

2014-15 Survey Summary Results: UUFBC

Overview

A survey of UUFBC members and friends was opened in mid-December, closing January 12, 2015. The survey was conducted as a means to measure attitudes regarding growth. This discussion came on the heels of a UUFBC Vision & Growth Team visit to a thriving UU Fellowship in Appleton, WI.

As the survey was developed, a small committee formed to determine the process and enlist participation. The decision was made to utilize an electronic survey tool in order to more efficiently capture responses and the resulting data trends. A number of proposed open-ended questions were closed to provide more precision.

While the Board directed that a survey be conducted and provided suggested questions, the survey was managed by a small committee of three UUFBC members (Angela Johnson, Jeff Livingston and Nancy Schlagheck). Numerous efforts were taken to maintain the integrity of the process, and this report aims to quantify responses without bias.

We believe this to be a successful process.

- Members were given a formal opportunity to share comments and concerns, and this was well received. There was a 66% response rate among active current members.
- In general, responses were shared with kindness and candor.
- The Board has shown an open willingness to have its own effectiveness measured, which is exemplary in any organization.
- Data now more formally exists to provide important insight to the Board.
- A benchmark has been set for future points in time.

Preliminary Recommendations

- Three questions are written with an eye on the future: #6, regarding satisfaction with UUFBC as a whole; #10, regarding communication channels; and #11, regarding satisfaction with Board/Leadership). The Board should consider an annual survey of members/friends, and include these three questions as written so that a data trend might emerge.
- Revisit and update the UUFBC communication plan. If a communication plan does not exist, it should be developed.
- Present clear facts/background – both positive and negative – regarding the addition of a parttime minister. Further education is needed.

Question 1: Name

We provided the option of entering a name, while also providing the option to remain anonymous. Out of the 57 respondents, more than half provided their name (36).

Question 2: Age

More than half of the respondents are age 55 or over, with the largest group falling in the 65-74 age group. It is of note, however, that 16 respondents (28.1%) are represented in the 44 and under set.

What is your age?		
Answer Options	Response Percent	Response Count
18 to 24	3.5%	2
25 to 34	8.8%	5
35 to 44	15.8%	9
45 to 54	7.0%	4
55 to 64	24.6%	14
65 to 74	28.1%	16
75 or older	12.3%	7
answered question		57
skipped question		0

Question 3: Number in Household (DATA NOT SORTED)

Question 4: How often do you attend UUFBC Sunday Services?

Nearly 60 percent of the respondents report attending service at UUFBC on a regular weekly basis. This speaks to their commitment to the fellowship or Unitarian Universalism in general.

How often do you attend UUFBC Sunday Services?		
Answer Options	Response Percent	Response Count
Weekly	59.2%	29
At least twice a month	32.7%	16
Seasonally (i.e., tourists, snow birds)	8.2%	4
Other (please specify)		15
answered question		49
skipped question		8

Question 5: How long have you been a member of UUFBC?

It might follow given the older age of the average respondent that a majority of those responding were could be termed “long-time” members. However, 57.9% are members of five years or under. It’s of note that only three respondents indicated they were not official UUFBC members, leaving 54 as members (94.7% of respondents indicate they are members).

How long have you been a member of UUFBC?		
Answer Options	Response Percent	Response Count
Less than a year	12.3%	7
1-5 years	45.6%	26
6-10 years	19.3%	11
More than 10 years	17.5%	10
I am not an official member	5.3%	3
answered question		57
skipped question		0

Question 6: I am very satisfied with my experiences at/with UUFBC.

Positive marks were recorded by 52 of the 57 respondents, while only 2 fell on the negative side of the scale. This is the first of two questions with the highest number of comments – at 27 responses. All comments are listed in the second part of this report.

I am very satisfied with my experiences at/with UUFBC.								
Answer Options	Strongly Agree	Agree	Neither Agree Nor Disagree/Neutral	Disagree	Strongly Disagree	Rating Average	Response Count	
	31	21	3	2	0	4.42	57	
Please Explain:								27
answered question							57	
skipped question							0	

Question 7: I like to be a part of UUFBC because I value (ranking)

Looking at the combined respondent totals of value/highly value responses, the results are ranked in this manner, most important first:

- 54 Sunday Service Message/Speakers
- 53 Social Justice Programs and Activities
- 52 Sunday Service Music

- 49 Small Group Opportunities
- 48 Fellowship/Monthly Potluck
- 48 Adult Religious Education Classes and Programs
- 44 Youth & Children's Religious Education
- 29 Coffee Hour/Pre-Service