



# COTTONWOOD PRESBYTERIAN CHURCH

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Town Hall Meeting

May 15, 2011

**WELCOME**

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# Agenda

- The CPC congregation profile
  - Source: Aggregated information from Dale Cowgill's demographic report and the survey
- Review community demographic profile and lifestyle insights
  - Source: Mission Insite reporting tool and database
- Congregational Survey Highlights
  - Source: Hartford Institute Congregational Survey
- Identifying common themes from the survey
- Group exercise: What is the Vision for Cottonwood

# Mission Study Task Force

- Rev. Jeff Silliman
- Cliff Leaver
- Kathy Wright
- Jody Good
- Cindy Dechart
- Tim Tyler
- Mark Zaba
- Dale Cowgill (special counsel)
- Bruce Ratzlaff (special counsel)
- Sue Martin (special counsel)

# CPC PROFILE

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# CPC Profile

## Demographics and Church Participation



- We are highly represented by older, long-time members
  - 65% of our 249 active members are 56+ years of age
  - 57% of those surveyed have been members for over 20 years
  - Strong base of retirees
- Highly educated, with jobs skewing towards professional / administrative
- Predominately caucasian, married with no children left at home
- Woman outnumber the men in the congregation
- Have lived in their current location for 20+ years and are not likely to move

# CPC Profile

## Demographics and Church Participation



- Active membership:
  - 91% attend church 2+ times a month
  - 88% are on a committee
  - 51% of total active members have been ordained:
    - 73 as Elders – 38 Female and 35 Male
    - 87 as Deacons – 61 Female and 26 Male
    - 33 both as Elders and Deacons – 21 Female and 12 Male
- 66% contribute over \$1500 a year to CPC
- Have four or more friends that attend CPC
- 77% live less than 15 minutes from church

# COMMUNITY PROFILE

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# Community Demographic “Picture Frame”

## Composite Profile

- Growth rate is comparatively low (Population, households, families)
- Moderate growth rate among kids ages 5-14; decline in HS age kids
- Predominantly white, married, 2.5 kids, late 30's
- Above avg. HH income and education
- Employment centers around managerial / administrative / sales
- Charitable contributions focus on church and social services
- Individuals consider themselves to be spiritual

# Community Lifestyle “Portrait”

Radius

**“Second City Homebodies”**

Financially conservative, dual working, middle-aged couples and families living in small, satellite cities along the East and West coasts

1



**“Stable Careers”**

Young and ethnically diverse singles residing in low- and high-rise apartment buildings and living comfortable lifestyles in big-city metropolitan areas

2



**“Moderate Conventionalists”**

Highly mobile, middle-class singles and childless couples living in modest homes, semi-detached houses and apartments scattered throughout second-tier cities

5



**“New Suburbia Families”**

Young, affluent working couples with pre-school children concentrated in fast-growing, metro fringe communities

10

# One Mile Radius

## Predominant Mosaic Lifestyle Portrait

Group	Type	Description
Small town contentment	“Second city homebodies” (30%)”	Financially conservative, dual working, middle-aged couples and families living in small, satellite cities along the East and West coasts

- **Community and church** mean a great deal to people in this lifestyle type. They connect with established neighborhood churches,
- They tend to be **denominationally loyal**, and some may be active in the church hierarchy beyond the local congregation.
- Local church tradition is important, and they like the predictability of the Christian year and the **intimacy of a church** no larger than about 250 people.
- The most important **metaphor for the church is a “family”**.

# Two Mile Radius

## Predominant Mosaic Lifestyle Portrait

Group	Type	Attributes
Aspiring Contemporaries	"Stable Careers" (22.6%)	Young and ethnically diverse singles residing in low- and high-rise apartment buildings and living comfortable lifestyles in big-city metropolitan areas

- People in this lifestyle type are **largely indifferent to church**, and occasionally hostile to the church due to real or perceived hurts from adolescence. They are most likely to **connect with an outreach mission**, micro-cultural church plant, or non-denominational church.
- Churches will need to be technologically sophisticated and **"trendy" in its music and images**.

# Five Mile Radius

## Predominant Mosaic Lifestyle Portrait

Group	Type	Description
Metro Fringe	“Moderate Conventionalists” (15.8%)	Highly mobile, middle-class singles and childless couples living in modest homes, semi-detached houses and apartments scattered throughout second-tier cities

- People in this type were or are **strong supporters of established, traditional churches**.
- Today they are increasingly mobile, however, and have become consummate church shoppers. They **may connect with more than one church at any given time**, and the church they go to now may not be the same denomination as the one they left.
- Local **congregational vision and personal fit** are crucial.
- Many will connect with large churches with relatively low expectations in which they can **participate anonymously**.
- Some will connect with mid-sized family churches where they can **quickly make friends** and network into the wider community.
- They **tend to avoid very small churches**.

# Profile Overlap: CPC and the Community

## “Second city homebodies” (1 mile radius)

- Community & church are important
- Denominationally loyal
- Prefer intimacy of smaller church
- Church is a “family”

## “Stable Careers” (2 mile radius)

- Largely indifferent to church
- Likely to connect with an outreach mission or non-denominational Church
- Prefer “trendy” church music and images

## “Moderate Conventionalists” (5 mile radius)

- Supporters of established, traditional churches
- May connect with more than one church at any given time
- Congregational vision and personal fit are key
- Tend to participate anonymously at church
- Quick to make friends
- Prefer large churches and avoid very small churches

**Similarities in Red**

## Demographics

### Similarities:

- Income, education, careers, growing families, charitable contributions (church, social services)

### Differences:

- Age, HH size, retired

# CONGREGATIONAL SURVEY HIGHLIGHTS

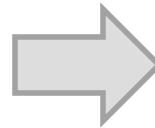
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# Tasks of the Church

- Tasks that need **more** emphasis
  - Sharing the good news of the Gospel with the un-churched (45.1%)
  - Helping members discover their own gifts for ministry and service (29.6%)
  - Helping members understand their use of money, time and talents as expressions of Christian Stewardship (27.8% )
- Task that we are **generally satisfied** with:
  - Engaging in acts of charity and service to persons in need (78.1%)
  - Providing a caring ministry for the sick, shut-ins and the bereaved (71.2%)
  - Providing fellowship opportunities for members
  - Offering worship that provides a meaningful experience of God and the Christian tradition
- What task do we do **best**
  - *“Engaging in acts of charity and service to persons in need” (tie)*
  - *“Offering worship that provides a meaningful experience of God and the Christian tradition.” (tie)*

# Tasks of the Church

**Q: For the sake of your own personal involvement in your congregation, which ONE task would you most like to see strengthened?**

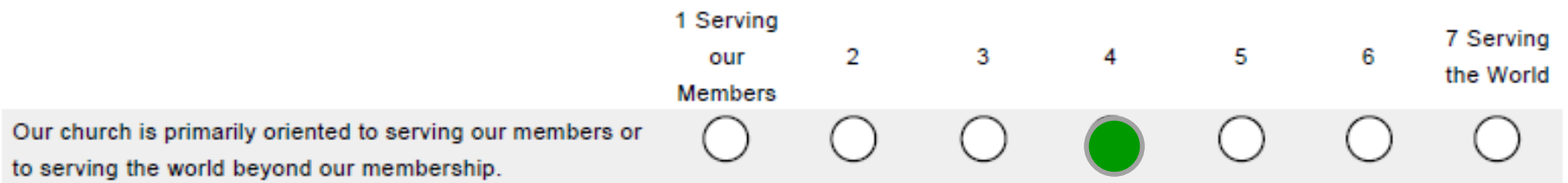
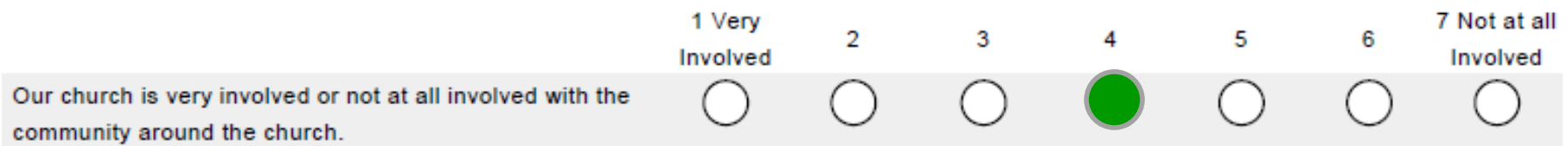
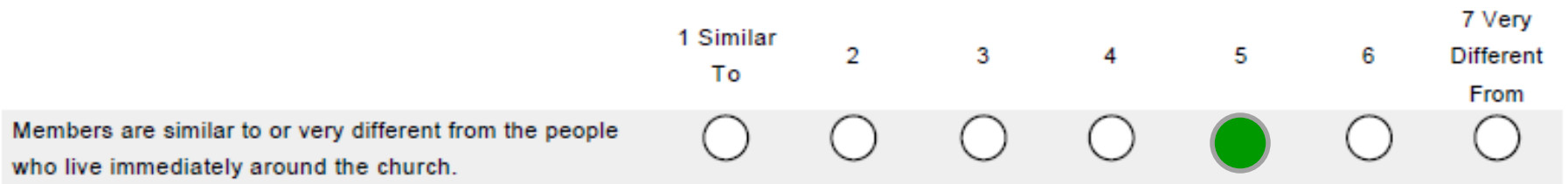
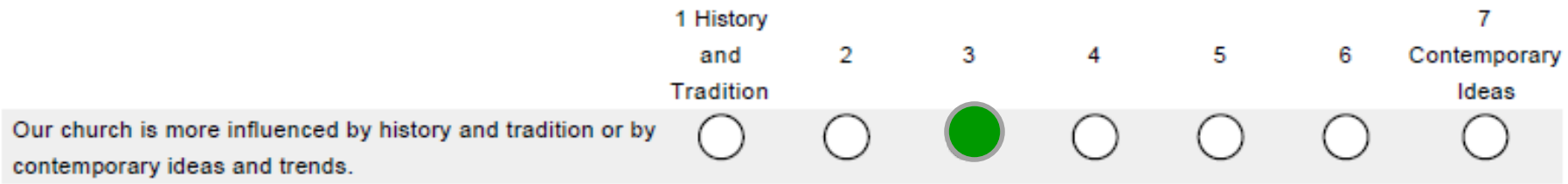


**A: Helping members discover their own gifts for ministry and service**

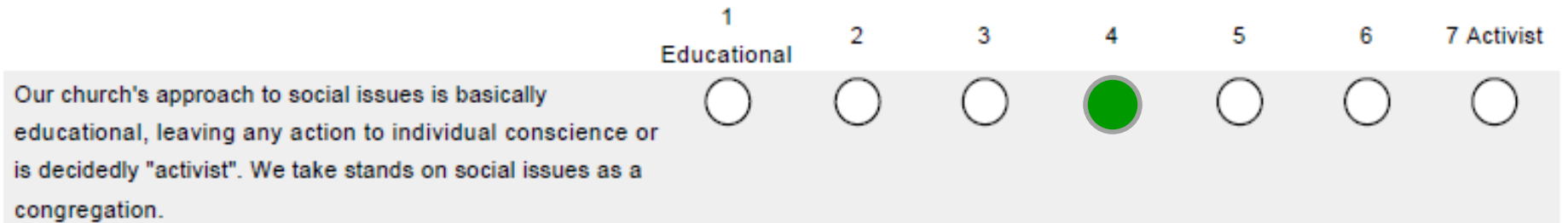
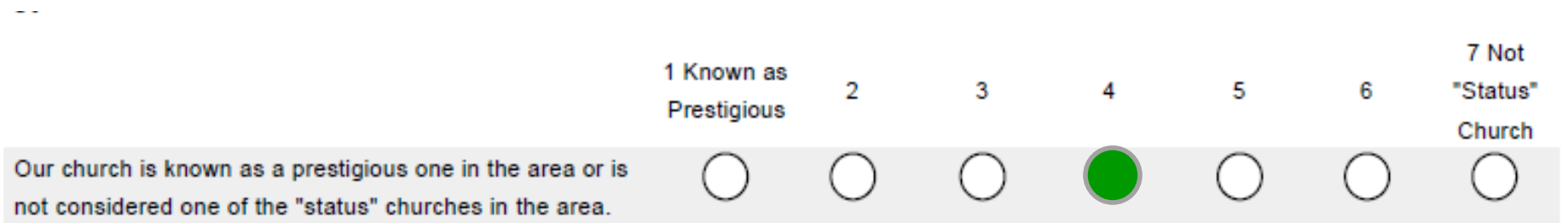
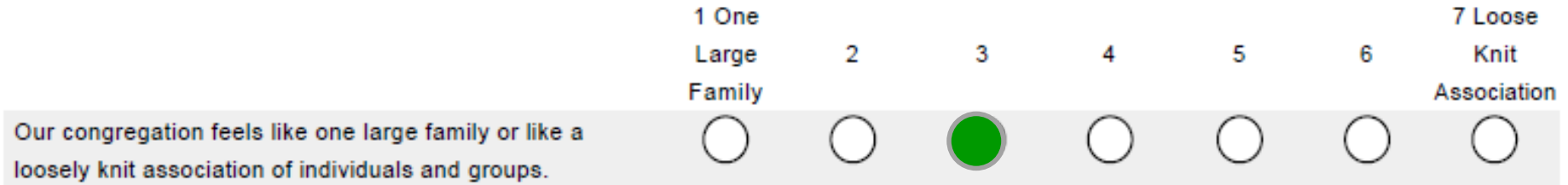
# Organizational Characteristics

- **We strongly agree that:**
  - Members help each other out in times of trouble
- **We agree that:**
  - Every member who is capable and interested has an equal opportunity to hold key leadership positions
  - The current morale of our church membership is high
  - Lay leaders are provided the training they need for their committee and task assignments
- **We disagree that:**
  - Disagreements and conflicts are dealt with openly rather than hushed up or hidden behind closed Doors
  - The activities taking place in the congregation are well publicized to the surrounding community
  - Study of the needs of the congregation and the community is regularly undertaken as the basis for church planning

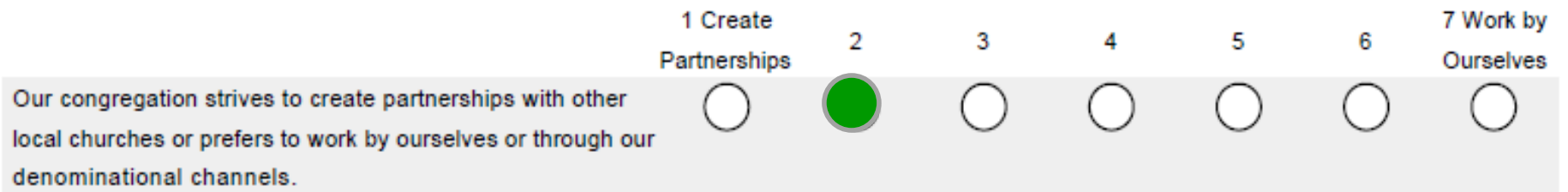
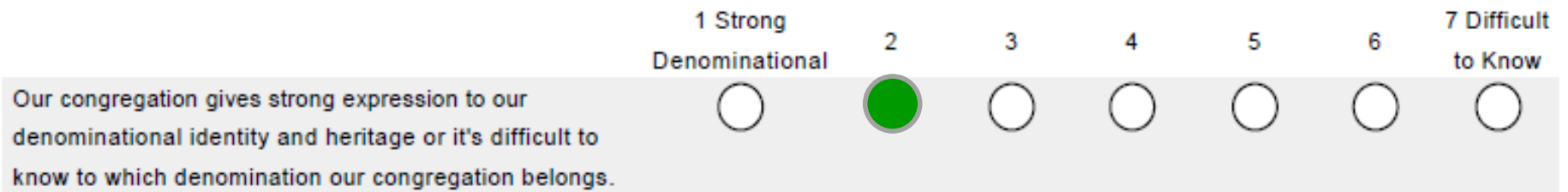
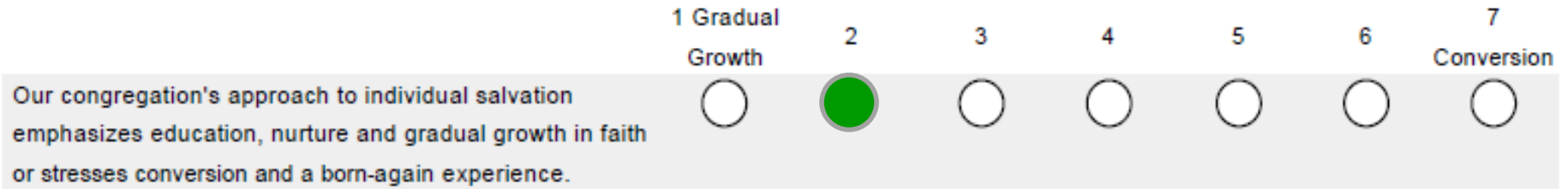
# Congregational Identity



# Congregational Identity



# Congregational Identity



# Congregational Identity

Please rate your agreement or disagreement with the following statements from your perspective as an individual looking at your congregation's overall identity and vision.

	Strongly Agree	Agree	Disagree	Strongly Disagree
<b>1. Our church's identity, as it is, is one with which I feel comfortable.</b>		<input type="radio"/>		
<b>2. It is easy for me to tell my friends what is unique about our church.</b>		<input type="radio"/>		
<b>3. I have a clear understanding of what our church stands for.</b>		<input type="radio"/>		
<b>4. An effective effort was made to instruct me in our church's mission.</b>		<input type="radio"/>		
<b>5. I have a strong sense of belonging to this congregation.</b>	<input type="radio"/>			
<b>6. Being at this church has made a difference in my spiritual life.</b>	<input type="radio"/>			

# Tasks of the Pastor



- **Very high priority**
  - Planning and leading worship sensitive to the needs of the congregation
  - Preparing and preaching inspiring sermons
- **High priority**
  - Visiting the sick, shut-in and bereaved
  - Developing and leading adult education programs
  - Pastoral counseling of members having personal, family and/or work related problems
  - Planning and leading a program of new member recruitment
- **Low priority**
  - Holding social justice issues before members
  - Visiting members at their homes
  - Participating in local community activities, issues and problems

# Christian Education Program

- Priorities (0-5<sup>th</sup> grade)
  - Giving children the feeling that they are loved by God and the church
  - Developing in children a sense that Christian love includes respect for and service to others
  - Teaching children about the Bible and the church
  - Providing examples of what it means to be a Christian in today's world
- Priorities (6<sup>th</sup> – 12<sup>th</sup> grade)
  - Educational programming that helps youth clarify values and beliefs
  - Programming that involves youth in serving others
  - Providing fellowship opportunities for youth to have fun in Christian setting
- Adults
  - Study and discussion groups dealing with contemporary issues, topics and problems
  - Prayer, meditation and spirituality groups
  - Study groups dealing with the Bible and theology

# Church Programs

*Please identify whether you would attend any of these programs if more or better ones were offered.*

- Would attend
  - Fellowship events or hobby groups
  - Study and discussion groups dealing with contemporary issues, topics and problems
  - Study groups dealing with the Bible and theology
- Would not attend
  - Groups and classes that explore marriage, the family, and parenting issues
  - Evangelistic outreach and visitation groups
  - Prayer, meditation and spirituality groups
  - Support groups in which members share with each other at the level of feelings and personal experience

The best time to attend these programs? Sunday mornings or weekday evening. The worst time? Weekend retreat or weekday morning.

# Worship

- What parts of the worship service are we satisfied with?
  - Having parts of the worship especially for children
  - Providing time for members to greet one another
  - Use of creeds or statements of faith
- What parts of the worship service need more emphasis?
  - Use of contemporary worship styles, music and language (33%)
  - Providing worship that is intellectually challenging
  - Providing worship that is emotionally moving
- What are the qualities that make for a good sermon?
  - Is challenging and thought provoking
  - Sets forth various sides of an issue without advocating one position as the only Christian position
  - Sets forth a clear faith position as a guide for making decisions and living a faithful life

What time should worship start on Sunday? 11:00am is still the preferred time.

# Program Evaluation

## Community & Social Involvement

### Highest priorities

1. Providing or supporting social services for persons in need
2. Providing meeting rooms in the church for community groups working on various issues and problems
3. Giving money to denominational programs
4. Calling attention to social, community and world issues from the pulpit and in study groups
5. Linking interested lay members to denominational, ecumenical or non-church social service or advocacy programs

The lowest priority was organizing social issue advocacy or action groups

# Program Evaluation

## Stewardship Development

- Efforts to encourage the congregation's stewardship program
  - Encourage membership pledging
  - Mailings to members clearly setting out the reasons for Christian stewardship
  - Adult education programs on the meaning of Christian stewardship
  - Encourage giving to a church endowment through wills and bequests
  - Strong appeals from the pulpit

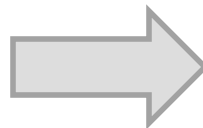
And if the congregation were raise significantly more money than budgeted, where would it go? Increased support for community social service programs

# Program Evaluation

## Evangelism

- Ways that the church could use to share the “good news” of the Gospel and to recruit new members for the church:
  - The use of a church web site
  - Stressing from the pulpit the importance of members inviting others to visit our church
  - Pastoral or lay visits to newcomers in your community
  - Developing church programs especially targeted at un-churched persons in your community





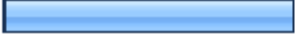




**There isn't a strong feeling that the membership needs to increase or improve its efforts at evangelism**



**Which is probably good. We only list our level of involvement as “to some extent”**

# Evangelism

*What originally attracted you to CPC? What keeps you here?*

		Response Percent	Response Percent
<b>The Minister</b>		59.7%	60.9%
My friends are here		26.9%	<b>71.0%</b>
The church's reputation		9.0%	15.9%
Adult education program		9.0%	18.8%
Child and youth program		37.3%	10.1%
The music program		47.8%	56.5%
The social outreach		14.9%	27.5%
The worship style		53.7%	55.1%
The self-help groups		0.0%	0.0%
The denominational ties		44.8%	36.2%

# Religious Beliefs and Personal Practices

View of the Bible

***The Bible is the inspired Word of God and its basic moral and religious teachings are clear and true, even if it reflects some human error.***

# Religious Beliefs and Personal Practices

## Belief Statements

	Strongly Agree	Agree	Neutral or Unsure	Disagree	Strongly Disagree
1. There is no other way to salvation but through belief in Jesus Christ	<b>44.8% (30)</b>	14.9% (10)	17.9% (12)	14.9% (10)	7.5% (5)
2. Human beings have developed over millions of years from less advanced forms of life	<b>36.4% (24)</b>	31.8% (21)	13.6% (9)	7.6% (5)	10.6% (7)
3. Jesus' resurrection from the dead was an actual event	<b>48.5% (33)</b>	23.5% (16)	23.5% (16)	4.4% (3)	0.0% (0)
4. All religions are equally good ways of helping a person find ultimate truth.	7.5% (5)	<b>32.8% (22)</b>	29.9% (20)	20.9% (14)	9.0% (6)
5. The Bible has answers for all of the basic questions of life	21.7% (15)	<b>44.9% (31)</b>	24.6% (17)	7.2% (5)	1.4% (1)
6. Social justice is at the heart of the Gospel	24.2% (16)	<b>42.4% (28)</b>	31.8% (21)	1.5% (1)	0.0% (0)
7. It is often difficult to live out my faith in daily work, leisure and community life.	4.5% (3)	<b>40.3% (27)</b>	17.9% (12)	29.9% (20)	7.5% (5)

# ASSESSMENTS

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# Verbatim Response Themes

- 56% of the entries (29 of 52) called for 'growth' or 'increase in membership. Of those 29 entries:
  - 79% (23 of 29) called for increases in families, especially young families with children
  - 52% (15 of 29) called for increases in youth or young adults
- 19% (10 of 52) discussed Community involvement
- 12% (6 of 52) mentioned Worship in one context or another.
- 8% (4 of 52) hoped for more involvement or participation of members.
- 8% mentioned need for diversity
- 6% (3 of 52) mentioned music in their hopes
- 4% (2 of 52) dealt with education
- 4% more were concerned with fellowship
- Spirituality only showed up once in the word search.

# Themes From the Research

- A pastor who leads us spiritually through worship and thought provoking sermons
- Caring for the spiritual needs of children and youth to help them feel part of a Christian community
- Maintain an environment that nurtures, builds and creates new opportunities for fellowship
- Service and mission amongst ourselves and our community
- Contemporary thought against a backdrop of traditional worship
- Helping members discover their own gifts for ministry and service; more membership involvement
- Understanding the importance of evangelism, but not comfortable with acting on it personally

**WHAT'S NEXT**

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# Mission Statement

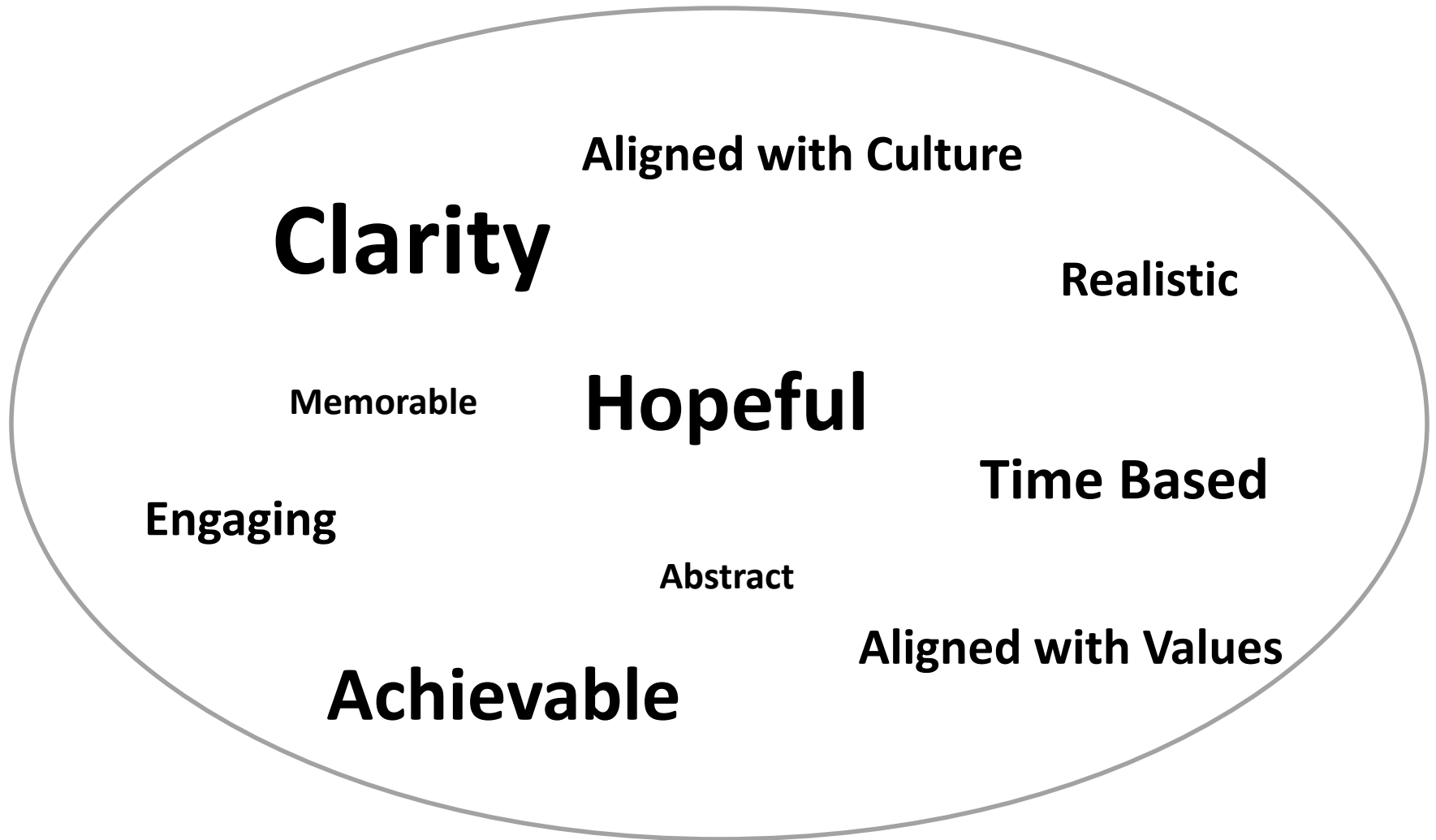
Our Reason for being:

*God's mission for the people of Cottonwood is to: Be a worship-centered, spiritually alive congregation, Bring all people to know God's grace, Empower the people of God to lead and to serve.*

Current

**Considered edit to the current mission statement:**  
***Undertake new initiatives that serve our community where the need is greatest.***

# Exercise: Building a Vision Statement



# Exercise:

## Building a Platform for the Vision Statement

Image of the future we want to create

What is our aspirational vision for the future?

- Destination
  - Growth, Youth, Mission
  - Key concerns (growth, attracting younger families)
- Timeframe
  - How many years (3-5?)
- Personality
  - Vibrant/Dynamic
  - Caring
  - Educational

Proposed