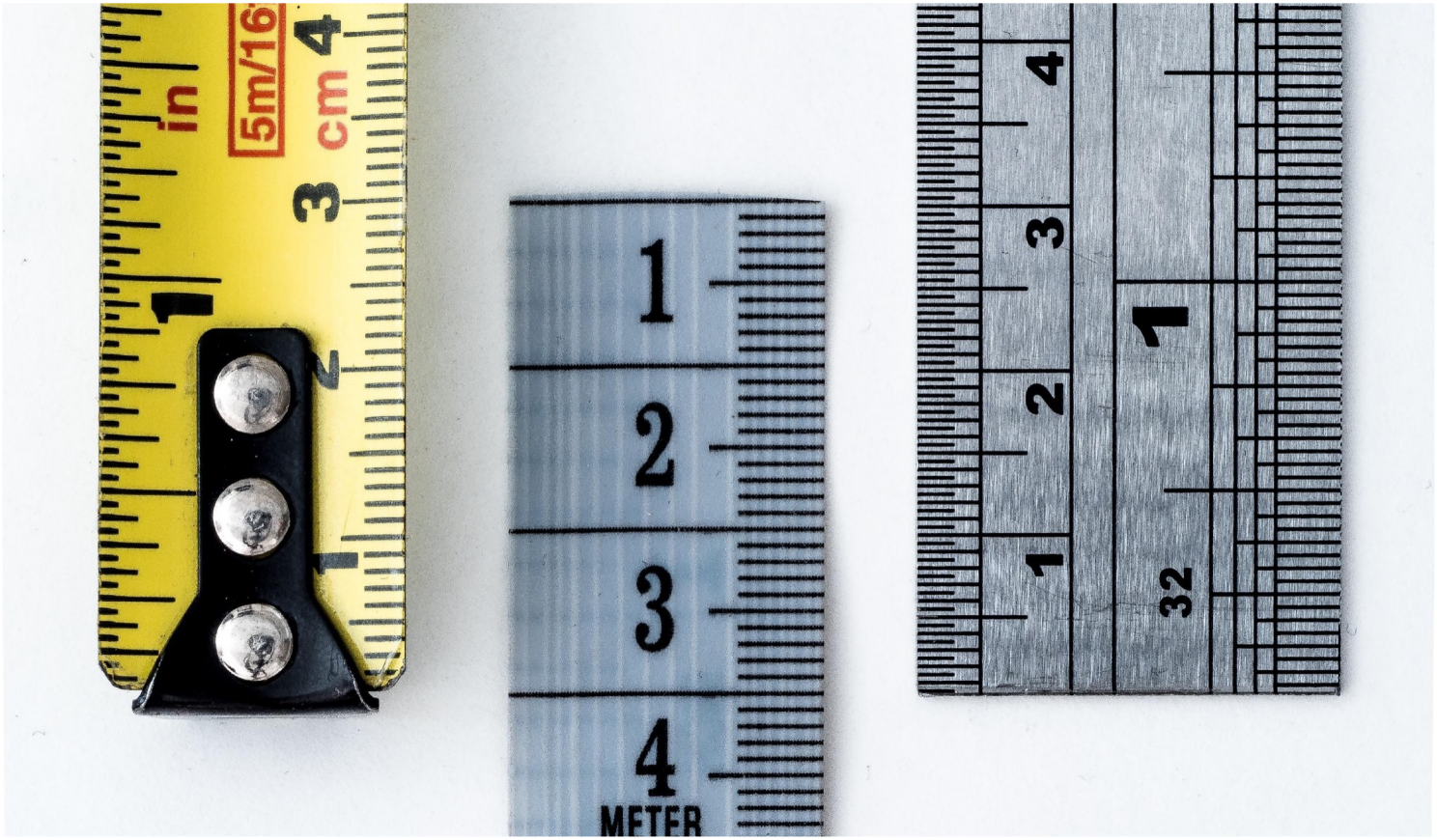


Multiply your impact: Measure what Matters

Use design principles to:

- Define outcomes
- Measure progress with simple tools
- Reflect on progress

Walk away with basic tools for assessment and decision-making!

Before we begin: What thoughts do you have about measurement? Write in the chat!

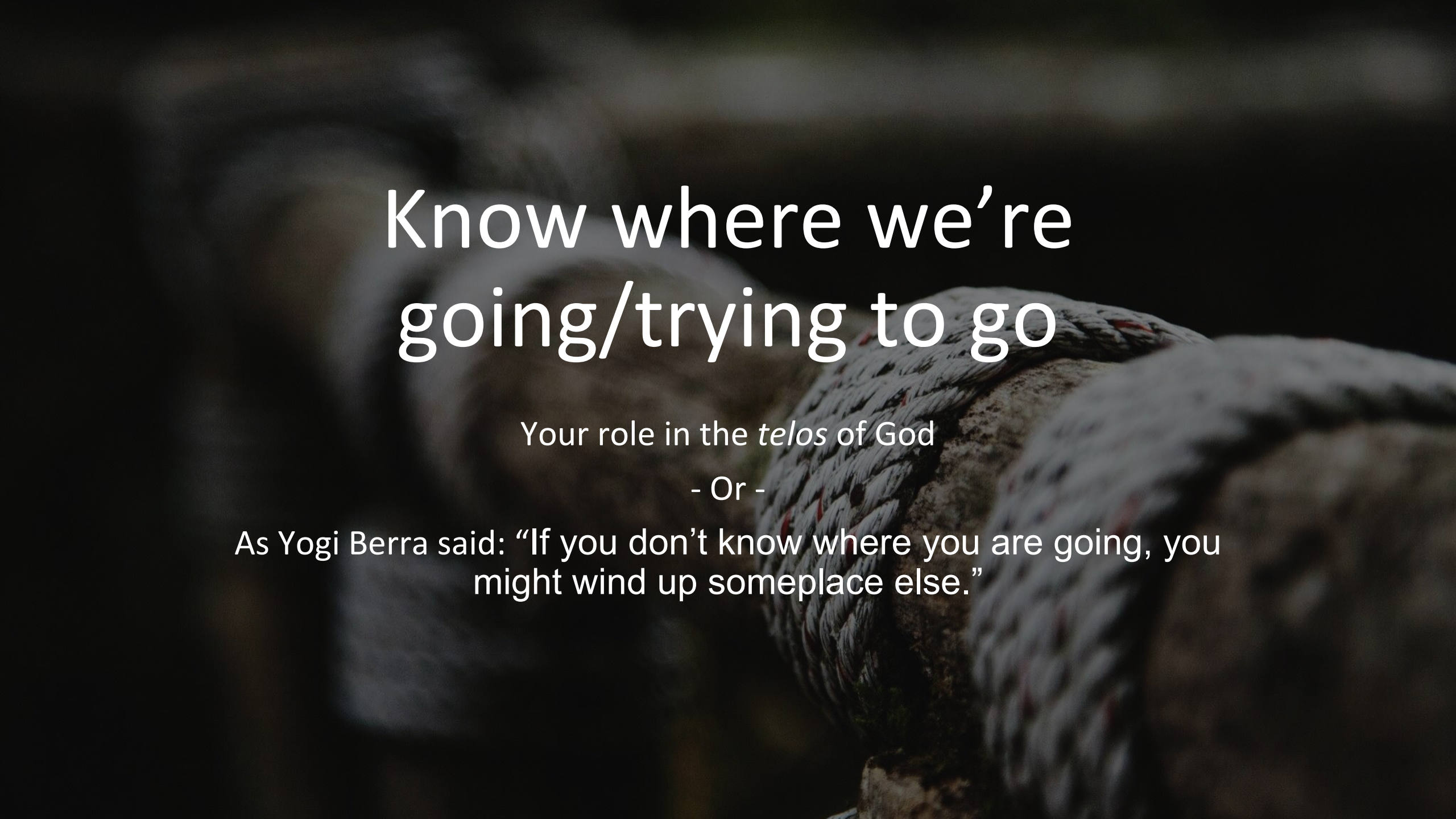
Why do we measure?

To fulfill our mission to make disciples.

To serve the world.

To be faithful stewards of all we have received.

And …



Know where we're going/trying to go

Your role in the *telos* of God

- Or -

As Yogi Berra said: "If you don't know where you are going, you might wind up someplace else."

Know if we’re making a difference

Know if we need to pivot

- Because our strategy isn’t accomplishing our outcomes
- Because our context has changed

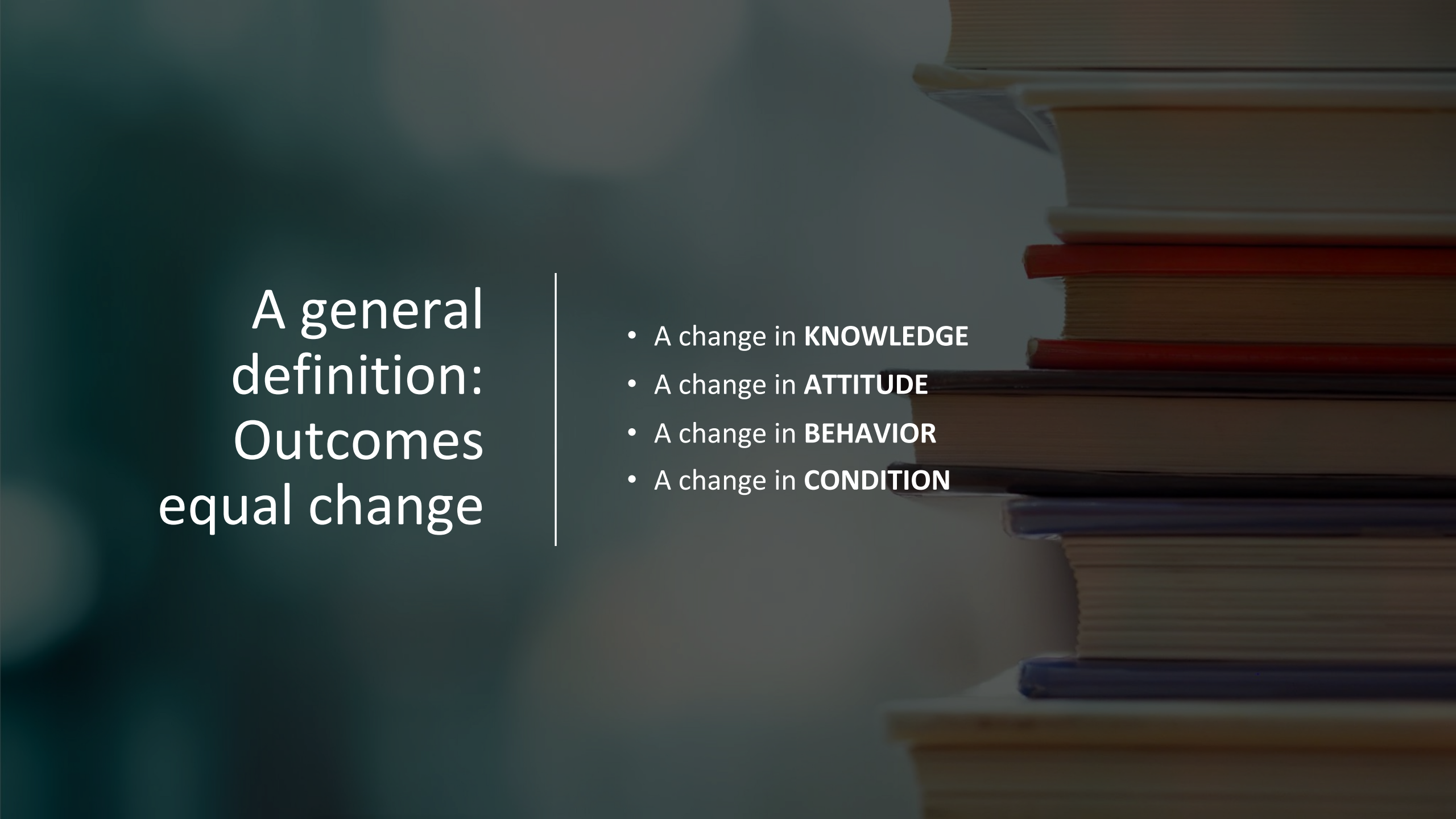
- **Why else might we measure? (write in the chat)**

Start with outcomes!

How do we measure?

A general definition: Outcomes equal change

- A change in **KNOWLEDGE**
- A change in **ATTITUDE**
- A change in **BEHAVIOR**
- A change in **CONDITION**



Change in KNOWLEDGE

Let’s look a little closer …

Let’s look a little closer …

Change in ATTITUDE

Let’s look a little closer …

Change in BEHAVIOR

Let’s look a little closer …

Change in CONDITION

A more theological understanding:
"Outcomes are those disturbingly clear descriptions of what we believe can be different if God gets involved."
--Gil Rendle

Any questions about outcomes? Write in the chat!

Group Chat

- What do you measure regularly?
- Why?

(name one item and one reason for measuring it)

Shifting Mainline Paradigm

Inherited Paradigm

- Outcomes = more members, contented clergy

Biblical Paradigm

- Clergy, members = inputs
- Outcomes = disciples with changed lives and a changed world

What are meaningful measures for ministry?

Reflect our values

Who are we as people of God? We are people who rejoice with Jesus over every person called to transformation.

Remember: Jesus said "there's more joy in heaven over one sinner's rescued life than over ninety-nine good people in no need of rescue." – from The Message, Eugene Peterson

Invite iteration

- Measurement and evaluation are formative. They're meant to help us reflect, and, if necessary, re-assess and revise.

Focus on how far, not just how many

What is the journey we are called to take? Remember, Jesus called us to follow him more than he called us to believe in him.

He promised Simon and Andrew that he would make them new fishermen, if they would follow him. And "they didn't ask any questions, but simply dropped their nets and followed." -- from The Message, Eugene Peterson

Show where we've been AND where we're headed

We celebrate growing numbers in our worship service and our offering plates, but the real question is – how are those numbers making a difference for the kingdom of God?

Remember, Jesus was excited about the widow who gave "a measly two cents." Why? Because the big givers gave what they wouldn't miss. She gave all she had. What can we do with the phenomenal gifts we have received? – from The Message, Eugene Peterson

Are understandable to ordinary people

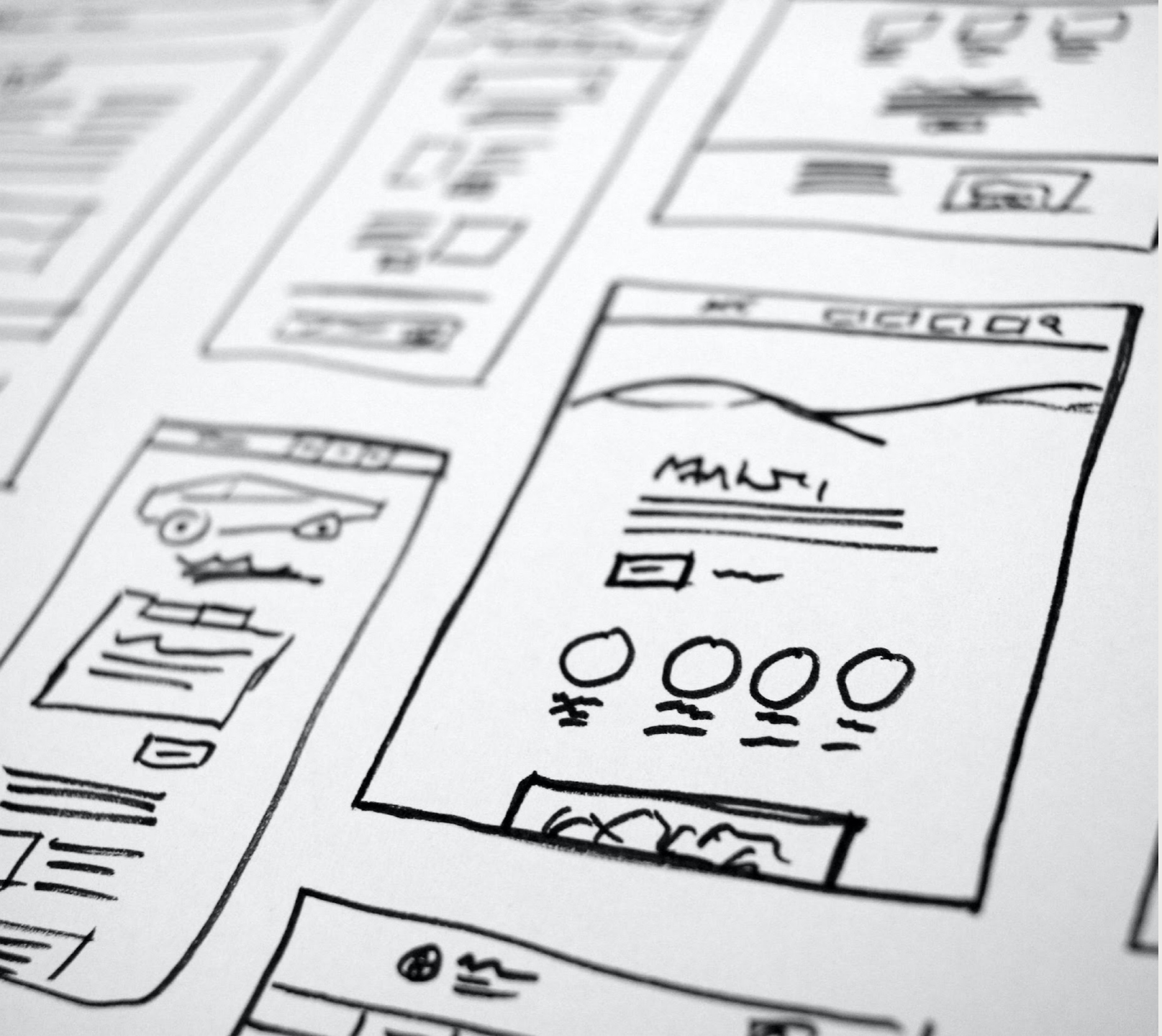
- Everything we will share today is manageable and usable within an ordinary congregation.
- **Any questions about what makes for meaningful measures? Write in the chat!**

Counting vs. Measuring

- Counting: How many, how often, how much.
- Measuring: How far have we moved toward our goal?
- Counting is about numbers, with the church as the object of concern.
- Measuring is about people and change, with the church as an instrument of God’s love.

Some Meaningful Measures

- Outcome management/logic models
- Journey Map
- Discipleship System
- Likert Scales



Logic models

Tell your program’s story visually for deeper understanding.

Logic model

- Tool used to visually organize programs
- Shows situation, desired outcomes/indicators, resources and activities planned to contribute, assumptions, and external factors that could influence results.
- A great tool for collaboration
- Diverse forms

Logic model: Basic components

Inputs: What it takes to make it happen

Activities: What you're going to do in your ministry

Outputs: What your doing will produce

Outcomes: The change you want all that doing to make

Context: What's happening around you that should impact your ministry

Assumptions: Any "leaps" made between activities and outcomes

Audience: Who is your ministry for? Why this group?

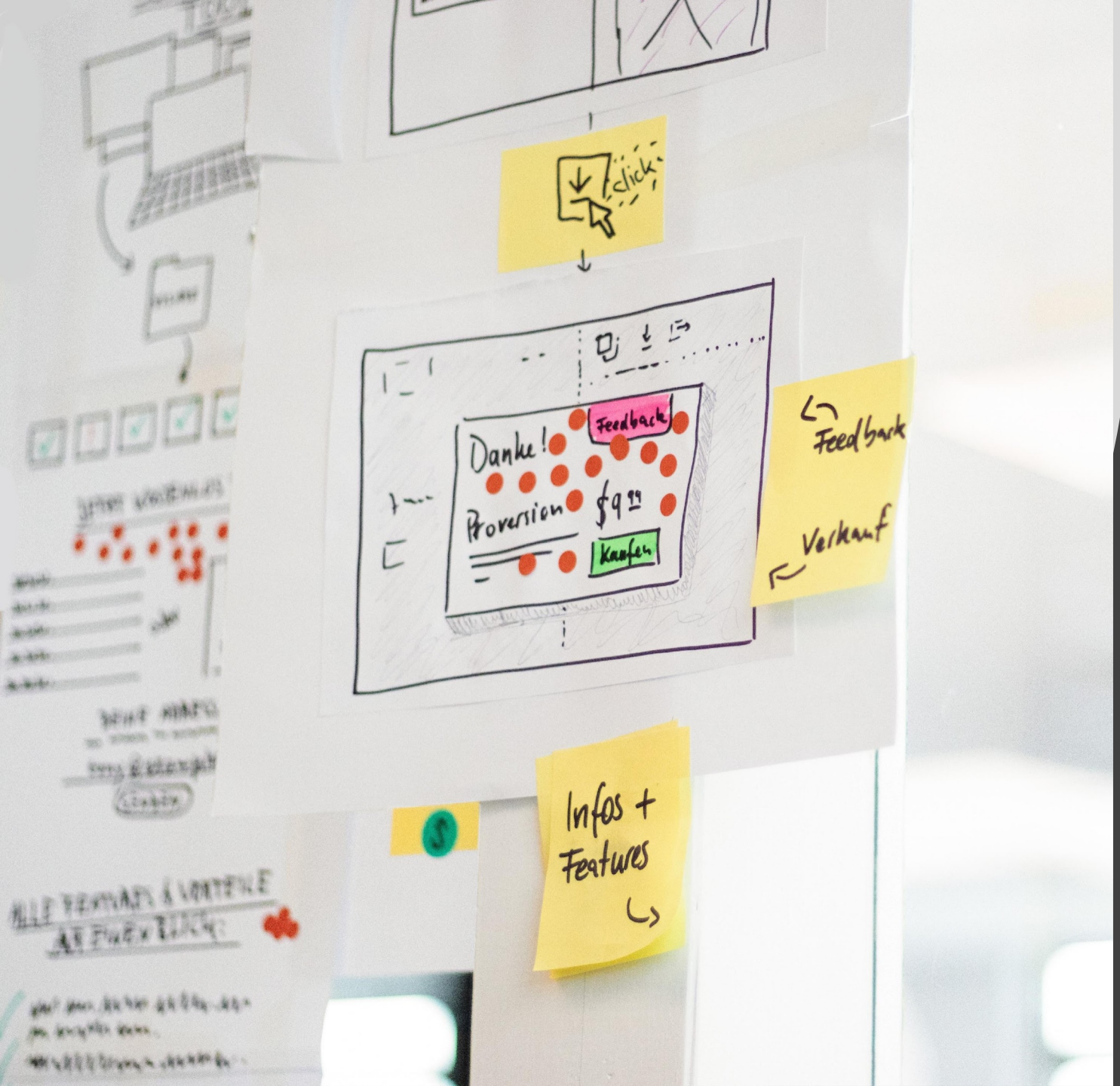
Wesley Pilgrimage 2022 logic model

INPUTS	ACTIVITIES	OUTPUTS	SHORT-TERM OUTCOMES	LONG-TERM OUTCOMES	CONTEXT & ASSUMPTIONS
Time: Staff, speakers, participants (many clergy) host,	Creating pilgrimage experience	Overall experience	Participants develop ministry action plan that reflects experience	Participants implement ministry plan	Context: Intense denominational and cultural divides
Money: DM, GBHEM, participants	Agencies provide partial funding, scholarships	Making pilgrimage more feasible for target audience	Participants have experience of pilgrimage	Agency priorities influence long-term ministry approaches	Context: Increasing secularization in US and Europe
DM, GBHEM reputation and relationships	Expressing role of DM in supporting stakeholders	Stakeholders feel bond to DM & GBHEM	Participants feel connection to DM, GBHEM	Participants promote DM/GBHEM/pilgrimage to colleagues	Context: Political tribalism in US
Locations: Sarum College, Salisbury Cathedral, historic sites, conference ctr.	Visiting historic sites	Reflection on Wesleyan movement, leadership	Participants share learning, experience within their contexts	Spiritual growth & development based on place influences participant ministries	
Expertise (leaders)	Leaders speak about Wesleyan tradition	Learning experience		Participants become more faithful leaders	Assumption: Participants will engage process fully
Didactic content (various)	Listening, reading	Learning experience	Participants learn new content about Wesleyan tradition	Participants become more fruitful leaders	Assumption: Ministry plans will be worthy of implementation
Experiential content (spiritual practices)	Small group participation, journaling, worship	Prayer, new relationships, spiritual conversation	Participants experience spiritual growth, development	Participants continue pilgrimage spiritual practices at home	Assumption: Experience leads to action

How does a logic model help us measure?

•It gives us a basic tool to assess our outcomes.

- How close have we come to achieving them?
- What has gone into making that happen?
- What have we encountered along the way?



Measure with Discipleship Systems

DISCIPLESHIP SYSTEM SAMPLE (adapted from the work of Phil Maynard)

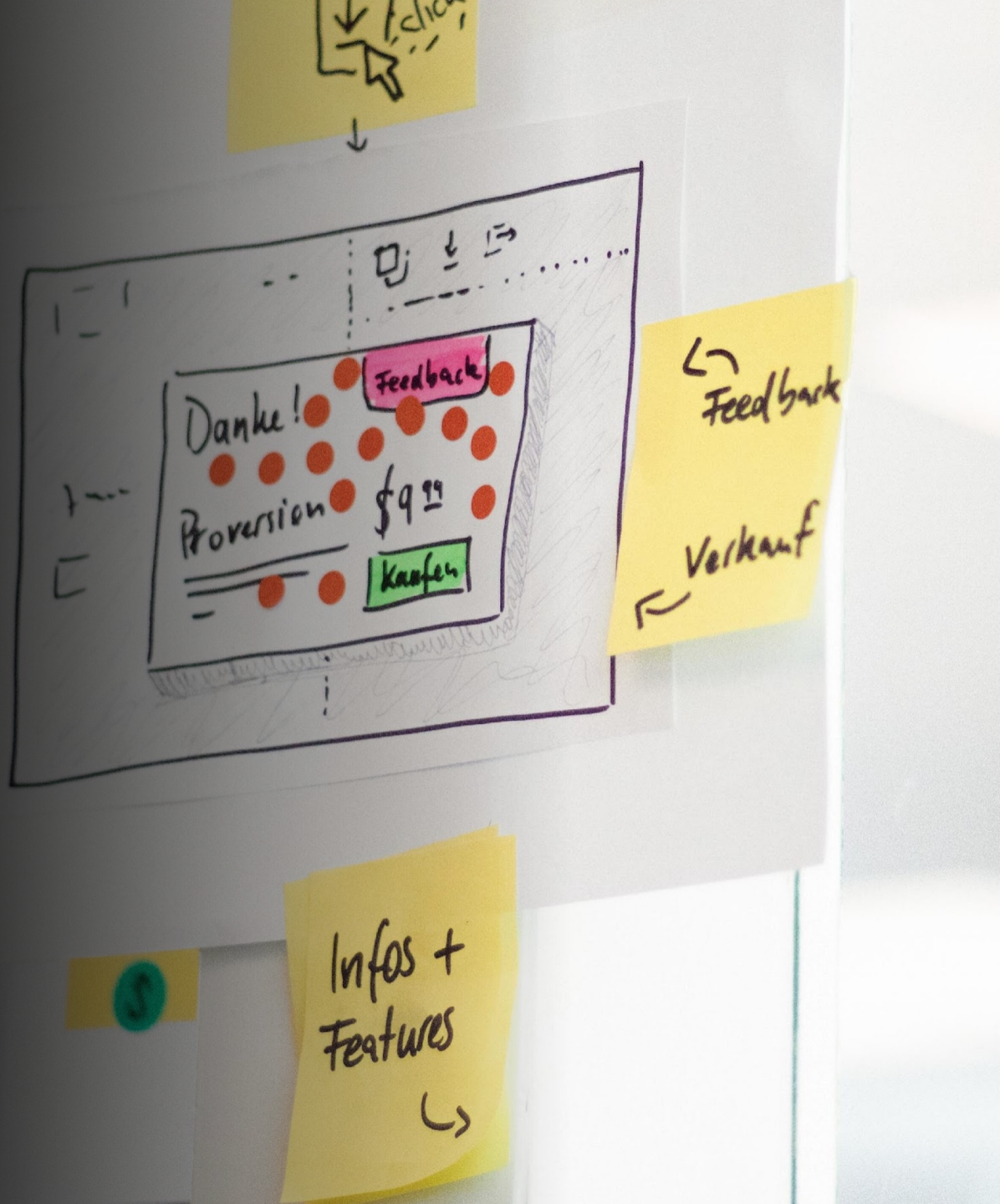
	Searching	Exploring	Beginning	Growing	Maturing
Worship	Searching for something more.	Invited by a friend to attend worship. Attend sporatically.	Begin to worship regularly; becoming more aware of God in each day.	Attend regularly and begin to recognize daily moments of worship.	Begin to honor and worship everyday in work and play; inviting others to worship.
Community	Searching for genuine community.	Begin to feel strangely drawn to these followers of Jesus and feel warm acceptance by them.	Move from receiving gracious hospitality to offering it to others in every day life.	Begin to look for ways to love, accept, and relate to others in the same way that the church and God lovingly welcomed you.	Seek to build relationships with others and share with them the life and community that you have found in God.
Spiritual Practices	Wonder about the Bible and if there are ways to experience God.	Feel drawn to the story of God's love and begin to explore scripture.	Begin to pray and read scripture regularly; being open to God.	Move to exploring spiritual disciplines; drawn closer to God on a daily basis.	Enjoy and practice spiritual disciplines, and begin to show others how to use them to grow in faith and be drawn closer to God.
Generosity & Service	Wonder if there is more to life than making money and selfish gain.	Begin to give occasionally in worship and try a service project at church. See other people making a difference in the lives of others and seek to be a part of that.	Begin to give regularly of money, time, and talents; understand Christ's invitation to serve others and discover how God has gifted you to do this.	Try tithing my resources, time, and talent to God through the ministries of the church; exploring ways to use one's gifts, talents, and passions.	Tithe and occasionally give beyond when led by God; begin to restructure life and resources to join Jesus in mission to others.
Christ-Like	The life and teachings of Jesus are intriguing.	Exploring the life of Jesus on my own by reading the Bible and attending my first Bible study.	Accept the call to follow Jesus and commit to the church; seek to become like Jesus and serve others.	Begin to daily apply the teachings of Jesus in everyday life.	Partner with God and invite others to explore the life and teachings of Jesus.
	Prevenient Grace		**Justifying Grace**		**Sanctifying Grace**

First UMC, Land O'Lakes, Florida

- Discipleship system based on vision: "Love God, Love Others, Serve the World"
- Main outcome: Growing the Kingdom
- Activities: Making connections outside the church
- "Measuring this is difficult. We're used to counting people in the pews, and as tempting as that is, it doesn't tell us much about how we're impacting our community. ... Rather than expecting people to come to our campus, we're realizing we've got to take God to them." – Family Minister, Tonya Stout

How does a Discipleship System help us measure?

- We can see how many people are in a given stage on the journey.
- We can see how much movement is happening in the community as a whole.



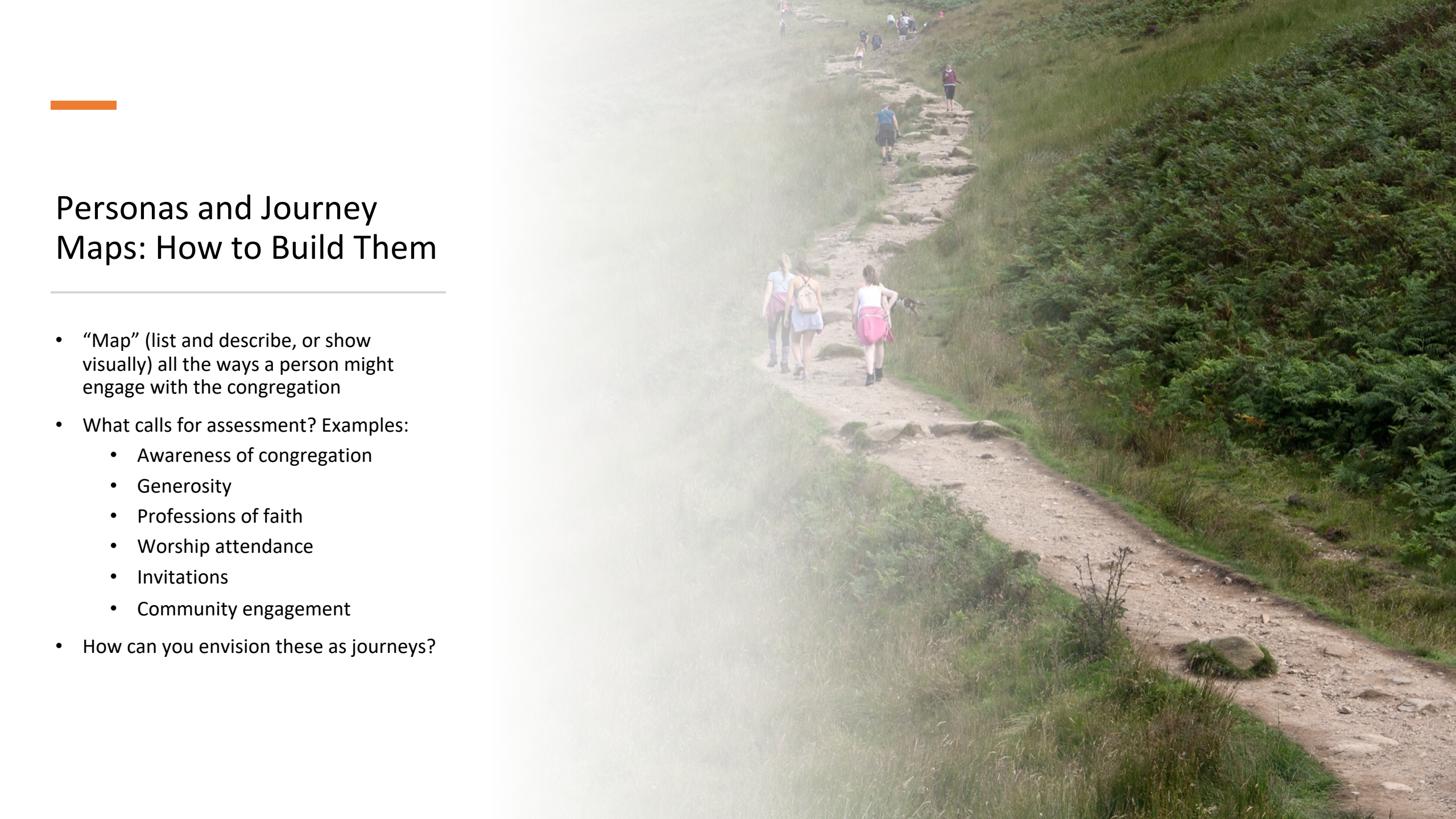
Personas and Journey Maps

Personas and Journey Maps

- Visualizes the journey that a person or group takes to achieve a goal
- Assumes we must account for rational, emotional, spiritual, and sensory layers of human experience to understand a person or group's journey
- Allows us to:
  - Build empathy for those being served
  - See pain points and strength areas in a congregational system
  - Help those who focus on one area of discipleship see the whole system

Personas and Journey Maps: How to Build Them

- “Map” (list and describe, or show visually) all the ways a person might engage with the congregation
- What calls for assessment? Examples:
  - Awareness of congregation
  - Generosity
  - Professions of faith
  - Worship attendance
  - Invitations
  - Community engagement
- How can you envision these as journeys?



How can a journey map help us measure?

•When we know how people encounter our ministry or church, we can more readily understand the factors we can impact that shape their experience. For example:

- How many people have we invited to worship this year?
- How often have we talked with our neighbors about their lives?
- How much work have we put into learning about our context for ministry?
- How many people have we invited to increase their giving?
- How much time have we invested in leadership training?

In short: Think about the numbers that would indicate growth in a particular area, then take a step back to discern what you, as a congregation, have influence over – and measure that.

Likert scales: A measure of Perception

Likert Scales

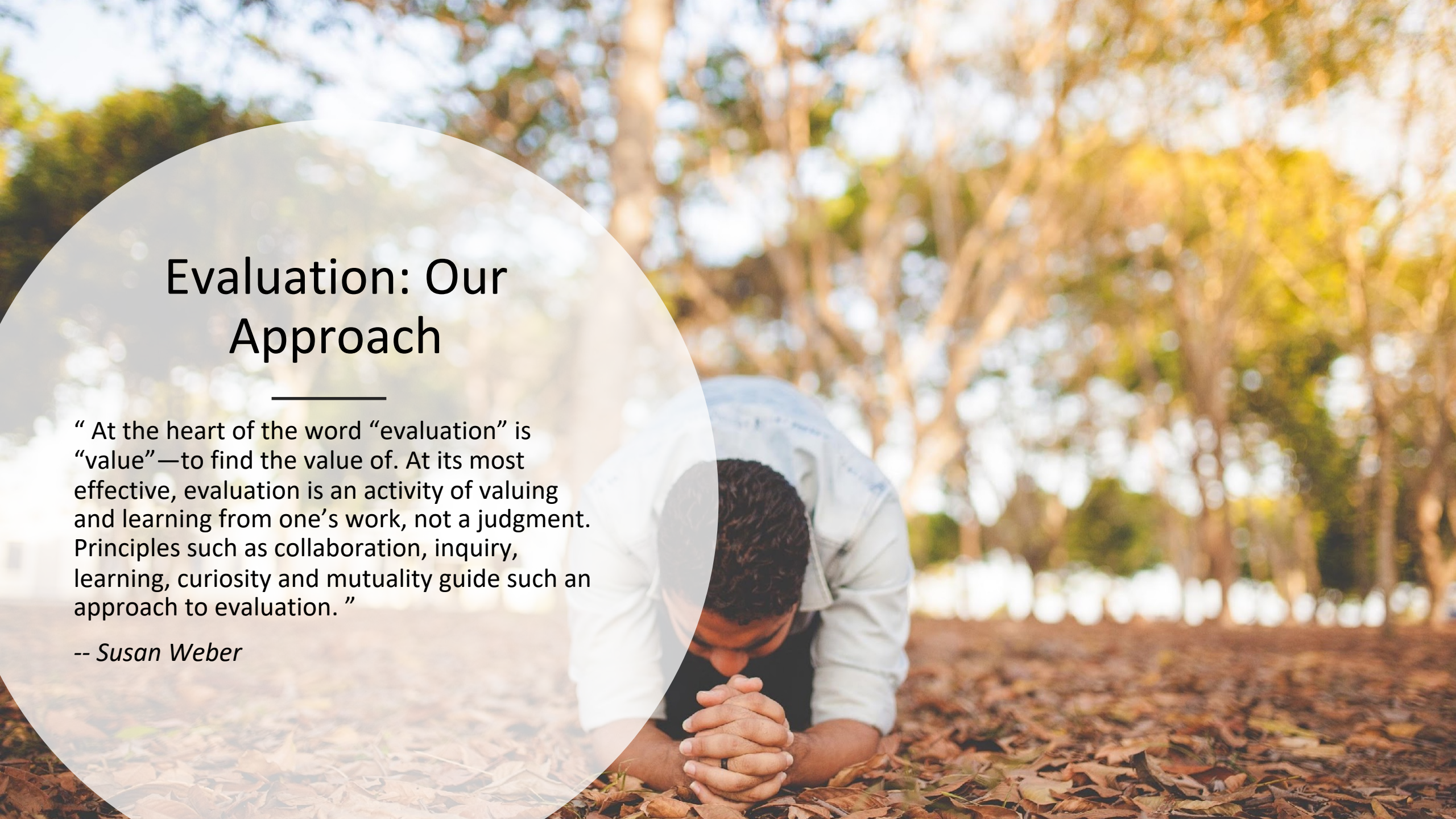
- Focus on change in spiritual life due to engagement with some aspect of our discipleship system and/or observations of congregational life relative to standards for healthy congregations.
- Use a 5-point scale, from strongly disagree to strongly agree. Assign 1-5 points for each point on scale. Average responses.

Likert Scales: How to do it

- Simple survey within congregation or ministry participants.
- Ideal for questions of perception
  - “This small group has helped me to grow deeper in my faith.”
  - “This advocacy ministry has improved conditions in our community.”
- Use a 5-point scale, from strongly disagree to strongly agree. Assign 1-5 points for each point on scale. Average responses.

Likert Scale: Group Chat

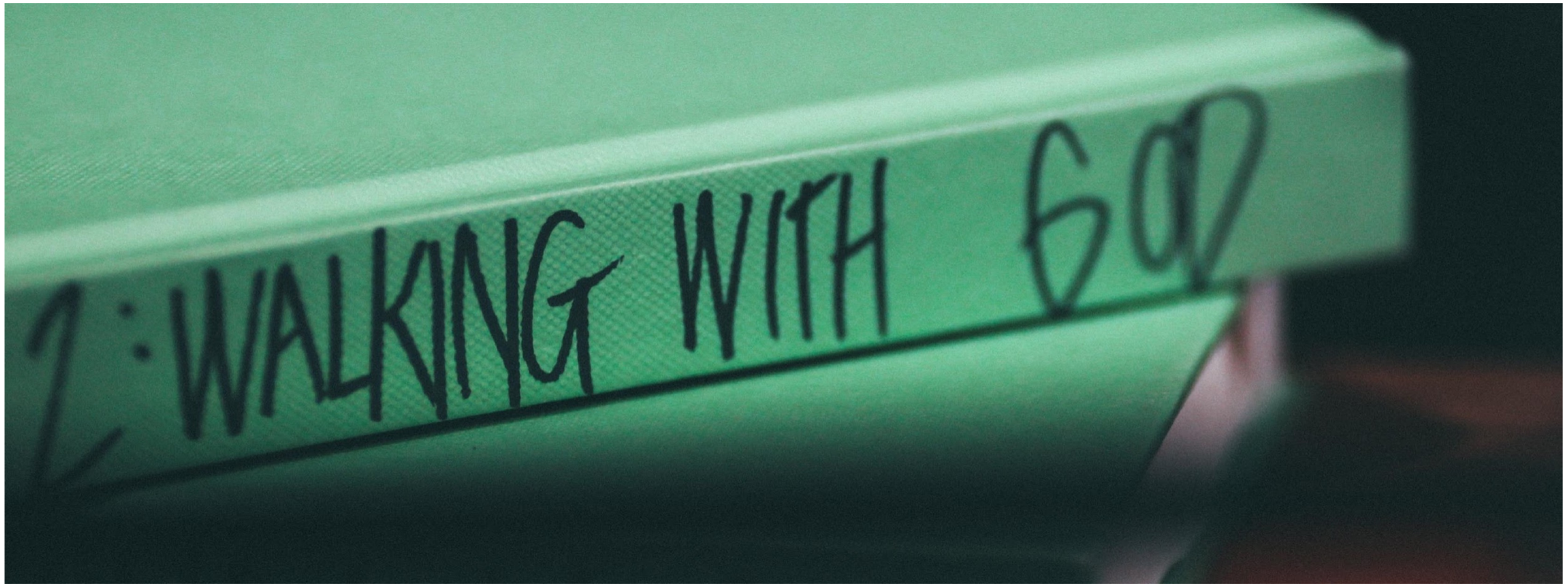
- Take a minute to think of a ministry you are familiar with, which you would like to measure for effectiveness
- Share it in the chat
- Take a minute to think about a question that might be used to measure effectiveness
- Share it in the chat



Evaluation: Our Approach

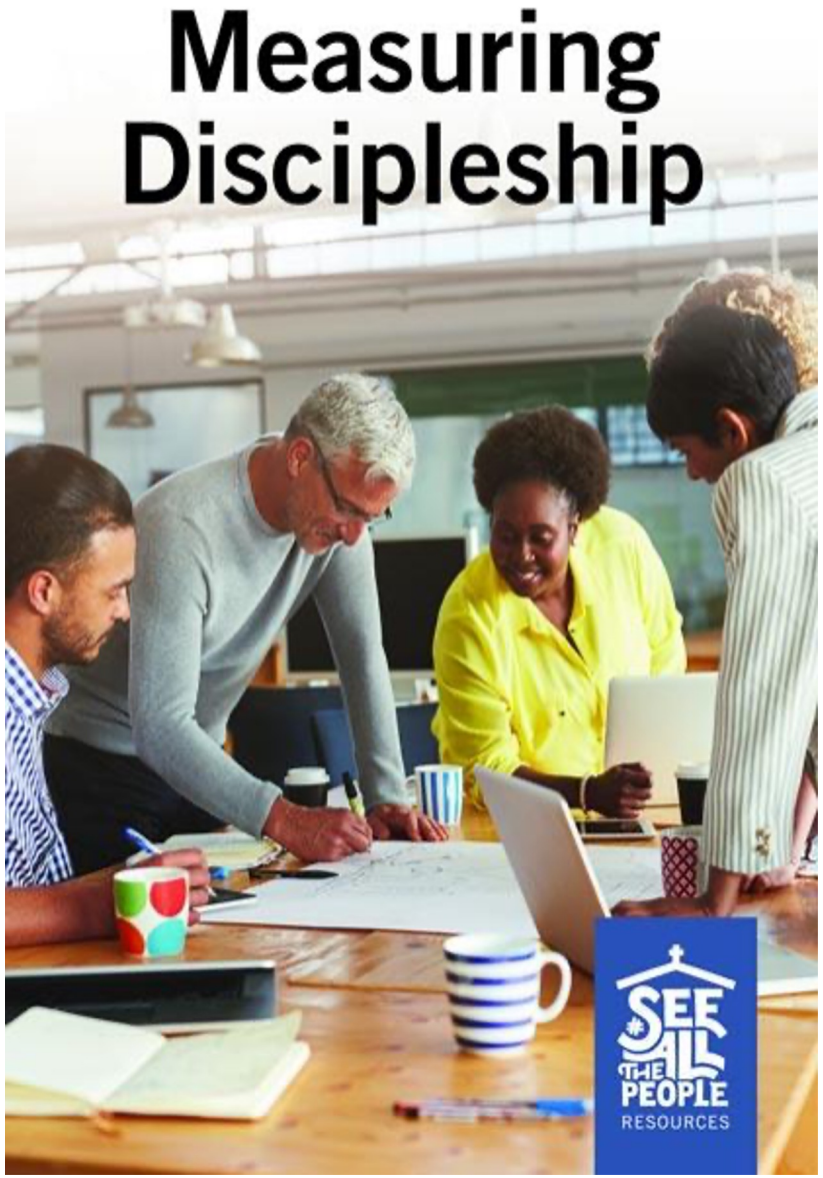
" At the heart of the word "evaluation" is "value"—to find the value of. At its most effective, evaluation is an activity of valuing and learning from one's work, not a judgment. Principles such as collaboration, inquiry, learning, curiosity and mutuality guide such an approach to evaluation. "

-- *Susan Weber*



Wrap-Up

Question time!



Shameless Self-Promotion

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