p.m. weekday services.
- ◆ A few people suggested they would attend daily Mass more regularly if it started at 6:30 a.m. so they could get to work. A few said they attend noon Mass at the Cathedral when they can.

**Barriers limiting Mass attendance on a regular basis**

- ◆ The most common barrier cited was that Mass times didn’t fit around work schedules. Although the percentage of people citing this as a real barrier was small.
- ◆ Other reasons given as barriers are contained in Appendix 3

**Perceptions and realities of Magdalen’s financial status – See Charts 34-35**

- ◆ Only 14 percent of all respondents correctly identified that Magdalen is having difficulty paying regular total operating expenses.
- ◆ Close to 54 percent of the respondents indicated they were aware of Magdalen’s Pilgrimage of Faith campaign. However, there is different levels of awareness as can be seen by Chart 31 which shows the awareness level by gender, attendance at Catholic versus public/private schools and by length of membership at Magdalen Parish.
- ◆ Less than half of all respondents who have joined the parish in the last five years are knowledgeable about the Pilgrimage of Faith campaign. This statistic decreases to 20 percent for those who have joined in the last year to three years.
- ◆ Parishioners who have been here for six years or more are aware of what the Pilgrimage of Faith campaign is but there is still room to grow their level of support.

Chart 34: What is Your Perception of Magdalen's Current Financial Status?

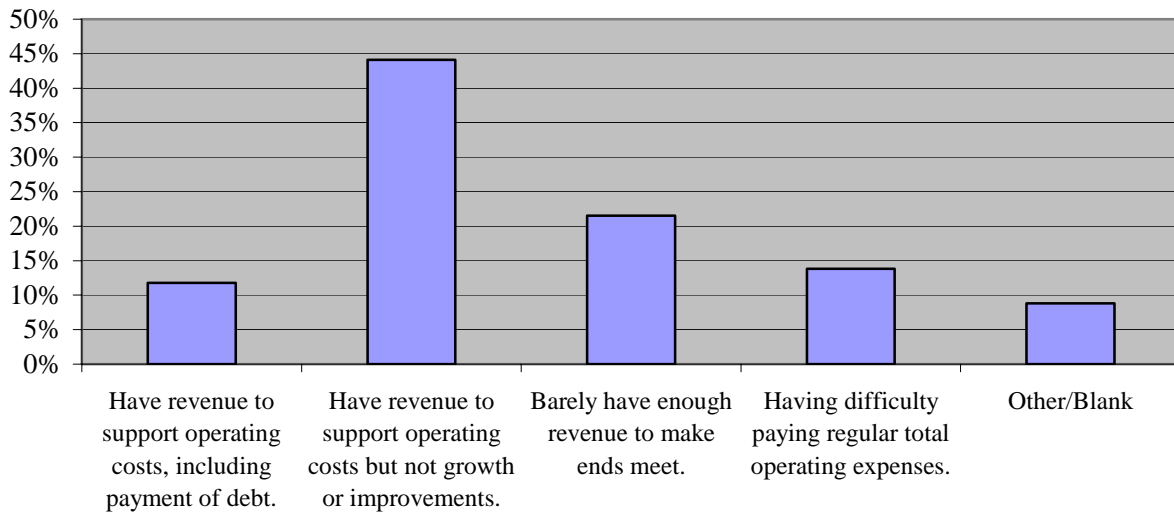
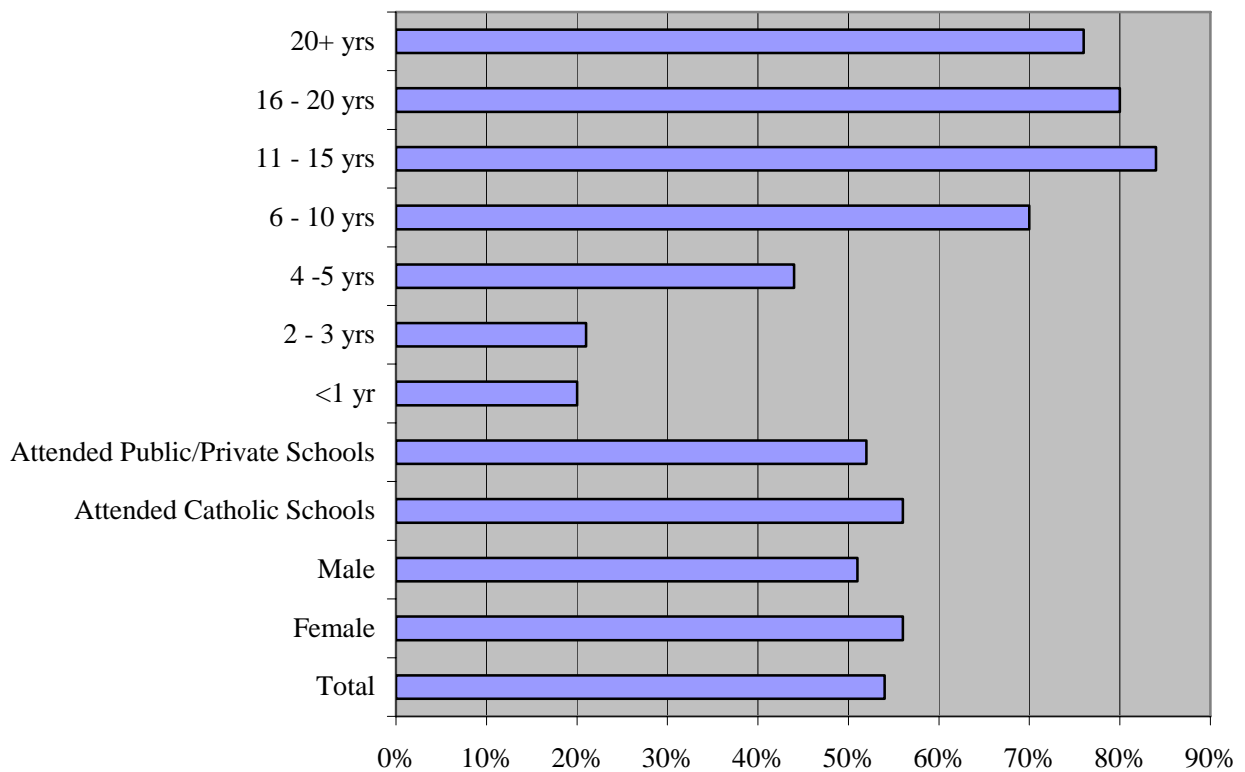


Chart 35: Cross-Tabulation Analysis on Respondents Who Are Aware of Pilgrimage of Faith Campaign



◆ **Conclusion –**

- It is apparent that the information available weekly in the bulletin is not clear enough to educate the parishioners about the financial status of Magdalen. This lack of knowledge goes across genders, ages, and years of membership in the parish.

- New ways of communicating the parish financial requirements need to be developed, sooner rather than later. The remaining debt needs to be more clearly communicated on a **regular basis** so that people are reminded that this Pilgrimage of Faith campaign may be “officially” over but the debt has not yet been retired.

***Sharing in my Mass experience***

- ◆ More than 80 percent of the respondents stated that they usually attend church with their spouses.
- ◆ Fifty one percent also attend with their children.
- ◆ Approximately 13 percent of the respondents stated they come alone.

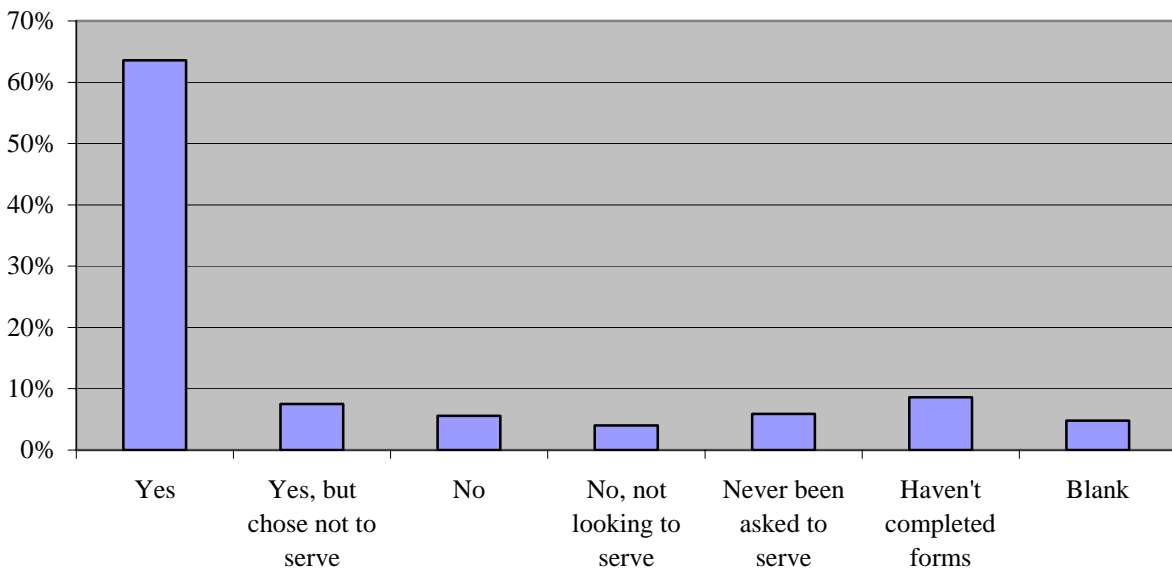
**PILLAR 4 – SERVICE**

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.

***Participation in stewardship events – See Chart 36***

- ◆ Approximately 80 percent of all respondents participate in stewardship events because they want to. This is fairly consistent across all ages, years of membership and genders.
- ◆ Close to 64 percent of all respondents stated they found opportunities to serve in ministry on their stewardship forms however, getting involved was where they encountered some problems. Lack of follow-up by committee chairmen was raised again with this question and has become a very consistent theme in reading the overall comments contained in Appendix 3.
- ◆ Those who were least likely to find a ministry in which to serve were in the age 18 -25 year old group or those who are new to the parish.
- ◆ Several comments were made around the lack of ministry opportunities that involved “families.” Things that families could enjoy doing together.

Chart 36: Found Opportunities to Serve in Ministry on Stewardship Forms

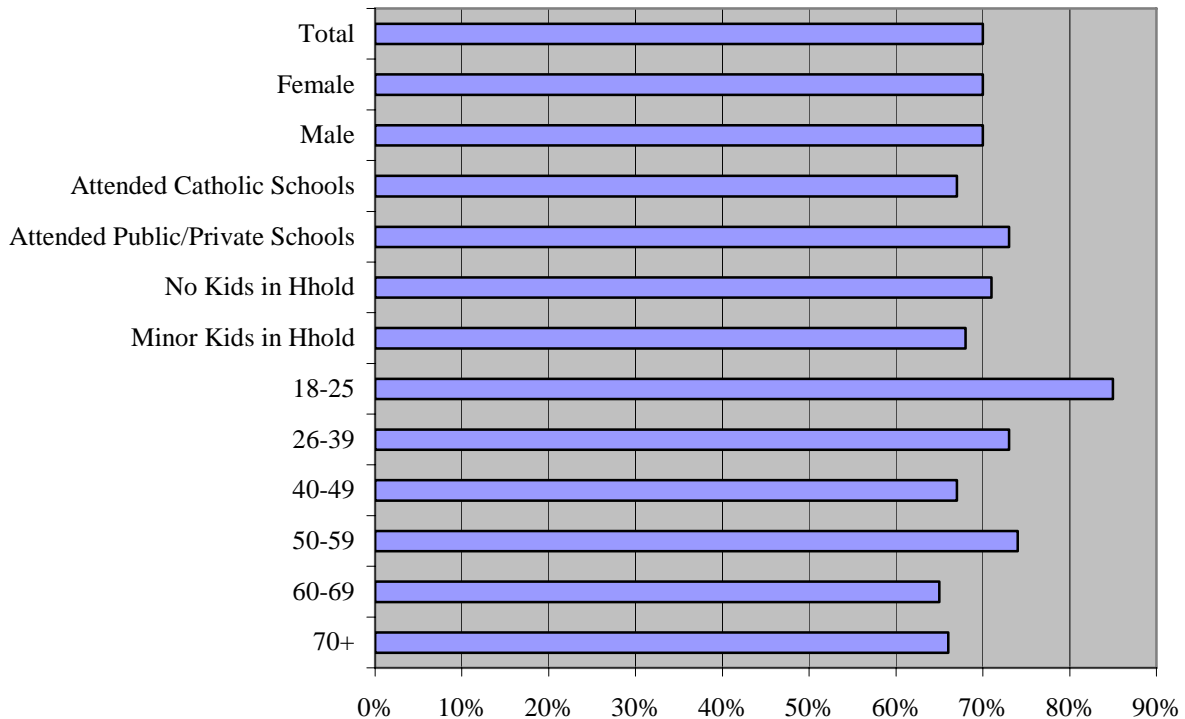


***How well is parish staff serving you? – See Chart 37***

- ◆ Close to 70 percent of all respondents affirmed that the parish staff and organization is serving them well most of the time.

- ◆ The younger the respondent, the more likely they felt staff had been helpful most of the time. Likewise, the older the respondent, the less likely they felt they were being served.
- ◆ Fathers Pat and Ben, as well as Sister Connie received many remarks which were kind thanking them for their leadership, friendship and support. Other staff was mentioned as well but the bulk of the comments centered around the clergy. These remarks are contained in Appendix 3.

Chart 37: Cross-Tabulation Analysis on Belief that Parish Staff Serve Respondents Well Most of the Time



**Sharing of time to serve others – See Charts 38-39**

- ◆ When asked if they feel that the parish reaches out to them, approximately 40 percent believe that it does.
- ◆ 65 percent of all respondents stated that they do volunteer in some capacity.
- ◆ Approximately 59 percent of the respondents stated someone in their household regularly volunteers for Magdalen Parish, 24 percent in the school.
- ◆ Approximately 28 percent of the respondents stated they “often” give of their time to service activities **within** Magdalen Parish during the year. Another 24 percent stated they also give “often” of their time and talent to service activities **outside** of the parish as well.
- ◆ 34 percent of the respondents volunteer for community non-profit groups and another 24 percent volunteer for programs that are sponsored by the Wichita Diocese. Many of these households volunteer in multiple locations for the betterment of their community.
- ◆ Nine percent said they had no time to volunteer but seven percent stated they had tried however, there was no follow-up from Magdalen.
- ◆ About 27 percent of the respondents stated they were members of Magdalen Parish for six months or less before being asked to do something for the parish. 14 percent stated that they have never been asked to do anything.

Chart 38: How Well Is Magdalen Reaching Out to You & Others?

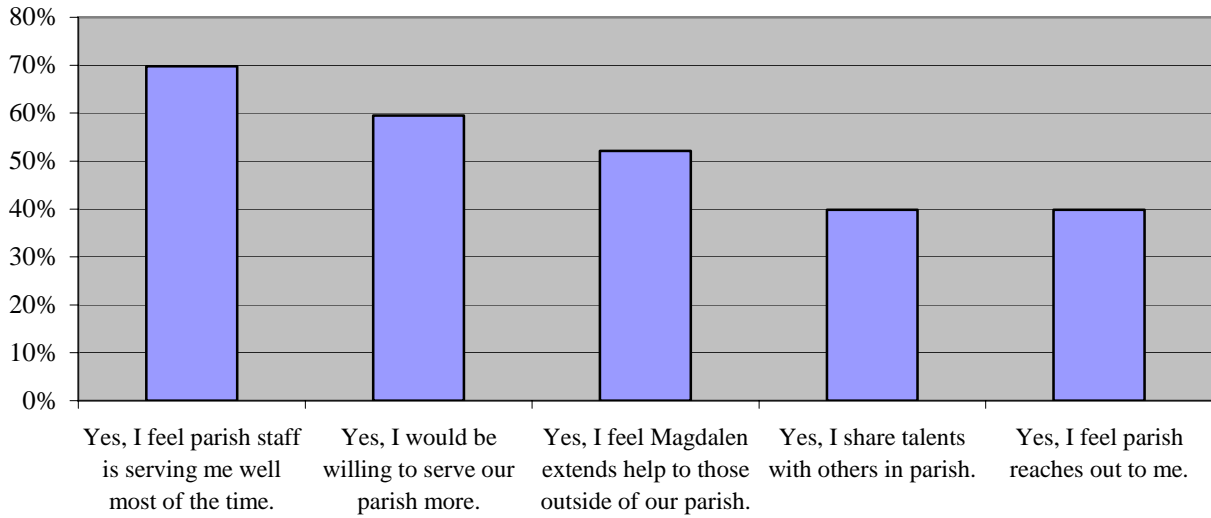
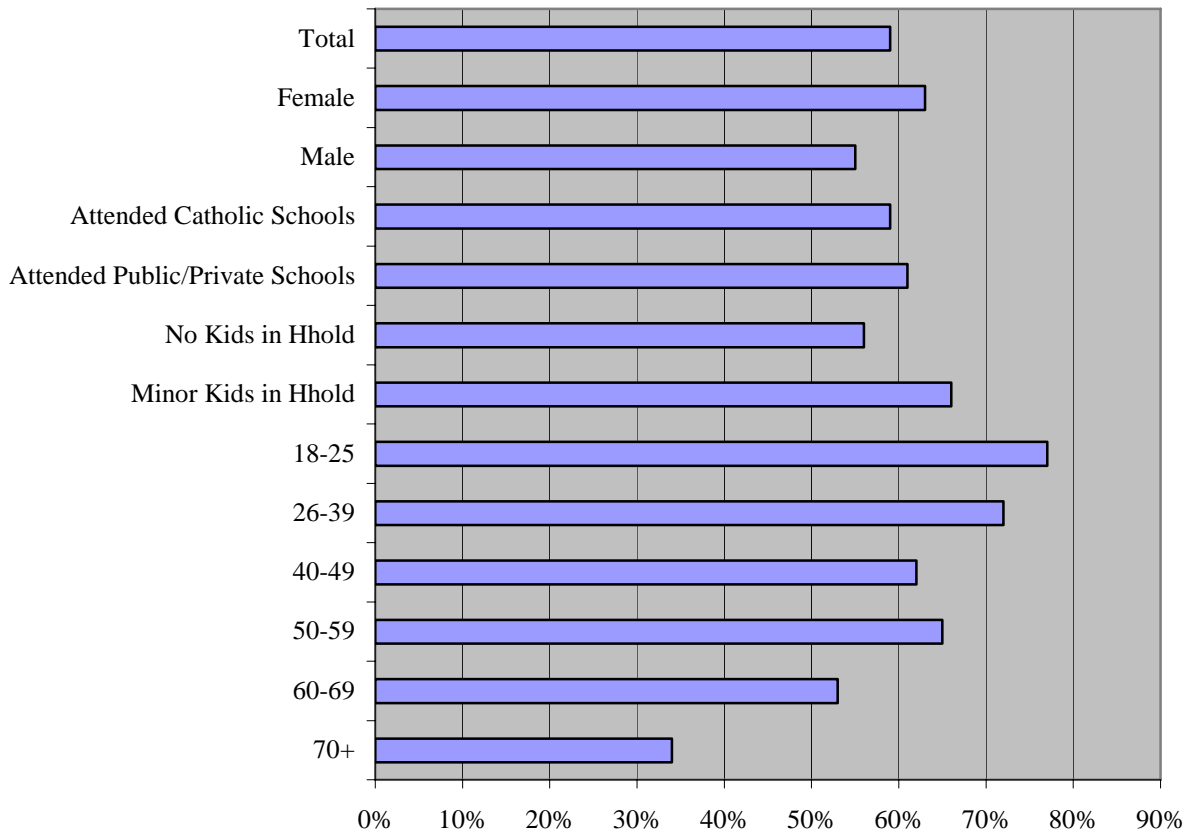


Chart 39: Cross-Tabulation Analysis on Respondents Who Would be Willing to Serve the Parish More



- ◆ **Conclusions –**
  - While 70 percent of the respondents feel the parish staff is serving them well most of the time, 38 percent of that response represents the category of “sometimes.” Only 14 percent of the respondents stated “no, staff is not serving them well.” Magdalen has lots of room to grow in meeting the needs of its parishioners.
  - Volunteerism is alive and well in Magdalen Parish. While it is important to volunteer for Diocesan programs and other non-profit groups, it would be good to channel that initial volunteer energy for projects that would help meet the needs of our own parish. Volunteering at Magdalen is perceived to be difficult as follow-up from stewardship forms by committee chairmen is not quick or consistent. Seven percent of all respondents said lack of follow-up was the main reason they do not volunteer at Magdalen.
  - The Pastoral Council now has a baseline to measure how long it takes new parishioners to be asked to do something for the parish. The Pastoral Council needs to come up with an acceptable time frame for how long members should go before they are asked to do something. The volunteer pool seems to be interested but they are having trouble making the “initial connection.”

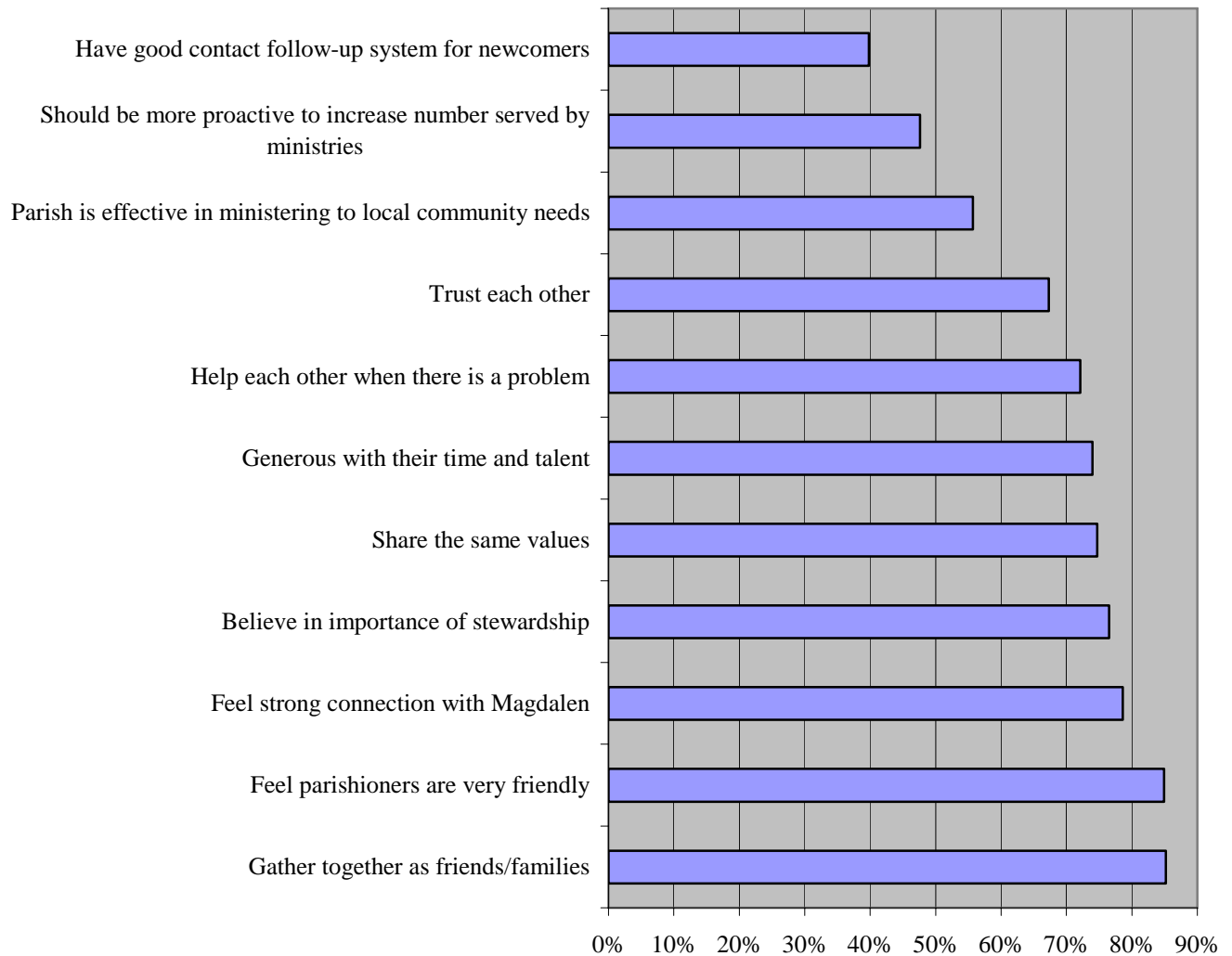
***How comfortable are parishioners in asking for Magdalen’s help?***

- ◆ Approximately 69 percent said they would ask for help if they really needed it.
- ◆ Younger respondents were more likely to feel comfortable in asking. There isn’t much difference between genders, length of parish membership or if minor children were in the household.
- ◆ 25 percent stated they would not feel comfortable in asking for help. Those least likely to ask for help are respondents who are age 40-49 years old and who attended Catholic schools.

***Major strengths of Magdalen Parish – See Chart 40***

- ◆ The top two major strengths identified by the respondents are:
  - Magdalen parishioners gather together as friends/families
  - Magdalen parishioners are very friendly.
- ◆ Trusting each other was a strength that was identified by 68 percent of the respondents. “Trusting each other” is a strength perceived by more younger respondents than other age groups. More than 90 percent of the respondents aged 18-25 identified this strength as compared to 59 percent of the 60-69 year olds. Male respondents were more likely to identify this strength than their female counterparts.
- ◆ According to 45 percent of the 70 year old or older respondent group, Magdalen Parish is effective in ministering to local community needs. This compares to 69 percent of the respondents aged 18-25 years old and 63 percent of the respondents age 26-39 years old.
- ◆ 40 percent of the respondents stated that Magdalen Parish has a good contact follow-up system for newcomers. This percentage decreased to 37 percent for respondents aged 50-59 years old and 30 percent for respondents who have been parishioners for 20 years and more.
- ◆ **Conclusion –**
  - The Pastoral Council needs to establish some benchmarks using this survey as a baseline for characteristics and values of this parish. Trust is an important factor in relationship building and according to this survey requires some work before parishioners feel more comfortable with each other.
  - The parish needs to decide if it is in a position to minister to local community needs or if it is going to take some time to focus on its own membership. When you look at the fact that 55 percent of the parishioners joined Magdalen in the last five years, the parish may be better suited to look at its own needs before trying to minister to outside populations.
  - Having a follow-up system for newcomers is a good challenge to have. How many parishes would love to have this many new members joining its ranks? This follow-up system would be a great way to get newcomers involved as they certainly have the best perspective as to what is missing with our current welcoming system.

Chart 40: "Agree to Strongly Agree" These Parishioner Strengths Exist at Magdalen



***Is there a need for new support programs?***

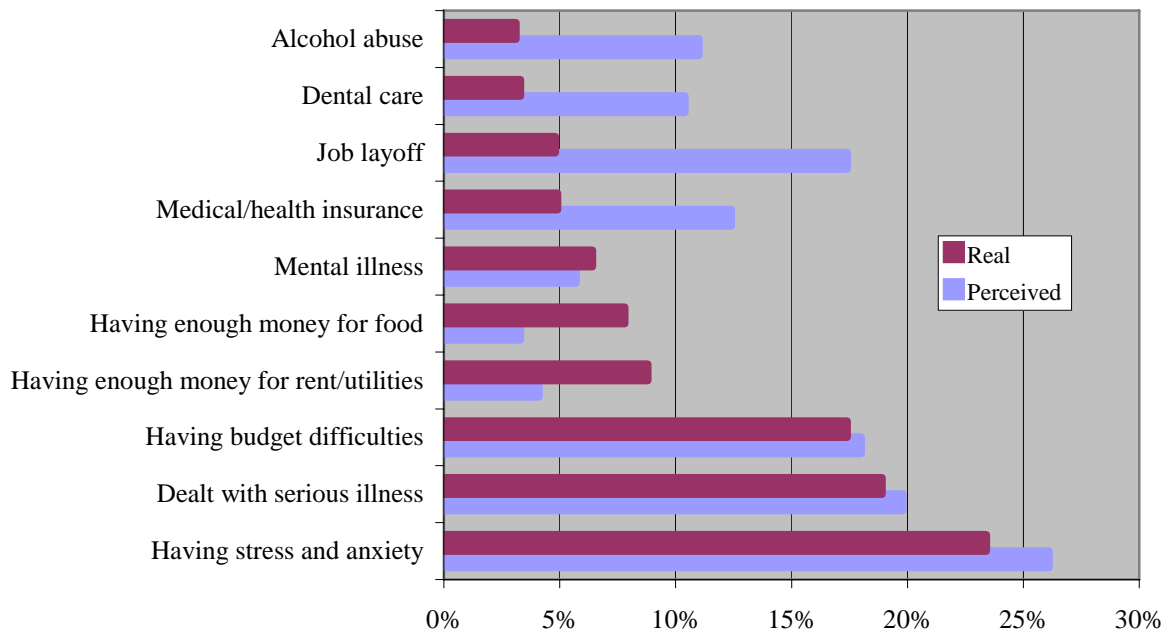
- ◆ The top three support programs that respondents believed Magdalen should start or strengthen included - establishing a speaker’s bureau (16%), a group for troubled teens (15%) and a bereavement support group (14%).
- ◆ Magdalen already has an on-going bereavement support group. It may need to be marketed differently so that more parishioners are aware of its existence. It may be a good idea to invite this support group’s facilitator to make a short presentation following Mass some weekend.
- ◆ **Conclusion-**
  - There was no support programs listed or suggested that garnered a high level of endorsement from respondents. This may be due to the fact that Magdalen is located in a city where there are numerous support groups available to address the needs of most individuals or it is possible that people prefer outside help.
  - It may be helpful for Magdalen parishioners if they were aware of 2-1-1, a program sponsored by the United Ways of Kansas that quickly identifies where parishioners can get assistance for most issues. This is a state-wide resource and is accessible 24 hours a day/5 days a week or online by going to [www.211kansas.org](http://www.211kansas.org). A link could be attached to the Magdalen webpage to ensure an easy access for parishioners to get reliable information quickly without expecting parish staff to know what is current in the area.

***“Perceived” and “real household” problems identified by respondents – See Charts 41 & 42***

Magdalen parishioners were asked to review a list of problem areas. Then each respondent was asked to indicate to what extent they perceived the problem to exist for Magdalen families based on their personal experiences with other parishioners. Then the survey directed the respondents to acknowledge whether the issue was a real problem for them or a member of their family during the last year.

- ◆ The number one problem that was perceived to “often exist” for Magdalen families is “having stress and anxiety.” This issue has been and continues to be the number one challenge for all families as documented through numerous United Way of the Plains’ needs assessments and by other behavioral and mental health research done on a national level. This issue was also identified by 23 percent of the respondents as being a “real problem” for them and their families.

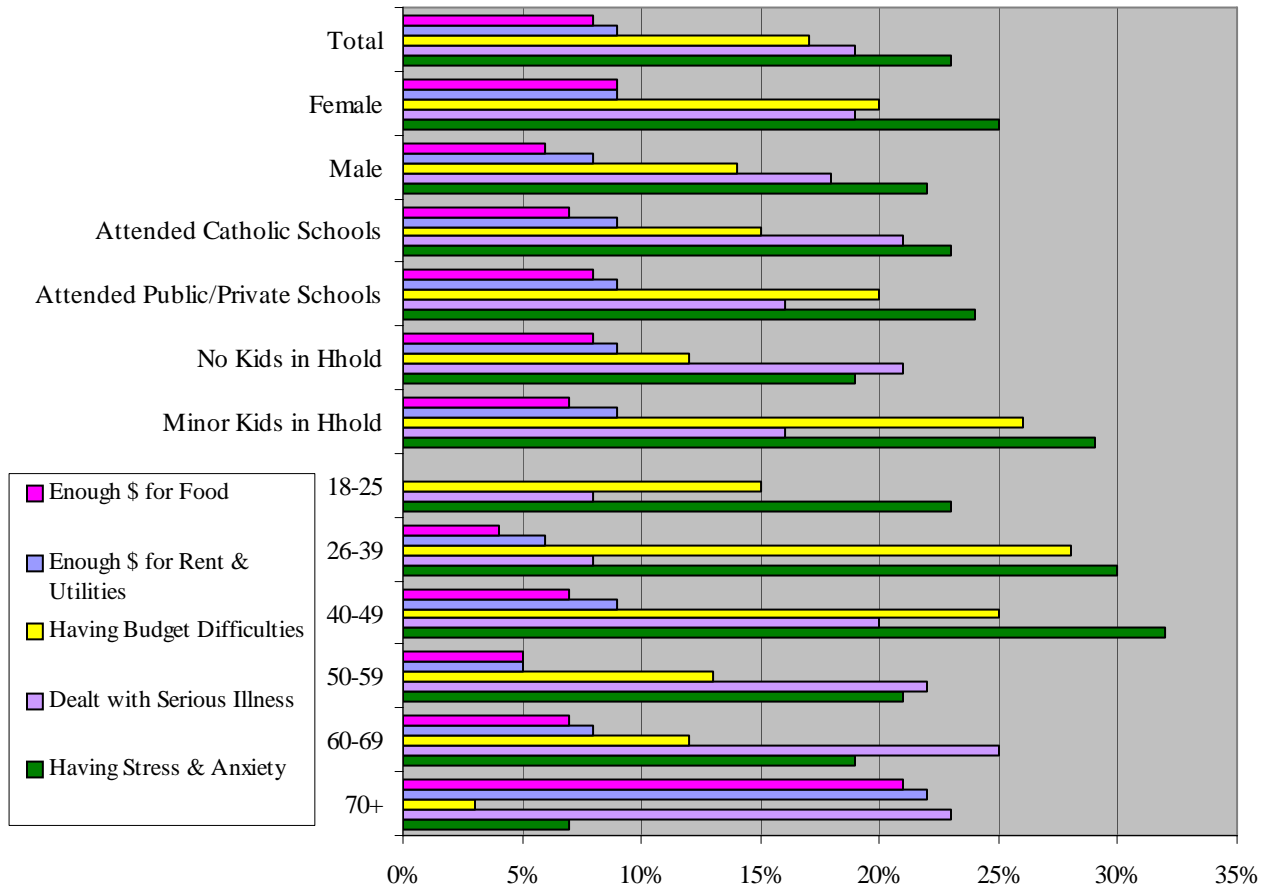
Chart 41: Top 10 "Perceived" Problems to Exist for Magdalen Families & How They Relate to "Real" Household Problems



- ◆ Mental illness, having enough money for food and having enough money for rent/utilities are more of a “real” problem for respondents’ households than what was “perceived.”
- ◆ Having stress and anxiety, dealing with serious illness and having budget difficulties was “perceived” to be slightly more higher than what was acknowledged by respondents.
- ◆ Female respondents were more likely to report having real stress and anxiety issues in their households than their male counterparts.
- ◆ Not having enough money for rent, utilities and food was more likely to be identified as a real problem for respondents aged 70 years old and older than any other age group. However, this same age group reported having less stress and anxiety than other respondent groups. The conclusion drawn is this age group does not stress out when faced with financial issues as easily as other respondent groups.
- ◆ Having budget difficulties was more likely to be a real problem for respondents who are between the ages of 26-39 and who had minor children in the household.

- ◆ Respondents between the ages of 60-69 were more likely than other age groups to identify that their household experience a problem with a serious health issue during the last year. However, respondents age 70 and older, as well as age 50-59, were close behind on this real household issue.
- ◆ Having stress and anxiety was least likely to be identified in households without minor children. However, it should be noted that this may also be related to the fact that respondents reported less stress and anxiety once they reached the age of 50 and older.

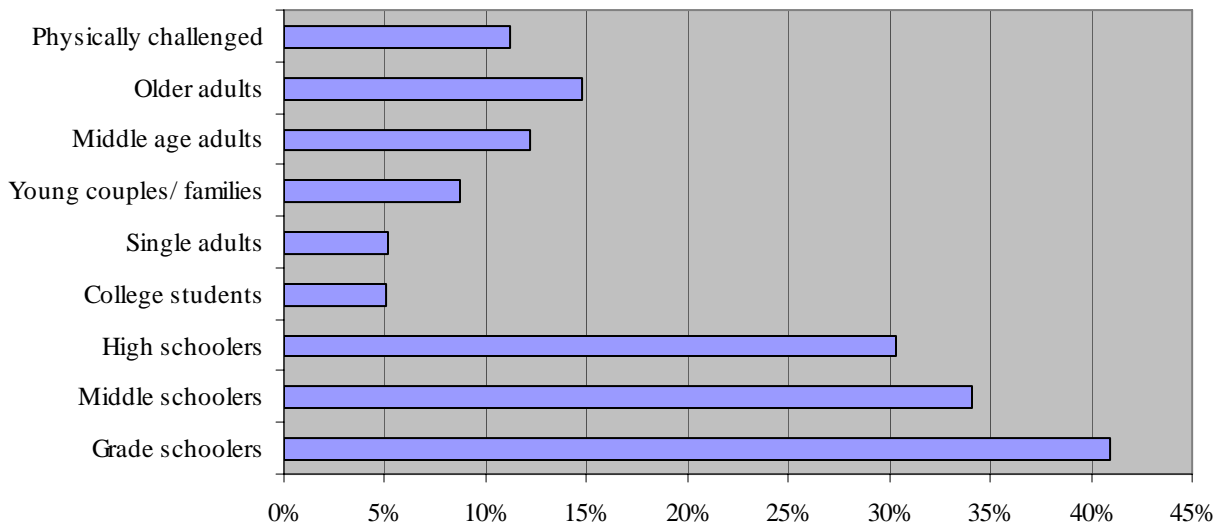
Chart 42: Cross-Tabulation Analysis of Top Five "Real" Household Problems of Respondents



**How well are school children served by the parish? – Chart 43**

- ◆ Of the target populations served by Magdalen, more than 40 percent of the respondents believe that the grade school children are served “very wel.” However, there is a distinction drawn by some, as several respondents suggested that it pertains only to children who attend Magdalen School. Respondents whose children attend public/private institutions, but participate in Magdalen’s PSR classes, don’t necessarily agree that their children are served well at all.
- ◆ Target populations which are perceived to be the least served “very well” include: college students, single adults, young couples with minor children and physically challenged parishioners.
- ◆ Respondents who are older are less likely to perceive that children of all ages are served “very well” in comparison to younger respondents.

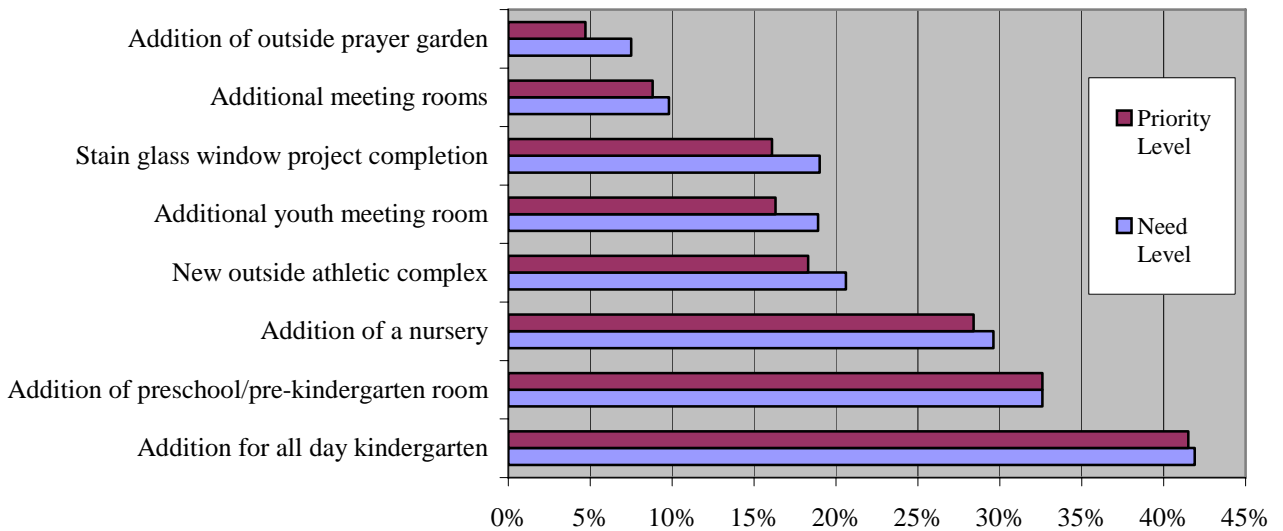
Chart 43: How "Very Well" Magdalen Serves Target Populations



**Facility needs and prioritization of projects – See Chart 44**

- ◆ In looking at the facility needs of the parish, the majority of survey respondents supported the need of a preschool/pre-kindergarten classroom, an all day kindergarten classroom, and the addition of a nursery. These three facility needs were also seen to be priorities for the parish survey respondents regardless of genders, ages, and years of membership in the parish.
- ◆ While completion of a new outside athletic complex was seen as a need by 21 percent of the respondents, only 18 percent saw it as a priority.

Chart 44: Comparison between "High to Very High" Needs & "High to Critical" Priorities



The last three questions were open-ended and asked the respondents what do you like best about the Church of the Magdalen, what one thing would you like to see changed or added to improve Magdalen Parish and are there any additional comments you would like to make regarding your Magdalen experience. The response to these three questions was 79.4, 59.1 and 42.1 percent respectively.

What the respondents liked best about Church of the Magdalen were Father Pat, the people of Magdalen, the beautiful facility, Father Ben and Sister Connie.

The one thing respondents would liked to see changed or added included cry room/nursery, all day kindergarten, adult education classes and workshops, preschool nursery and an improved parish dress code for Mass attendance, especially for those who are in a supportive role in the Eucharistic celebration.

Additional comments that were made included how much the respondents loved their parish, their clergy and religious representatives, appreciation for having an opportunity to offer input via the parish survey, and their desire to become more involved in the parish.

All of the comments made during this research projects are captured in Appendix 3. To expedite reading and save money on copying this report, comments were summarized into themes presented by respondents. However, sentiments have been captured and will be discussed by the Pastoral Council for action.

## **CONCLUSIONS**

Appreciation goes out to the 748 Magdalen Parish respondents who took time to provide their opinions and helpful suggestion in this research effort. Hundreds of hours were devoted to entering responses, analyzing data and summarizing comments to bring this research project through completion. This results from this report are already being acted upon and will be used in the months and years to come by the Pastoral Council.

In reviewing the major findings of this research effort, several themes were identified that will be the basis for more discussion between the Pastoral Council and the parishioners. Specifically:

- ◆ Magdalen Parish has experienced a tremendous growth in the last five years. Over half of the parishioners have joined the parish since the move from the old location at Kellogg and Woodlawn. Population projections continue to suggest strong growth for the parish and more demands for school enrollment.
- ◆ Having a school associated with the parish was the most important influencer in the decision to join Magdalen for respondents who have school-aged children in the household.
- ◆ It's the location! 61 percent of the respondents live less than 10 minutes away from Magdalen. Location, friendliness of parishioners and pastor/clergy reputation are the top three reasons for joining Magdalen Parish.
- ◆ While the majority of respondents identified that they feel "welcome" and "at home" at Magdalen, it is apparent that newest parishioners (those who have been a member for three years or fewer) don't feel as welcome. To recruit new members and to sustain current ones, Magdalen needs to develop a stronger bond with members during their first few years of membership.
- ◆ Family activities would be appreciated for families who have pre-school age children, as well as for children who attend public/private schools as respondents representing these target populations feel somewhat discouraged by their inability to "connect" with the parish.
- ◆ The parish needs to develop fun and creative ways to attract and encourage new and younger volunteers to do things they like doing while meeting the ministry needs of the parishioners.

- ◆ Once volunteers have signed up to do something for the parish there needs to be an active follow-up process so the parish can capitalized on this new energy. Major theme introduced in this effort is the slow, if not poor, follow-up process with assigning new members to working committees or the lack of developing new committees.
- ◆ How working committees are developed, members recruited and how chairman are selected need to be discussed by the Pastoral Council.
- ◆ Technology friendliness will continue to grow in importance. As a result, Magdalen needs to reevaluate how effective its webpage is and have some creative discussions on how it can be improved to keep parishioners informed and prospective members interested.
- ◆ It may be challenging to improve the dress code for all parishioners. However, improving the dress code for Eucharistic ministers, altar servers, cantors, etc is achievable and according to many respondents desirable.
- ◆ Evaluation of how to make parishioners more safe when they volunteer for Adoration Chapel hours is advisable. Some are concerned about lack of adequate lighting and ice removal during winter months to avoid falls. The perception is that evening and over-night hours are not safe so recruiting for more volunteers during this time period will not get easier without some assurances.
- ◆ There needs to be an annual calendar developed to ensure that the “stewardship culture” is a planned educational opportunity on a consistent basis. New and creative ways to reach out to all parishioners need to be developed so that time, talent and treasure are all promoted for the greater good.
- ◆ Tithing is a critical part of the stewardship process. This is an on-going educational and relationship building challenge for long-term parish growth. More frequent communication needs to be given to parishioners regarding their own pledge and payment trends, as well as the parish as a whole.
- ◆ If stewardship way of life is going to be successful, the value of a Catholic school education must be marketed. As Andover schools increase in number, Magdalen will continue to loose “market share” to the newer facilities with more modern equipment and perceived better resources. The competition between Magdalen and Andover schools is not just between students but also includes faculty as the proximity between schools will force Magdalen into being more competitive in salaries and benefits if quality teachers are to be recruited and retained.
- ◆ The Pastoral Council may want to select a subcommittee to analyze this report and to assist in the development of an action plan so that priorities can be established, benchmarks developed and outcomes measured for effectiveness.