

Heritage Universalist Unitarian Church

Imagining the Future of HUUC

Survey Results



January 21, 2011

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Introduction and Highlights

From November 21, 2010, through January 17, 2011, members of the Heritage UU Church Board of Trustees and Finance Committee conducted the survey “Imagining the Future of HUUC.” For more information on the conduct of the survey, please see the End Notes of this report.

The total number of responses received was 81. The target audience for the survey is approximately 165 people (129 members, plus approximately three dozen active non-member friends). This calculates out to a response rate of 49%.

Some highlights of survey results include:

- For over half of respondents, the worship experience is the aspect of highest importance. (See page 5.)
- Slightly over two thirds of the respondents believe the current size of the church is its optimal size, while slightly under one third believe a larger church is the optimal size. (See page 11.)
- Over half of survey respondents would like to see an increase in activities and events designed to attract new members. (See page 14.)
- The two most popular choices for *decrease* in programs and initiatives involved financial support of social action, both at a national and international level (36% of respondents) and in Cincinnati (17% of respondents). (See page 15.)
- Half the respondents indicated that they are giving an appropriate amount of time to the church, given their commitment to HUUC. (See page 18.)
- Nearly a half of respondents wish they could give more money to the church, but personal finances don't permit it. (See page 20.)
- Nearly ninety percent of respondents were familiar with the concept of Fair Share Giving. Of those who were familiar, nearly half were in fact Fair Share givers. (See page 22.)
- Two thirds of respondents would be willing to make a special gift for HUUC's facility. For half of these people, some circumstances (whether personal or congregational) would need to be met first. (See page 23.)
- Many answers were provided for questions 8 through 10, which took freeform responses. (See pages 25 through 35.)

Results for All Respondents

Question 1: Ranking of Aspects

Of the following aspects of the HUUC community, please rank the top five in order of their importance to you.

Answer Options

The worship experience

Religious education for children 10 and under

Religious education for children over 10

Religious education for adults

Church activities for members and friends

Social engagement in the broader community

The music program

Congregational care through the care committee and other Volunteer initiatives

The called minister as worship leader

The called minister as leader in pastoral care

The called minister as religious education leader

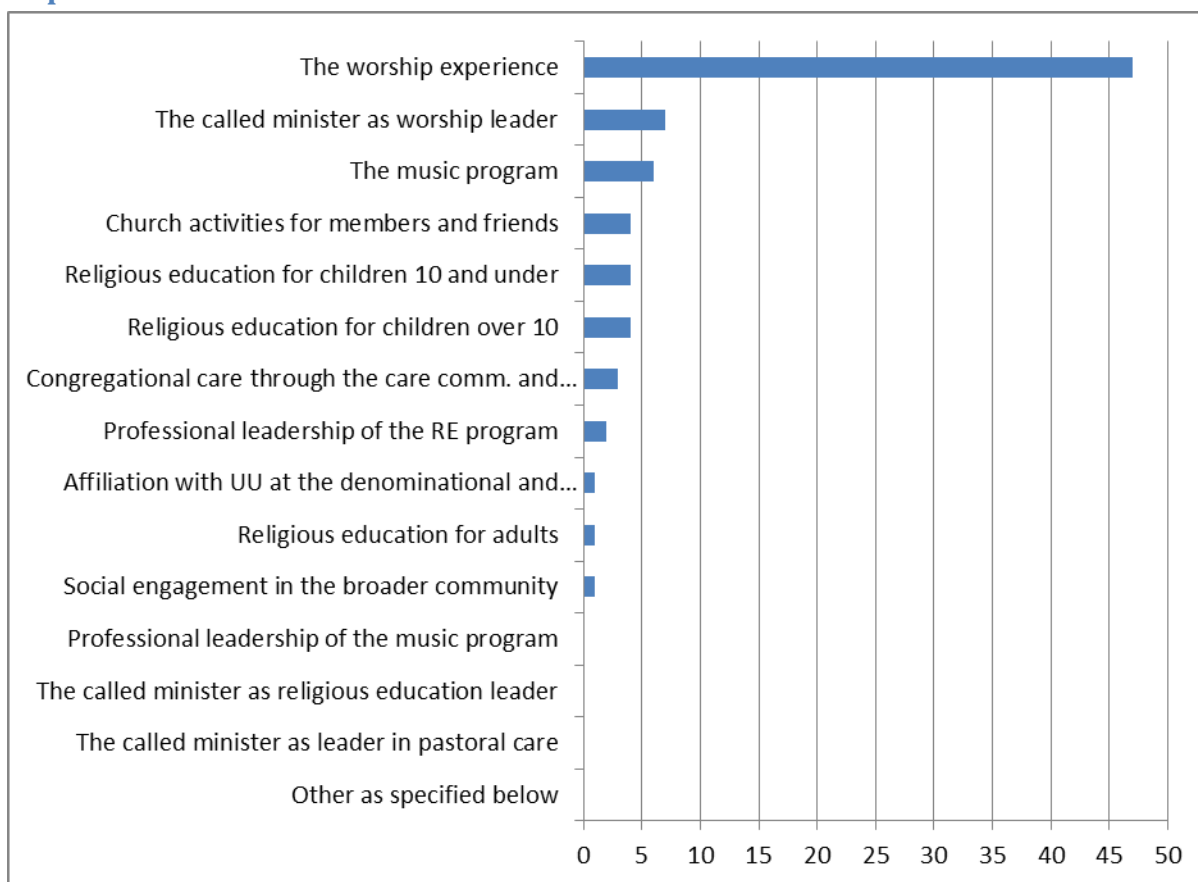
Professional leadership of the religious education program

Professional leadership of the music program

Affiliation with Unitarian Universalism at the denominational and regional levels

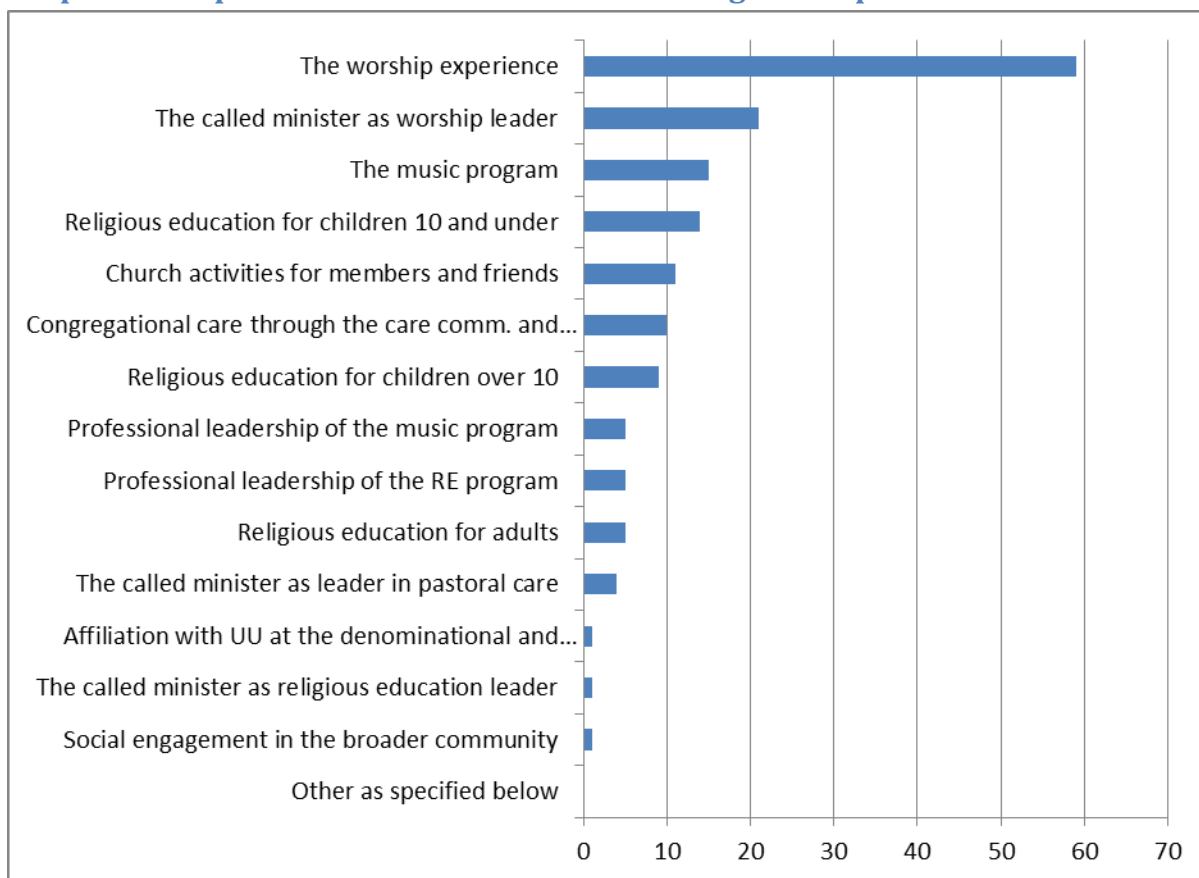
Other as specified below

Responses: Aspects Selected as Highest Importance



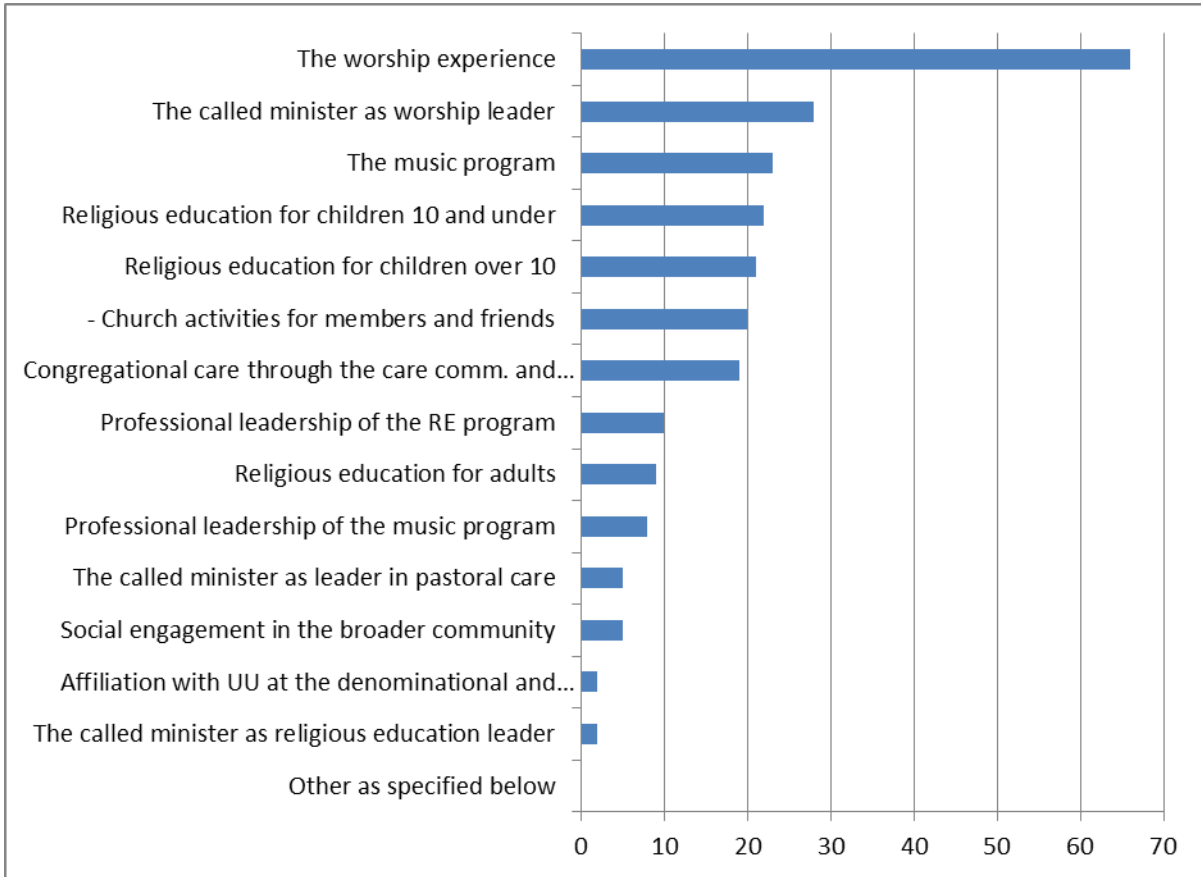
For over half of respondents, the worship experience is the aspect of highest importance.

Responses: Aspects Selected as First or Second Highest Importance



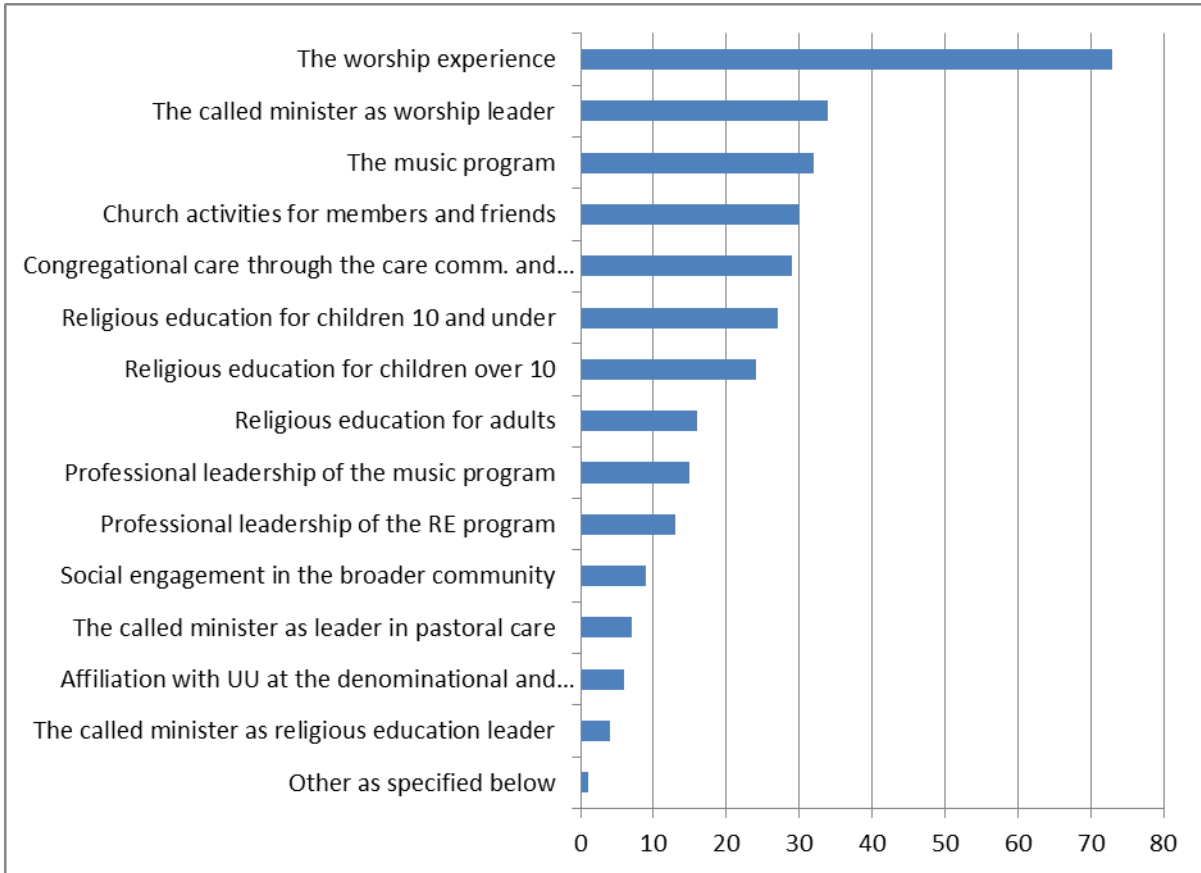
Among respondents' selections for aspects of first and second importance, the most chosen remained the worship experience and the second most chosen was the called minister as worship leader.

Responses: Aspects Selected as First, Second or Third Highest Importance



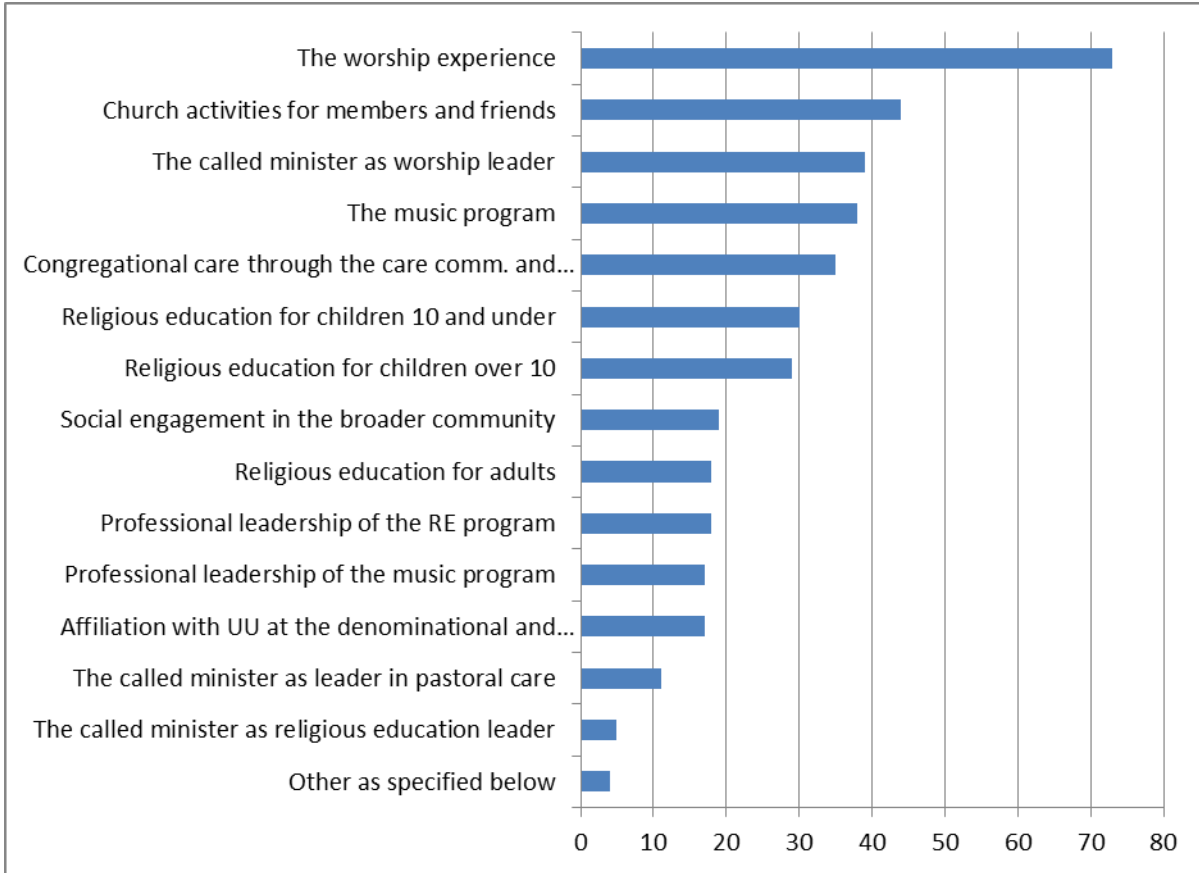
Among respondents' selections for aspects of first, second, and third importance, the aspects identified on previous pages continued as the first and second most chosen, and the third most chosen consisted of the music program.

Responses: Aspects Selected as First, Second, Third, or Fourth Highest Importance



Among respondents' selections for aspects of first, second, third, and fourth importance, the aspects identified on previous pages continued as the top three chosen, and the fourth most chosen consisted of church activities for members and friends.

Responses: Aspects Selected as First, Second, Third, Fourth, or Fifth Highest Importance



Among respondents' selections for aspects of first, second, third, fourth, and fifth importance, the aspects identified on previous pages continued as the top four chosen, and the fifth most chosen was congregational care through the care committee and other volunteer initiatives.

Response Counts

Answer Options	Importance Rank					Response Count
	1 st	2 nd	3 rd	4 th	5 th	
The worship experience	47	12	7	7	0	73
Religious education for children 10 and under	4	10	8	5	3	30
Religious education for children over 10	4	5	12	3	5	29
Religious education for adults	1	4	4	7	2	18
Church activities for members and friends	4	7	9	10	14	44
Social engagement in the broader community	1	0	4	4	10	19
The music program	6	9	8	9	6	38
Congregational care through the care committee and other Volunteer initiatives	3	7	9	10	6	35
The called minister as worship leader	7	14	7	6	5	39
The called minister as leader in pastoral care	0	4	1	2	4	11
The called minister as religious education leader	0	1	1	2	1	5
Professional leadership of the religious education program	2	3	5	3	5	18
Professional leadership of the music program	0	5	3	7	2	17
Affiliation with Unitarian Universalism at the denominational and regional levels	1	0	1	4	11	17
Other as specified below	0	0	0	1	3	4

Answered the Question: 81

Skipped the Question: 0

Write-In Responses for "Other"

Community presence through justice and social welfare outreach

Identify talents and encourage volunteerism and needs for volunteers

lay-led worship services #3

Outreach to the community

Question 2: Optimal Size for HUUC

What do you think is the optimal size for HUUC?

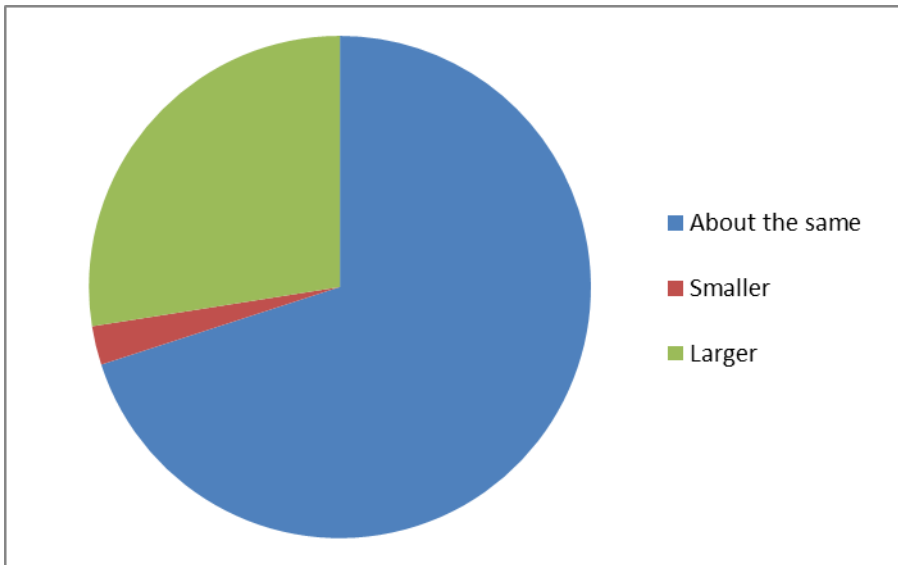
Answer Options

About the same -- a "Pastoral Church", with professional staff but still very personalized and reliant on volunteer leadership.

Smaller -- a "Family Church", small enough that everyone really can know everyone, with only minimal staff.

Larger -- a "Program Church", with more diversified programming and less dependence on volunteers.

Responses



Slightly over two thirds of the respondents believe the current size of the church is its optimal size, while slightly under one third believe a larger church is the optimal size.

Response Counts

Answer Options	Response Count	Response Percent
About the same	56	70.0%
Smaller	2	2.5%
Larger	22	27.5%

Answered the Question: 80

Skipped the Question: 1

Question 3: Programs and Initiatives – Same, Increase or Decrease

For each of the following programs and initiatives, would you like to see them remain the same, increase, or decrease?

Answer Options

Administrative office staff support

Religious education staff support

Religious education for children 10 and under, volunteer support

Religious education for children over 10, volunteer support

Religious education for adults, volunteer support

Music staff support

Music programming, volunteer support

Financial support for social action in greater Cincinnati

Financial support for social action at a national and international level

Hands-on engagement in social action issues

Active engagement in UUA local and regional activities

Active engagement in UUA denominational activities

Volunteer outreach to congregants in times of need

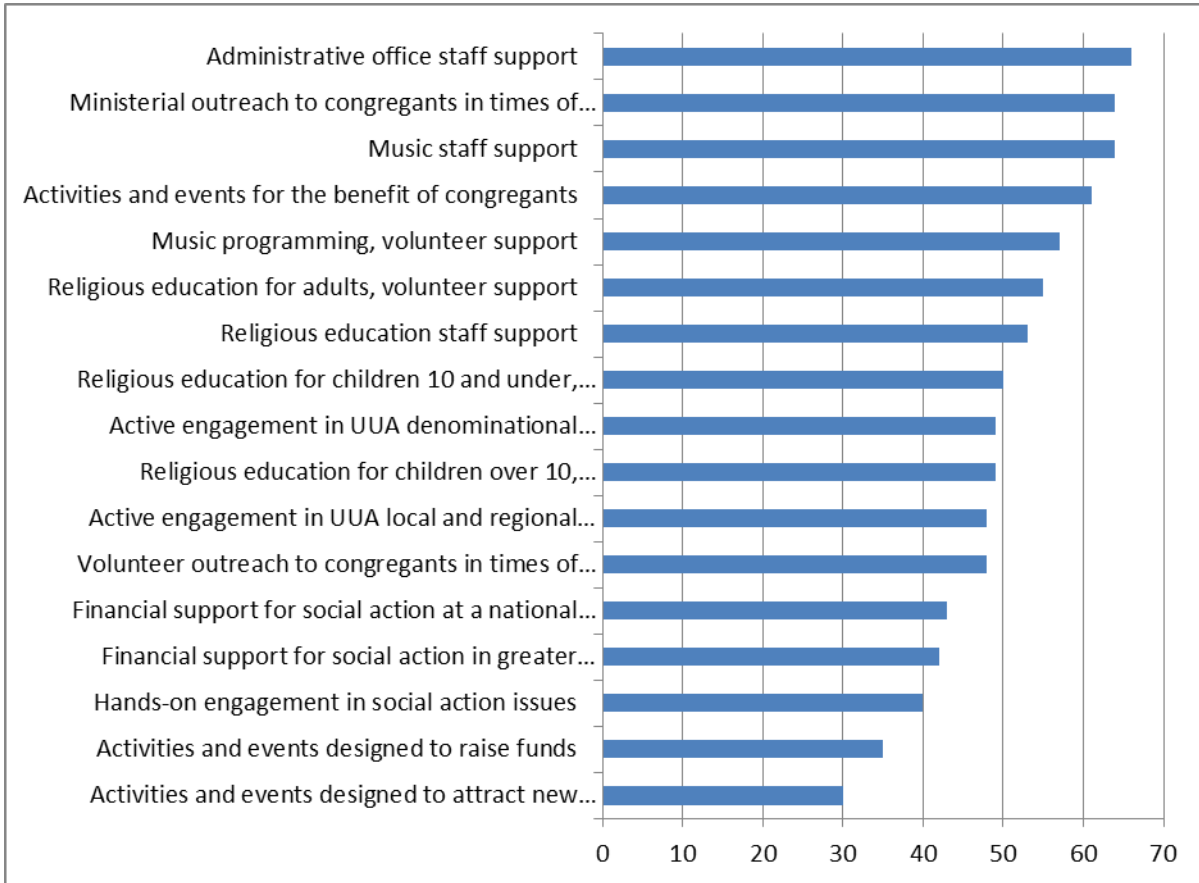
Ministerial outreach to congregants in times of need

Activities and events for the benefit of congregants

Activities and events designed to attract new members

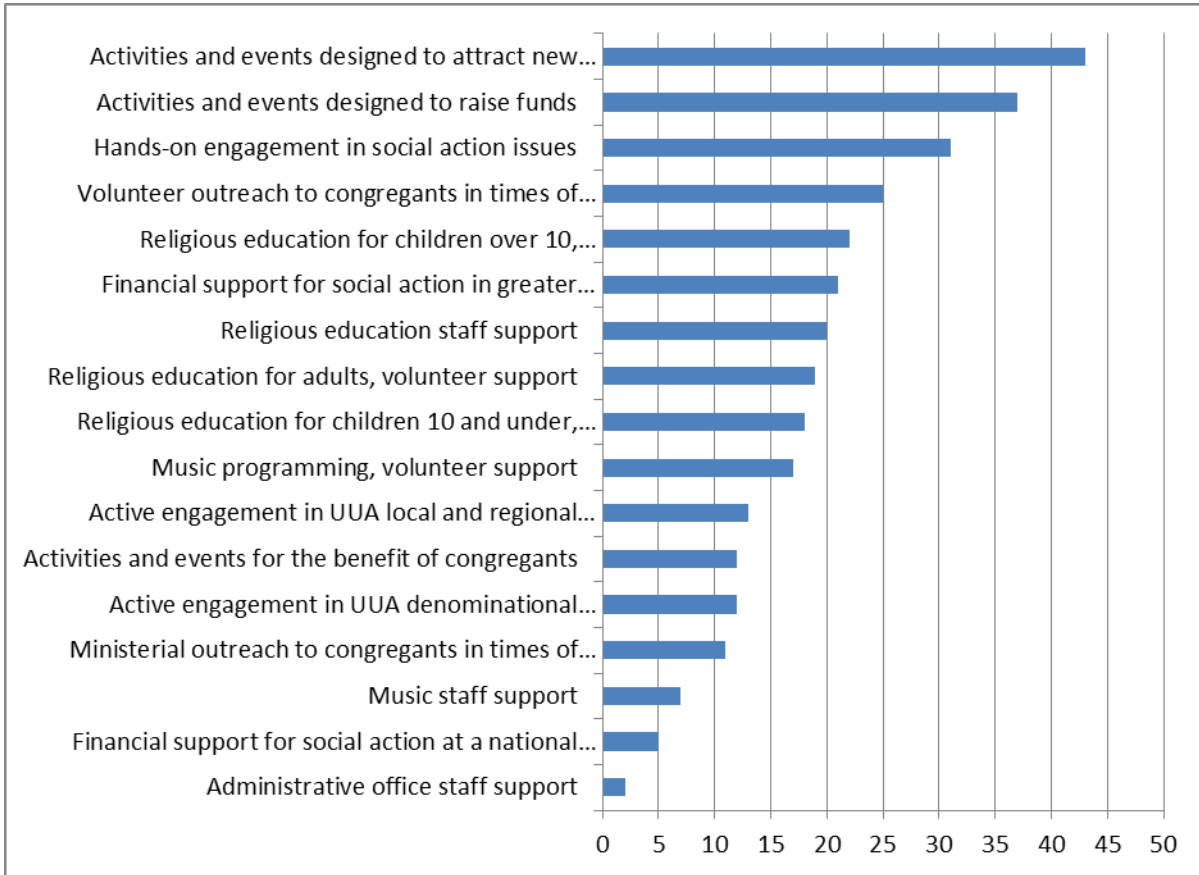
Activities and events designed to raise funds

Responses: Programs and Initiatives Selected to Remain the Same



More respondents selected administrative office staff support to remain the same than any other program or initiative.

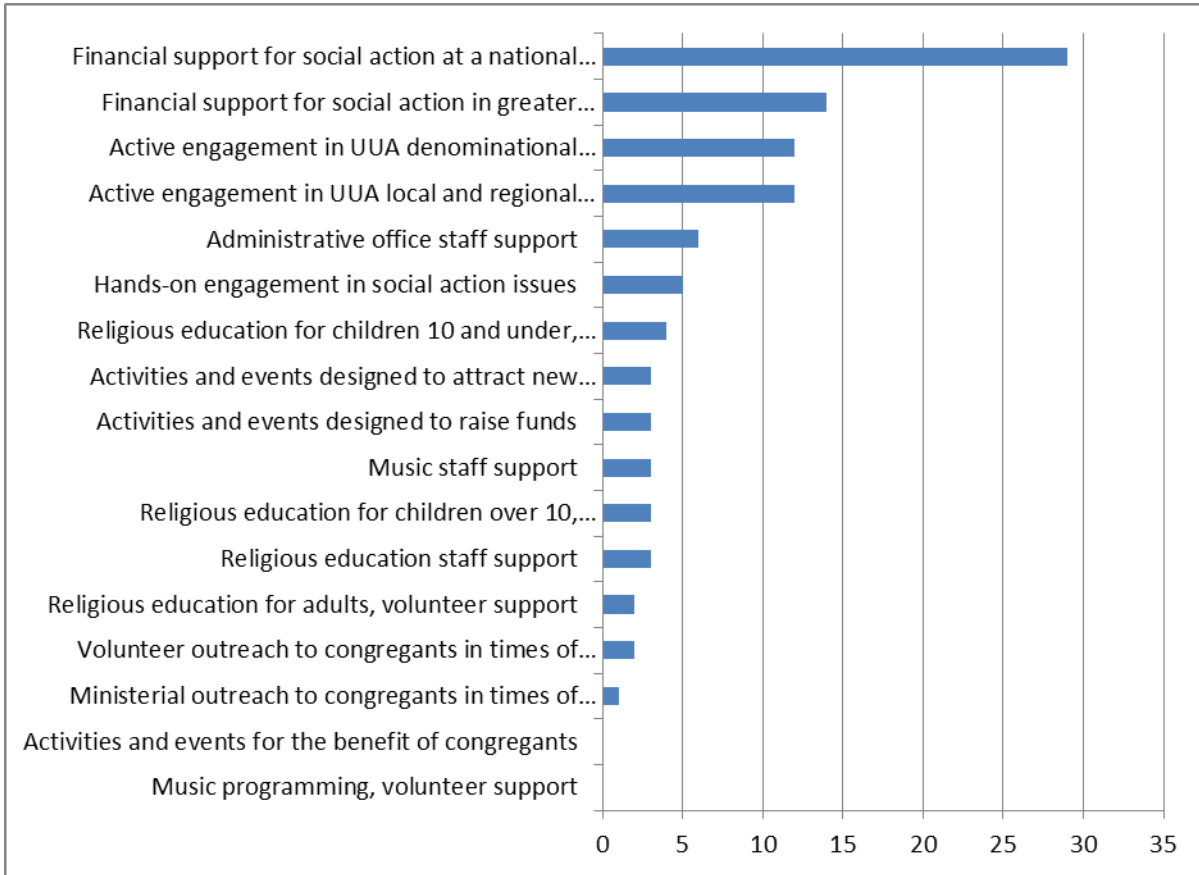
Responses: Programs and Initiatives Selected for Increase



Over half of survey respondents would like to see an increase in activities and events designed to attract new members.

Over one third of survey respondents would like to see an increase in activities and events designed to raise funds, and in hands-on engagement in social action issues.

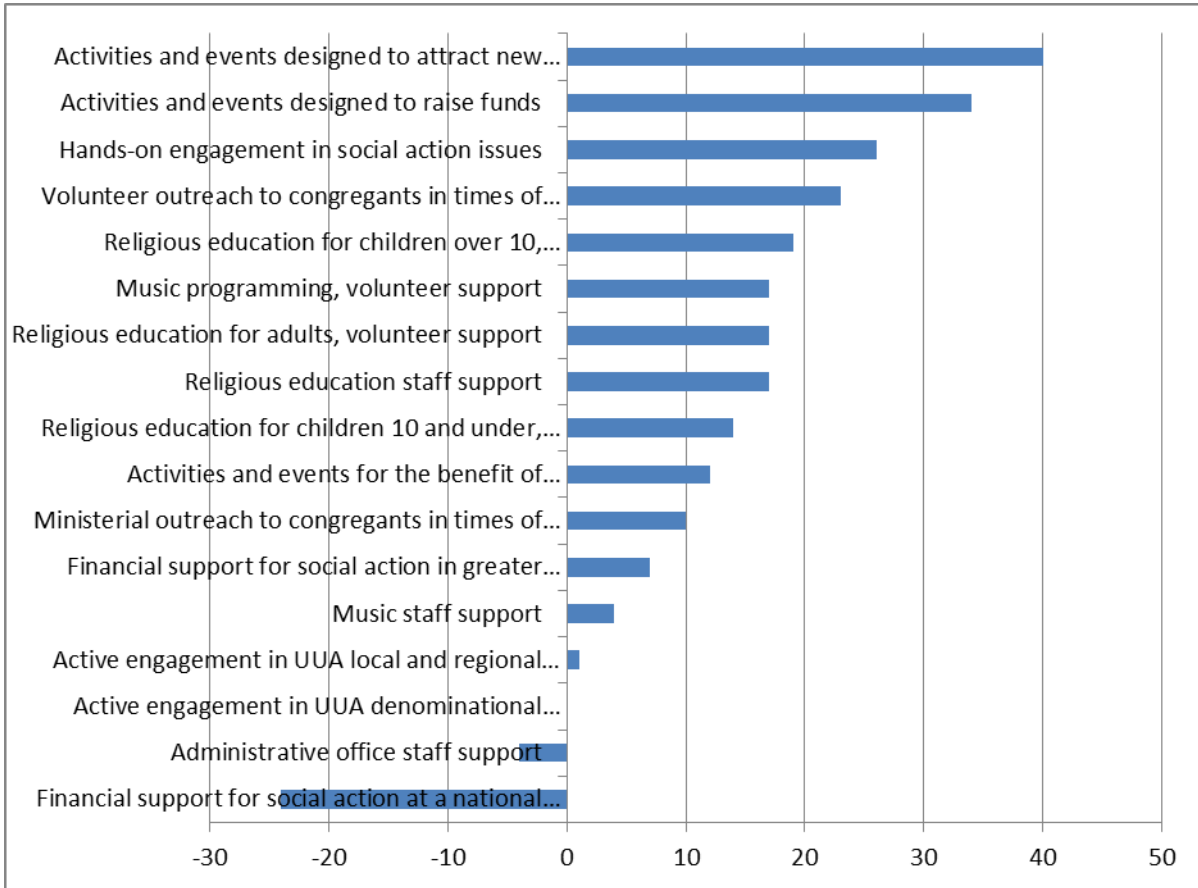
Responses: Programs and Initiatives Selected for Decrease



The two most popular choices for decrease in programs and initiatives involved financial support of social action, both at a national and international level (36% of respondents) and in Cincinnati (17% of respondents).

The next two most popular on the list for decreases are active engagement in the UUA, one at the denominational level (15% of respondents) and the other at the local and regional level (15% of respondents).

Responses: Programs and Initiatives Selected, Net of Increases minus Decreases



An analysis was done by taking the count of those who wanted to increase a program or initiative and subtracting from it the count of those who wanted to decrease that program or initiative. Most items have a positive numeric value, meaning that overall there is more desire to increase than to decrease.

Note: The two items with a negative value are:

Administrative office staff support: -4

Financial Support for social action at a national and international level: -24

Response Counts

Answer Options	Same	Increase	Decrease	Response Count	Net of Increase minus Decrease
Administrative office staff support	66	2	6	74	-4
Religious education staff support	53	20	3	76	17
Religious education for children 10 and under, volunteer support	50	18	4	72	14
Religious education for children over 10, volunteer support	49	22	3	74	19
Religious education for adults, volunteer support	55	19	2	76	17
Music staff support	64	7	3	74	4
Music programming, volunteer support	57	17	0	74	17
Financial support for social action in greater Cincinnati	42	21	14	77	7
Financial support for social action at a national and international level	43	5	29	77	-24
Hands-on engagement in social action issues	40	31	5	76	26
Active engagement in UUA local and regional activities	48	13	12	73	1
Active engagement in UUA denominational activities	49	12	12	73	0
Volunteer outreach to congregants in times of need	48	25	2	75	23
Ministerial outreach to congregants in times of need	64	11	1	76	10
Activities and events for the benefit of congregants	61	12	0	73	12
Activities and events designed to attract new members	30	43	3	76	40
Activities and events designed to raise funds	35	37	3	75	34

Answered the Question: 78

Skipped the Question: 3

Question 4: Commitment of Time

Regarding your personal commitment of TIME to HUUC, do you feel that:

Answer Options

You wish you could do more, but time constraints don't permit it.

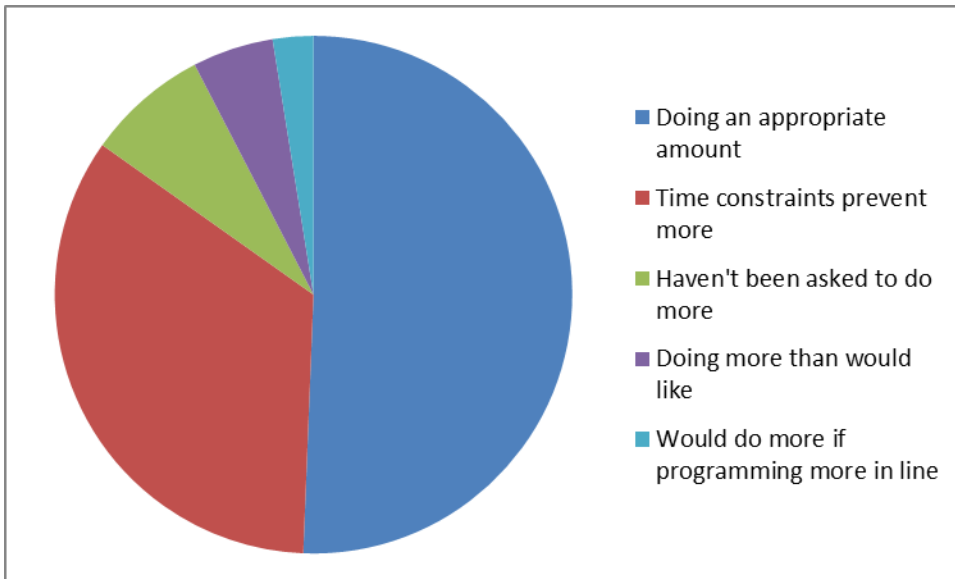
You are doing an appropriate amount relative to your commitment to HUUC.

You are doing more than you would like to be doing.

You could do more, but haven't been asked.

You would do more if church programming were more in line with your values, skills and interests.

Responses



Half the respondents indicated that they are giving an appropriate amount of time to the church, given their commitment to HUUC.

A third of respondents wish they could do more for the church, but time constraints don't permit it.

Response Counts

Answer Options	Response Count	Response Percent
You wish you could do more, but time constraints don't permit it.	27	34.2%
You are doing an appropriate amount relative to your commitment to HUUC.	40	50.6%
You are doing more than you would like to be doing.	4	5.1%
You could do more, but haven't been asked.	6	7.6%
You would do more if church programming were more in line with your values, skills and interests.	2	2.5%

Answered the Question: 78

Skipped the Question: 3

Question 5: Commitment of Money

Regarding your personal commitment of MONEY to HUUC, do you feel that:

Answer Options

You wish you could do more, but your personal finances don't permit it.

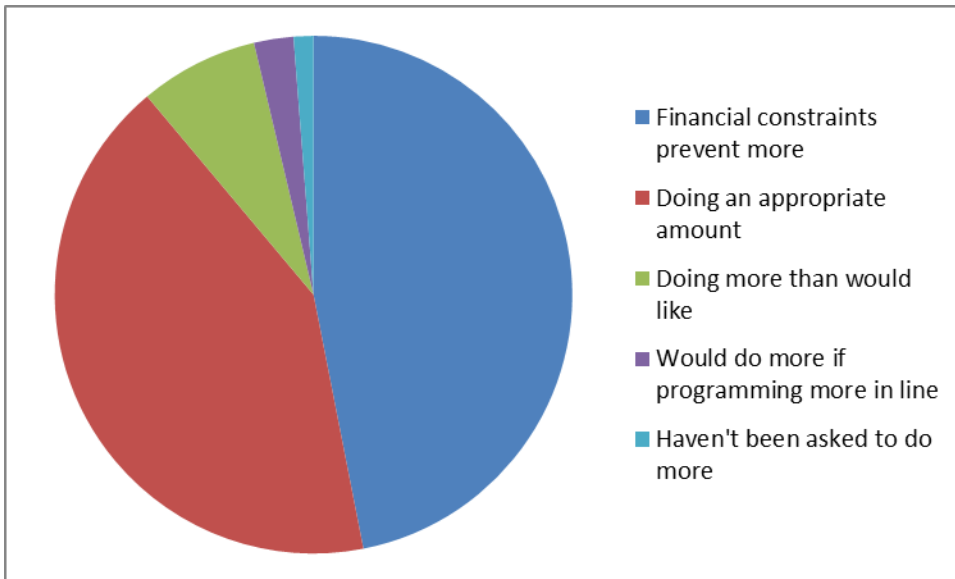
You are doing an appropriate amount relative to your commitment to HUUC.

You are doing more than you would like to be doing.

You could do more, but haven't been asked.

You would do more if church programming were more in line with your values, skills and interests.

Responses



Nearly a half of respondents wish they could give more money to the church, but personal finances don't permit it.

Forty-two percent of respondents indicated that they are giving an appropriate amount of money to the church, given their commitment to HUUC

Response Counts

Answer Options	Response Count	Response Percent
You wish you could do more, but your personal finances don't permit it.	38	46.9%
You are doing an appropriate amount relative to your commitment to HUUC.	34	42.0%
You are doing more than you would like to be doing.	6	7.4%
You could do more, but haven't been asked.	1	1.2%
You would do more if church programming were more in line with your values, skills and interests.	2	2.5%

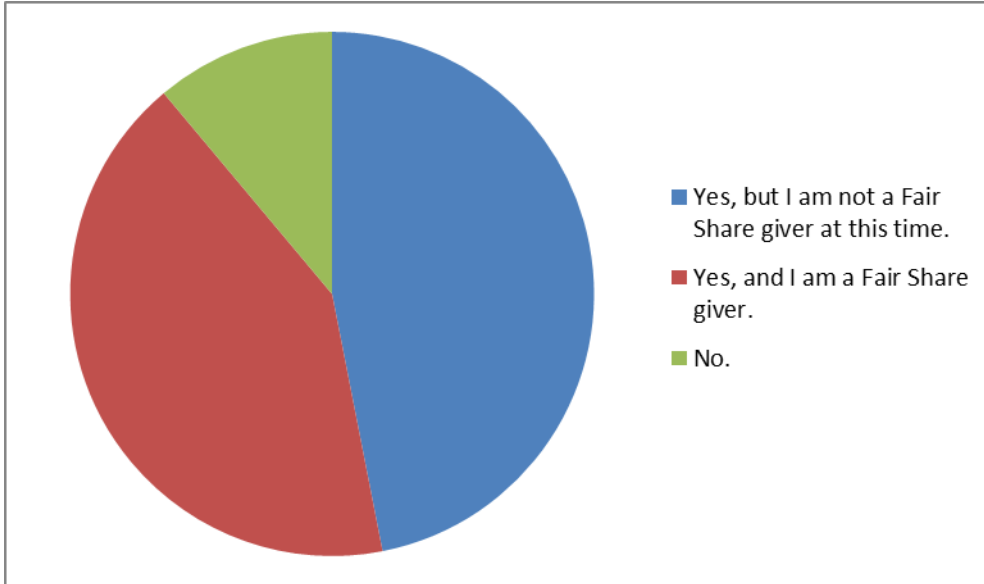
Answered the Question: 81

Skipped the Question: 0

Question 6: Fair Share Giving

Regarding your financial support for HUUC, are you familiar with the concept of Fair Share Giving?

Responses



Nearly ninety percent of respondents were familiar with the concept of Fair Share Giving. Of those who were familiar, nearly half were in fact Fair Share givers.

Response Counts

Answer Options	Response Count	Response Percent
No.	9	11.1%
Yes, but I am not a Fair Share giver at this time.	38	46.9%
Yes, and I am a Fair Share giver.	34	42.0%

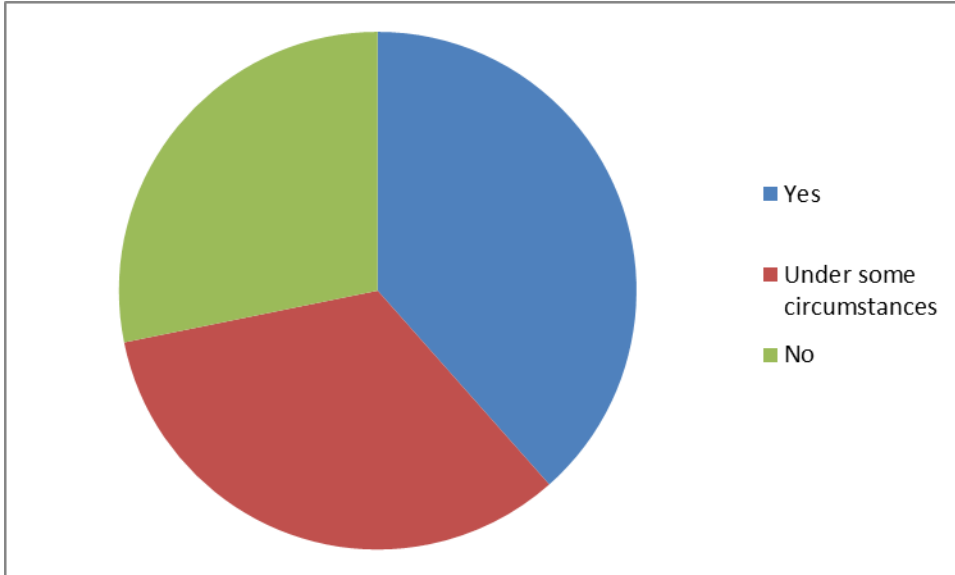
Answered the Question: 81

Skipped the Question: 0

Question 7: Special Gifts for Facility

Would you be willing to make special gift(s) to maintain, update and enhance HUUC's facility?

Responses



Two thirds of respondents would be willing to make a special gift for HUUC’s facility. For half of these people, some circumstances (whether personal or congregational) would need to be met first.

Response Count

Answer Options	Response Count	Response Percent
Yes.	30	38.5%
No.	22	28.2%
Under some circumstances (please explain)	26	33.3%

Answered the Question: 78

Skipped the Question: 3

Types of Explanations Entered for “Under some circumstances”

Explanation Type	Response Count
Depends upon Personal Finances	7
Depends upon Project or Goal	8
Would Make Non-monetary Donation	3
Other	8

Explanations Entered for “Under some circumstances”

Depends upon Personal Finances:

Depending on availability of extra income.

I have very limited resources but could do some small gifts on occasion.

I would if my personal budget would allow.

if financially able

if financially able to

my personal finances permitting

Once medical expenses are reduced we plan to increase our donations.

Depends upon Project or Goal:

A one-time gift in case of sudden expense (like a dead furnace, for example) might be possible

A Real Need. Maintenance, updating and enhancement according to radically green values.

Depends on the project or goal.

I would be willing to make a monetary contribution to replace the carpeting in the sanctuary.

If I know about a specific project or need

It would depend on the circumstance, & how the money was to be used!

Maybe. It would depend on the circumstances.

So long as operational needs were being met-this would be the first priority.

Would Make Non-monetary Donation:

Gifts of talent and time

I would be willing to contribute my time and experience in helping maintain the facility.

If it's something I already have I would be willing to donate it but if it's something I would have to purchase I might not be able.

Other

?

Advance Notice

depends on current issues

Have already given.

I think there should be a building fund outreach/canvas as well as the regular fund drive / canvas

In the future.

It is possible!

Not sure.

Question 8: One Change You Would Make

If you could make one change in HUUC as we know it today, what would that be?

Responses

Answered the Question: 57

Skipped the Question: 24

Responses Entered Grouped into Categories

Category	Response Count
Building	9
Worship	8
Membership	7
Spirit	7
Finances	5
How We Operate	5
Volunteers	4
Adult Activities	2
Children/Youth	2
No Change	2
Multiple Items	1
Other	5

Responses Entered

Adult Activities

More adult RE
more adult social events

Building

Build the other half!
Create a better walkway outside the classrooms.
enlarge building
I would continue to update our aging building and interior accommodations to reflect our welcoming attitude.
If I could wave a magic wand and make one change, I would increase our space for religious education (for children).
"Improve the kitchen to work more efficiently for larger group events"
Update the kitchen
Upgrade the kitchen
we need to keep working on up dating our building

Children/Youth

I would somehow magically come up with the money to hire part-time, professional staff (to assist Hollie, not replace her) with the children's RE program. I say "magically" because I know this change is probably not realistic, given current budget constraints.

More engagement of youth and middle school in the morning service worship experience - Lay leaders? Offertory? Story for all ages.

Finances

balance the budget

Have financial security

Quit giving raises and upping our financial donations to UUA when we don't have the income to support it. Quit dipping into our reserves for daily operations. Reserves are for emergencies. We need to be more fiscally responsible.

Solve our budget problems

The twice a month outreach collections should either be stopped or reduced to once a month until our own financial situation is improved. You can't spend what you don't have while at the same time keep giving money away.

How We Operate

focus - quit trying to be everything for everyone - pick 5 items that we focus on and that is it - we are spread too thin

Have more people involved in making decisions rather than everything going thru the minister.

minister accountability

That we try to resolve issues - example is with [redacted].

the minister must be accountable to us and act like he is one of us

Membership

a few more members

I would change HUUC and its vision of the future with the following: (1) Expanded diversity - more people of color in particular. (2) An air of financial ease supporting defined goals, plus fiscal responsibility over the long haul plus day-to-day, (3) More community visibility, improved sign (to the local area), offered programs to the public.

I would like our church to be twice its current size.

Interaction with the adults to determine if their reason for coming to the church are being met, and if not, help determine a way to change that.

larger, but equally committed, membership

Much stronger effort to keep old members. Stop driving people away.

Need to pay more attention to long term members concerns.

that people could see how much a bigger church would help the community. I think there are lots of people who need HUUC.

No Change

Don't know, like it the way it is.

I don't know of any.

Other

Better flow of information about what is going on and how to participate in it. A lot of the time the news doesn't get out.

I would like to see more daytime circles, luncheons, etc. for those of us who can't make it out in the evening.

Maintain a green space on the grounds. I dislike the idea of a parking lot in our "meadow".

More political diversity. The current membership is overwhelmingly politically liberal, and this is a turnoff for potential new members who are politically conservative, libertarian, or centrist.

Political comments during services or other church activities can also make members who are not politically liberal uncomfortable.

Moving it closer to my house.

Spirit

An improvement in our ability to actually live what we profess to believe in and stand for.

Create a "can-do" spirit, instead of all the nay-sayers

Increase the love and cooperation.

More mingling between the various groups of people. I understand that you want to talk with your friends but there are often people wandering around just looking for someone to engage with but the groups appear closed to them (coffee hour).

More spiritual atmosphere and services

The first time I came, no one spoke to me. Not even a "good morning". I went away for several months before I gave it another try. We should try hard to keep that from ever happening.

The main focus of this church seems to be on maintaining the institution. Most of our energy, time, and discussion are spent on stewardship and finances, committee work, increasing the number of volunteers, increasing the membership. To me, these are necessary, but not what church is all about. We are spending too much time on these and it detracts from the most important things--enhancing our lives spiritually and building community within the church. I think we should look for ways to simplify, and yet add quality to the religious experience.

Volunteers

broaden volunteer base to deepen involvement of some and relieve burnout of others.

increase number of congregational volunteers

Motivate a larger percentage of our members and friends to volunteer for the tasks necessary for the church to function well

This is minor, but I question the use of time to "brainstorm" for fund-raising ideas without an understanding that those making the suggestions need to follow up with "and I will lead ..."
We are a community of bright, creative people. We do not need people suggesting ideas. We need people who are willing to act on their own ideas. I am not sure how to convey this thought in a collegial manner. I do think we need to emphasize that membership involves both of pledge of money and time. Of course, we need to respect the fact that some people may not be able to contribute much time ... I am one of those people right now!

Worship

Greater emphasis on the Sunday worship service as the community's primary action.

Have the service start at 9:30am.

I wish the services were more inspirational, less time spent on church business, church history, etc. and more on how to live a better life, be a better human being, deepen connections...

I would like to have audio of the services available. As a parent of young children my wife or I often miss the service to volunteer with RE. It would be great to be able to download the services to listen to during the week.

I would try to introduce a little more diversity in the worship service.

It seems like pastor Bill is rarely giving the sermons, it is nice to have guest speakers sometimes for various different point of views, but from an uninformed point of view, I would be willing to bet the percentage of time the pastor is leading or giving worship is very low. I wonder, on average, how much the church collects on days when pastor Bill leads the sermon vs. when he doesn't. I wonder what the average attendance is as well.

More variety in the Sunday services

Reinstate announcements during service worship. I think many activities go unnoticed due to omitting in service announcements.

Question 9: Description of Our Church

If you were to describe our church in one short sentence to a potential new member, what would you say?

Responses

Answered the Question: 66
 Skipped the Question: 15

Responses Entered Grouped into Categories

Category	Count of Responses
Positive	63
Mixed	3
Negative	0

Responses Entered

Positive

- A caring place where one can explore her/his spiritual journey on her/his own terms -- with support along the way.
- A diverse and caring, creative and inspiring group
- A friendly place where differences are accepted and encouraged but our main principles are supported by all.
- A great community of engaged and caring members.
- A group of individuals seeking our own truths, while we do what we can to make the world a better place.
- A group of open-minded people committed to supporting each individual's spiritual journey and each child's religious education
- A loving, supportive community.
- A nice group of people who will be supportive of your spiritual journey.
- A place to fill up on spirituality without dogma.
- A place where anyone can worship without dogma or set beliefs.
- A relaxed, welcoming community
- A smart, interesting, and deeply welcoming community
- A truly caring environment.
- A warm and loving community where we can follow our individual spiritual paths.
- a warm caring liberal group who like to interact!
- Accepting to all persons.
- an accepting community designed to help individuals grow in love and service
- an open spiritual community with liberty and social justice for all
- diversity, acceptance, interesting
- Family
- focuses on values not beliefs

Friendly caring people who have come together to build a community.
Heritage Church is a caring community of people who respect each others' different religious paths.
Heritage is a fun, family-friendly church that welcomes all people, and embraces a wide variety of spiritual paths.
Heritage is a welcoming diverse community.
HUUC has amazing people with all different backgrounds trying to respect each spiritual journey.
HUUC has lots of very warm, friendly, open-minded people who will accept you and welcome you, and who are happy that you are here.
HUUC is a setting in which support and fellowship abound and members strive to accept differing religious views and lifestyles.
HUUC is open minded and supportive.
HUUC is the most comfortably spiritual atmosphere that I not only look forward to attending on Sundays, but actually miss if I can't get there.
It is a church where you are encouraged to develop your own theology.
It is a family church that includes children in church.
It is a place where you can find community while exploring your own spiritual path.
It is a safe place to attend where individuality and personal beliefs are embraced and welcomed without judgment.
It is a very open and welcoming congregation who believe in peace and the equality of all people.
It is comprised of people from many different backgrounds, with many different beliefs, who come together seeking answers to the questions of life and learning how we can love better.
It's not your average church, we focus more on helping people and the here and now.
It's the church where I'm free to be me in every aspect of my self.
Love is the spirit of my church, the quest for truth....
Love is the spirit of this church and service is its prayer!
Love is the spirit of this church.
Love is the spirit of this church; that is the agreement we make with God and with each other!
Loving community, great place to raise your family.
"One church, many paths."
Open minded, refreshing place for people of diverse beliefs to worship
Open minded.
Open worship and respect for any belief and individual.
Our church is a place where individuals from diverse backgrounds with diverse ideas can feel welcome.
The people here are friendly and I love it!
This is a place to pursue your religious path, and to learn how to support the community you find here.
very active welcoming congregation
We are a community of believers and non-believers who support one another in spiritual and personal growth. I also like the tag line: Celebrate life. Create community. Seek justice. That probably says it better.
We are a community of friends in search of peace and justice in Cincinnati and in our world.
We are a family oriented church.
We are a spiritual community that welcomes every person with dignity and respect.
We are a warm and welcoming congregation that encourages all who are willing to participate and be a contributing member or friend.
We are a welcoming community open to all people from all walks of life, regardless of their differences.

We are warm and welcoming, safe and stimulating, and we want to know what you think.

We find value in and honor diversity as a richness of life - something to celebrate.

Welcoming

Welcoming

Welcoming caring congregation - R.E. for children that deals with real life issues. Caring but not noseey congregation.

We're a Universalist church; everyone is welcome, just as you are.

Mixed

good bunch of people, poor leadership

It is welcoming, but somewhat unwilling to openly work on conflict.

people make the church - minister is just okay - not as warm and inviting as I like -

Question 10: Would Like Church to be Known For

What one thing would you like HUUC to be known for?

Responses

Answered the Question: 65
 Skipped the Question: 16

Word Usage Counts

This section shows the number of times a word or phrase appears in the responses.

accept	0
acceptance	4
active	2
alternative	1
awake	1
beacon	1
caring	3
Cincinnati	2
community	11
conservative [other than as "part of town"]	0
conservative part of town	1
creative	1
diversity	1
divine	0
earth	1
education	1
environmental	1
faith [other than "person of" or "woman of"]	0
faith, man of	0
faith, person of	1
faith, woman of	1
family	2
free thinking	1
free thought	0
free	3
freedom	1
friend	0
friendly	1
fun	1
god	0
green	1
heart/hearts	2
helpful	1

inclusion	1
inclusive.....	2
inclusiveness.....	1
kindness.....	4
large.....	0
LGBT [also searched for variant "GLBT"].....	1
liberal.....	4
love	4
loving	1
mind.....	1
music	2
mystic	0
open door.....	1
open.....	3
openly.....	1
openness	1
outreach	5
out-reaching.....	1
part of the community	1
path/paths.....	1
peace	0
peacefully	2
people.....	3
preaching.....	1
principles	2
progressive [the writer means politically progressive] ...	1
prophetic	0
radical	1
rational	1
RE [Religious Education]	1
safe	1
sexual orientation.....	1
small	1
social action.....	2
social justice	1
soul	1
spirit.....	2
spiritual.....	2
spirituality.....	2
supporting everyone	1
supportive	2
teach.....	0
teaching.....	1
theological.....	1
theology.....	0
tolerance	1
Unitarian.....	1
Universalism	1

Universalist.....	1
volunteer	0
volunteerism	1
welcome	1
welcomeness.....	1
welcoming congregation.....	2
welcoming [excluding “welcoming congregation”]	2
witness.....	0
worship.....	2

Responses Entered

- A balanced and thoughtful approach to spirituality employing musical talents to connect to the congregation
- A congregation that manifests our principles.
- A fun place to get away from the extremes.
- A liberal church that is welcoming to all, regardless of beliefs.
- A loving atmosphere.
- A small, cozy, caring, yet active church suitable for all age groups to attend.
- A spiritual presence that doesn't trample on the beliefs and other rights of others
- a vital part of the community not an unidentified mystery
- Acceptance
- acceptance - outreach to LGBT community
- All of our seven principles.
- Being helpful to those in need.
- Being inclusive, out-reaching, and green.
- Being supportive
- caring and commitment to the community
- community outreach
- Creative inspiring worship and outreach
- Diversity.
- Excellent worship and preaching.
- Family spirituality
- Friendly outreach
- Having an open door to anyone.
- I want HUUC to be known for being a supportive community.
- I would like HUUC to be a beacon of free thinking and tolerance in our community (both in action and philosophy).
- I'd like HUUC to be known as an open religious community that offers an alternative to the Christian right; that it is possible to be a person of faith and vote for a liberal, progressive ticket. In fact, I'd like to hear more people say, "I am a woman of faith, so, of course, I vote Democratic."
- Inclusion
- Inclusive, wide awake and active (OK, three things... :-)
- Inclusiveness.
- Its encouragement to and belief that all people could live together peacefully with respect and harmony for each other and our planet.

It's love of the earth, community, family, individual.
it's people
Keeping the Universalist spirit alive in Cincinnati
Kindness
kindness
kindness
Living Sanctuary!
LOVE
Love
Love is the spirit of this church
Mind, heart and soul stimulation with community acceptance, caring, and involvement.
Music
One church, many paths
Open hearts.
Openness
Our welcomeness and inclusion of all.
Outreach thru volunteerism and "being there" for congregants.
radical social action. Not just walks and vigils. We should be in the newspaper three or four times a
year.
Random acts of kindness - to each other and to the wider world
Religious Education
Religious freedom
Social action and kids RE program
Social and environmental justice issues that affect our neighborhood and world.
Social justice
Spiritual Unitarian Universalism
Spreading the idea that everyone's voice should be heard in the community, and that differences of
opinion should be embraced, and conflict dealt with openly and peacefully.
Supporting everyone, whomever they are and whatever their needs are.
Teaching all of us the world religions
That we are a free and liberal church that respects individuals beliefs and encourage humane and
rational approaches to life.
That we are a welcoming congregation - not just in regards to sexual orientation, but in other ways,
such as an acceptance of a variety of political and theological perspectives. This is what I
believe, at least in part, we are known for as things stand now.
The home of free religion in the eastern Cincinnati area.
The safe and welcoming church for everyone.
True Community.
We are a voice of liberal religion in a conservative part of town.
welcome
welcoming congregation

Comparison of Two Subsets of Results

Question 1: Ranking of Aspects

Of the following aspects of the HUUC community, please rank the top five in order of their importance to you.

The percentages show what percentage of the group who indicated that an aspect of the church was in the top five for importance.

Answer Options	Subsets: Respondents who identify the optimal size of HUUC as:	
	Same Size:" Pastoral Church	Larger: Program Church
Number who answered:	56	22
The worship experience	91%	86%
Religious education for children 10 and under	36%	41%
Religious education for children over 10	27%	55%
Religious education for adults	25%	18%
Church activities for members and friends	59%	41%
Social engagement in the broader community	21%	23%
The music program	50%	41%
Congregational care through the care committee and other Volunteer initiatives	50%	23%
The called minister as worship leader	48%	55%
The called minister as leader in pastoral care	16%	9%
The called minister as religious education leader	7%	5%
Professional leadership of the religious education program	18%	36%
Professional leadership of the music program	18%	32%
Affiliation with Unitarian Universalism at the denominational and regional levels	20%	23%
Other as specified below	4%	9%

Among the 56 respondents who identified that a Heritage Church of roughly the same size was optimal and who answered this question, 27% ranked “Religious Education for Children over 10” among the top five aspects of the church. Among the 22 respondents who identified that a Heritage Church that was larger was optimal and who answered this question, 55% ranked this same item among the top five aspects of the church.

Question 2: Optimal Size of HUUC

Note: This is the question that was used to identify two subsets of respondents, those who indicated that the optimal size of HUUC is roughly the same size, and those who indicated that the optimal size of HUUC is a larger size.

Question 3: Programs and Initiatives – Same, Increase or Decrease

For each of the following programs and initiatives, would you like to see them remain the same, increase, or decrease?

The percentages show the percentage of the group who wanted an increase in the program or initiative.

Answer Options	Subsets: Respondents who identify the optimal size of HUUC as:	
	Same Size: Pastoral Church	Larger: Program Church
Number who answered:	53	22
Administrative office staff support	2%	5%
Religious education staff support	25%	32%
Religious education for children 10 and under, volunteer support	26%	18%
Religious education for children over 10, volunteer support	34%	18%
Religious education for adults, volunteer support	25%	23%
Music staff support	4%	23%
Music programming, volunteer support	21%	23%
Financial support for social action in greater Cincinnati	28%	23%
Financial support for social action at a national and international level	6%	5%
Hands-on engagement in social action issues	34%	55%
Active engagement in UUA local and regional activities	13%	27%
Active engagement in UUA denominational activities	13%	23%
Volunteer outreach to congregants in times of need	38%	23%
Ministerial outreach to congregants in times of need	19%	5%
Activities and events for the benefit of congregants	21%	0%
Activities and events designed to attract new members	53%	64%
Activities and events designed to raise funds	45%	50%

Among the 53 respondents who identified that a Heritage Church of roughly the same size was optimal and who answered this question, 34% would like to see an increase in “Hands-on engagement in social action issues.” Among the 22 respondents who identified that a Heritage Church that was larger was optimal and who answered this question, 55% would like to see an increase in this item.

Question 4: Commitment of Time

Regarding your personal commitment of TIME to HUUC, do you feel that:

Answer Options	Subsets: Respondents who identify the optimal size of HUUC as:	
	Same Size:" Pastoral Church	Larger: Program Church
Number who answered:	54	22
You wish you could do more, but time constraints don't permit it.	28%	54%
You are doing an appropriate amount relative to your commitment to HUUC.	59%	27%
You are doing more than you would like to be doing.	4%	9%
You could do more, but haven't been asked.	7%	5%
You would do more if church programming were more in line with your values, skills and interests.	2%	5%

Among the 54 respondents who identified that a Heritage Church of roughly the same size was optimal and who answered this question, 28% wish they could do more, but time constraints don't allow it. Among the 22 respondents who identified that a Heritage Church that was larger was optimal and who answered this question, 54% wish they could do more, but time constraints don't allow it.

Question 5: Commitment of Money

Regarding your personal commitment of MONEY to HUUC, do you feel that:

Answer Options	Subsets: Respondents who identify the optimal size of HUUC as:	
	Same Size:" Pastoral Church	Larger: Program Church
Number who answered:	56	22
You wish you could do more, but your personal finances don't permit it.	48%	55%
You are doing an appropriate amount relative to your commitment to HUUC.	46%	32%
You are doing more than you would like to be doing.	2%	18%
You could do more, but haven't been asked.	0%	5%
You would do more if church programming were more in line with your values, skills and interests.	4%	0%

Among the 56 respondents who identified that a Heritage Church of roughly the same size was optimal and who answered this question, 2% are doing more than they would like to be doing. Among the 22 respondents who identified that a Heritage Church that was larger was optimal and who answered this question, 18% are doing more than they would like to be doing.

Question 6: Fair Share Giving

Regarding your financial support for HUUC, are you familiar with the concept of Fair Share Giving?

Answer Options	Subsets: Respondents who identify the optimal size of HUUC as:	
	Same Size:" Pastoral Church	Larger: Program Church
Number who answered:	56	22
No.	12%	4%
Yes, but I am not a Fair Share giver at this time.	50%	40%
Yes, and I am a Fair Share giver.	38%	56%

Among the 56 respondents who identified that a Heritage Church of roughly the same size was optimal and who answered this question, 38% are Fair Share givers. Among the 22 respondents who identified that a Heritage Church that was larger was optimal and who answered this question, 56% are Fair Share givers.

Question 7: Special Gifts for Facility

Would you be willing to make special gift(s) to maintain, update and enhance HUUC's facility?

Answer Options	Subsets: Respondents who identify the optimal size of HUUC as:	
	Same Size: ⁷ Pastoral Church	Larger: Program Church
Number who answered:	55	20
Yes.	36%	50%
No.	29%	20%
Under some circumstances (please explain)	35%	30%

Among the 55 respondents who identified that a Heritage Church of roughly the same size was optimal and who answered this question, 36% said they would be willing to make special gifts (and did not limit it to certain circumstances). Among the 20 respondents who identified that a Heritage Church that was larger was optimal and who answered this question, 50% said they would be willing to make special gifts (and did not limit it to certain circumstances).

End Notes

1. The survey “Imagining the Future of HUUC” was initiated by three members of the Heritage Universalist Unitarian Church Board of Trustees (the President, Vice President, and immediate Past President) and the chairperson of the Finance Committee. The survey ran from November 21, 2010 through January 17, 2011. Paper surveys were made available at two Community Conversations in November and December, at a Sunday worship service in December, and at a third-Sunday pot luck lunch in January. The online survey was publicized in the January 2011 *Heirloom* and was made available from late December through January 17. The survey was also publicized by an HUUCanncc email, and by emails sent to each committee and task force head, asking them to forward the survey link to others associated with their committee or task force.
2. Both the paper and online surveys had the following introductory text:

“As most members of the HUUC community are aware, we have faced serious budgetary challenges in each of the past several years. In short, for a variety of economic, demographic and personal reasons, stewardship income has not kept up with the cost of operations. In order to stabilize our year-to-year finances and manage more effectively, the board and the finance committee are instituting a more comprehensive multi-year budgeting process. ~ As we begin thinking about our longer-term finances, however, we inevitably must think about the future of our church. Our budgetary expenditures, whether for social action or religious education or any of the other defining aspects of our community, reflect our values. With this in mind, the board is initiating a congregational dialogue about our future to provide a foundation for hard thinking about our finances. Thank you for sharing with us your views, your expectations, and your values.”
3. Five surveys were completed on paper during November and December 2010, and three were completed on paper in January 2011. These survey responses were entered into SurveyMonkey in order to obtain consolidated results that included all responses. Regarding these five survey responses:
 - a. For Question #1, which asks for a ranking of various aspects of the church, the aspect “professional leadership of the music program” was not available on the paper form for the five surveys in November and December.
 - b. For Question #1, four of the respondents interpreted the instructions for ranking differently than the “forced ranking of the top 5” that was built into SurveyMonkey.
 - i. One survey had rankings that included decimal fractions plus the “Other” response marked as “High.” For this survey, 1 was entered as highest, 1.5 was entered as second highest, 2 was entered as third highest, 2.5 was entered as fourth highest, and “Other” was entered as fifth highest, along with the text that clarified what “other” was referred to by this respondent.

- ii. One survey had multiple 1s, 2s, 3s, 4s, and 5s. In this survey there were two items marked as 1 and three items marked as 2, so altogether these were entered as the top five. The 1s were assigned to “first” and “second” in the order listed in the survey, and the 2s were assigned to “third,” “fourth,” and “fifth” in order by their listing in the survey.
 - iii. One survey had multiple 2s, 3s, and 4s. In this survey there was one item marked 1 and four items marked 2, so altogether these were entered as the top five. The 2s were assigned to “second,” “third,” “fourth,” and “fifth” in order by their listing in the survey.
 - iv. One survey had multiple 3s and 5s. In this survey there was one item marked 1, one item marked 2, and four items marked 3. The 3s were assigned to “third,” “fourth,” and “fifth” in order by staff position followed by church programs in order on the survey.
4. Question 10: Word Usage Counts: In the responses to Question 10, various words were searched for and the number of instances was noted. Most words searched for were encountered from reading through the responses. In some instances, an antonym or other word suggested by an encountered word was searched for.

(End of Report)