

Dear St Lukes,

This summer the Communications Task Force conducted a survey among St. Luke's members to assess what was working or not working regarding communications to and from and within the church body. We found some interesting observations to highlight along with some expected responses as well. We hope to offer a fuller discussion of the information included here along with other concerns expressed during this process at one of our upcoming community forums. So in summary....

The survey was sent to approximately 160 members, both active and possibly inactive/less active, given our re-emergence as a worshipping community following the pandemic. We promoted the survey for roughly 3 weeks and had 44 completed responses as a result. Most of the responses came from regularly worshipping members of the congregation or those actively involved in our many different ministries, so the results reflect the opinions of a highly engaged group with demographics skewed to an older population rather than families with young children. Please keep that in mind when reviewing the survey results.

We also know we have work to do to hear from those less active and that our primary communications channels currently -- Weekly eNews, Sunday Worship bulletin and announcements -- are geared to internal communication among our members rather than to a broader community. Likewise, the two topics of most interest to our current community were all-congregation events and celebrations hosted by the church, followed by future direction of the church and its mission.

The open-ended questions further revealed a greater need for more transparent communications and frequency around the operations of the church, from board meetings to what's happening with our immediate neighbors to budget planning. It was noted that when solutions are found to certain challenges the church faces, those are often not communicated beyond the decision-making body to the broader congregation.

What we learned as a task force, is that we have much to work on at all levels of the church regarding communications that goes well beyond effectiveness of the tools we currently deploy Emails, website, Sunday service bulletins, annual meetings or celebratory events.

So, please, take a moment to review the results for yourself. Feel free to provide additional **feedback to Liz Callahan (callahan.eliz@gmail.com)** if you want to share any thoughts these results prompt. And a big thank you to all who took the time to submit a survey. Your participation is critical in how we move forward. Know, too, that we hear you!

Peace,
St. Luke's Communications Task Force

Constant Contact Survey Results

Campaign Name: St Luke's Communications Survey






Survey Starts: 216

Survey Submits: 44

Export Date: 09/09/2023 09:11 PM








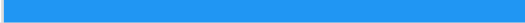
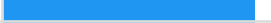





NUMERIC SCALE

To what extent do you feel like you get the information you want/need when you need it?

Answer Choice	0%	100%	Number of Responses	Responses Ratio
1 (Lower Range)			0	0%
2			0	0%
3			1	2%
4			3	7%
5			4	10%
6			21	53%
7 (Upper Range)			10	25%
Mean	5.92			
Median	6.00			
Total Responses			39	100%

CHECKBOXES

Which of the following communications channels at St. Luke's do you read, view, or participate in? (Please select all that apply.)

Answer Choice	0%	100%	Number of Responses	Responses Ratio
Weekly eNews			41	93%
Website (slukes.org)			21	47%
Sunday Worship Bulletin			35	79%
Annual Report			26	59%
Facebook			6	13%
Instagram			3	6%
Financial Statements			22	50%
In-Person Worship Services			33	75%
Streaming Worship Services			16	36%
Community Forums			17	38%
Annual Meetings			24	54%
Home Visitations			1	2%
Telephone Visits			3	6%
Bible Studies			2	4%
Total Responses			44	100%

RANK ORDER

Please rank your interest in being informed about the following topics. One (1) means the most important and ten (10) means the least important. We realize all of them may be important to you - but help us understand your most-to-least.

Answer Choice	Average Rank	Ranked 1	Ranked 2	Ranked 3	Ranked 4	Ranked 5	Ranked 6	Ranked 7	Ranked 8	Ranked 9	Ranked 10
All-congregation events (e.g., Potlucks, Celebrations)	3.13	19 (47%)	6 (15%)	1 (2%)	4 (10%)	3 (7%)	1 (2%)	1 (2%)	1 (2%)	1 (2%)	3 (7%)
Children, family & youth events (e.g., Vacation Bible Adventure, Sunday School, Confirmation)	6.97	1 (2%)	2 (5%)	3 (7%)	2 (5%)	5 (12%)	5 (12%)	3 (7%)	2 (5%)	5 (12%)	12 (30%)
Volunteer opportunities (e.g., Altar Guild, CFH, Quilters)	5.93	3 (7%)	5 (12%)	1 (2%)	3 (7%)	5 (12%)	3 (7%)	4 (10%)	8 (20%)	6 (15%)	2 (5%)
Our partners (e.g., CFH, Interfaith Task Force for Homelessness)	6.63	0 (0%)	2 (5%)	3 (7%)	3 (7%)	3 (7%)	9 (22%)	4 (10%)	6 (15%)	5 (12%)	5 (12%)
Our neighbors (e.g., Sophia Way, 30Bellevue)	5.78	1 (2%)	2 (5%)	2 (5%)	10 (25%)	5 (12%)	4 (10%)	7 (17%)	3 (7%)	2 (5%)	4 (10%)
Congregational care needs (e.g., Prayer requests, Home Visitations)	5.43	2 (5%)	4 (10%)	9 (22%)	4 (10%)	2 (5%)	2 (5%)	5 (12%)	3 (7%)	7 (17%)	2 (5%)
Small group studies (e.g., Bible Study, Book Club)	6.03	1 (2%)	7 (17%)	4 (10%)	1 (2%)	6 (15%)	2 (5%)	0 (0%)	9 (22%)	4 (10%)	6 (15%)
Community outreach	6.03	0 (0%)	2 (5%)	8 (20%)	4 (10%)	3 (7%)	3 (7%)	8 (20%)	3 (7%)	6 (15%)	3 (7%)

Future direction and mission of St. Luke's	3.38	12 (30%)	9 (22%)	5 (12%)	3 (7%)	0 (0%)	4 (10%)	3 (7%)	3 (7%)	1 (2%)	0 (0%)
Church operations (e.g., staff responsibilities, building improvements, special projects)	5.72	1 (2%)	1 (2%)	4 (10%)	6 (15%)	8 (20%)	7 (17%)	5 (12%)	2 (5%)	3 (7%)	3 (7%)
Total Responses	40										

CHECKBOXES

Which channels or methods do you prefer us to use in communicating with you? (Please check your top three.)

Answer Choice	0%	100%	Number of Responses	Responses Ratio
Email			42	95%
Phone			15	34%
Website			20	45%
Meetings			10	22%
Worship Service Announcements			31	70%
Facebook			3	6%
Instagram			1	2%
Other (Please specify below.)			4	9%
Total Responses			44	100%

OPEN QUESTION

For "OTHER" response - please type answer here

weekly service announcements via email

Text

Text

5 Response(s)

OPEN QUESTION

On what topics would you like to receive information more frequently?

church events

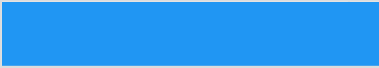
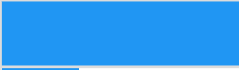

Upon Pastor Mark's Return and how things will return to 'normal' after the last 18 months.

Special events

18 Response(s)

MULTIPLE CHOICE

Select the option that best indicates how often you visit our slukes.org website for information, to access livestreams, to donate or some other purpose?.

Answer Choice	0%	100%	Number of Responses	Responses Ratio
I rarely or never go to our website			24	54%
Once or twice a month I will go to the site			15	34%
Once or twice a week I will go to the site			5	11%
Several times a week I will go to the site			0	0%
I go to slukes.org daily or almost daily			0	0%
Total Responses			44	100%

OPEN QUESTION

7. What can we do better to meet your communication needs and expectations?

Doing well.

It appears you are reaching out in many ways. Since my life has changed greatly (death of Larry), I'm not as responsive to church, friends, etc. Plus my computer(s) aren't working as well. And survey not working well for me. Otherwise, I like as

The Tech Team does an amazing job!

21 Response(s)

Communications Survey Open-Ended Responses

Question # 4: *Which channels or methods do you prefer us to use in communicating with you?*
Responses to "Other."

- Weekly announcements via email
- Text
- Text
- Text
- eNews

Question #5: *On what topics would you like to receive information more frequently?*

- Upon Pastor Mark's Return and how things will return to 'normal' after the last 18 months.
- Special events
- Items under consideration by staff, leadership, and Board.
- Events announced earlier. Like holiday service times etc. I have to plan my calendar quite a bit in advance if I, for ex, want to bring a grandchild or a family member or friend who does not regularly attend St Luke's, to an event.
- Focus on Diversity and expanding our Outreach to BIPOC and LGBTQ+ ! How we are connecting to other churches beyond ELCA on Eastside.
- None
- Church events
- Budget
- Sophia Way and 30 Bellevue
- Problem solving with 30 Bellevue / Imagine Housing
- Future direction of the church. Where projects or programs stand more frequently than just an annual report - quarterly perhaps. Major issues affecting the church and its future. Actual Bible studies in small group format.
- Spiritual practices, acts of kindness
- Upcoming events - save the date notices at least a few weeks ahead would be most helpful
- The community forums grappled with great topics and there were wonderful, insightful conversations. Could a summary be posted so those who didn't attend could know about the content...
- I would like more frequent information on how St. Luke's is doing financially. Also, more information on the church's objectives and vision for the future in an era of declining church enrollments.
- The health and needs of church family members
- Board meeting minutes, future directions notes, anything having to do with organizational health and keeping the church running. Care updates - how are our most vulnerable doing?

Question #7: *What can we do better to meet your communication needs and expectations?*

- Doing well.
- It appears you are reaching out in many ways. Since my life has changed greatly (death of spouse), I'm not as responsive to church, friends, etc. Plus my computer(s) aren't working as well. And survey not working well for me. Otherwise, I like as...
- The Tech Team does an amazing job!
- Make everything at Sunday's worship louder.
- Consistency... Using all appropriate means so that members are informed and able to respond appropriately.
- Again, having advance notice of special event times, topics of bible study/conversations, etc.
- If the website is actively updated ongoing, I would go to it more!
- You're doing fine.
- Thanks for asking. Keep up the good and faithful work.

- This survey is helpful!
- I believe a quarterly printed letter (sent USPS) to all members from the Pastor and Board President to all persons on the St. Luke's mailing list should be considered. The content would be a simple update on quarterly updates and plans.
- Ok
- Thanks for doing this survey to ensure communication is meeting the needs of our congregants!
- Keep information up to date. Although I rarely go to the website, when I do and find it out of date it is frustrating. I feel it gives a very poor impression of St. Luke's
- More frequent communications on about what's going on within our church - a calendar Seeing our church and its programs mentioned more broadly in our community
- Maybe include the bulletin email in the enews, edit down the enews
- Keep website and eNews up to date and fresh. Vary content on eNews. Links to important items on website and an archive.
- Communication with the congregation has greatly improved in the last 5-6 years and is much appreciated. We are all in this together and need to know the good and the bad.
- St. Luke's website is an important communications channel that needs to be upgraded so that the information is timely, relevant and engaging. I would like to see more community forums, informal discussions or Q&As (ex., rose window meeting).
- The rank interest survey above isn't working.
- I'd like to know more about what the BOT talks about, what issues they are tackling, and have more of a direct line to voicing my own concerns and suggestions.

August 13, 2023