



The Council for Health &  
Human Service Ministries

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United Church of Christ

# Member Engagement Survey

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George Graham, Vice President

*Bold Vision. Inspired Leaders. Shared Values.*

# Who Received the Survey?

- All relevant subscribers of *Diakonie* (616)
  - All relevant contacts not subscribed to *Diakonie* (475)
  - All CEOs/member update contacts not included above (67)
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*Total number of invitations  
(excluding bounce-backs and duplicates):*

**1,132**

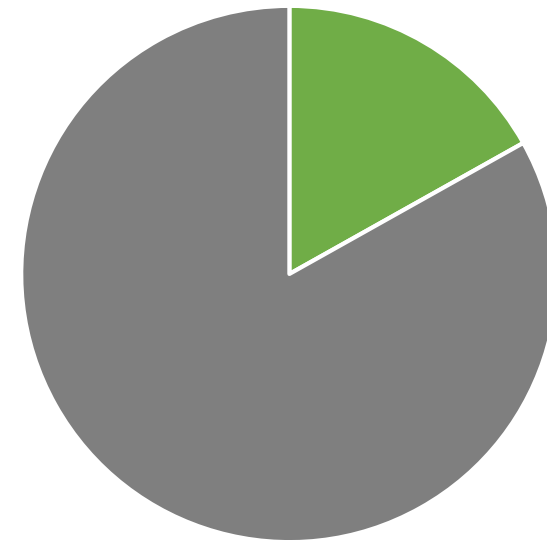
# Who Responded to the Survey?

## Invitations ?

- 432 opened (38.2%)
- 658 unopened (58.1%)
- 34 bounced (3.0%)
- 229 clicked through (20.2%) ?
- 8 opted out (0.7%) ?



## Total Responses: 191 (17%)

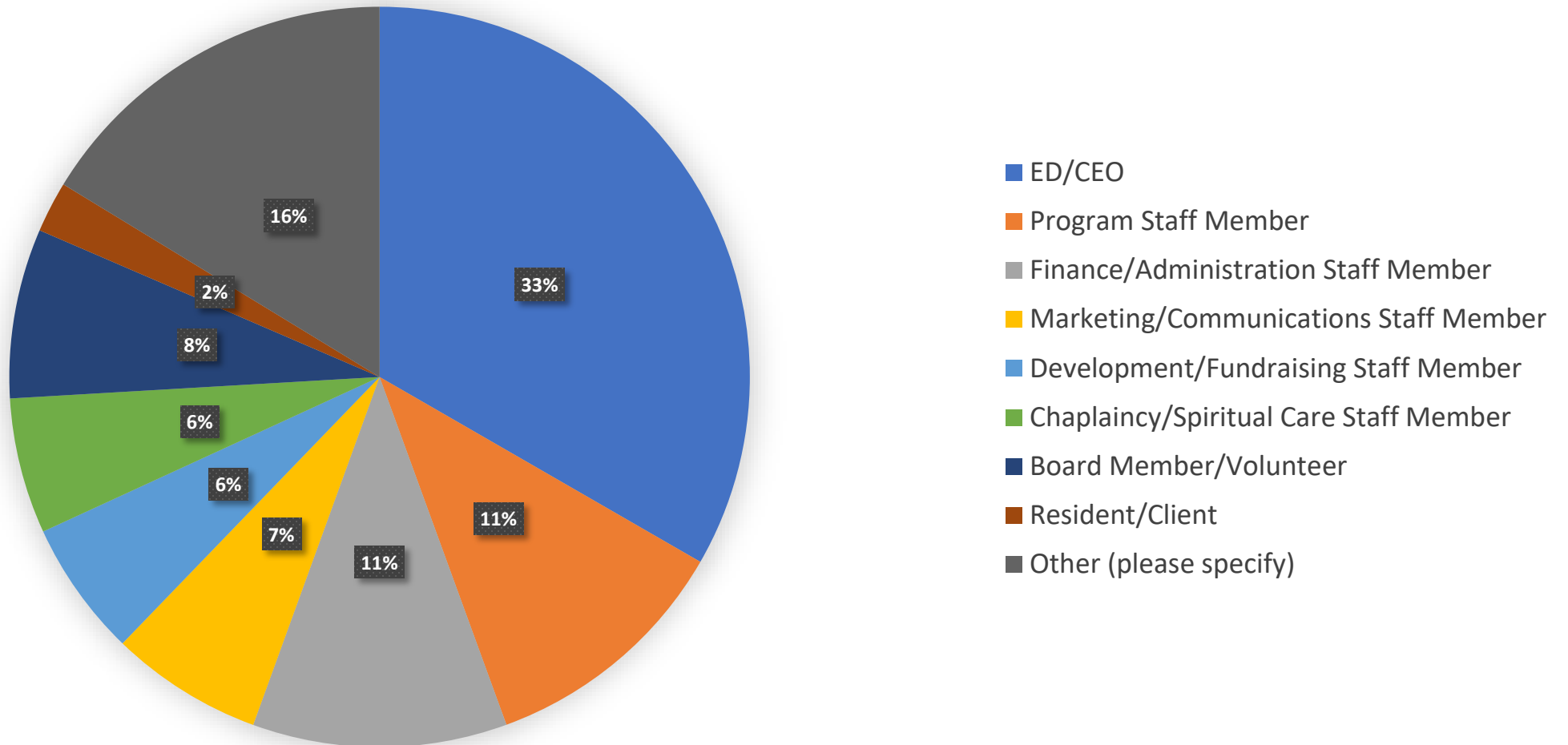


TYPICAL TIME SPENT

4m:58s

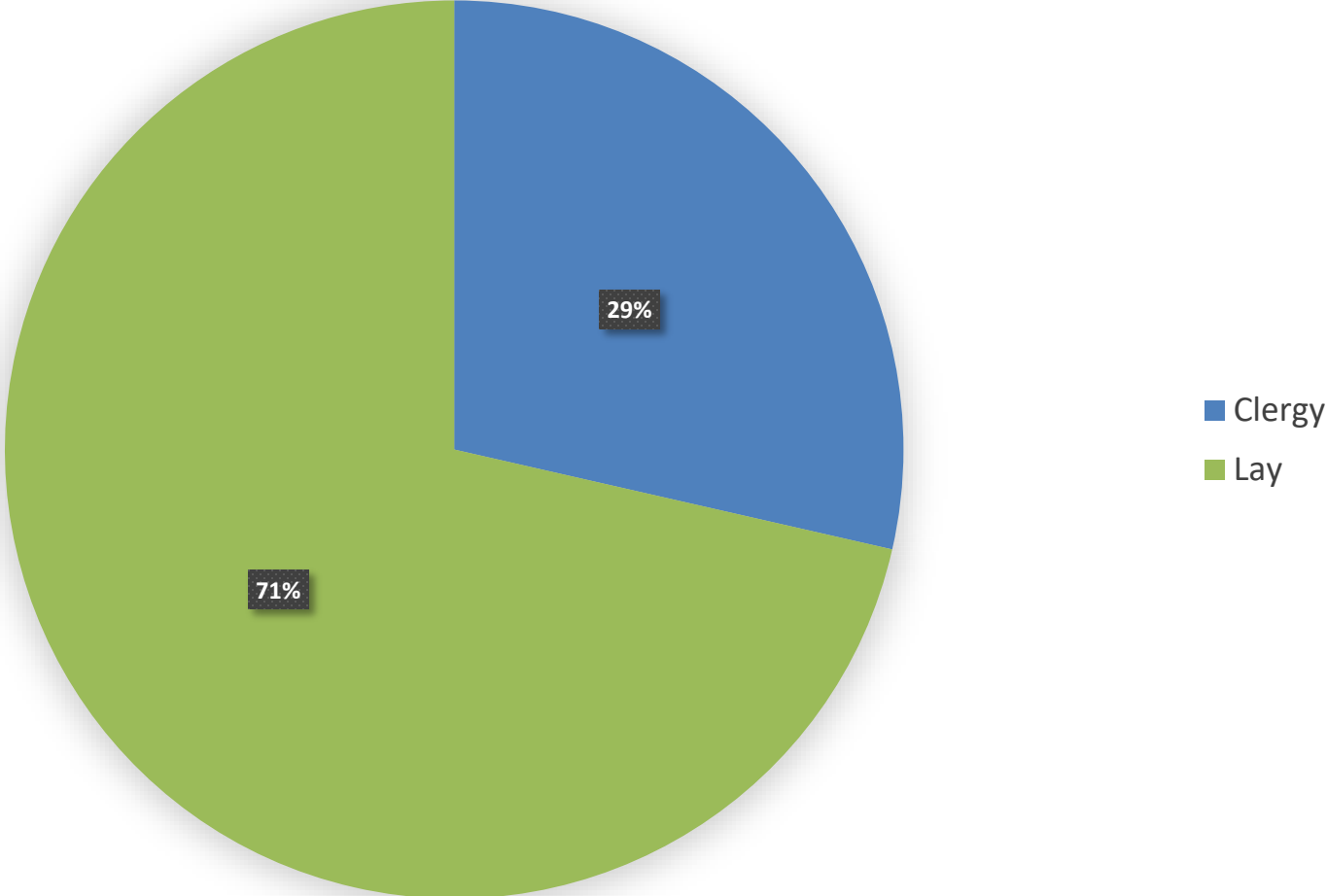
# Who Responded to the Survey?

Q39. What best describes your role with your organization?



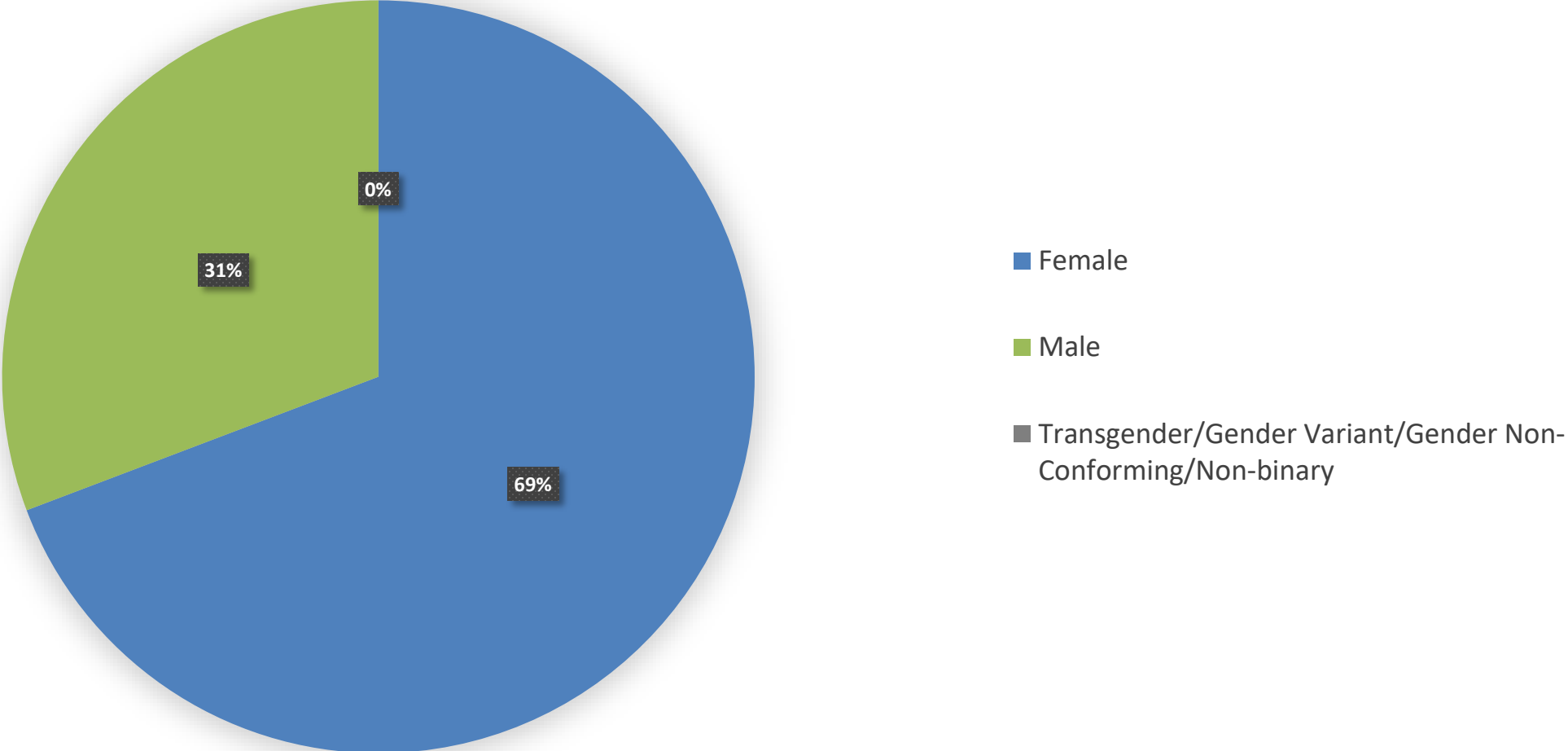
# Who Responded to the Survey?

Q40. What best describes you?



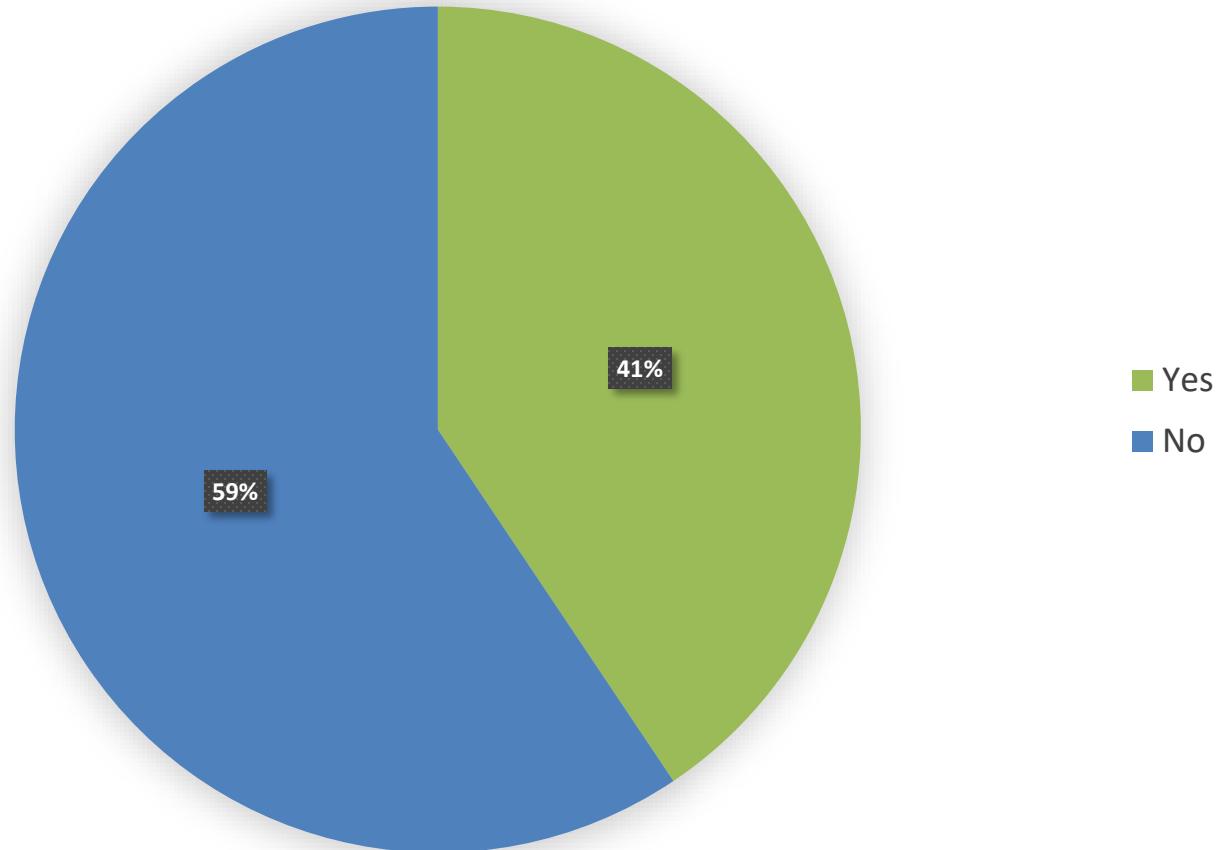
# Who Responded to the Survey?

Q41. How do you identify?



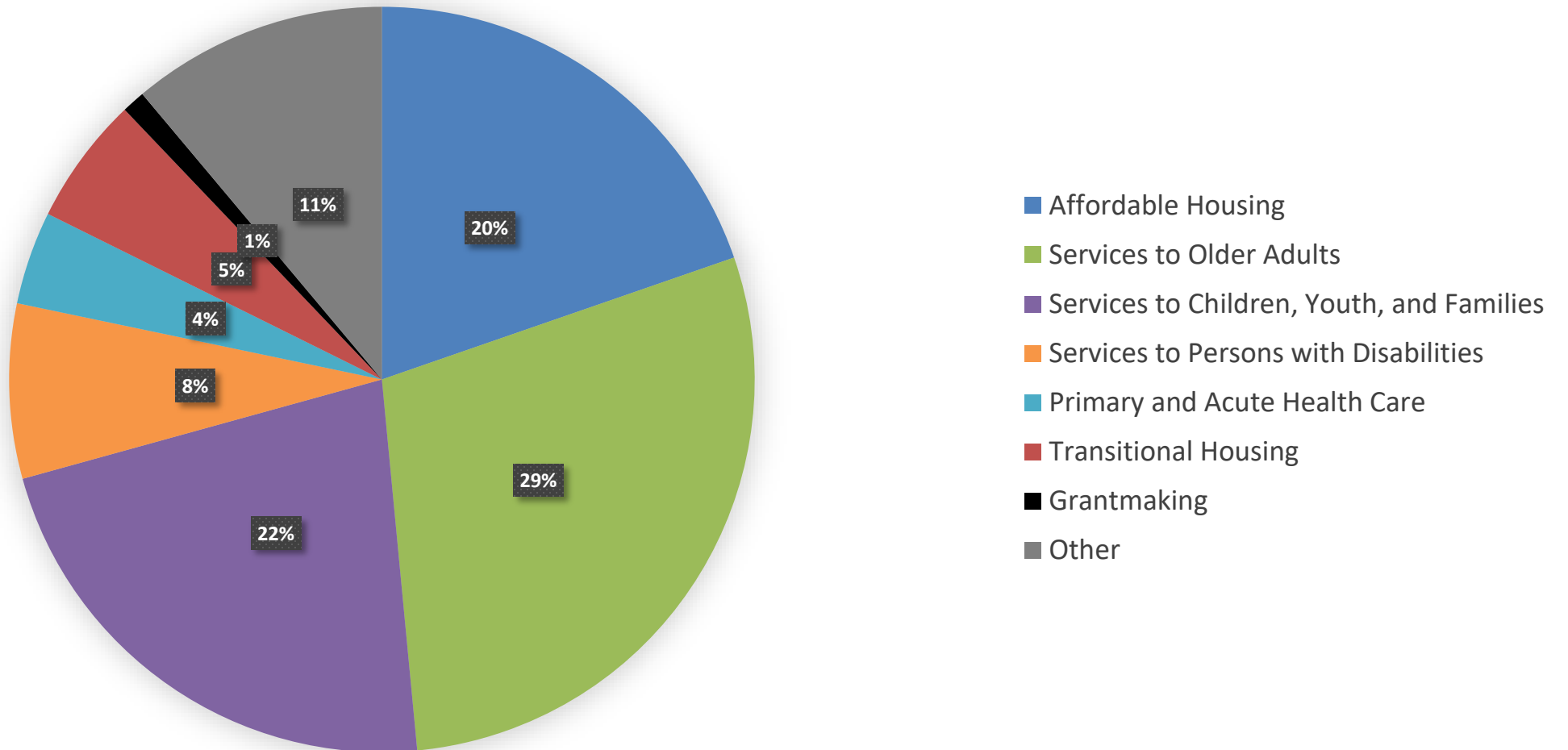
# Who Responded to the Survey?

Q42. Are you a graduate of Nollau/Faith-Based Leadership Institute/  
Transformational Leadership Program?



# Who Responded to the Survey?

Q44. What best describes your organization's service/ministry?





# Survey Design

## Member Benefits Performance Analysis

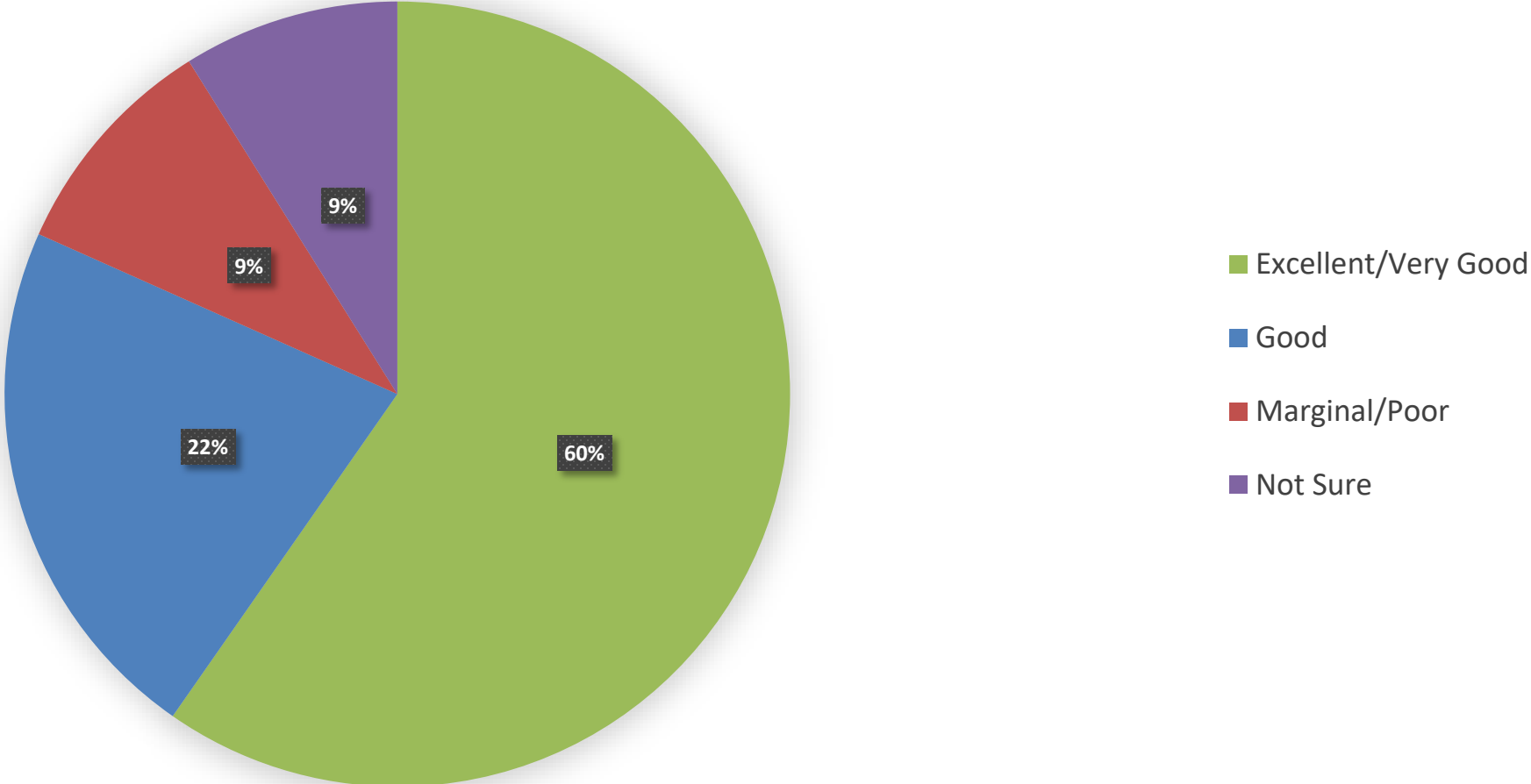
- Overall Value of Membership
- Events
- Leadership Development
- Relationship Building
- Mission Advancement
- Communications
- Access to CHHSM Benefits

# Survey Results

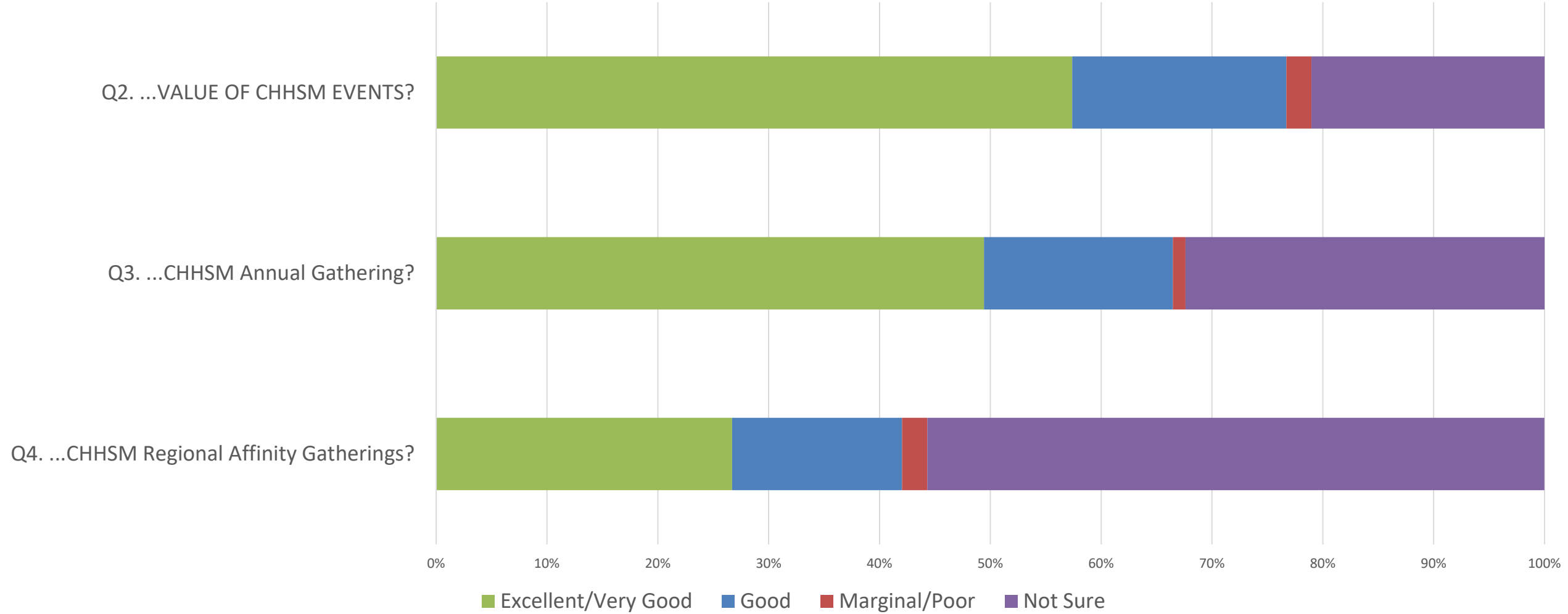
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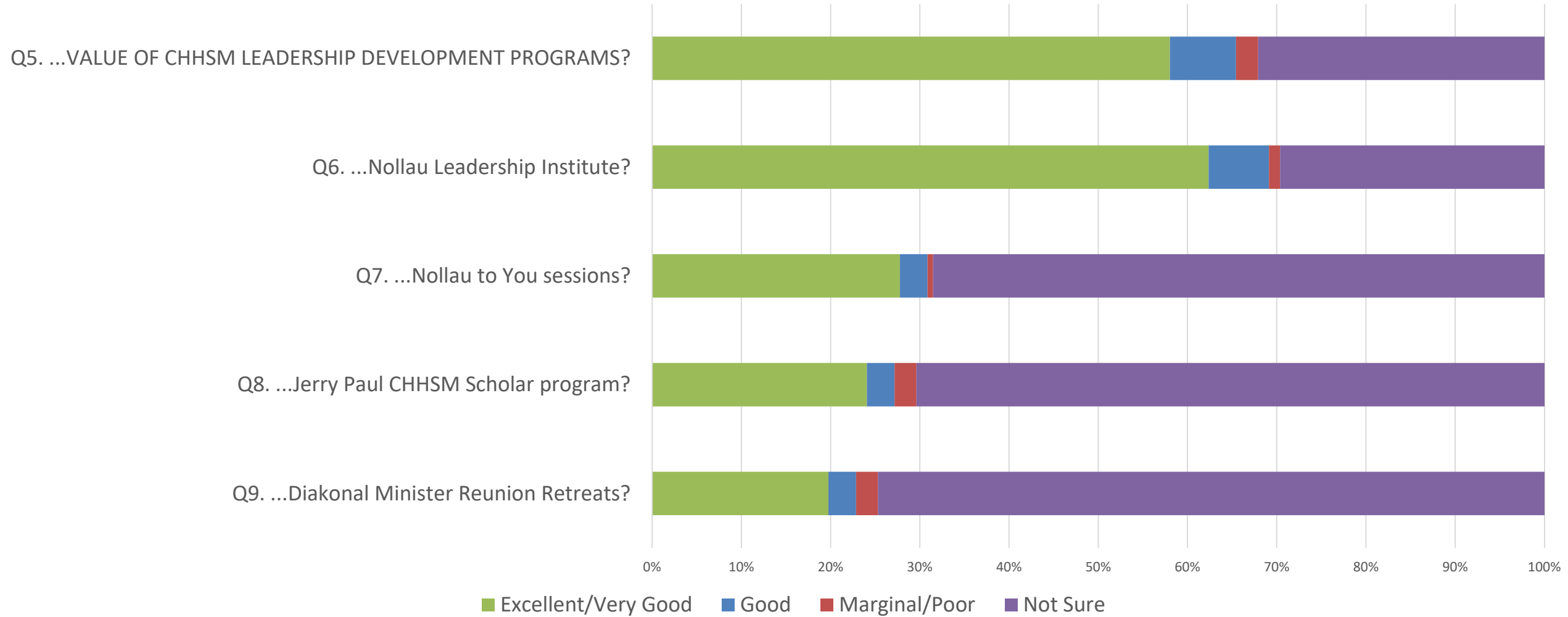
# Q1. How would you rate the overall value of your CHHSM membership?



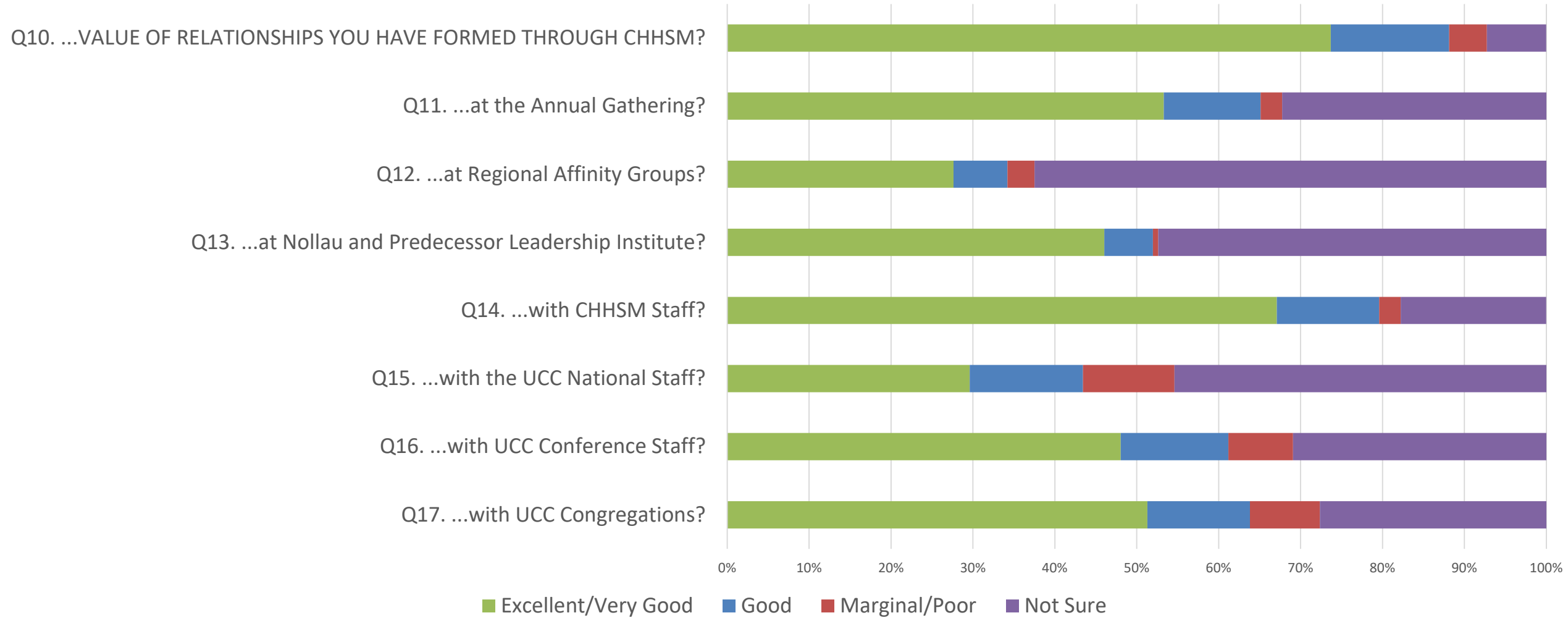
# Events



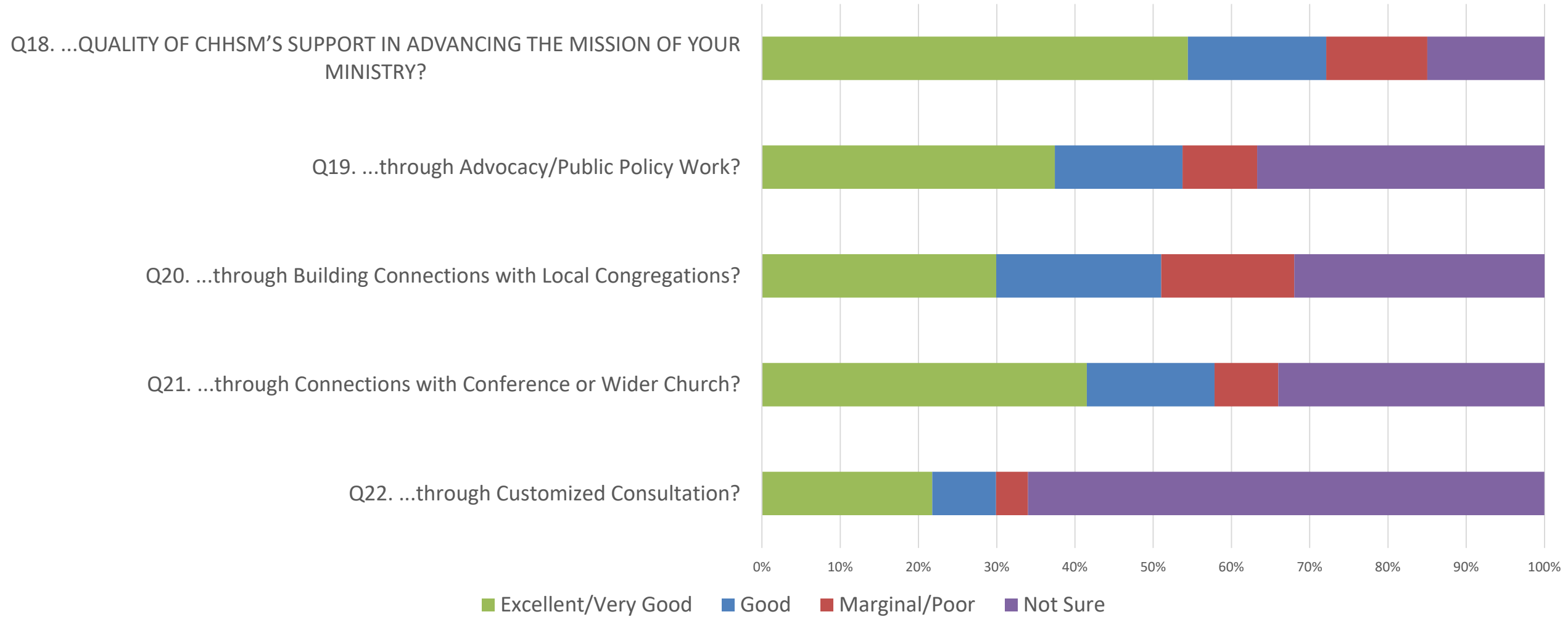
# Leadership Development Programs



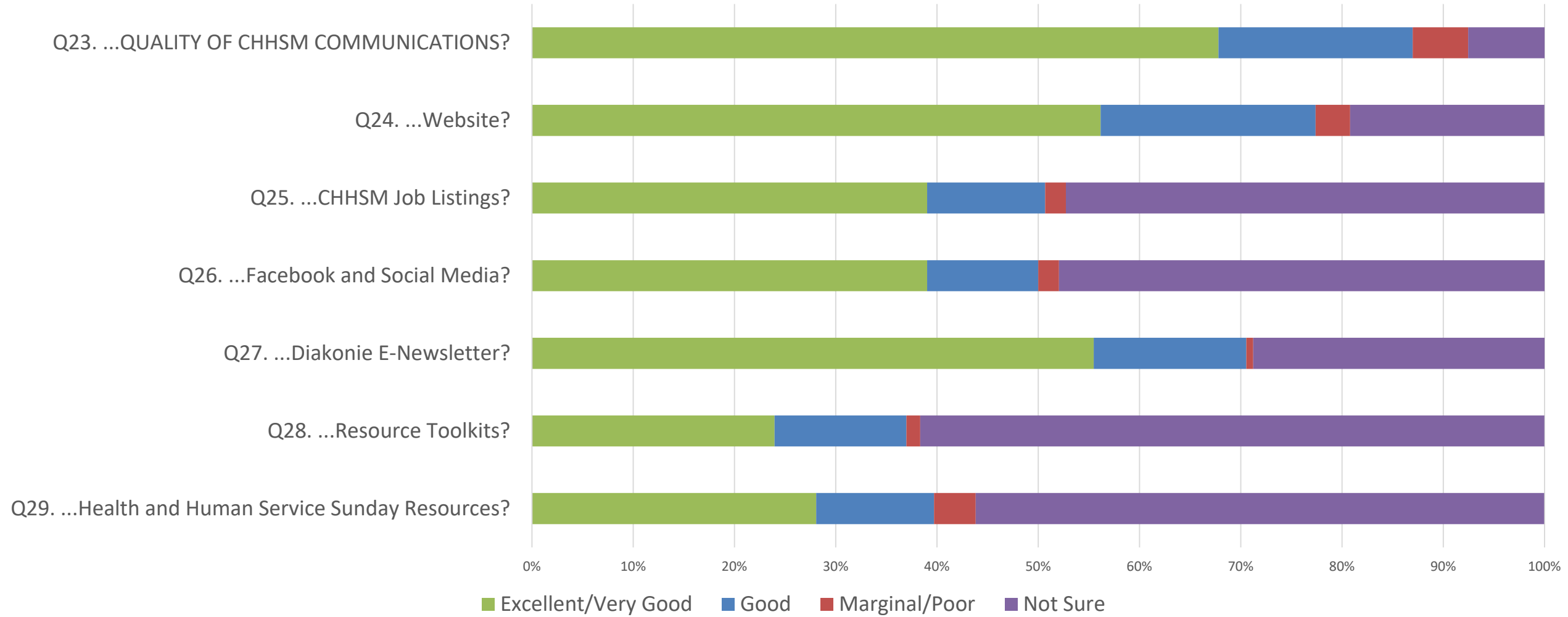
# Relationship Building



# Mission Advancement

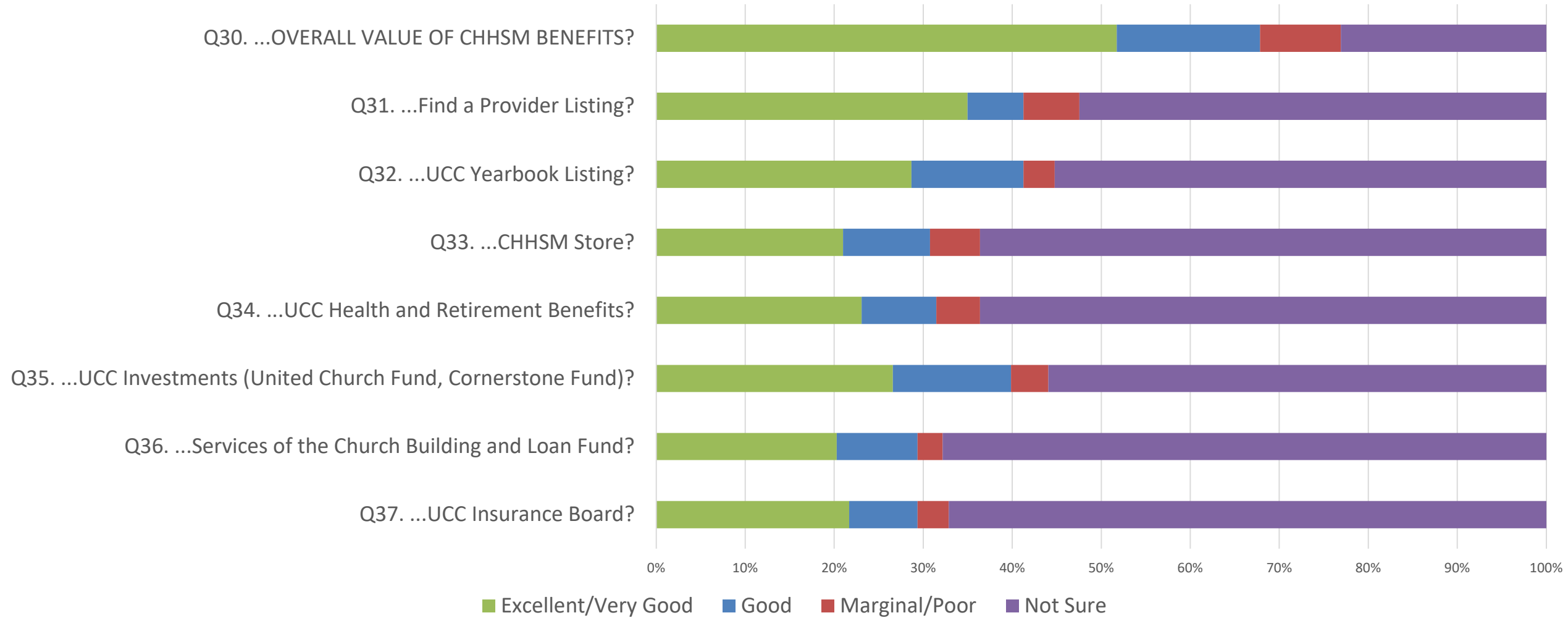


# Communications





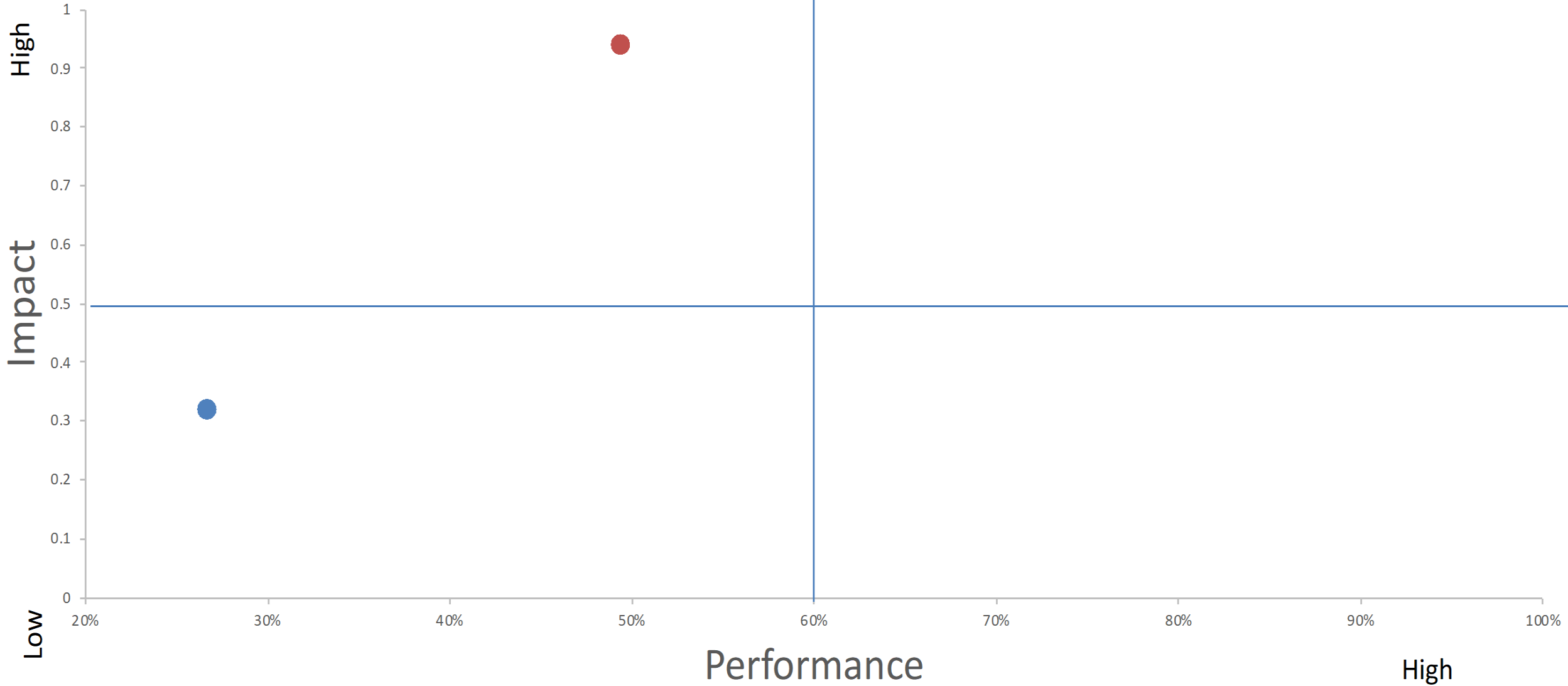
# Benefits



# Analyzing the Results

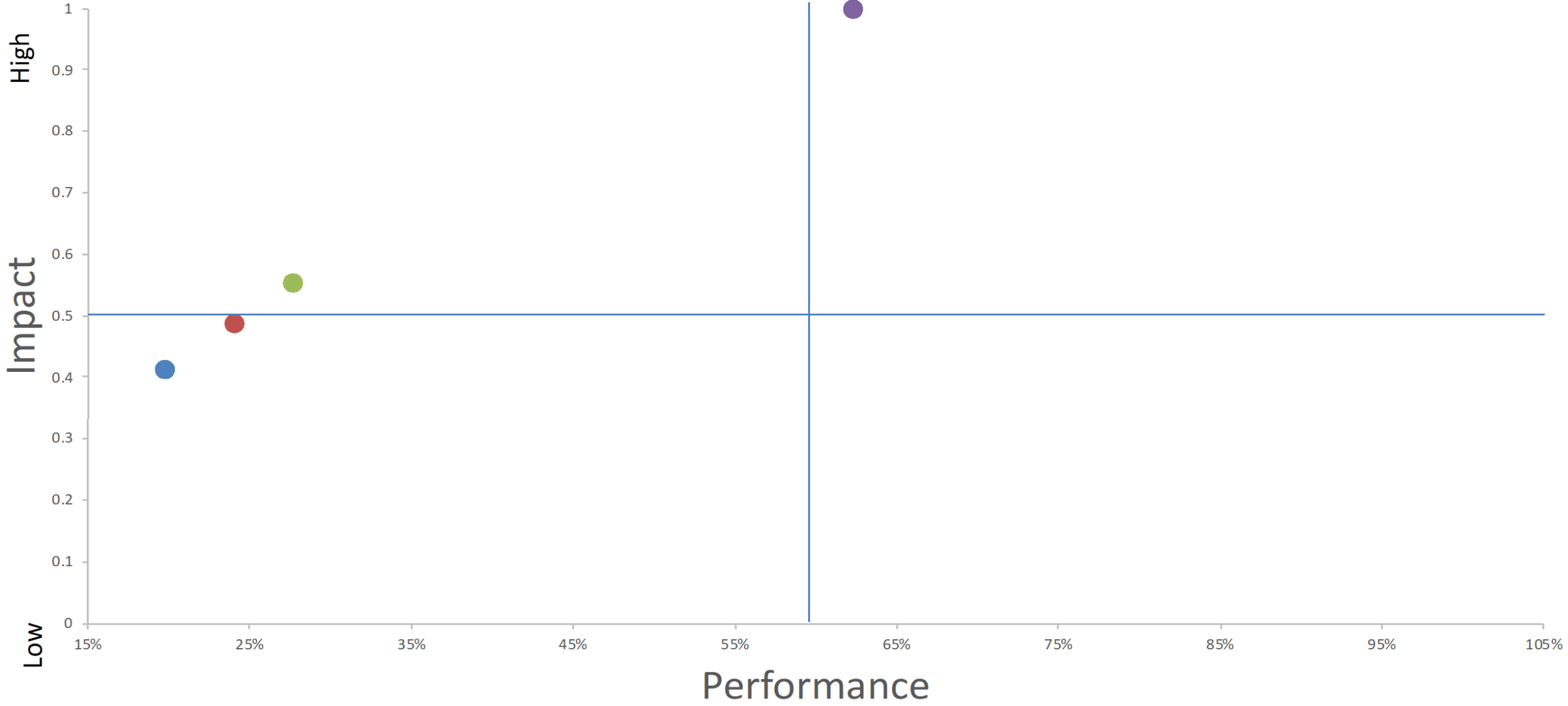
- Create Improve/Maintain Matrices
  - Performance—Horizontal
    - Top Two-Level Rating*
  - Impact—Vertical
    - Correlation to overall benefits rating*
- Focus on Improving Low Performers with High Impact
- Don't mess with High Impact/High Performers!
- Don't spend energy on Low Impact areas

# CHHSM Events



- Q4. How would you rate the value of CHHSM Regional Affinity Gatherings?
- Q3. How would you rate the value of the CHHSM Annual Gathering?

# Leadership Development



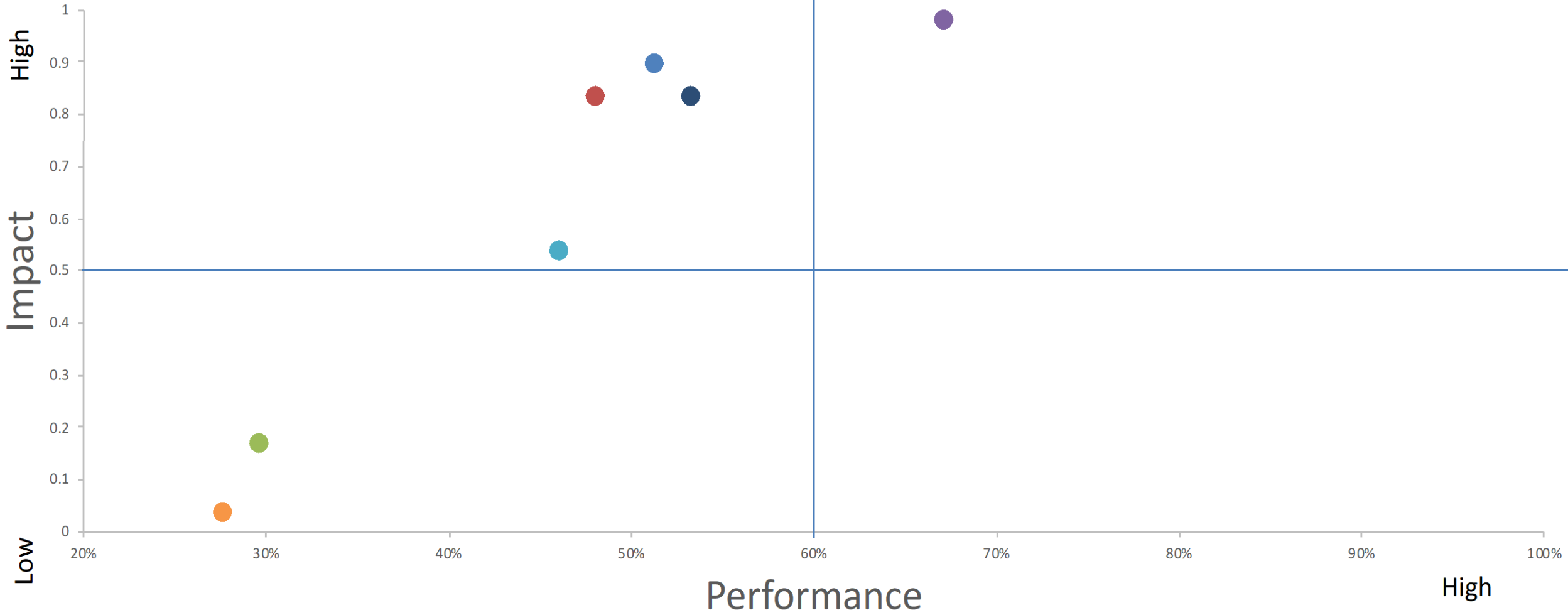
● Q9. Diakonal Minister Reunion Retreats

● Q8. Jerry Paul CHSM Scholar program

● Q7. Nollau to You sessions

● Q6. Nollau Leadership Institute

# Relationship Building



● Q17. ...with UCC Congregations?

● Q15. ...with the UCC National Staff?

● Q13. ...at Nollau and Predecessor Leadership Institute?

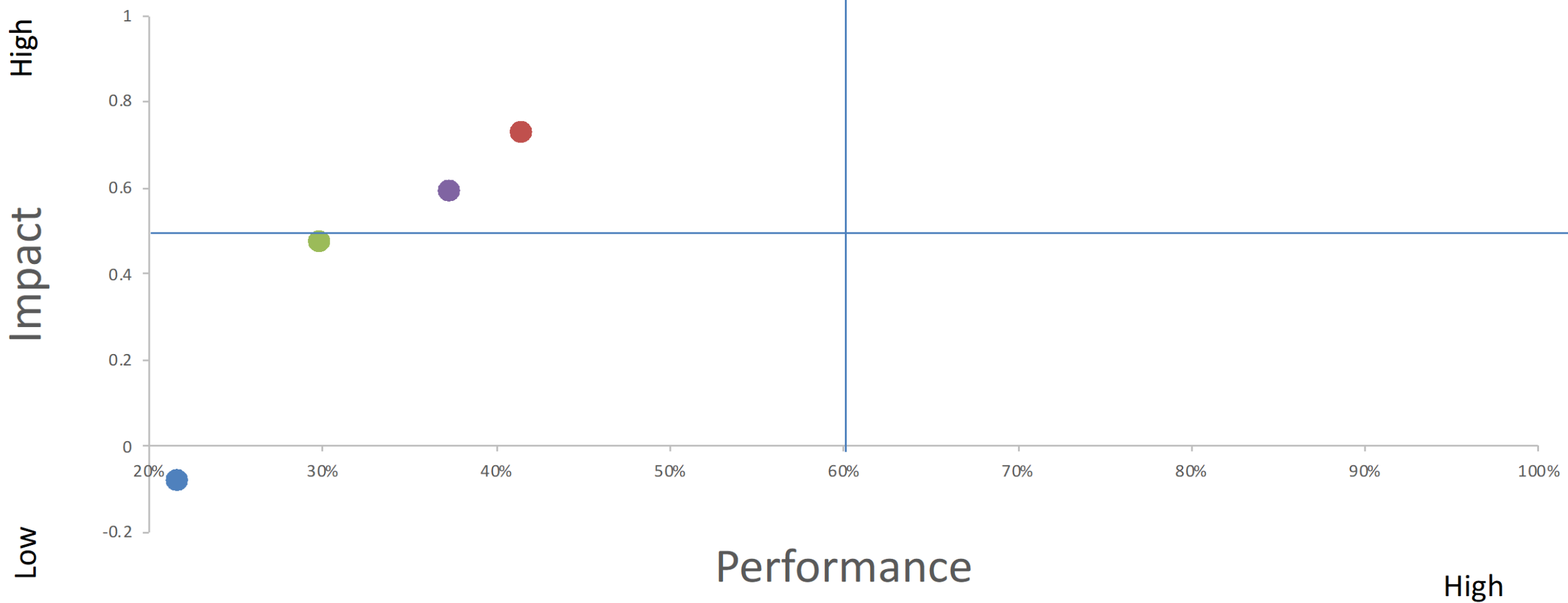
● Q11. ...at the Annual Gathering?

● Q16. ...with UCC Conference Staff?

● Q14. ...with CHHSM Staff?

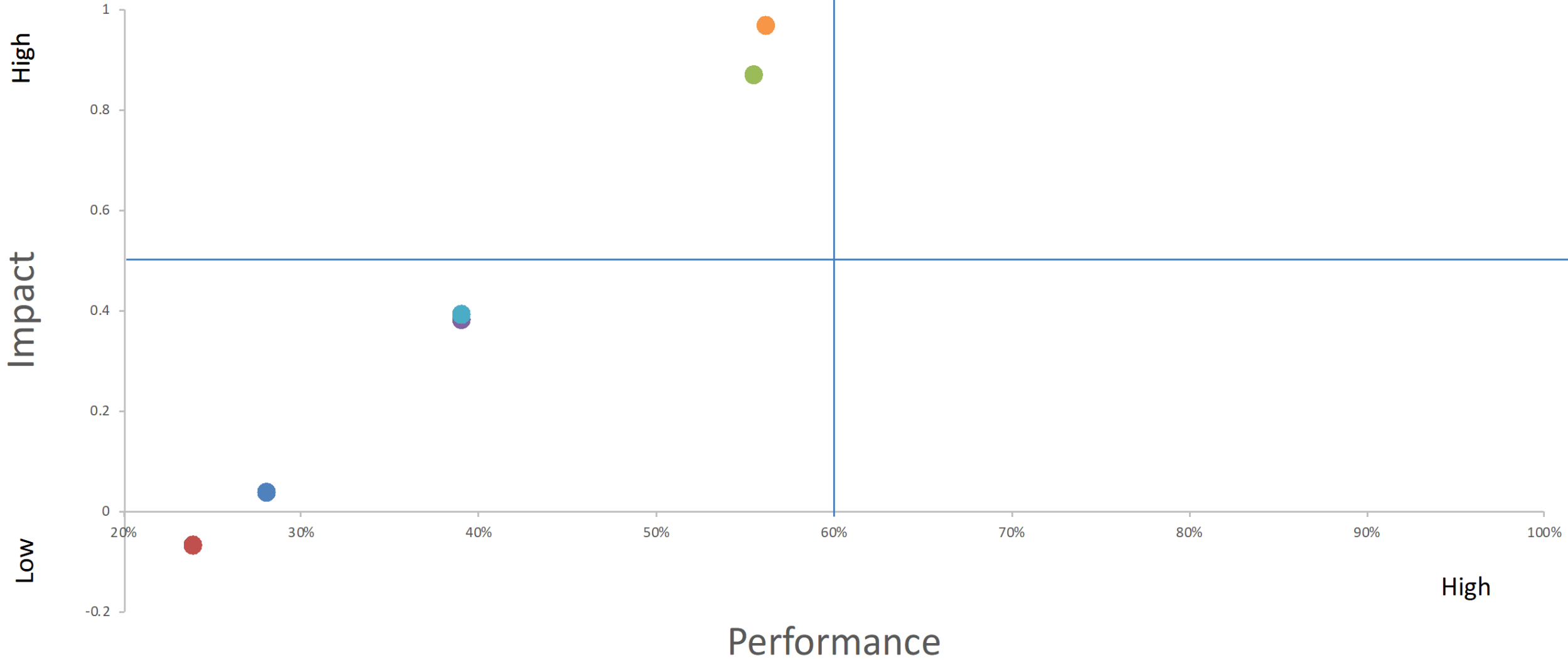
● Q12. ...at Regional Affinity Groups?

# Mission Advancement



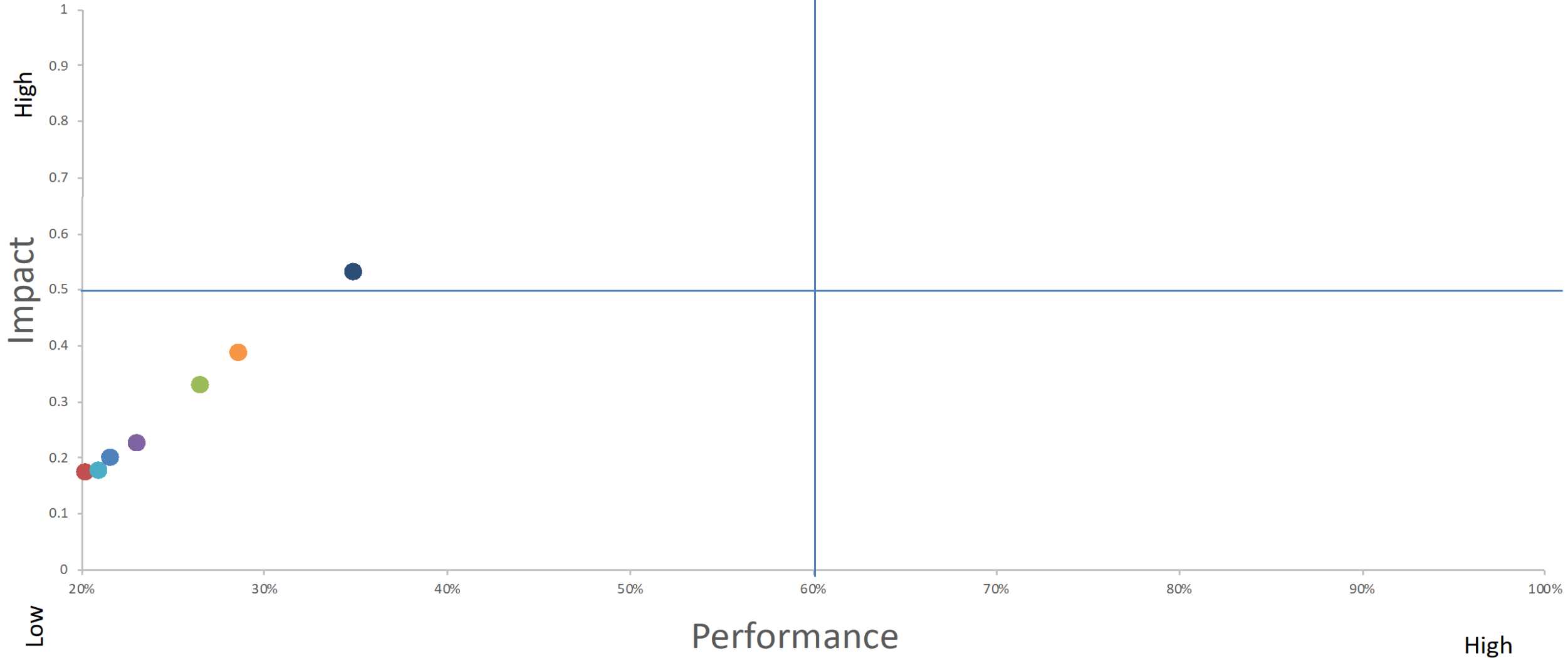
- Q22. ...through Customized Consultation?
- Q21. ...through Connections with Conference or Wider Church?
- Q20. ...through Building Connections with Local Congregations?
- Q19. ...through Advocacy/Public Policy Work?

# Communications



- Q29. ...as it pertains to Health and Human Service Sunday Resources?
- Q28. ...as it pertains to Resource Toolkits?
- Q27. ...as it pertains to the Diakonie E-Newsletter?
- Q26. ...as it pertains to Facebook and Social Media?
- Q25. ...as it pertains to CHHSM Job Listings?
- Q24. ...as it pertains to the Website?

# Benefits



● Q37 UCC Insurance Board

● Q35 UCC Investments (United Church Fund, Cornerstone Fund)

● Q33 CHHSM Store

● Q31 Find a Provider Listing

● Q36 Church Building and Loan Fund

● Q34 UCC Health and Retirement Benefits

● Q32 UCC Yearbook Listing



# Q & A

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# Thank You

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