

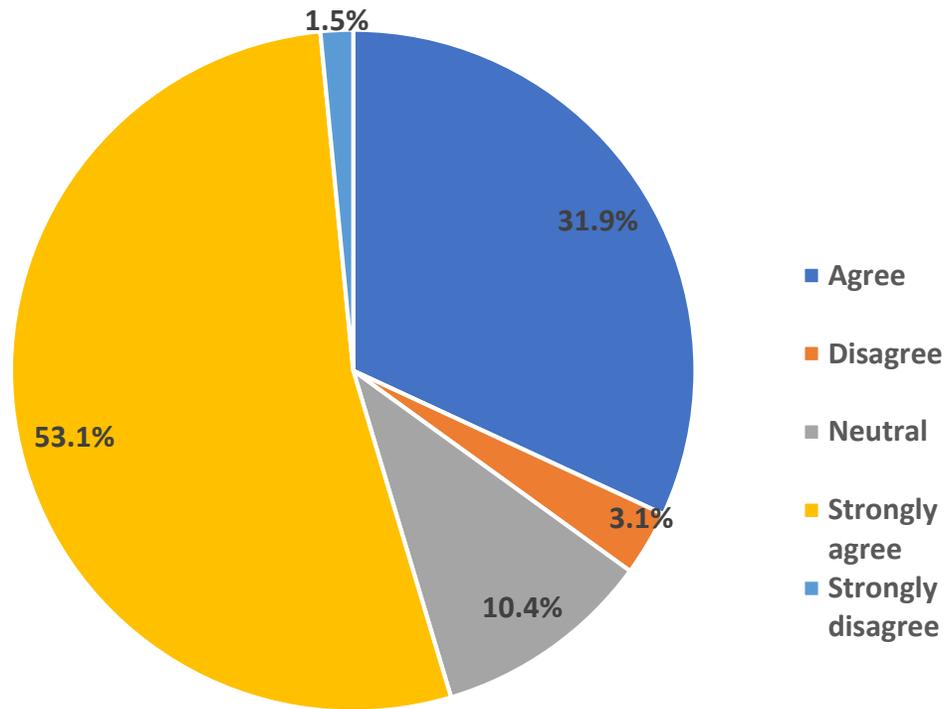


St. Michael the Archangel Parish

Parish Communication Survey Results with Staff Recommendations

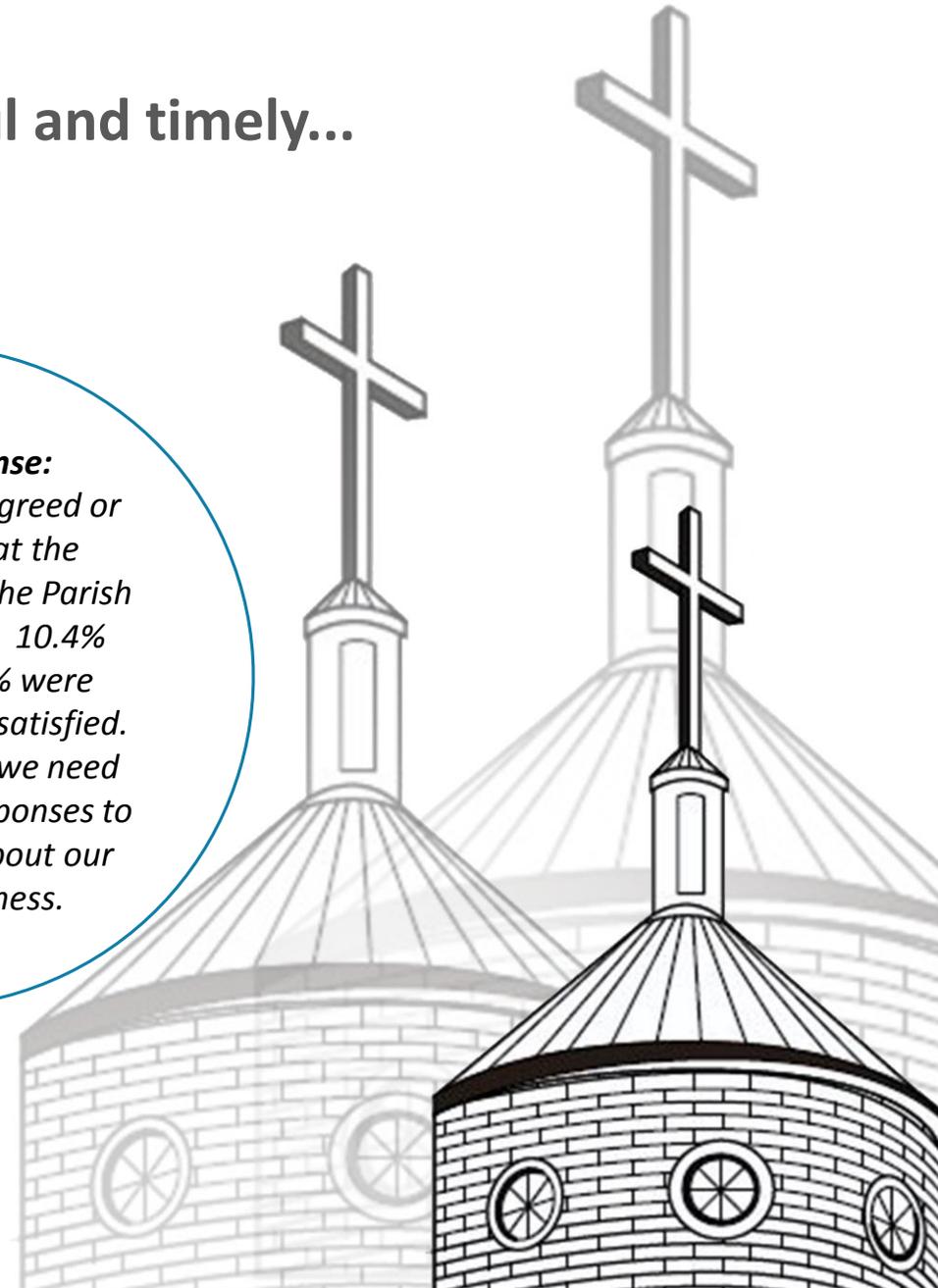
OCTOBER 4, 2018

Overall, I think communication from Parish is helpful and timely...

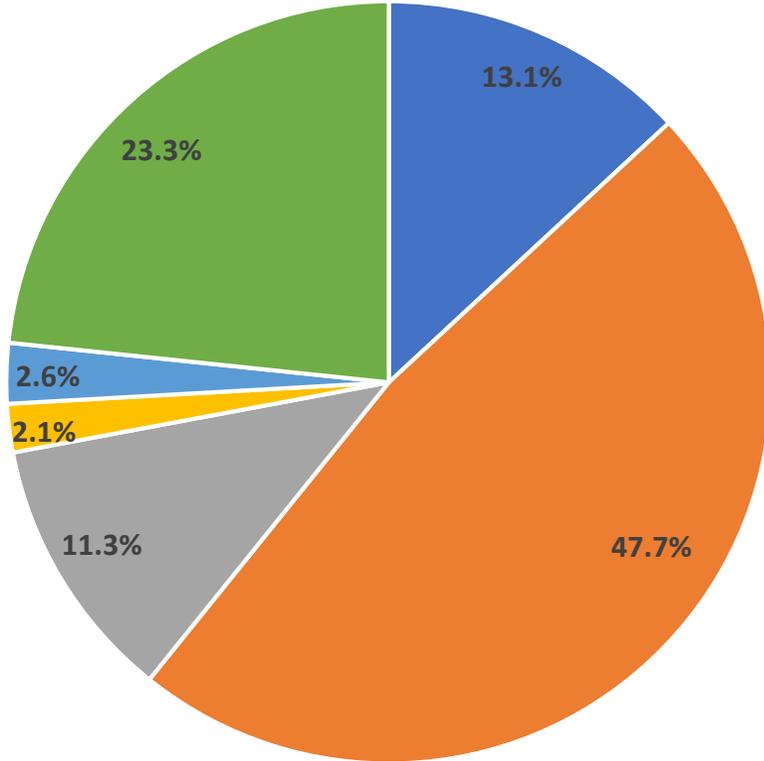


Summary Response:
85% of respondents agreed or strongly agreed that the communication from the Parish is helpful and timely. 10.4% were neutral and 5% were dissatisfied to very dissatisfied. In a service business, we need to hit 95% positive responses to begin feeling good about our staff's responsiveness.

Staff recommendation: Each of us should treat every encounter with a parishioner or prospective parishioners (*customers* in the secular world) as a “moment of truth.” Will we use this as an opportunity to WOW a customer or DISAPPOINT them? The answer is up to each of us. Remember we are in the service business, so anything less than 95% satisfaction is unacceptable. Whether we are responding to an email or returning a phone call, we can each make our response time the best it can be. That should be our goal everyday!



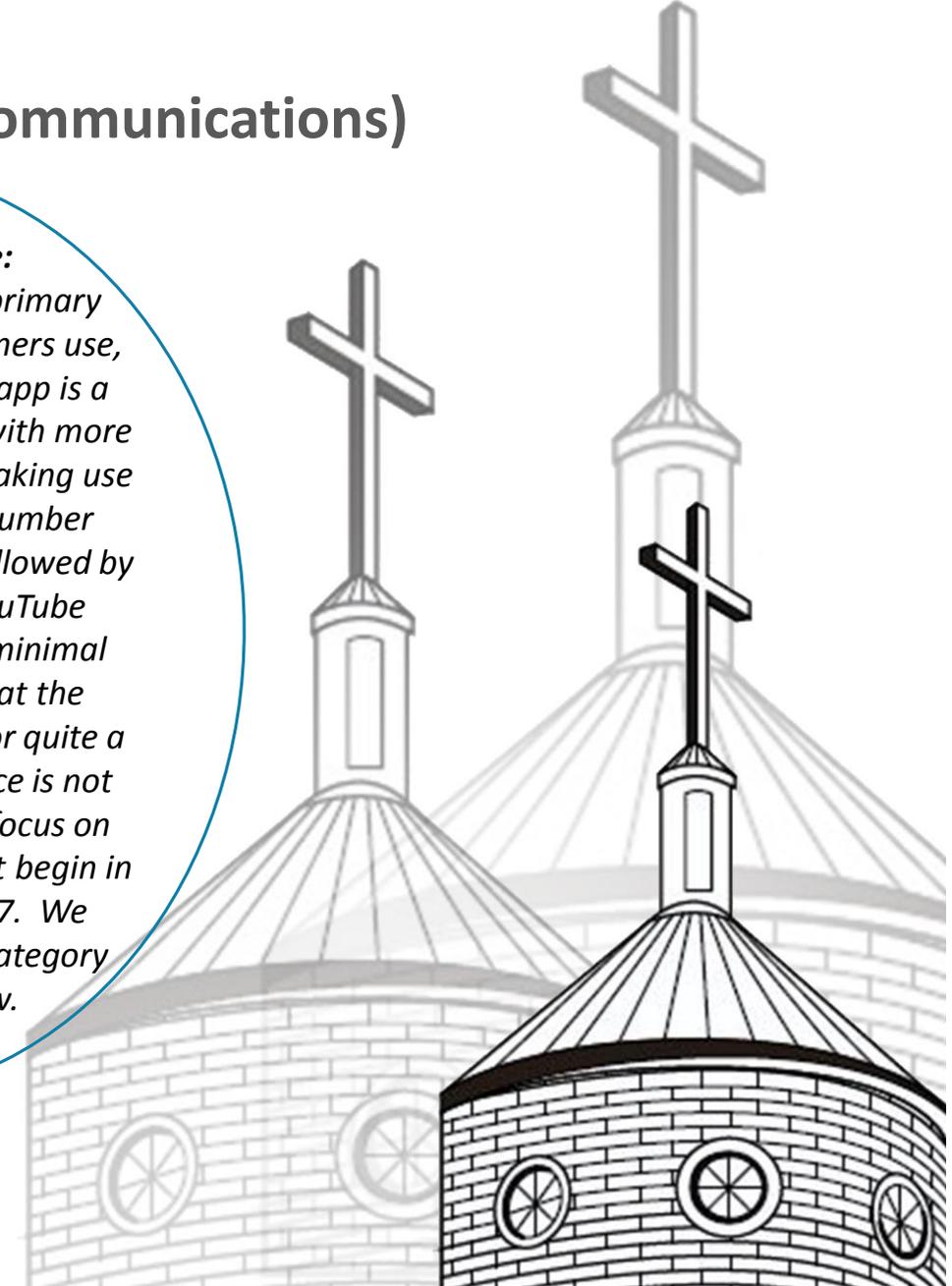
How parishioners connect with the Parish (digital communications)



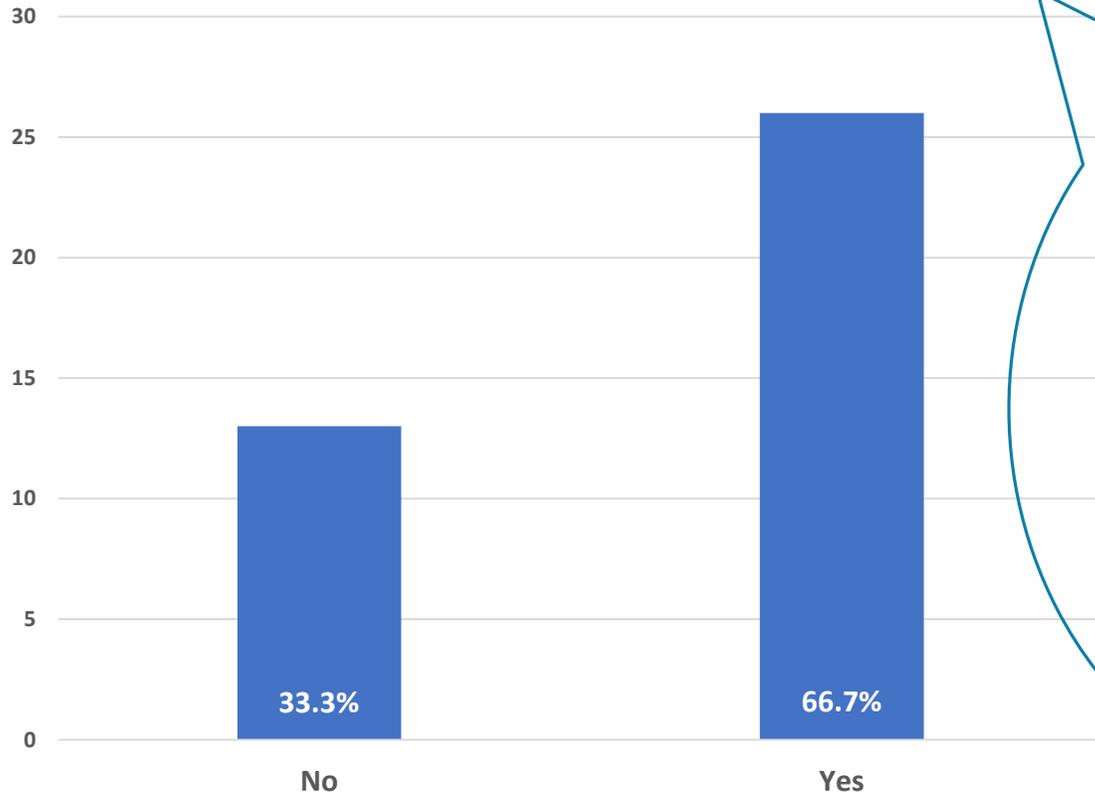
■ Facebook ■ Website ■ Livestream ■ YouTube ■ Instagram ■ ParishApp

Summary Response:
The website is by far the primary electronic tool our parishioners use, at nearly 48%. Our parish app is a distant but important tool with more than 23% of respondents making use of this. Facebook users number 13.1%; Livestream 11.3% followed by Instagram (2.6%) and YouTube (2.1%) getting some, but minimal use. It's worth noting that the website has been around for quite a while our Livestream service is not yet 1 ½ years old and our focus on social media channels didn't begin in earnest until August 2017. We expect social media as a category will continue to grow.

Staff recommendation: Do you know how parishioners connect with us and which are their favorite digital tools? As staff members, we should learn how to connect with our customers and how they prefer to connect with us. We should each strive to be an expert in each of our communication channels. Try spending 5 minutes a couple times a week to know what we are communicating and where. It will likely help you better connect with your customers and provide better service! Final thought: our information needs to be current and correct. Please review and update your content regularly and notify us to update the website.

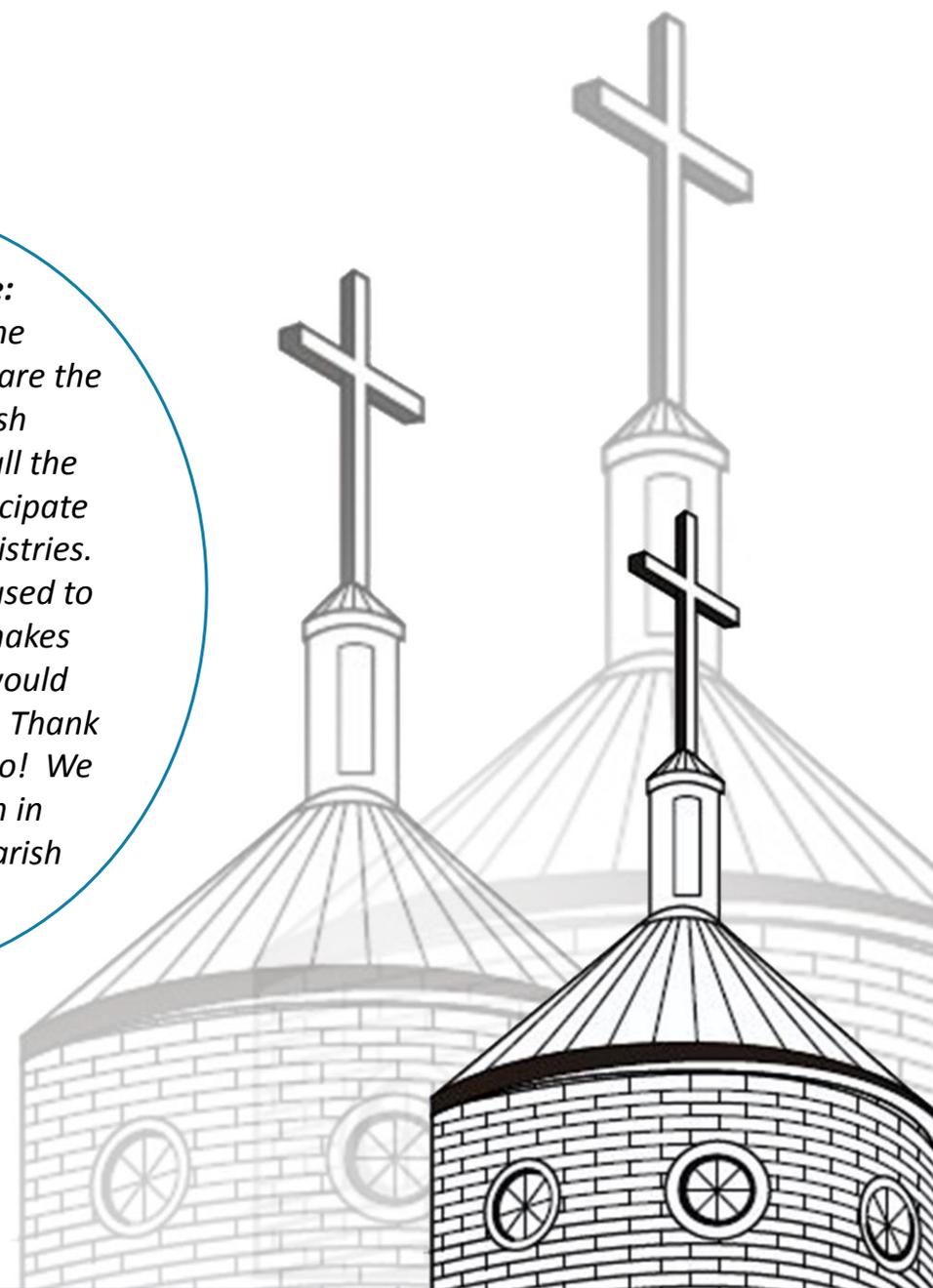


Ministry participation?

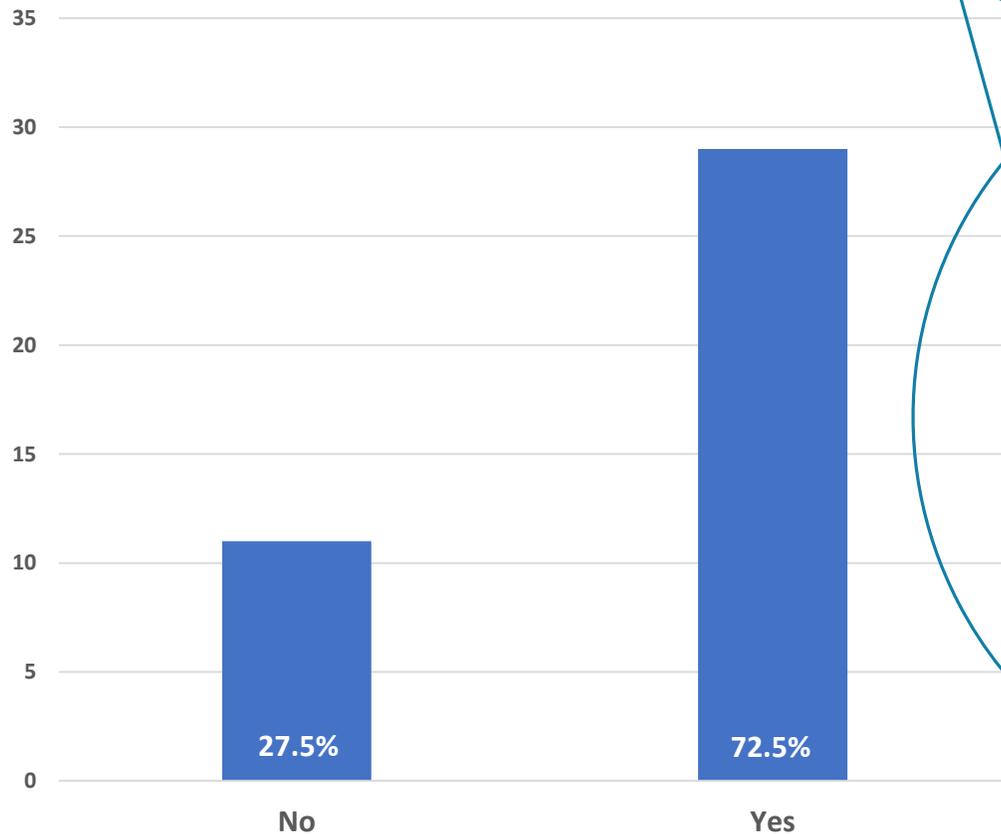


Summary Response:
Our ministries and the volunteers that run them are the life blood of our parish community! A third of all the survey respondents participate in at least one of our ministries. It's logical that they are used to getting involved, so it makes sense that volunteers would participate in this survey. Thank you again for what you do! We hope the participation in ministries across our parish continues to grow!

Staff recommendation: Everyday stewardship is for our parishioners AND ourselves. Inviting our parishioners to join our ministries is part of evangelizing our faith and building a vibrant parish community! When was the last time you recruited someone to help? Have you thanked them for their service? We can never say thank you too much! Do you know what ministries we have? Remember, it's OUR parish, so jump in and become an everyday steward!

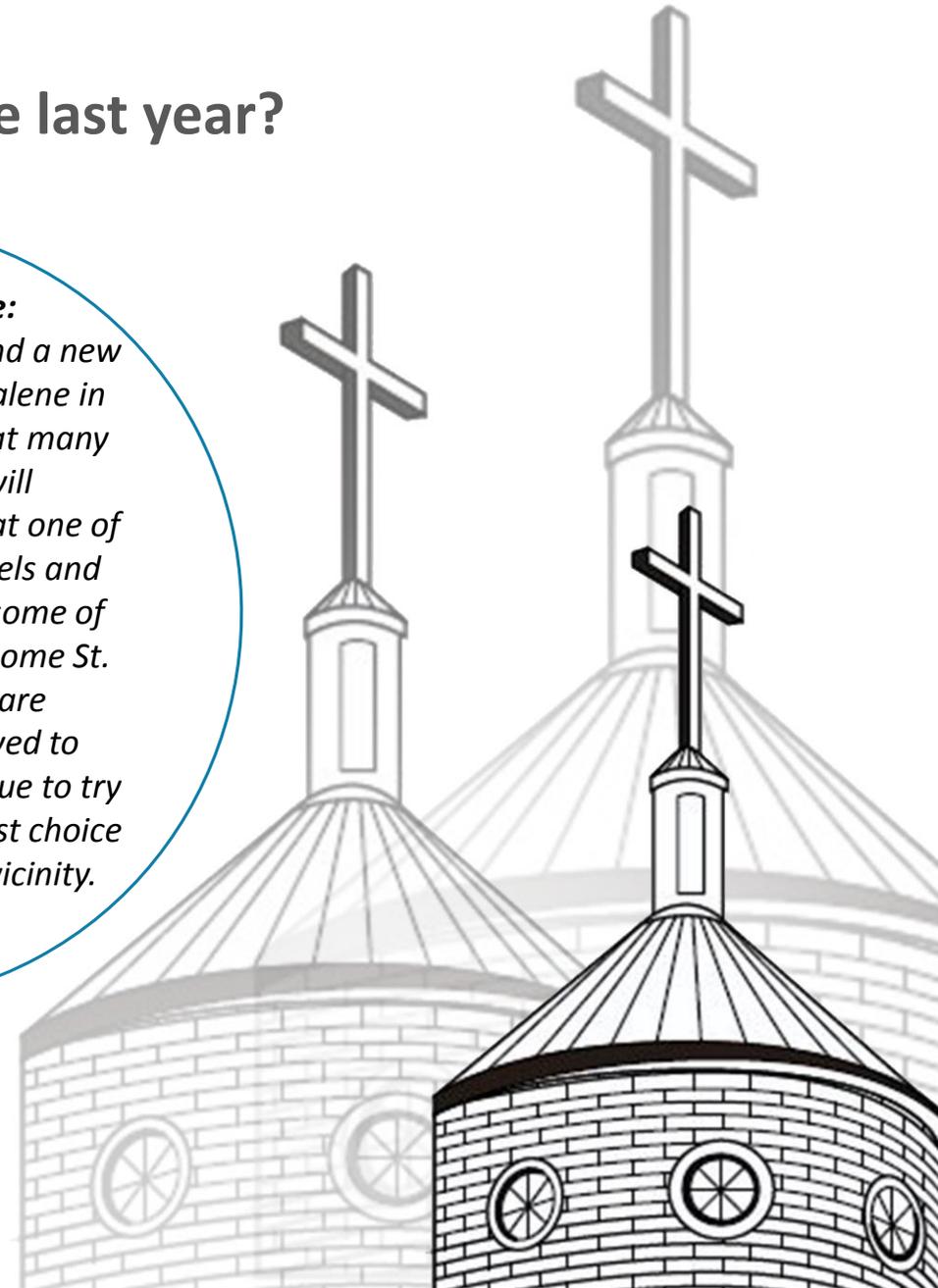


Have you attended another church in the area in the last year?

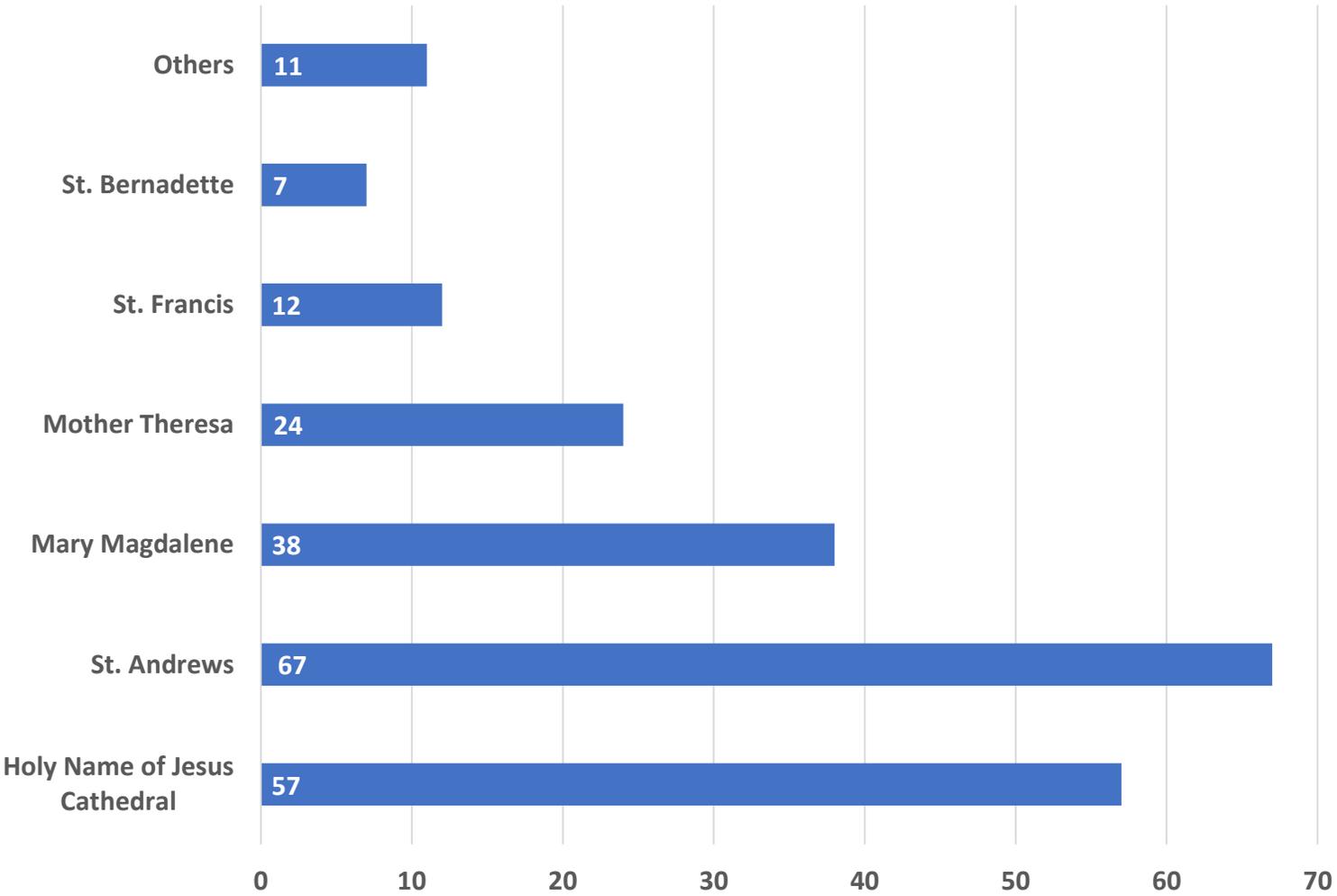


Summary Response:
With our new Cathedral and a new church at St. Mary Magdalene in Apex, it is only natural that many of our parishioners will occasionally attend Mass at one of these new facilities. Travels and convenience account for some of this, while we know that some St. Michael parishioners are “shopping” or have moved to another parish. We continue to try to make St. Michael the first choice of Catholics in this local vicinity.

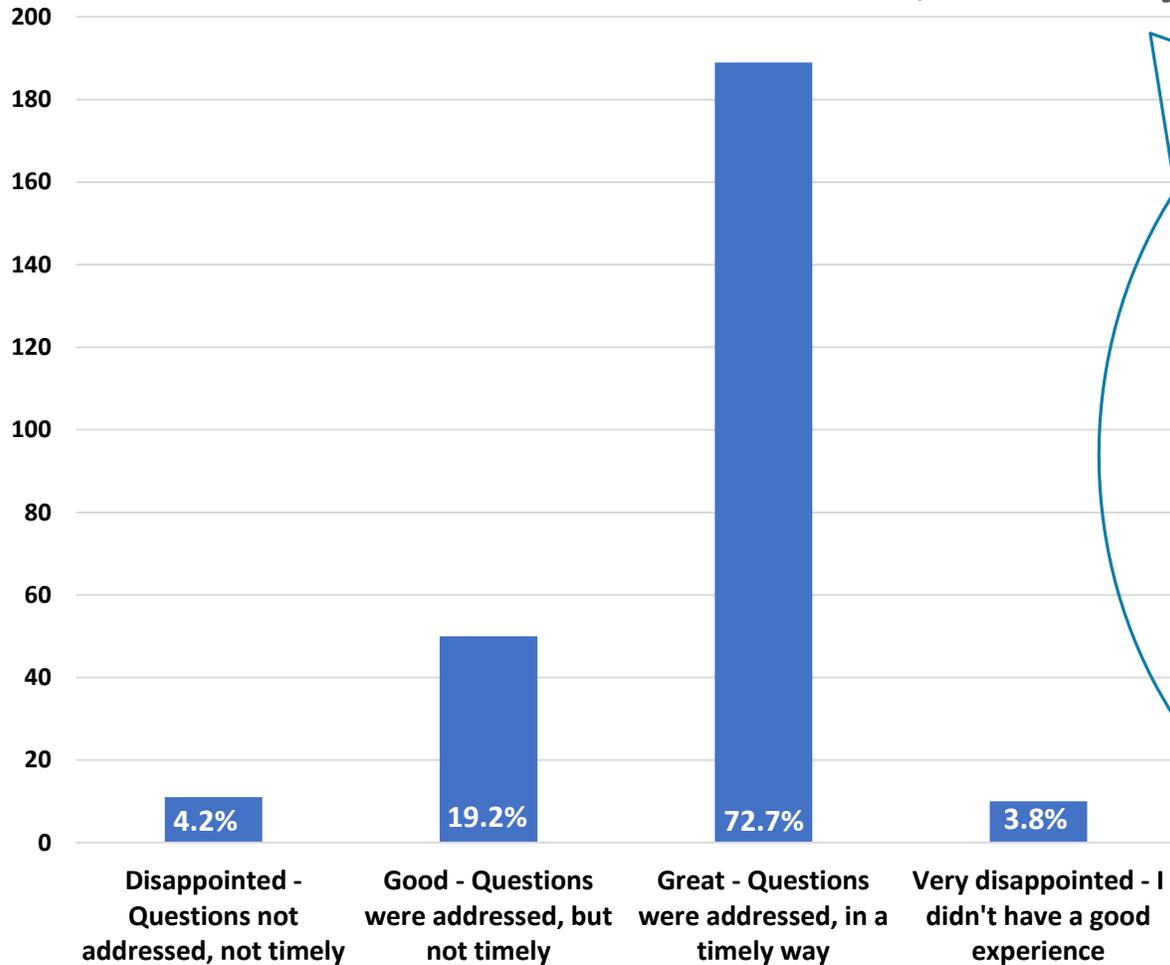
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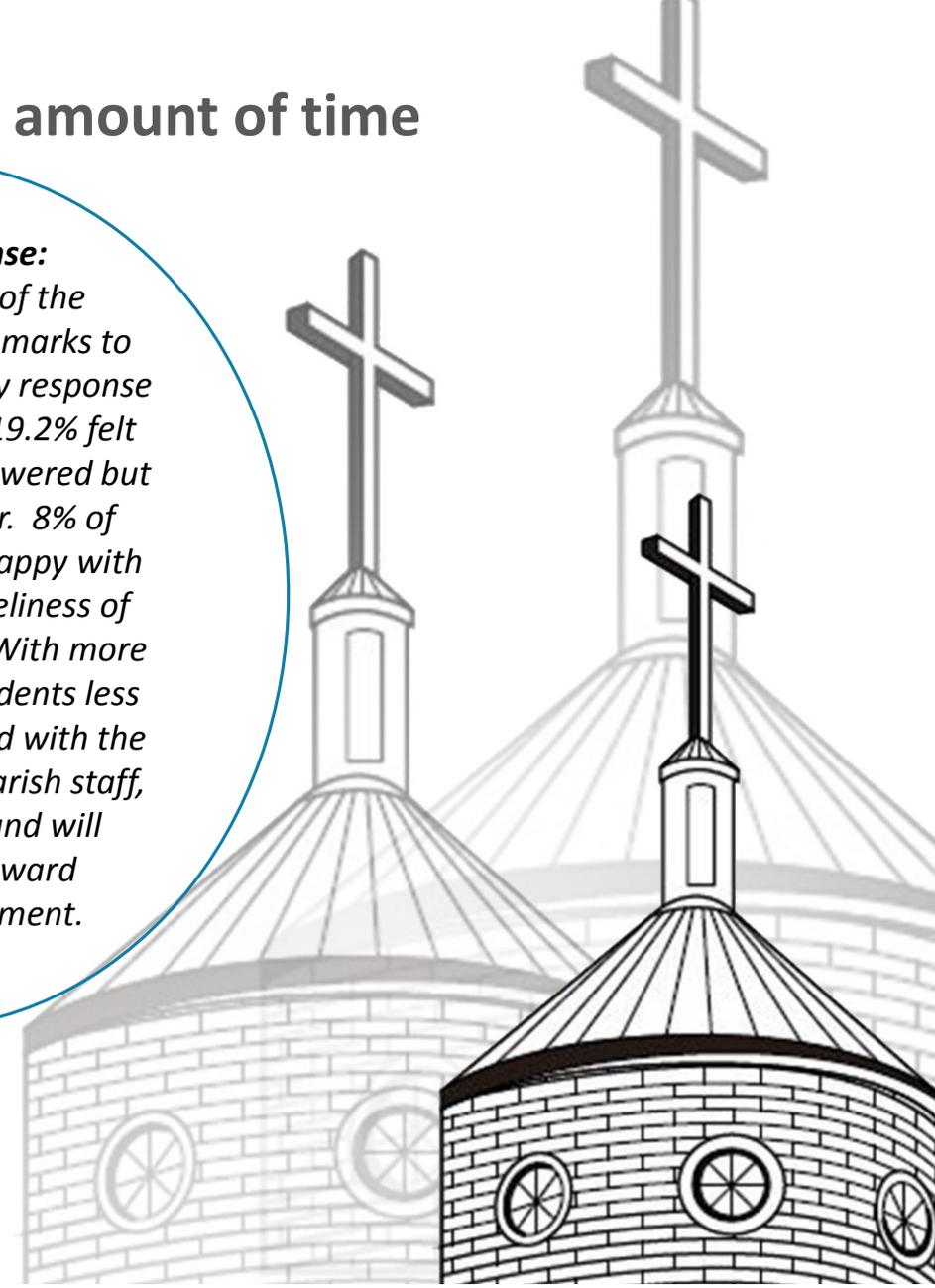
Other parishes visited this year



When I contact the Parish Office, I am helped in the right amount of time

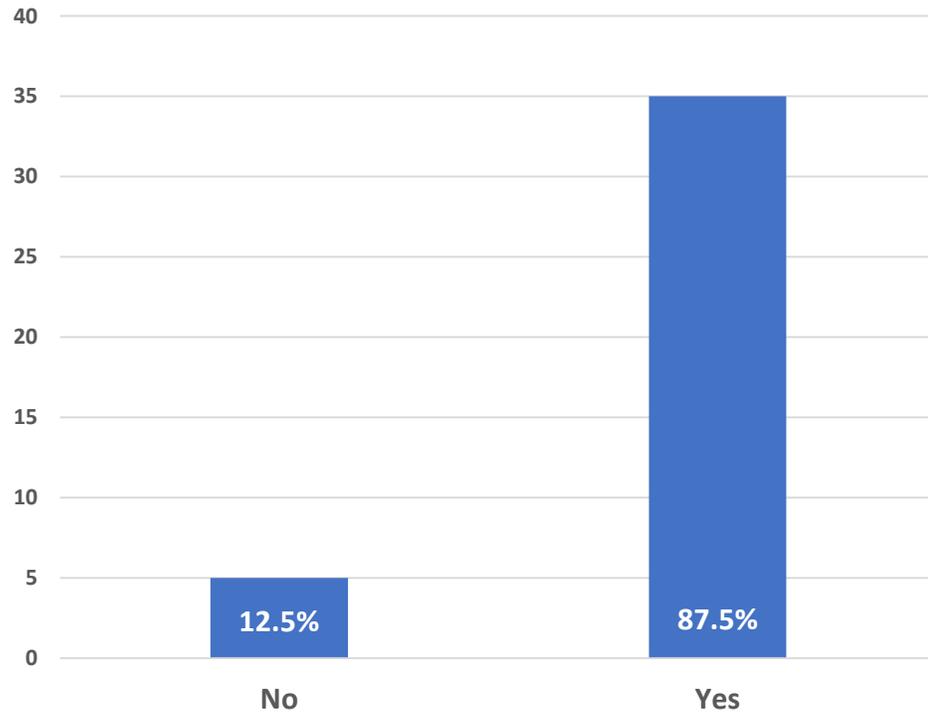


Summary Response:
Overall, nearly 73% of the parishioners gave high marks to the Parish staff for timely response to questions. Another 19.2% felt their questions were answered but not in a timely manner. 8% of respondents were not happy with the answers or the timeliness of the response they got. With more than 27% of our respondents less than completely satisfied with the responsiveness of our parish staff, we have work to do and will continue to work toward continuous improvement.



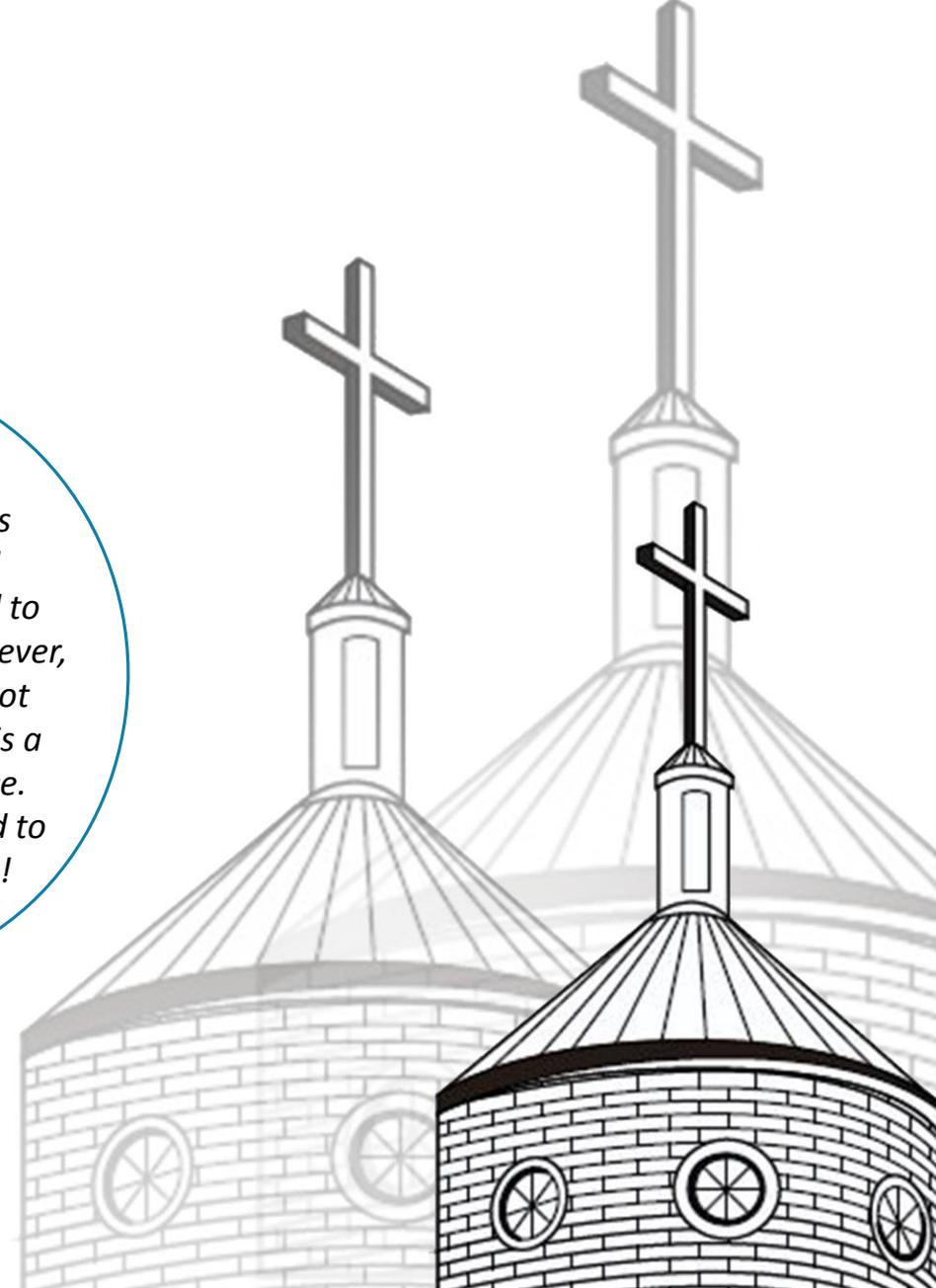
Staff recommendation: You already know the answer! A minimum score of 95% is required before we can even begin to feel good about our service level. So make each “moment of truth” count and begin tracking the minutes from start to finish! We should start with a maximum response time of one business day, then quickly cut that in half. Service is what we are all about!

Would you recommend our Parish?

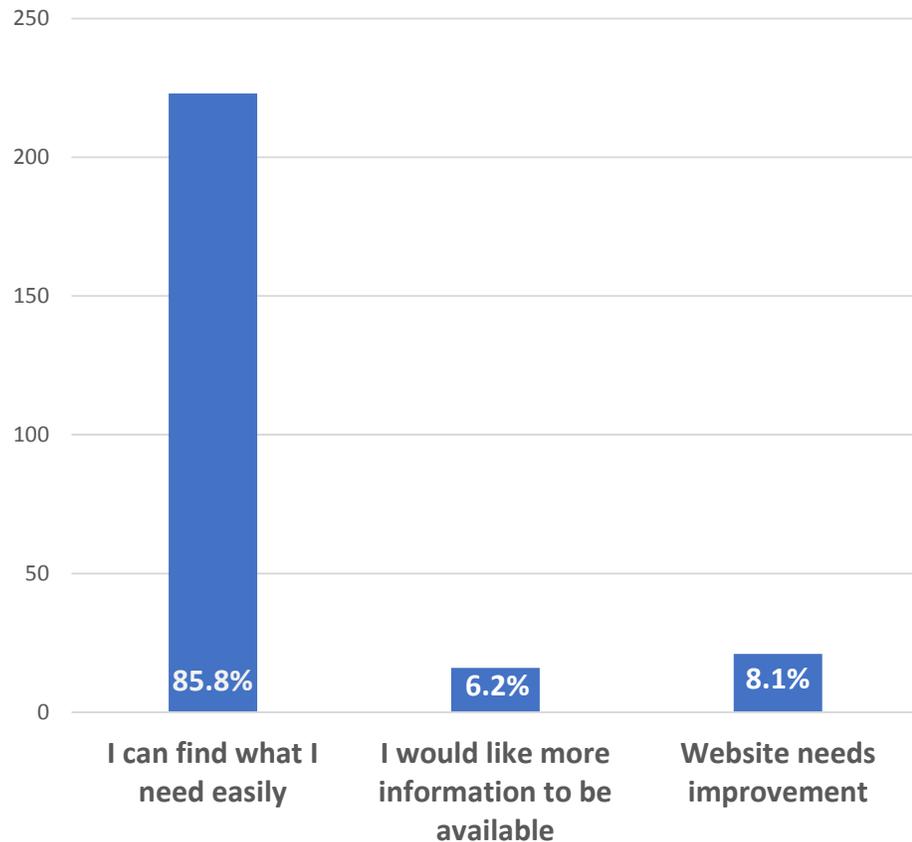


Summary Response
7 out of 8 respondents indicated they would recommend St. Michael to others; that's good. However, the 1 of 8 that would not recommend our parish is a loud, but negative voice. Something that we need to work hard to improve!

Staff recommendation: To be the best, we need to have all our parishioners recommend St. Michael!
How can you do your part in this team effort to make our parishioners recommend St. Michael to others?

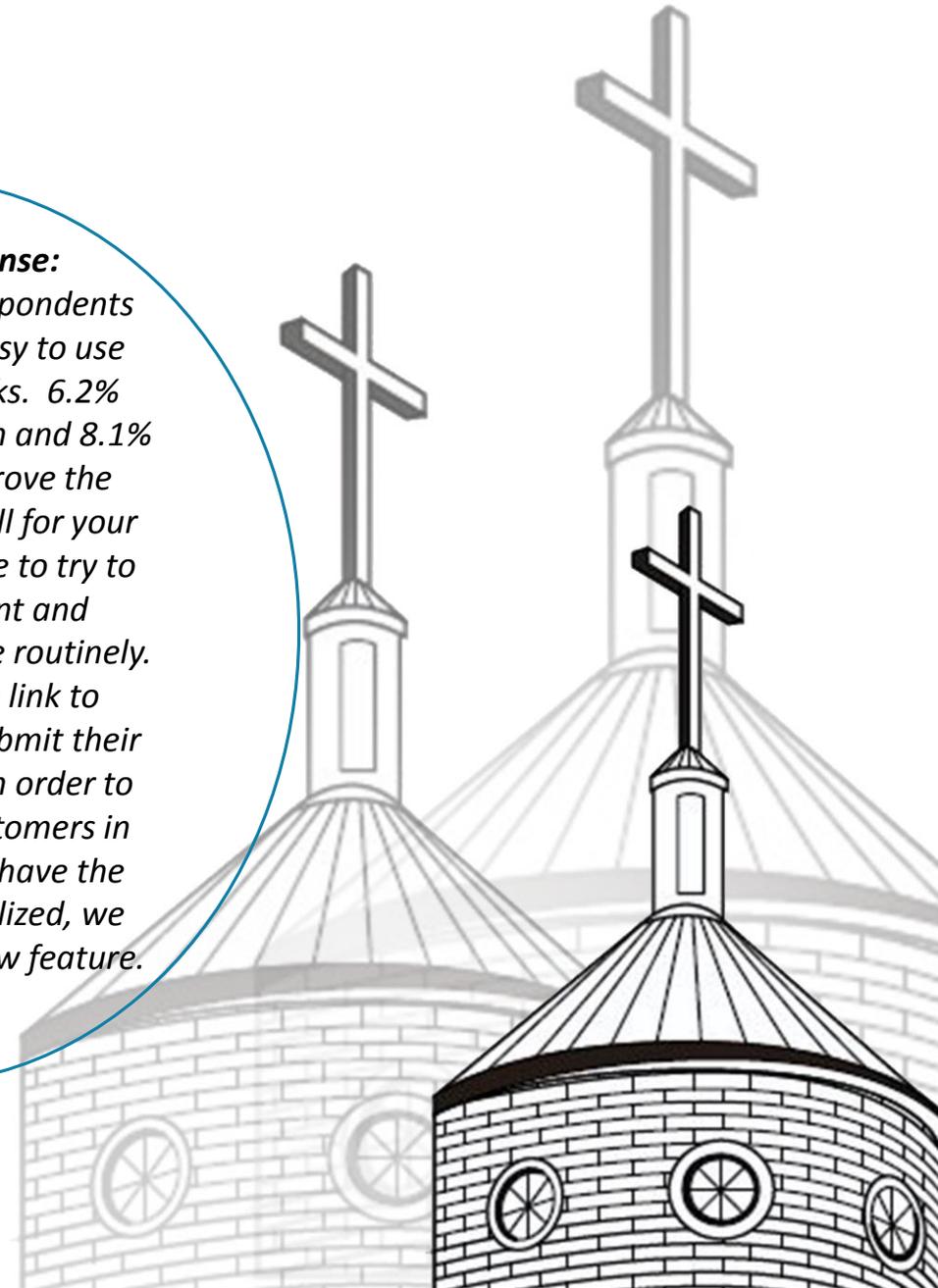


How easy is our Parish website to use?

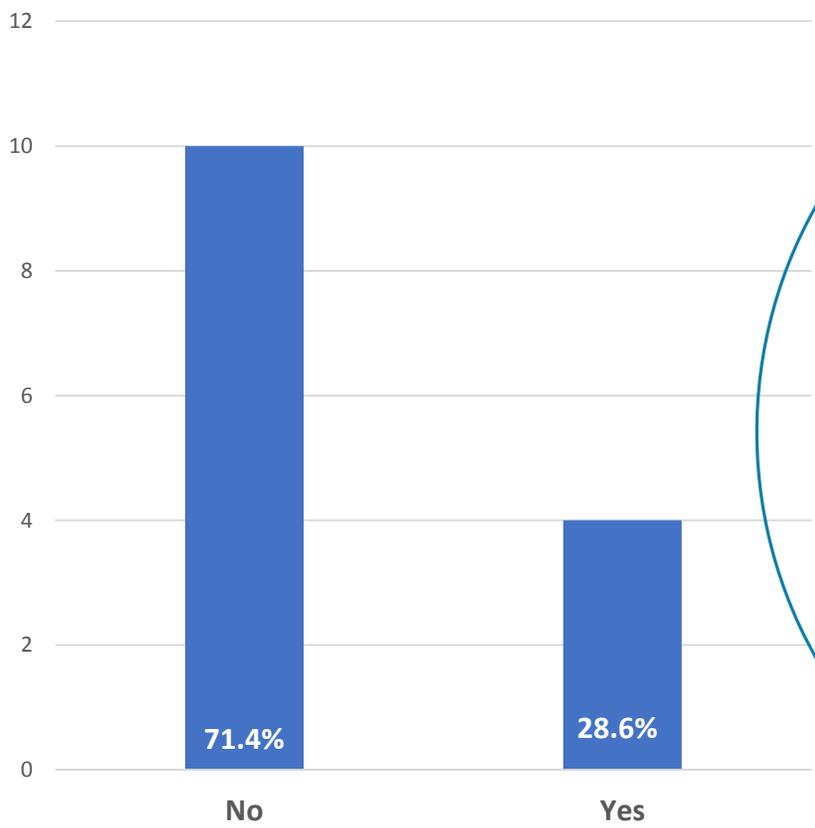


Summary Response:
Nearly 86% of our respondents feel our website is easy to use and give it high marks. 6.2% want more information and 8.1% feel we need to improve the website. Thank you all for your feedback; we continue to try to improve the content and usability of our website routinely. We are preparing a link to encourage users to submit their change suggestions in order to stay closer to our customers in the future. Once we have the backend process finalized, we will implement this new feature.

Staff recommendation: Continuous improvement is our expectation with the website. You can help yourself by learning what is available on our website to help you do your job better, particularly if you work directly with parishioners. You can help Larry and Ana by becoming a active user who can provide positive suggestions on how to make our website easier or better for our customers (both staff AND parishioners)!

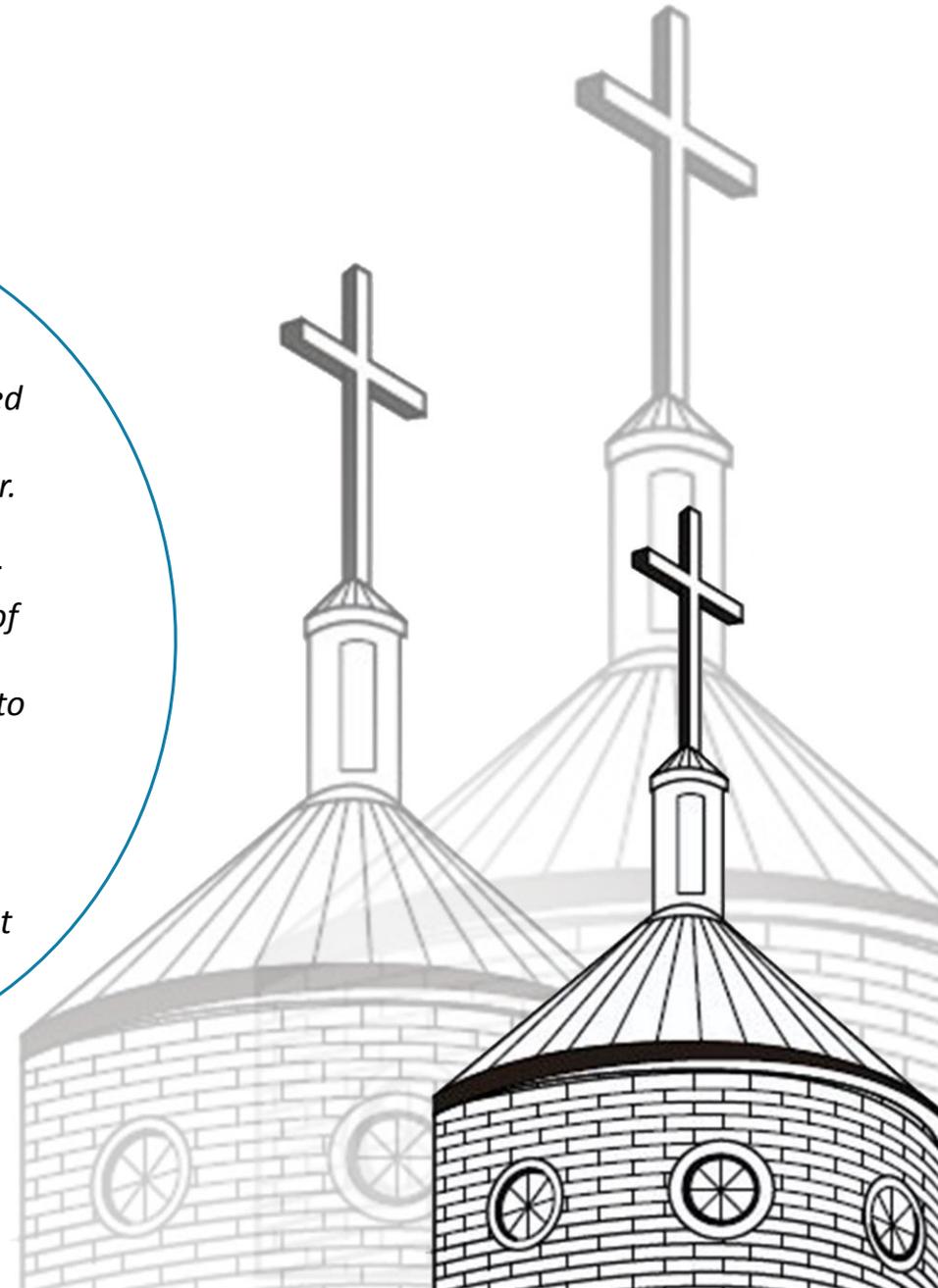


Faith Formation attendance in the last year?



Summary Response:
Nearly 29% of respondents indicated that they have attended at least one Faith Formation program or event in the last year. We have more exciting Faith Formation programs on tap for this fall and next spring. Much of the content of these new programs are in direct response to parishioners input during the listening sessions in 2017 that were used to create our parish Long Range Plan. So we expect that more parishioners will want to participate in the future.

Staff recommendation: Stretch yourself if you haven't already! Find a faith formation offering to help grow your faith and better serve our parishioners. St. Michael's adult faith formation offerings are excellent! FORMED is excellent! Make time to spend time developing yourself through one or more of these offerings. You will be rewarded richly! So, be selfish and invest in yourself. And, oh by the way, you will be better prepared to make recommendations to our customers for their own development.



What do you LEAST enjoy about attending Mass here?



Summary Response:

Respondents don't like the parking lot experience when attending Mass. That primarily involves the time it takes to get in and out as well as the sometimes volatile behavior of drivers mainly when trying to exit the parking lot. Some feel the Masses run too long, that we sing too much and that the homilies are sometimes ineffective and occasionally political. In general, they want a better balance of music, *canting,? Net?* and to the point homily messages that all lend to an hour long inspirational Mass experience.

