

Senior Minister's Report to the Board of Trustees, Unitarian Church in Westport

May 2018 Metrics Report

I offer the following metrics for our current church year to **May 9, 2018**. Approx. 10 months of our church year. I offer these as a base line for comparison. In November of this year I will offer a five month review of these metrics and then another review in May 2019. Some of the data is incomplete. As time goes on we should be able to see the change and determine compliance.

1. (1.2.3)

AMONG: We celebrate lives of generosity and responsibility sharing our time, resources and talents to sustain our vibrant religious community.

Executive Interpretation: We take this end to mean that we are a generous congregation in terms of time, talent and treasure sufficient to meet our needs and ends into the future. We take the word vibrant to mean that we engage our congregants across a wide range of ages and settings and we strive to create a culture of celebration.

Metrics Proposed:

Counting:

- Donor count: **N/A**
- Pledge unit count comparison: **265**
- Pass-through of all monies received with a total multiyear comparison from Accounting: **\$6964 (not including Voices)**
- Children's chapel donations of money collected and outreach actions taken on by our children and youth: **\$25**
- Youth helping YRSC with Fellowship Dinner: **6**
- # of Events and # of attendees at each (not including Realm group meetings/events): **45 events, avg approx. attendance 23**
- Non-member counts (contributing only): **96**
- Number of rentals (not counting preschool or parking) and income generated: **17 rentals \$49,031**

- Other revenue streams; parking, preschool, fundraising: **\$73,345**
- Number of people involved in Annual Appeal: **43**
- Number of hours worked by ministers compared to professional standards: **Senior Minister avg 56 hours per week (national average Christianity Today Poll is 43)**
- Number of Memorial Services performed : **8**
- Facebook – count number of Likes over time and compare to other religious organizations in area: **TUCW 625**

Comparative data not complete but we remain highest likes of any religious institution in Westport

Measuring:

- Realm Involvement bar (see attachment addendum); our database allows us to compare activity and involvement for each congregant. This will show more accurate involvement. (e.g. a congregant who is very involved in the following: Beardsley-2, KIVA-2, MLC-2, Racial Justice-2, Rainbow task force-2, UWK-2, Choir-2, Voices-3, Ushers-4, UUMovie-3, UUBudhists-3, Safer Congregational Committee-2, NVC-2, Intern Cttee-2 up to a total score of 12. **(This is not likely to be a viable system for some time)**

-Through the COM: How are we living this end through appreciative inquiry, this may include focus groups and other gatherings: **See COM Annual Report-**

Recognition of donors through written thankyou's and in services: **Close to 100%**

Do members understand what is expected of them: **yes**

How Leadership Academy graduates engage in leadership: **14 graduates, six newly engaged**

How do we create a culture of celebration: **Leading Light Award, Visiting Stewards Reception, Fine Award**

-How often do members feel recognized and thanked: **N/A**

- Anecdotal evidence – stories of increase giving and participation
- Holiday Appeal: Do we do a great ask?
- Do we celebrate gifts to endowment and becoming part of legacy?
- What stories are shared during the Annual Appeal?
- What new skills did volunteers learn from participating in the church
- What do we give back to the community at large?

2. (1.1.1)

WITHIN: TUCW is where the lives of children, youth and adults of all ages are deepened spiritually in ways that guides (congregants) in individual and communal responses to the sacred, enriched through expanded religious understanding, and moved, uplifted and sustained by living out UU principles.

Executive Interpretation: We take spiritually to mean any meaning ascribed to a person's life or the universe at large. A deepened spirituality would indicate a reliable and inspiring system of meaning held by individuals and the congregation as a whole, guiding them in their response to the natural and relational world. This deepened response will be achieved through a wider understanding of the religious and our faith and principles expressed as part of our shared identity as Unitarian Universalists reaching across differences in race and gender.

Metrics Proposed:

Counting:

- Membership changes (moved away, resigned, died, new) annually in Annual Report : **383 (1/18) to 409 (5/18)**
- # attending GA and Regional Assemblies year over year: **6 attended 2017**
- How many requests for new name tags do we get each year? **N/A**
- How many newcomers are sitting alone in worship? **N/A**
- Adult classes: # of classes with description: **Harvest the Power, (12 sessions), Beloved Conversations (8 sessions), UU Liberation (4 sessions), UU History (9 sessions)**
- Click through rates to LFD page on website : **8.9%**
- LFD total attendance # on Sundays (note that our data up to this year is unreliable, September 2017 will be our baseline) **155 registered, average attendance 64**
- Worship attendance on Sunday. Our current count does include # in choir and splits by service time: **Data not available at this time**
- Count of unique Music choir participants: **8 choirs, serving 118 participants, over 7962 total hours including classes and special concerts (National average participation 10%, TUCW participation 28%)**

- # of Small Group Ministry participants: **105**
- Number of and attendance in Neighborhood Circles: **six active circles, approx. 89 attending**
- Number of Committees/Groups meeting at church, year over year: **52**
- Number of attendees at church events year over year: **711**
- # of Worship Associates and number of times they preach year over year: **13 WA, 5 preached**
- Attendance at Summer Services and the variety of topics addressed: **Avg 43 per service**
- Number of unconnected first time guests attending: **N/A**
- Number of attenders who are not members: **345**
- Number of Pastoral Chaplain “contacts” year over year: **143**
- How many speakers/workshop presenters do we invite to our congregation?: **7**
- How many outside workshops do our leaders attend?: **2**

Measuring:

- ***Listing of programmatic sessions which include mindfulness practices such as yoga, meditation, chanting, drumming: Drumming circle, Spring spiritual retreat (including meditation, yoga and chanting) Sunday morning meditation group, every Sunday but two, Chair Yoga, Buddhist Meditation Group,***
- Anecdotal evidence from COM appreciative inquiry process
- Joys and Sorrows of sharing
- Does the leadership engage the congregation in GA questions for study or polls?: No
- What opportunities are there for multigenerational worship, ***children’s chapel, youth cons: six multigenerational worship services, eight children’s chapels, four youth cons (Including two we sponsored)***

3. (1.3.2)

BEYOND: Welcome and build authentic relationships with people across all differences.

Executive Interpretation: We take this to mean building authentic relationships through integrated (i.e. how we work with all groups and volunteers) social justice programs and outreach. This includes existing as well as new programs and partners.

Metrics Proposed:

Counting:

-List of organizations where we have a relationship: description of activities for each (not including those organizations that are just Share-the-plate) : ***SIRI, Mercy Learning, Beardsley, Messiah (Beloved Conversation), Domestic Violence Task Force, Mom's Demand Action, ICT4, Amnesty International, Bridgeport Council of Churches, KEYS, CT Against Gun Violence, UU-UNO, TEAM Westport, CIRI, KIV***

- Number and attendance of community events held at the church, year over year: ***58 outside events, approx. 950 attendance***

- Partner church activities: ***None***

- # of unique participants in each program: N/A

- # of outside events we participate in: ***32***

- Awards and recognition given to TUCW by outside organizations: ***Council of Churches Recognition of Social Justice Work***

- Youth Program – 6th-12 graders visits to homeless shelters and other social service activities: ***13 events, approx. 30 youth participating***

- Anecdotal evidence

Measuring:

- Voices Café produced year over year: ***9, what causes supported***

- Gross to net income produced year over year: ***Not yet compiled***

- Core Audience Changes in outside events; which communities present: N/A

Respectfully Submitted, Rev. Dr. John Morehouse