

**GLOBAL ENDS MONITORING REPORT**  
**Revised and Resubmitted to the**  
**UUA Board of Trustees**  
**Submitted 12-20-2012**

**Policy 1.0 Grounded in our covenantal tradition, the member congregations of the Unitarian Universalist Association will inspire people to lead lives of humility and purpose, connection and service, thereby transforming themselves and the world.**

**NOTE:** The following “overarching observations” are gleaned from two separate but related surveys conducted in December, 2011 and February, 2012. For a description of the survey methodology see page 25 & 26 of this monitoring report.

**Overarching Observations:**

- The response to the survey was robust – surprising so. In one survey over 1,000 people out of 3,300 responded to its twenty-five questions within 24-hours of its distribution via email. This suggests a strong desire to provide input to the UUA president.
- Church attendance is remarkably high, though experts suggest Americans in general exaggerate their church attendance. But even assuming a 20% margin of error, about half of all respondents attend at least three times a month.
- Participation in leadership training was high. Between 32% and 48% of respondents report participating at least once each year. This suggests a strong desire for continuing education and we are expanding the number of leadership trainings being offered.
- Perhaps the most surprising result of the survey was how similar the responses were between the December results (which included approximately 60% lay people and 40% church staff members, including ministers no doubt) and the February results (which included about 90% lay people and primarily youth and young adults and people of color).
- Where there are differences in the assessments between the December respondents and the February respondents, the February respondents - the youth and young adults and people of color - *are often more positive*. One possible reason: youth groups, to choose one example, are often more diverse in their racial and ethnic makeup. Therefore when asked to respond to questions about how “open and inclusive” their congregation is, they may be skewed to the positive. They may project that the same diversity that exists in their youth group exists throughout the entire congregation.
- There are generally very positive responses to many of the questions related to outreach and welcoming, the level of community involvement, the degree of social justice work, and the level of support for those preparing for ministry. This was true in both the December

and February groups. These may be the areas in which our congregations are most likely to excel.

- There were three areas in which the December group and the February group varied significantly – 1) participation in worship, 2) living values in a way one would consider it a ministry, and 3) the degree to which their congregations get involved in national or international efforts.
- There are four areas in which both groups responded with extremely high ratings: 1) when describing their congregations as vibrant and joyful, 2) when describing their congregations as open and inclusive, and 3) when describing their congregations as grounded in community activities, and 4) when describing their congregations as being engaged in social justice work.
- There are two areas in which both groups responded with extremely low ratings: 1) when describing their congregations as multicultural and, 2) when describing their congregations as living their missions in their communities.

**Policy 1.0.1. Congregations that unlock the power that transforms lives.**

**In our congregations, participants deepen their spiritual lives. People:**

- a. Develop a personal spiritual practice**
- b. Participate in meaningful worship**
- c. Learn and practice empowered leadership and generosity**
- d. Find their ministry in the world.**

**Operational Definition:**

The administration believes that the best way to determine whether it is in compliance with this policy is to ask individuals to respond to questions specifically designed around these policies.

The administration did so. The methodology is described near the end of this monitoring report.

With regard to a, b, and d we make the assumption that if 50% or more of the respondents check positively – that is, check 4 or 5 on a scale of 1 to 5 scale with 5 being the best - we are in compliance and that the countless efforts of the Association’s staff supporting congregations and its leaders in one way or another contributed to the positive response.

With regard to “c” we make the assumption that that if 10% or more of the respondents report participating in leadership training in the prior year, we are in compliance.

**Rationale:**

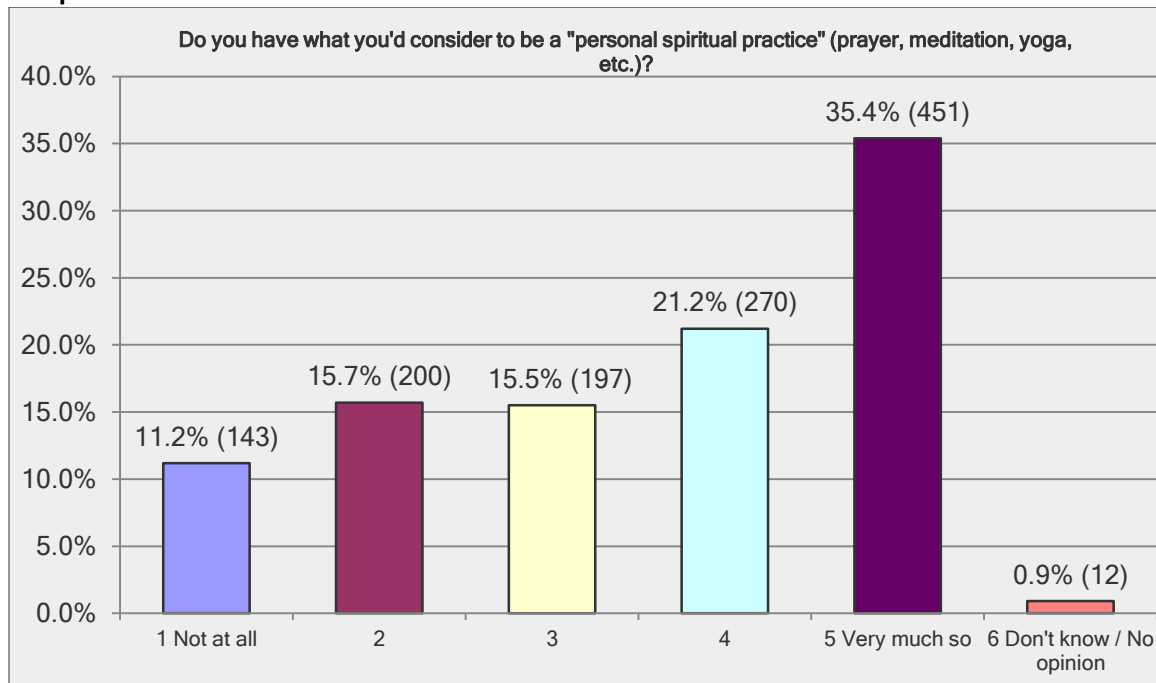
There are no external standard for determining compliance with these ends as there are, for example, for financial matters, nor are there objective methods by which one can make that determination. Therefore, the administration chooses 50% as reasonable (10% for policy “c”). We base this on the belief at fact that 1) if the responses were 90% to 100%, our people and congregations would be nearly perfect, 2) 10 to 20% seems like too low a standard and 3) imagining a random sampling of a dozen strong UU congregations, it’s hard to imagine many scores significantly higher than 50%.

**Supporting evidence:**

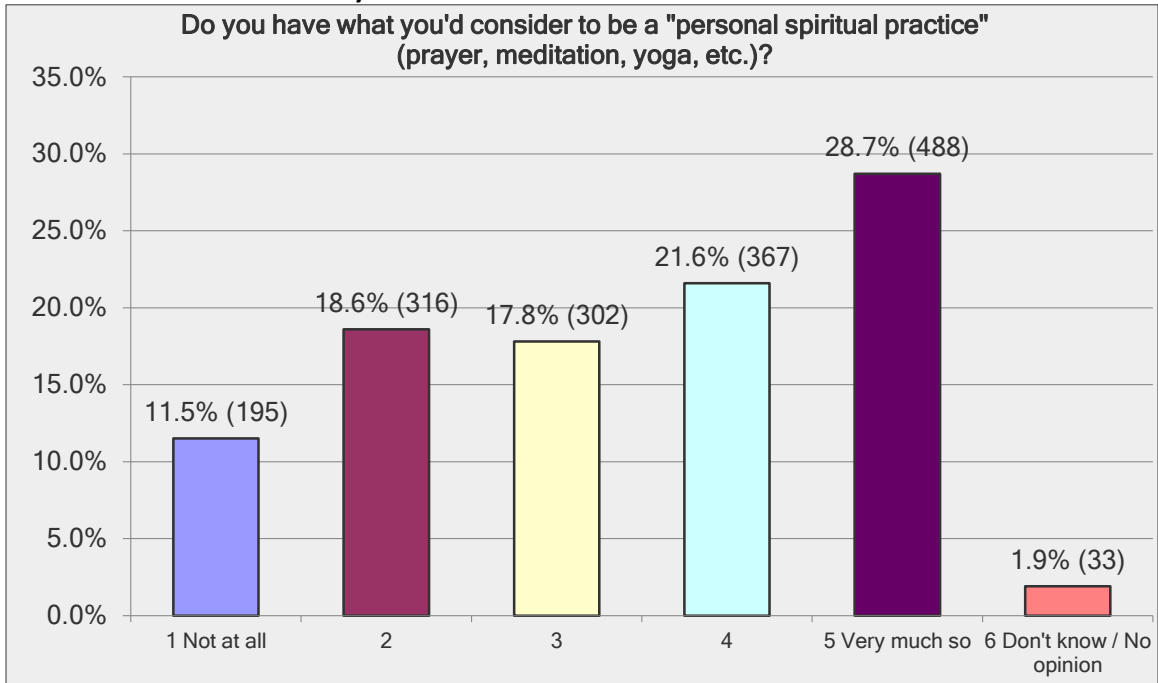
With regard to “a”, **people developing a personal spiritual practice**, this graph shows that 57% (721 of 1,273) of the December respondents checked 4 or 5. Surveying youth and young adults and people of color in February, 2012 showed nearly as positive a response – 51% (855 of 1,701).

We report compliance.

**Responses from December 2011**



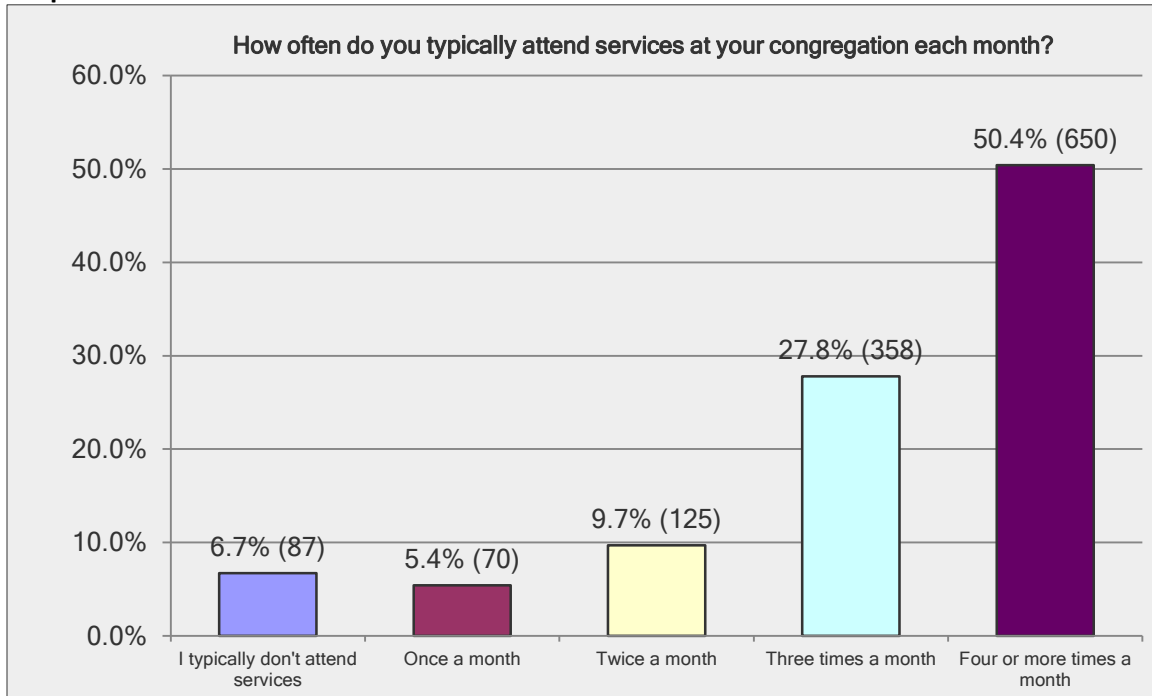
**Y&YA and POC from February 2012**



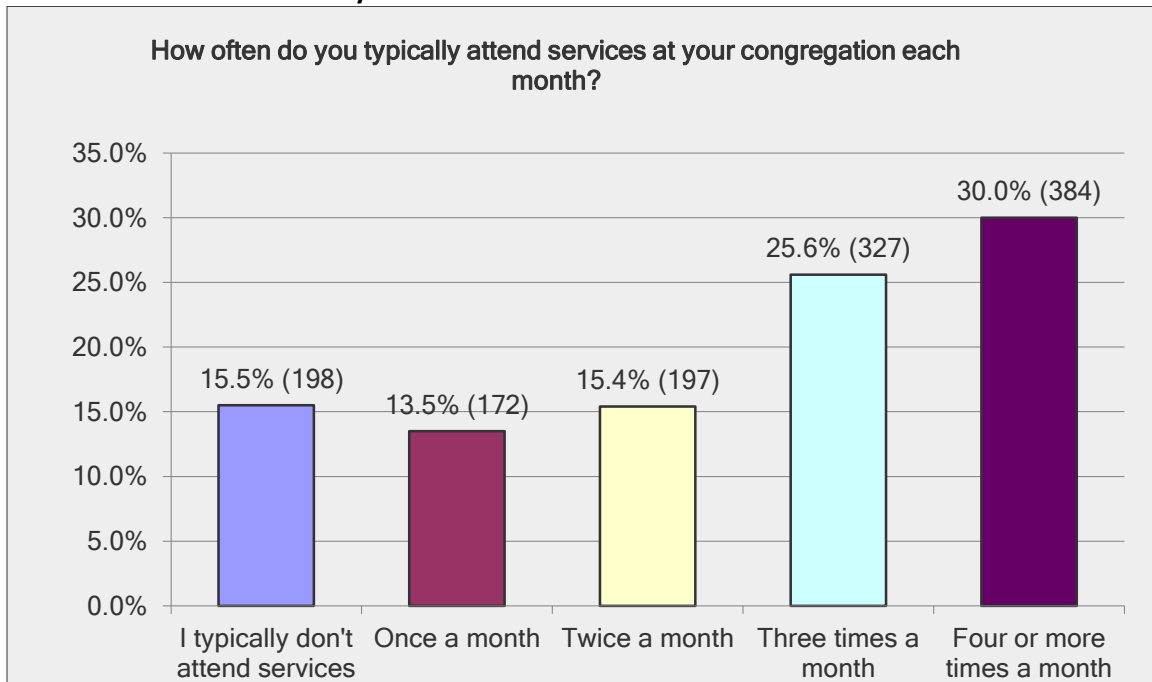
With regard to “b”, **people participating in meaningful worship**, this graph shows that 78% (1,008 of 1,290) of the December respondents checked 4 or 5. Surveying youth and young adults and people of color in February, 2012 also showed nearly as positive a response – 56% (711 of 1,278).

We report compliance.

**Responses from December 2011**



**Y&YA and POC from February 2012**



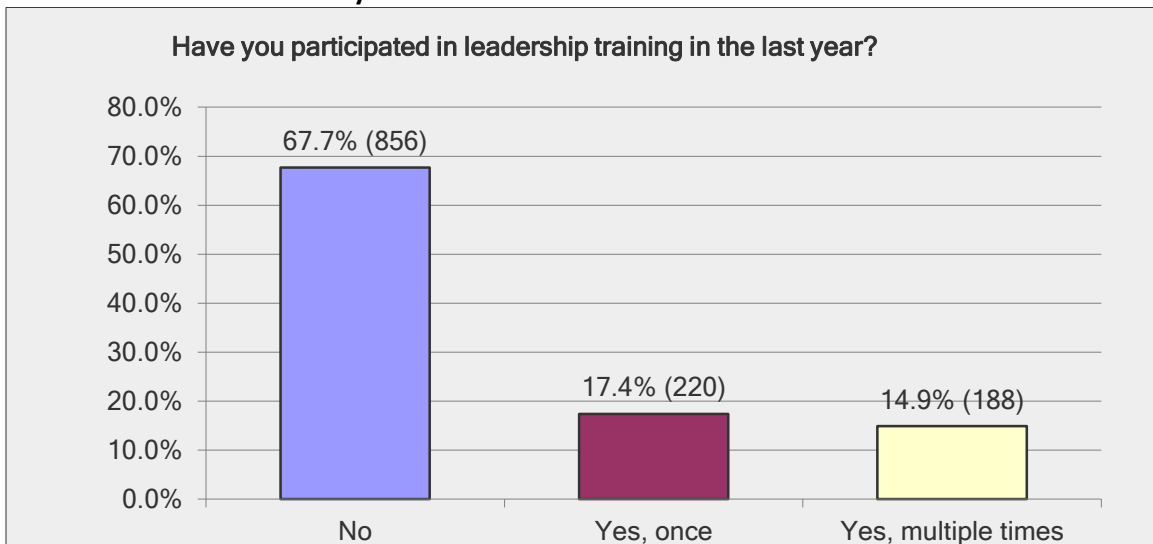
With regard to “c”, **people learning and practicing empowered leadership and generosity** this graph shows that 48% (619 of 1,281) of the December respondents reported participating in leadership training in the prior year. Surveying youth and young adults and people of color in February, 2012 showed only 32% (408 of 1,264) participated.

We report non-compliance and acknowledge more effort is needed to strengthen our congregations and its leaders.

### Responses from December 2011



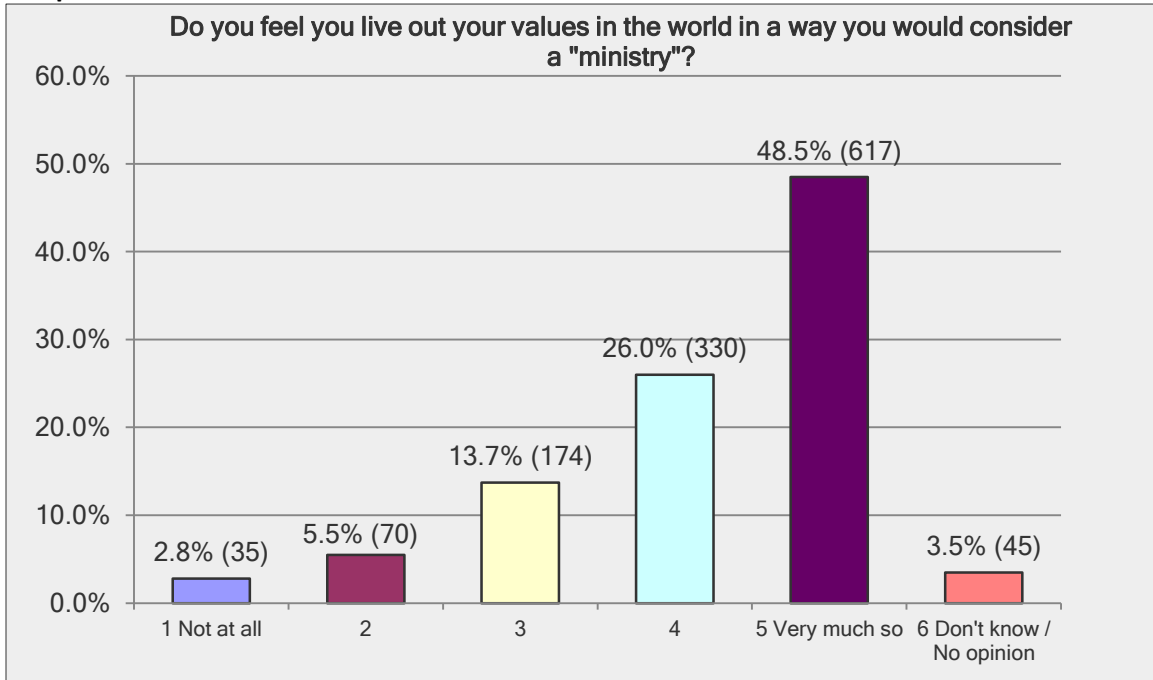
### Y&YA and POC from February 2012



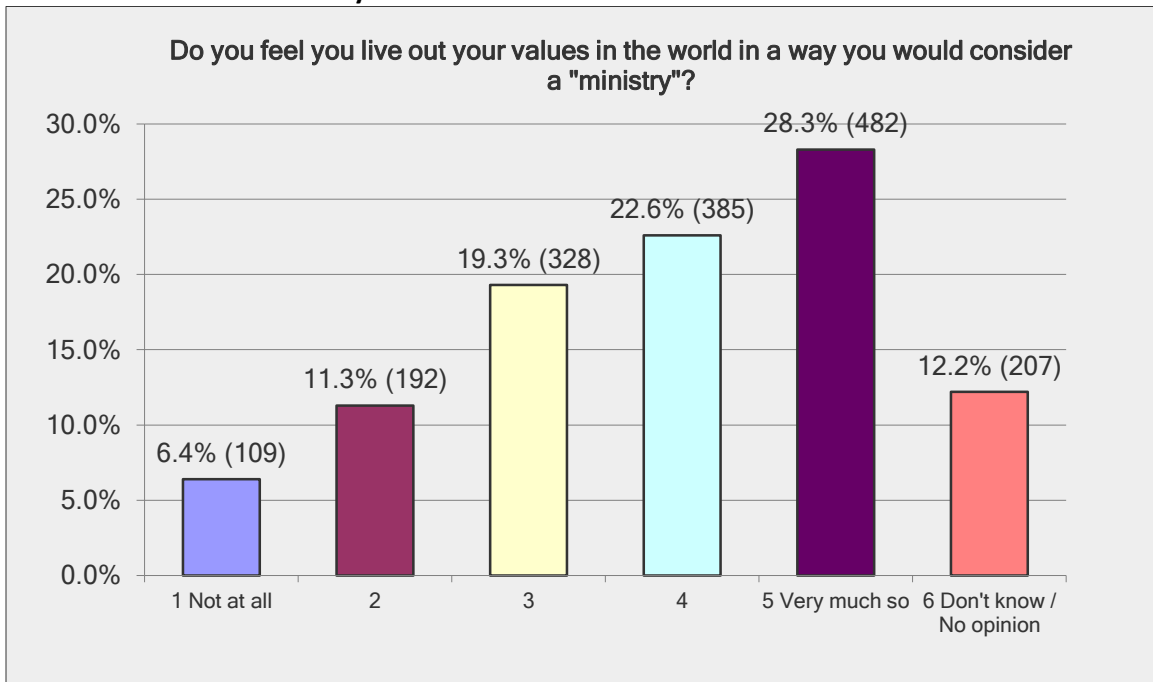
With regard to “d”, **people finding their ministry in the world** this graph shows that 75% (947 of 1,271) of the December respondents checked 4 or 5. Surveying youth and young adults and people of color in February, 2012 also showed a positive a response – 51% (867 of 1,703).

We report compliance.

### Responses from December 2011



### Y&YA and POC from February 2012



**Policy 1.0.1.2. Our congregations are:**

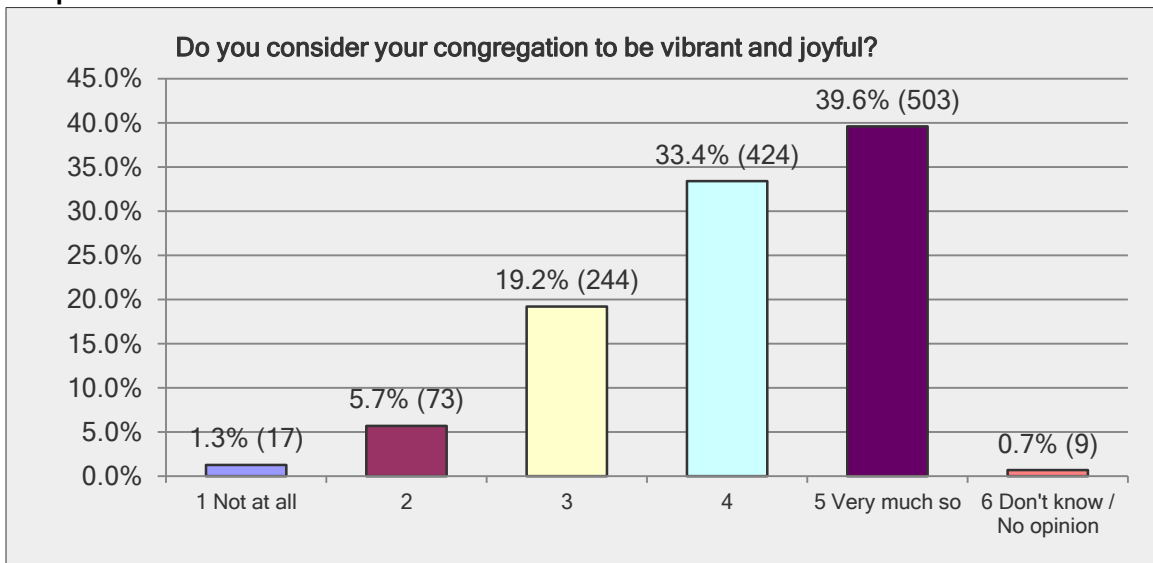
- a. Vibrant, joyful and excited about their ministries**
- b. Intentionally multi-generational and multi-cultural**
- c. Embracing and struggling with issues of oppression and privilege**
- d. Open and inclusive in their outreach and welcome**
- e. Ministries deeply shared by ministers and the laity**
- f. Active participants in ministerial preparation and development**
- g. Growing in membership**
- h. Living their mission in their communities**

**Supporting evidence:**

With regard to a, our congregations are “vibrant – joyful and excited about their ministries, this graph shows that 73% (927 of 1,270) of the December respondents checked 4 or 5. Surveying youth and young adults and people of color in February, 2012 showed the exact same response – 73% (929 of 1,268).

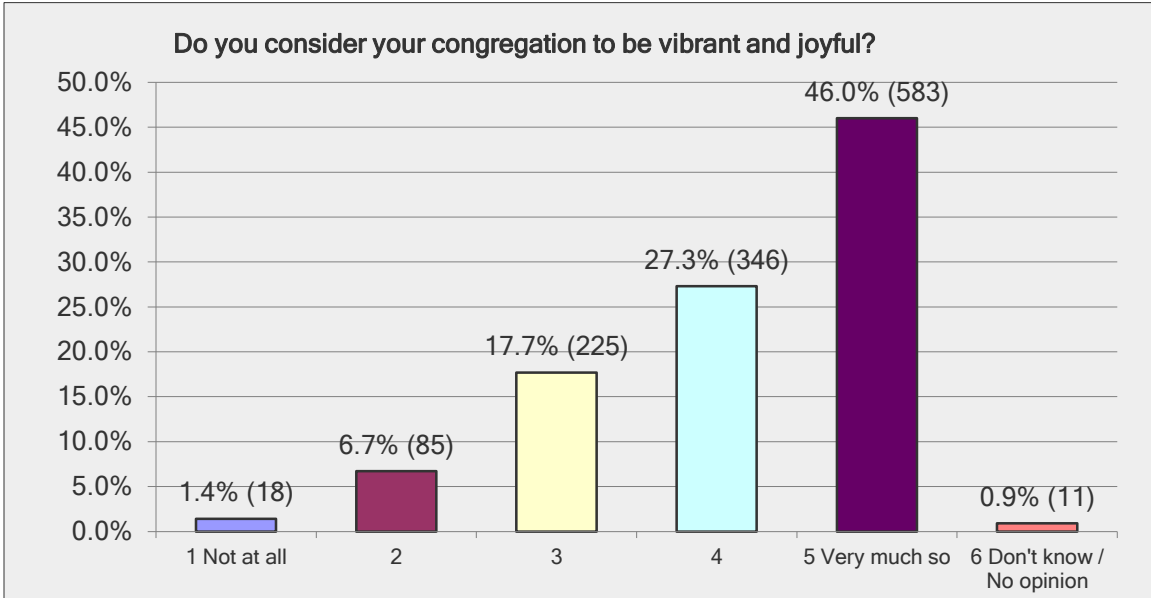
We report compliance.

**Responses from December 2011**





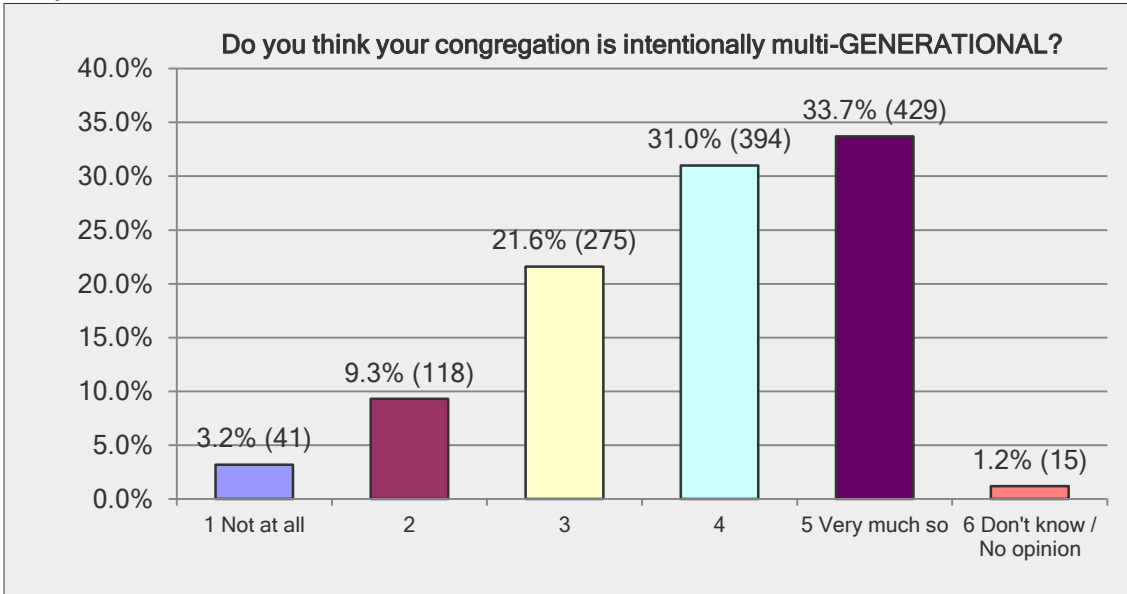
**Y&YA and POC from February 2012**



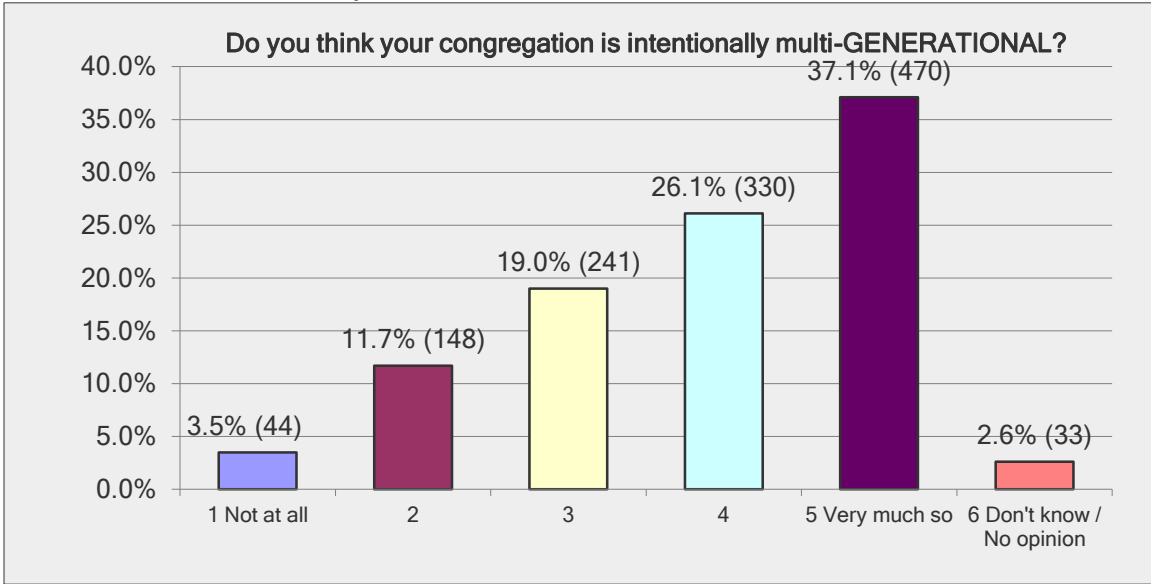
With regard to “b”, our **congregations being intentionally multi-generational** this graph shows that 65% (823 of 1,272) of the December respondents checked 4 or 5. Surveying youth and young adults and people of color in February, 2012 showed a similar response – 63% (800 of 1,266).

We report compliance.

**Responses from December 2011**



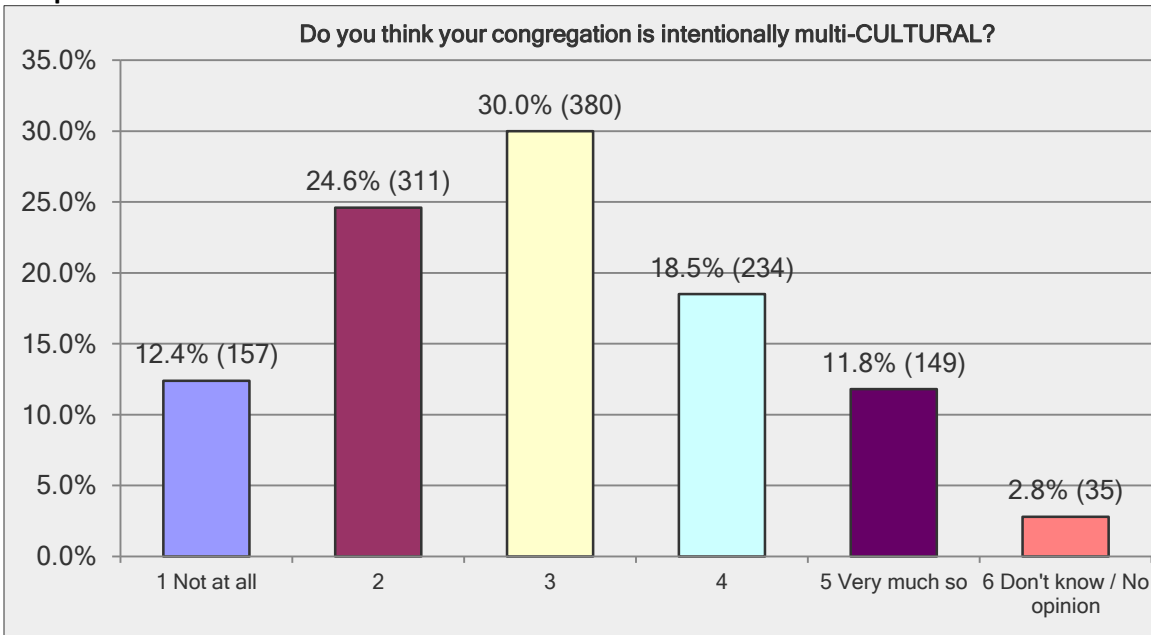
**Y&YA and POC from February 2012**



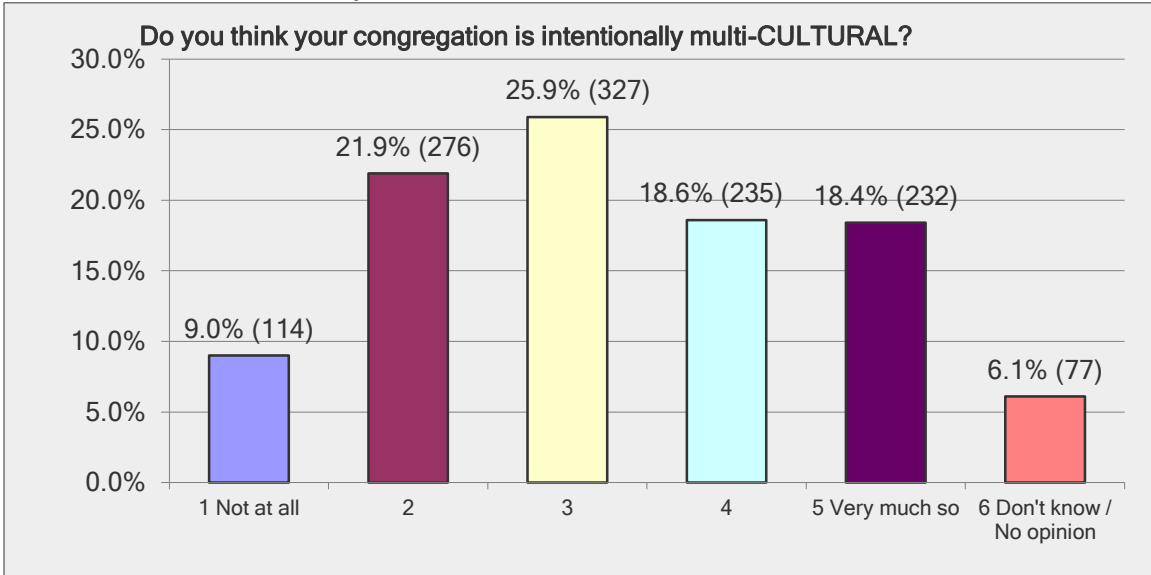
With regard to b, our **congregations being multi-cultural** this graph shows that only 30% (383 of 1,266) of the December respondents checked 4 or 5. Surveying youth and young adults and people of color in February, 2012 showed a similarly low response – 37% (467 of 1,261).

We report non-compliance and acknowledge more effort is needed to strengthen our congregations and its leaders.

**Responses from December 2011**



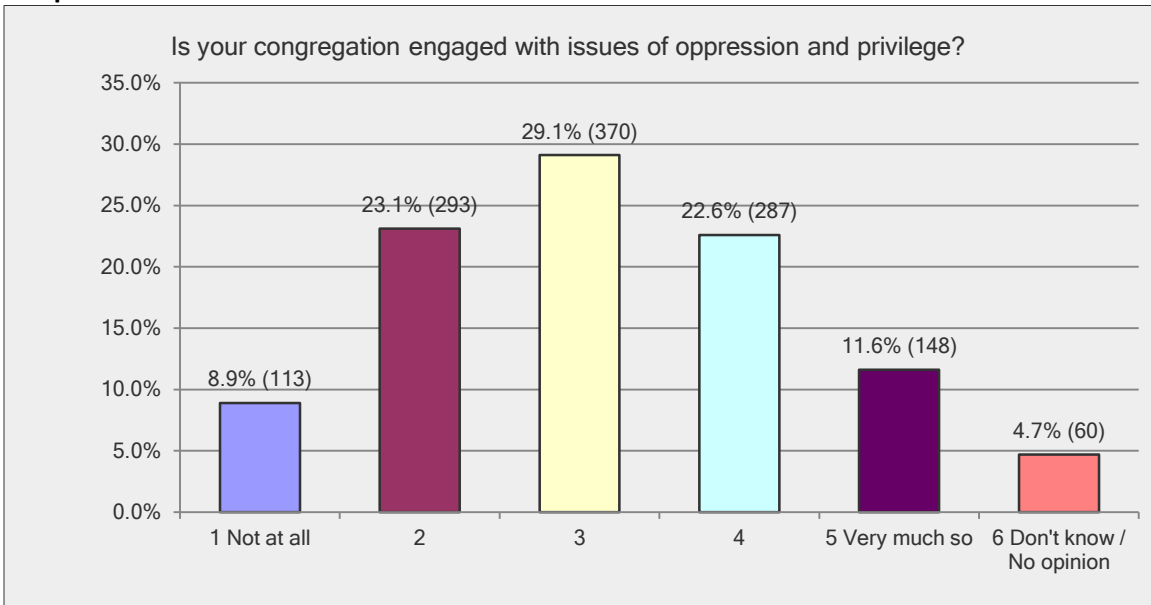
**Y&YA and POC from February 2012**



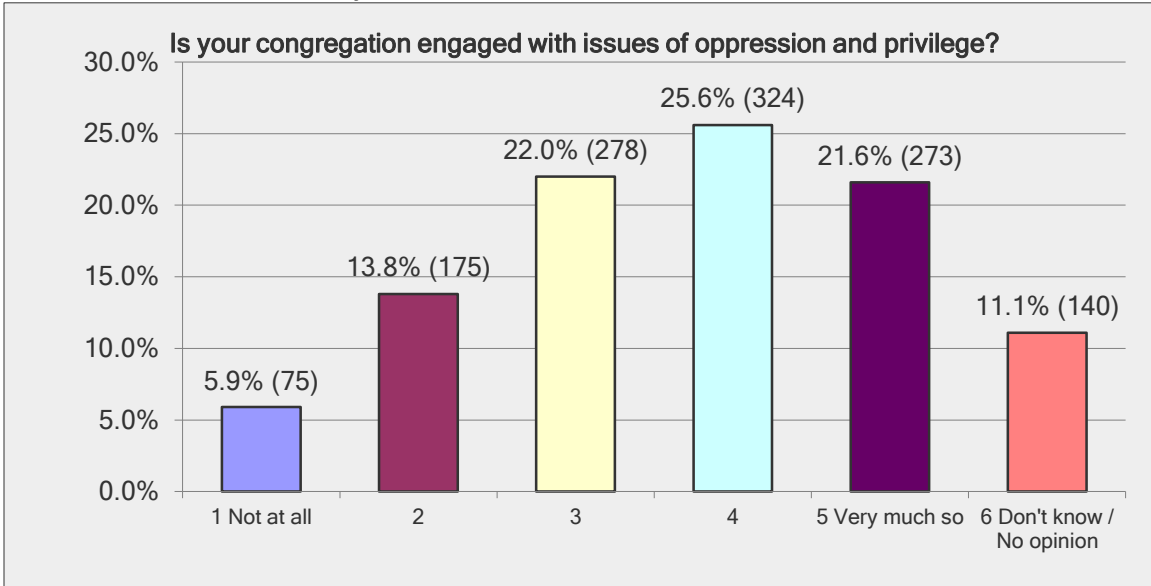
With regard to d, our **congregations embracing and struggling with issues of oppression and privilege** this graph shows that 34% (435 of 1,271) of the December respondents checked 4 or 5. Surveying youth and young adults and people of color in February, 2012 actually showed a more positive response – 47% (597 of 1,265).

We report non-compliance and acknowledge more effort is needed to strengthen our congregations and its leaders.

**Responses from December 2011**



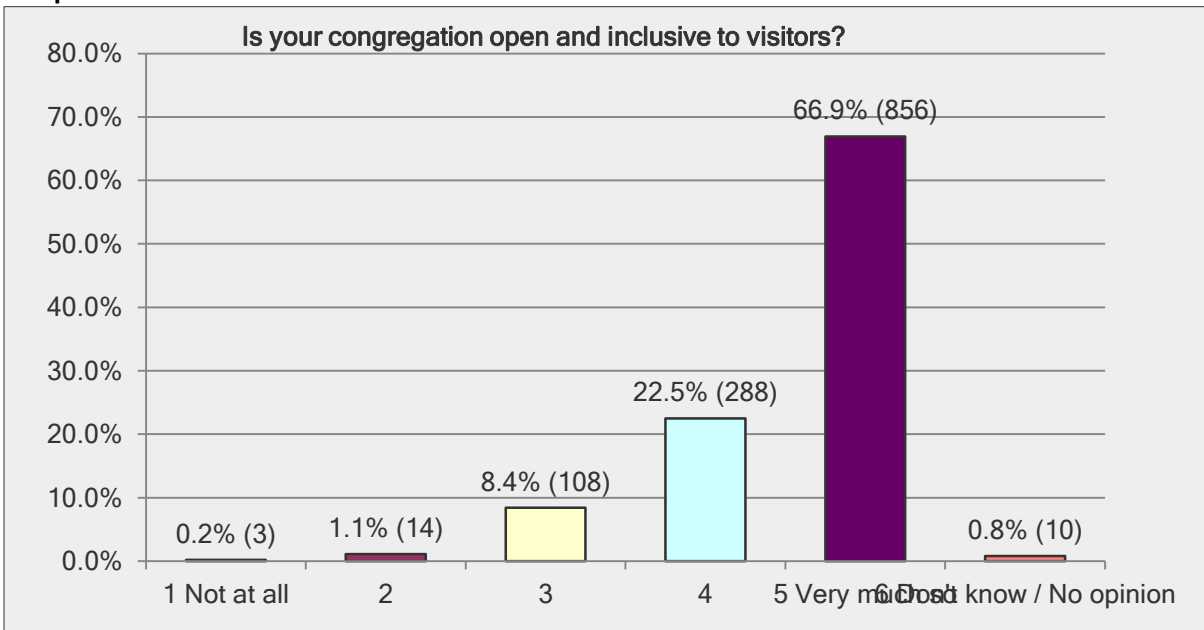
**Y&YA and POC from February 2012**



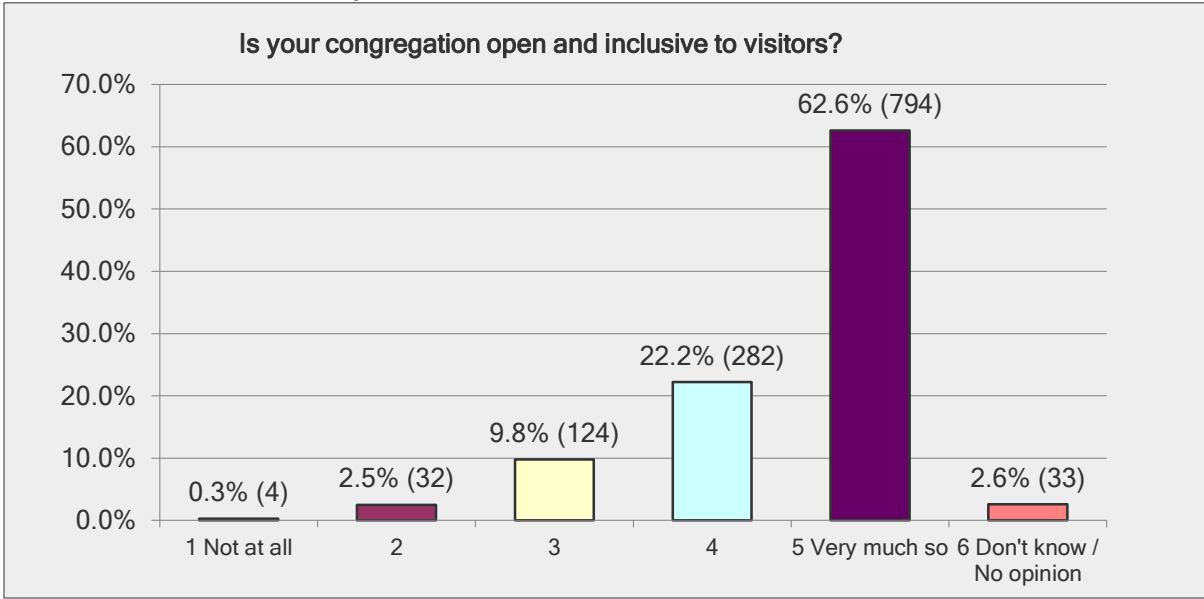
With regard to “d”, whether our **congregations are open and inclusive in their outreach and welcome** this graph shows that 89% (1,144 of 1,279) of the December respondents checked 4 or 5. Surveying youth and young adults and people of color in February, 2012 showed a similarly high response – 85% (1,076 of 1,269).

We report compliance.

**Responses from December 2011**



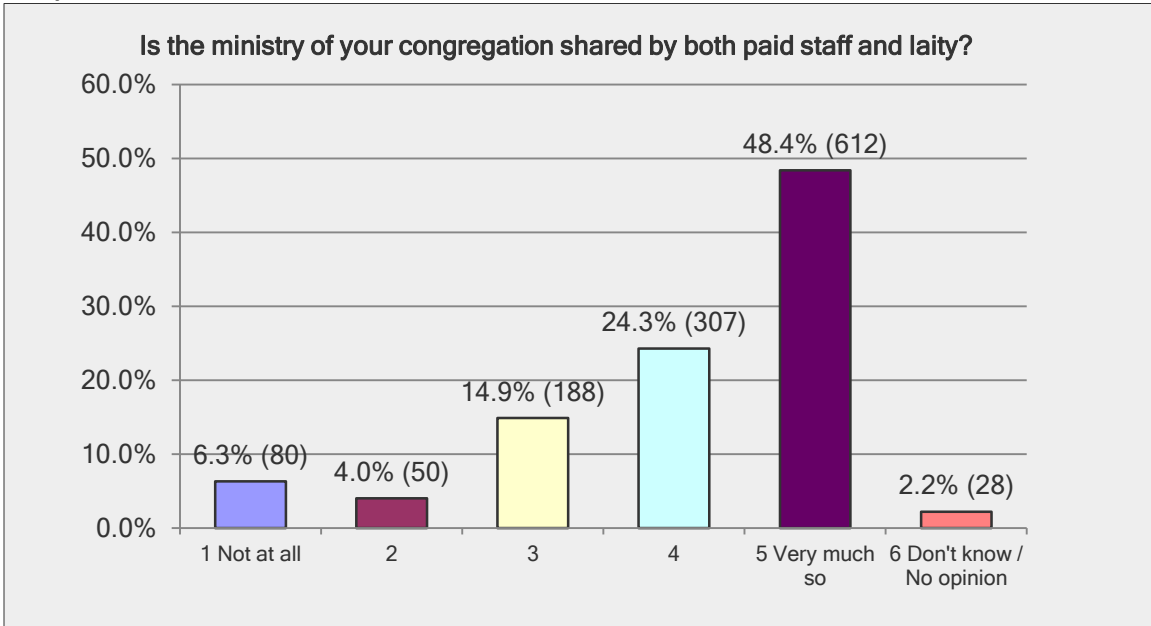
**Y&YA and POC from February 2012**



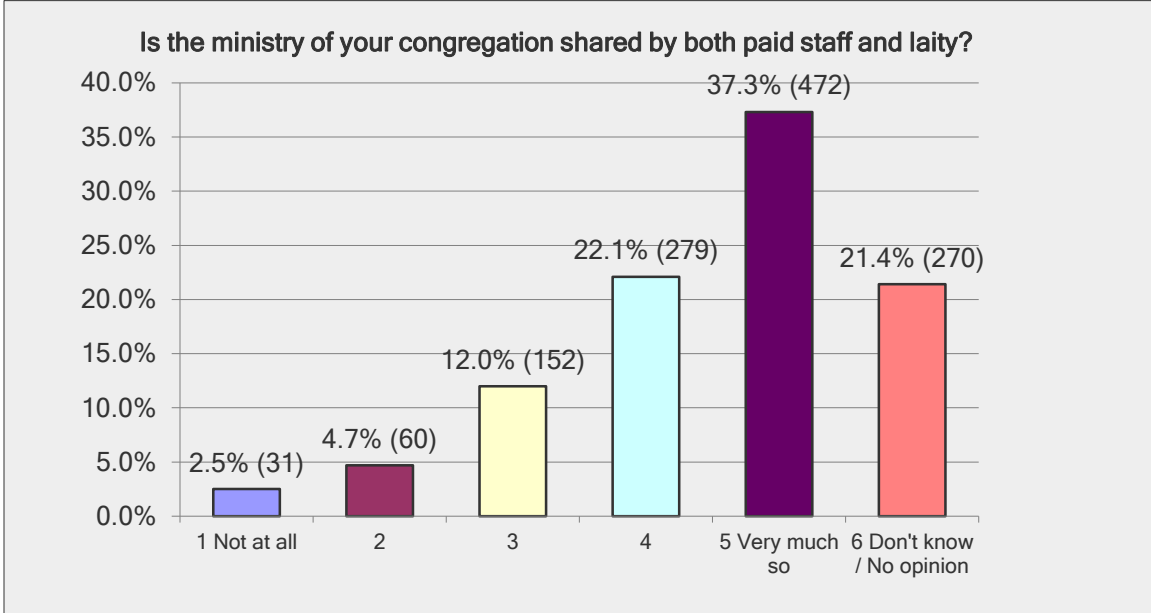
With regard to “e”, whether our **congregations ministries and deeply shared by ministers and the laity** this graph shows that 73% (919 of 1,265) of the December respondents checked 4 or 5. Surveying youth and young adults and people of color in February, 2012 showed a lower response – 59% (751 of 1,264).

We report compliance.

**Responses from December 2011**



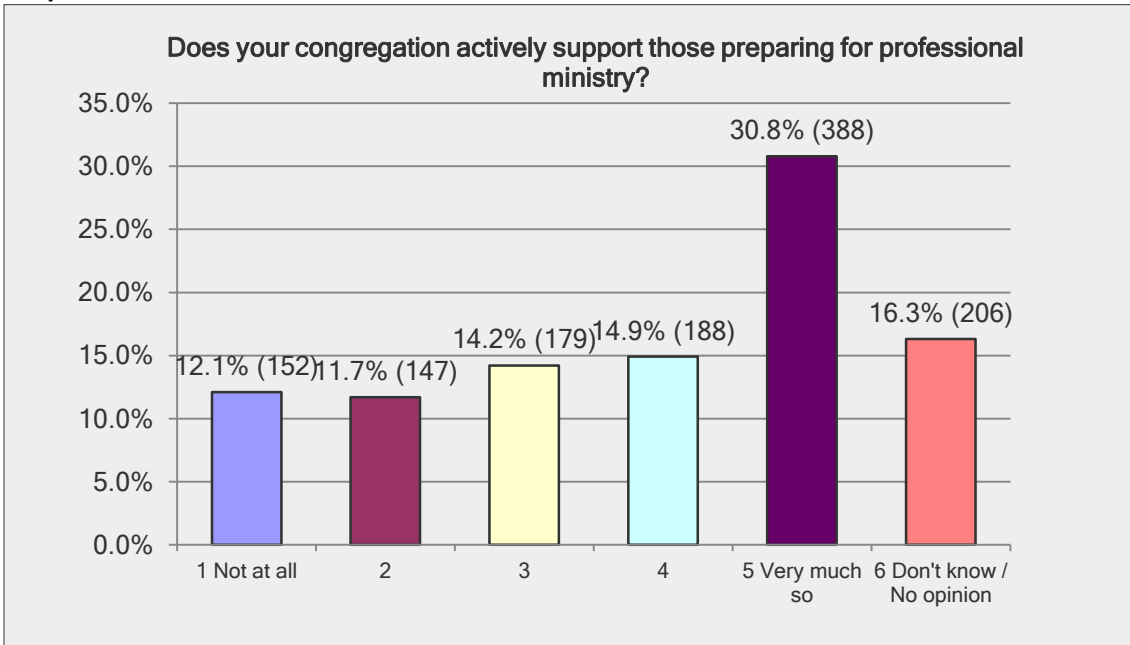
**Y&YA and POC from February 2012**



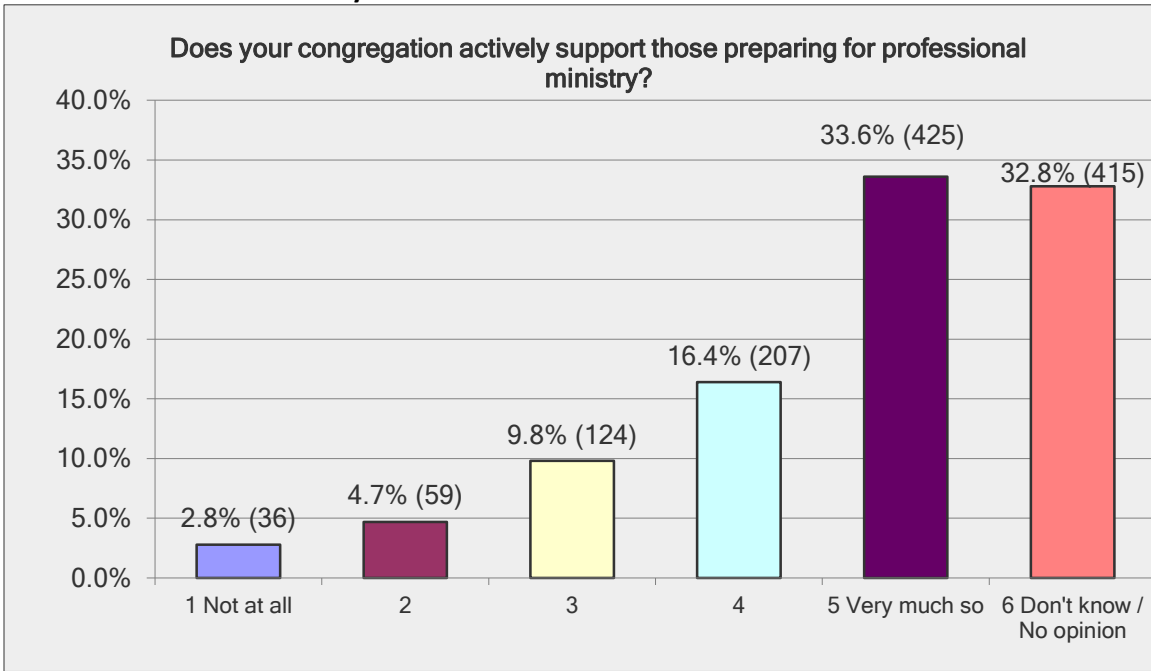
With regard to “f”, whether the **congregations are active participants in ministerial preparation and development** this graph shows that 46% (576 of 1,260) of the December respondents checked 4 or 5. Surveying youth and young adults and people of color in February, 2012 showed a slightly more positive response - 50% (632 of 1,266).

We report non-compliance and acknowledge more effort is needed to strengthen our congregations and its leaders.

**Responses from December 2011**

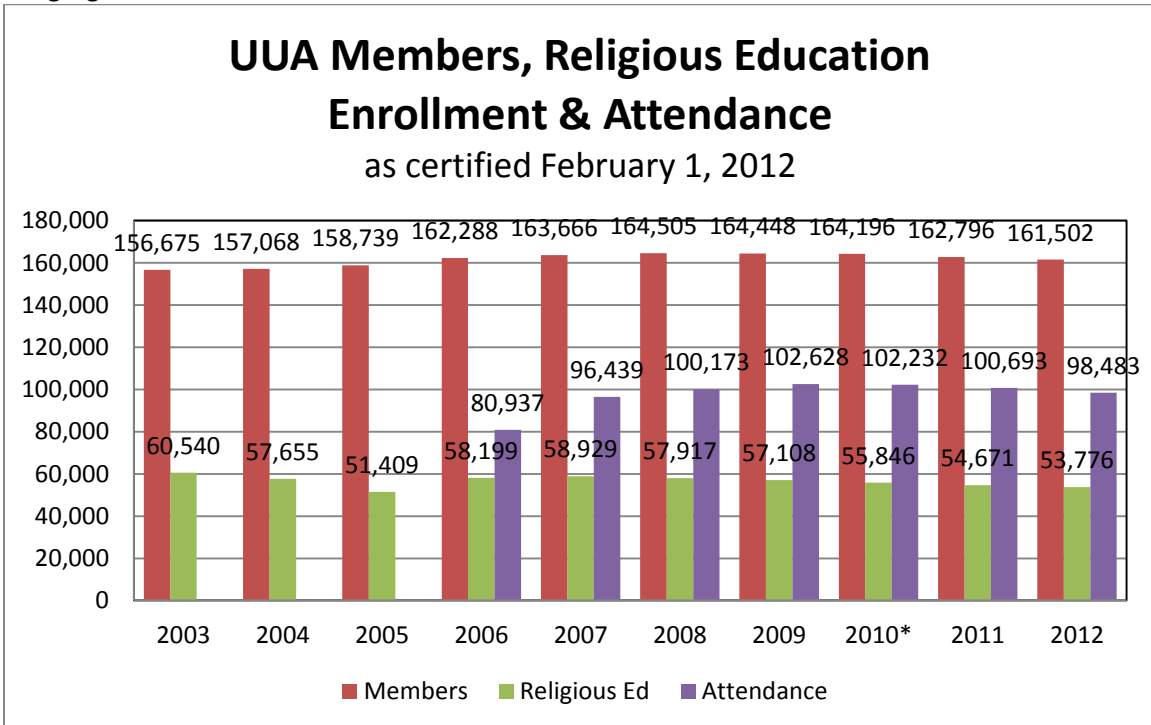


**Y&YA and POC from February 2012**



With regard to “g”, our **congregations are growing in membership**, we point to the most recent certification numbers reported by congregations. It shows that membership has declined for the last three years.

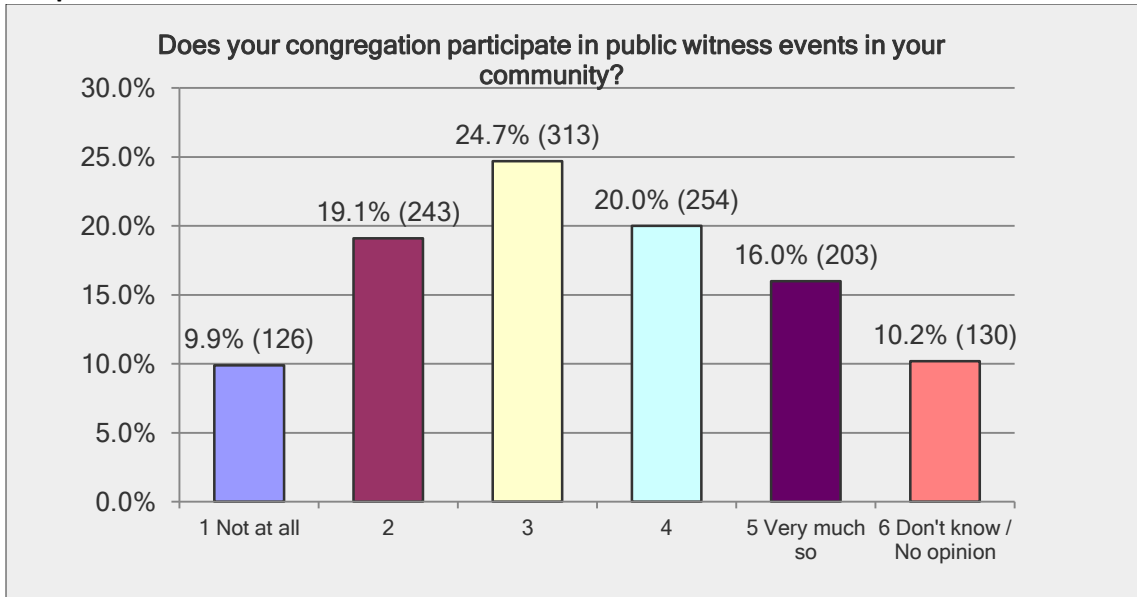
We report non-compliance and acknowledge more effort is needed to strengthen our congregations and its leaders.



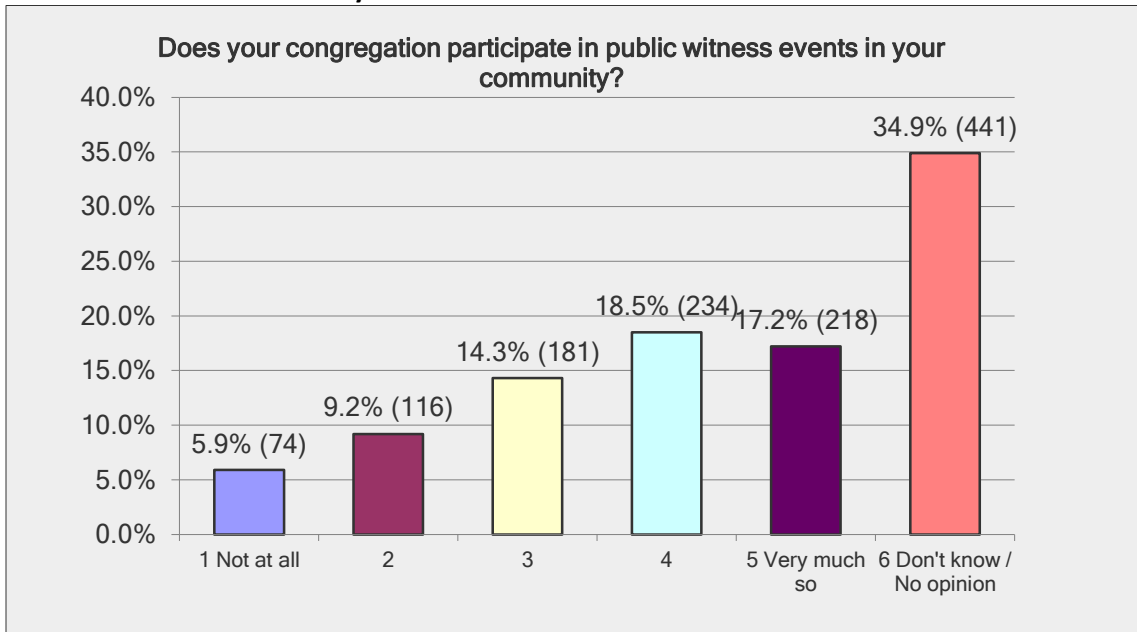
With regard to if the congregations are **living their mission in their communities** this graph shows that 36% (457 of 1,269) of the December respondents checked 4 or 5. Surveying youth and young adults and people of color in February, 2012 showed the same response – 36% (452 of 1,264).

We report non-compliance and acknowledge more effort is needed to strengthen our congregations and its leaders.

**Responses from December 2011**



**Y&YA and POC from February 2012**





**Policy 1.0.2. Congregations that live in covenant with other congregations in our Association through:**

- a. A strong, articulated sense of UU and community identity**
- b. High expectations of their members**
- c. Full participation in our Associational life**
- d. Networking with each other**

**Supporting evidence:**

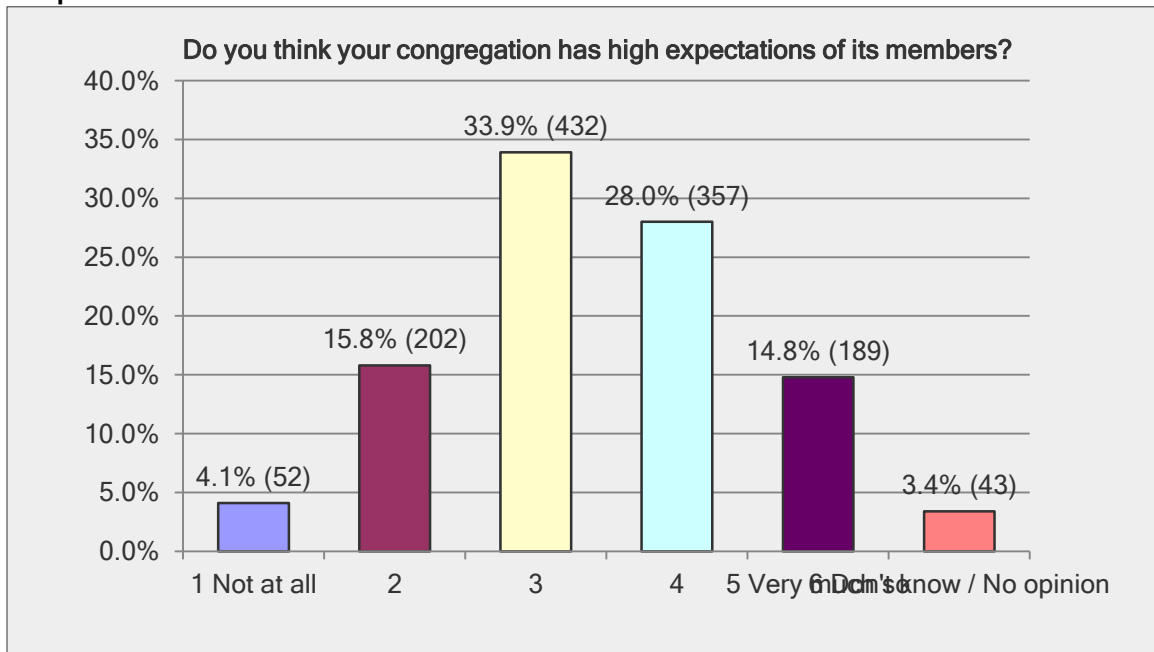
With regard to “a”, **a strong, articulated sense of UU and community identity**, the administration has not devised a way of measuring whether congregations have a strong, articulated a sense of UU and community identity so we report non-compliance.

We report non-compliance and acknowledge the need to figure out how to measure this end.

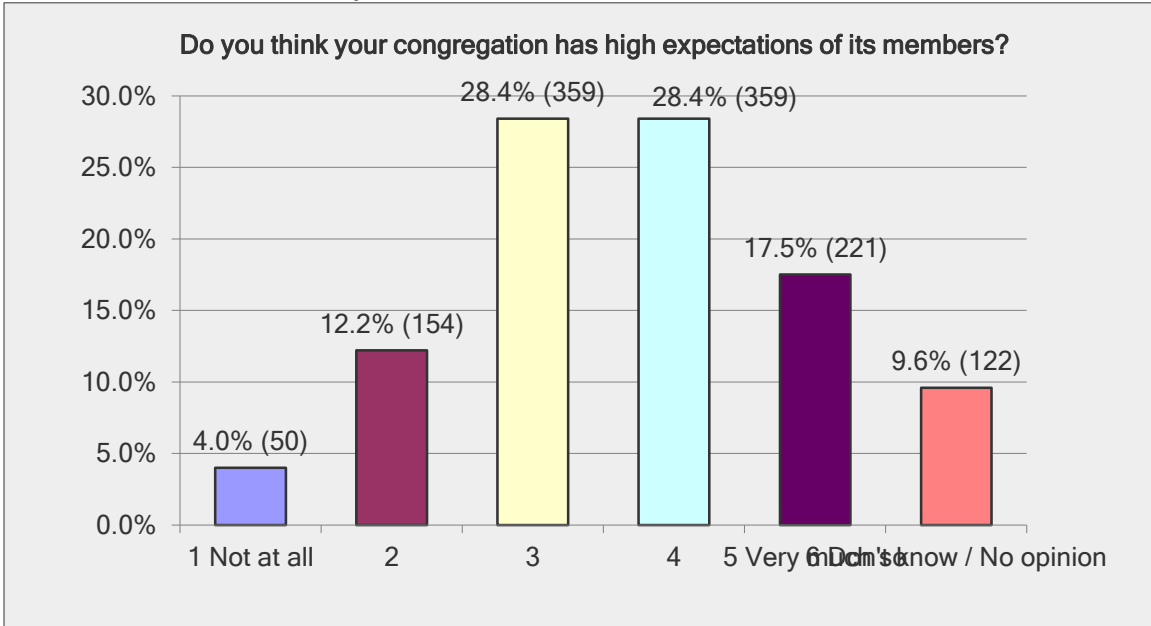
With regard to “b”, **congregations having strong expectations of their members**, this graph shows that 43% (546 of 1,275) of the December respondents checked 4 or 5. Surveying youth and young adults and people of color in February, 2012 showed a slightly more positive a response – 47% (594 of 1,275).

We report non-compliance and acknowledge more effort is needed to strengthen our congregations and its leaders.

**Responses from December 2011**



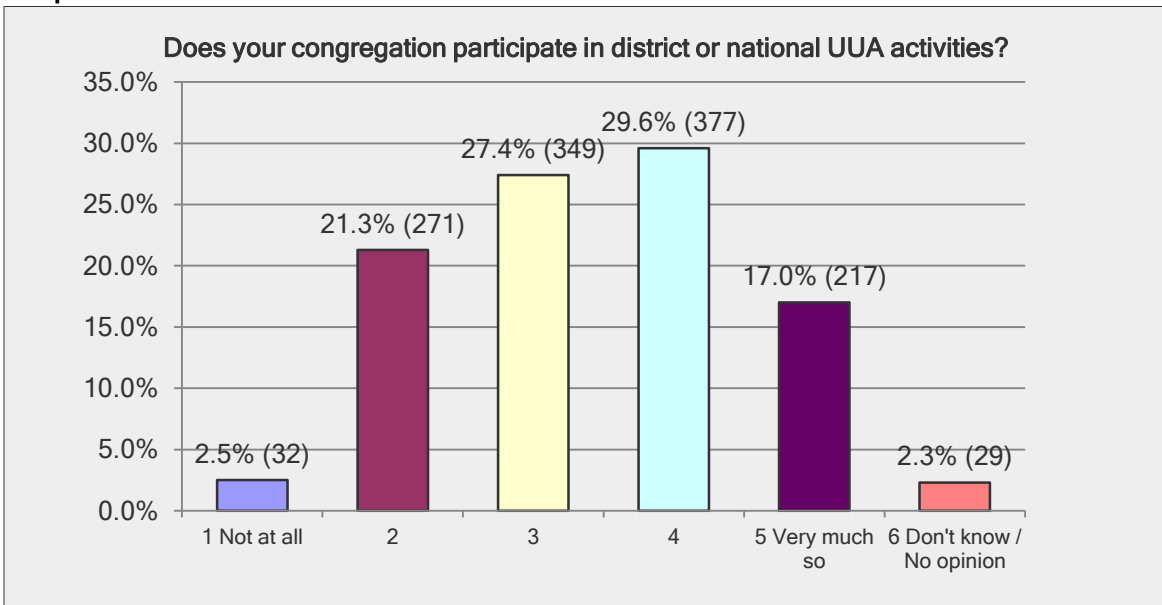
**Y&YA and POC from February 2012**



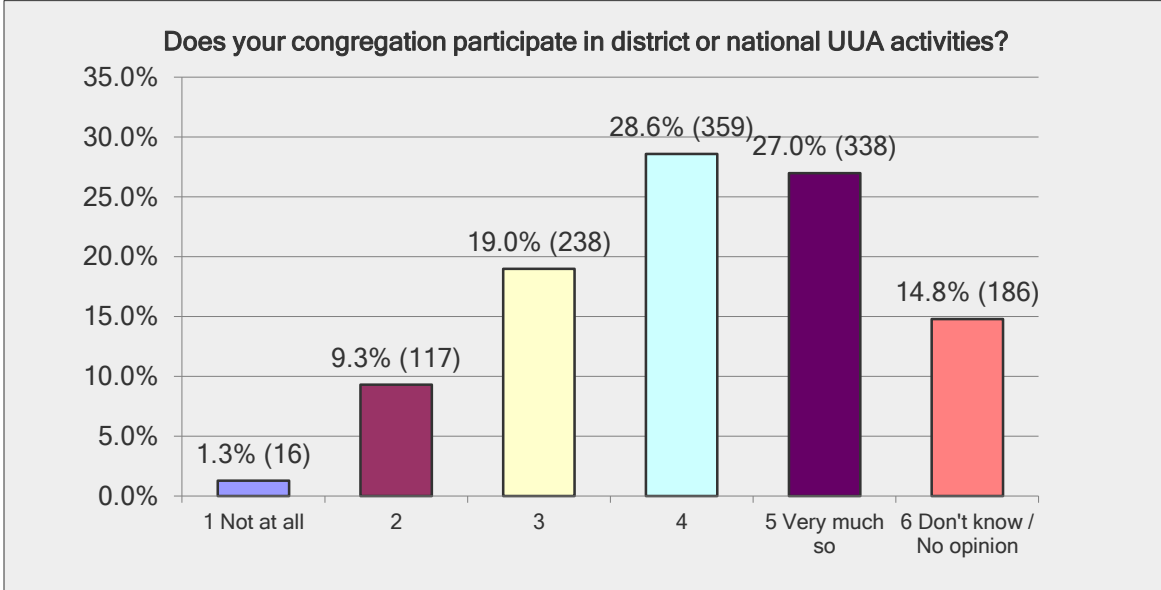
With regard to “c”, **congregations live in covenant with other congregations and participate in Associational life**, this graph shows that 47% (594 of 1,275) of the December respondents checked 4 or 5. Surveying youth and young adults and people of color in February, 2012 showed a higher response – 56% (697 of 1,254).

We report non-compliance and acknowledge more effort is needed to strengthen our congregations and its leaders.

**Responses from December 2011**



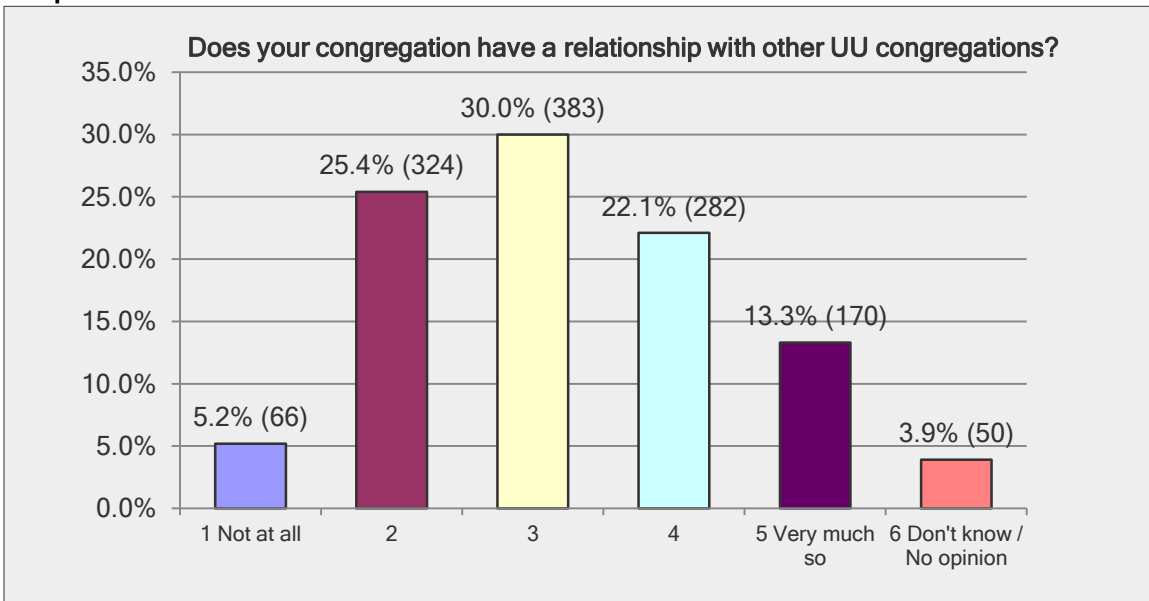
**Y&YA and POC from February 2012**



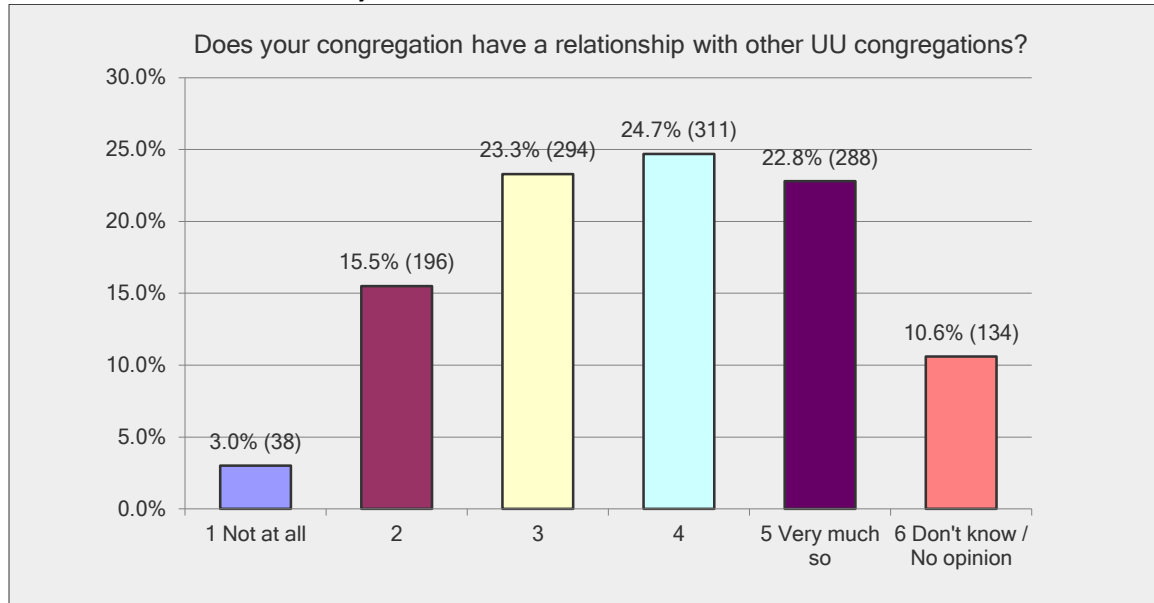
With regard to “d”, the degree to which our **congregations are networking with one another**, this graph shows that 35% (452 of 1,275) of the December respondents checked 4 or 5. Surveying youth and young adults and people of color in February, 2012 showed a higher response – 48% (599 of 1,261).

We report non-compliance and acknowledge more effort is needed to strengthen our congregations and its leaders.

**Responses from December 2011**



## Y&YA and POC from February 2012



### Policy 1.0.3 Congregations that move toward sustainability, wholeness and reconciliation.

#### 1.0.3.1 Our congregations answer the call to ministry and justice work:

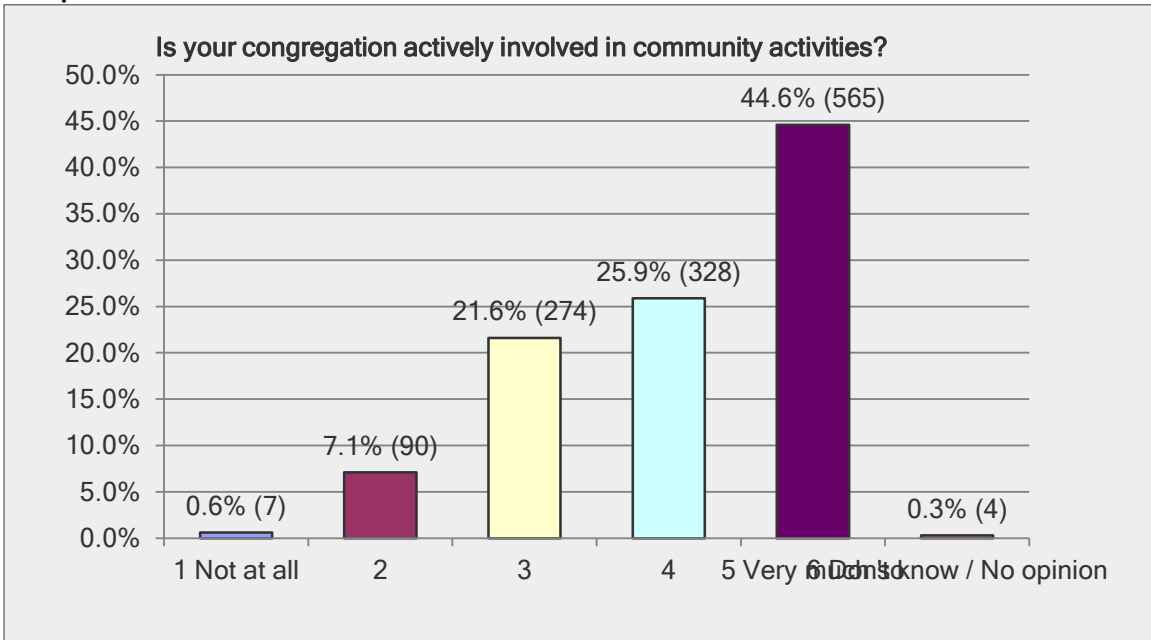
- a. Grounded in the communities in which they live
- b. Nationally and internationally
- c. With interfaith partners and alliances

#### Supporting evidence:

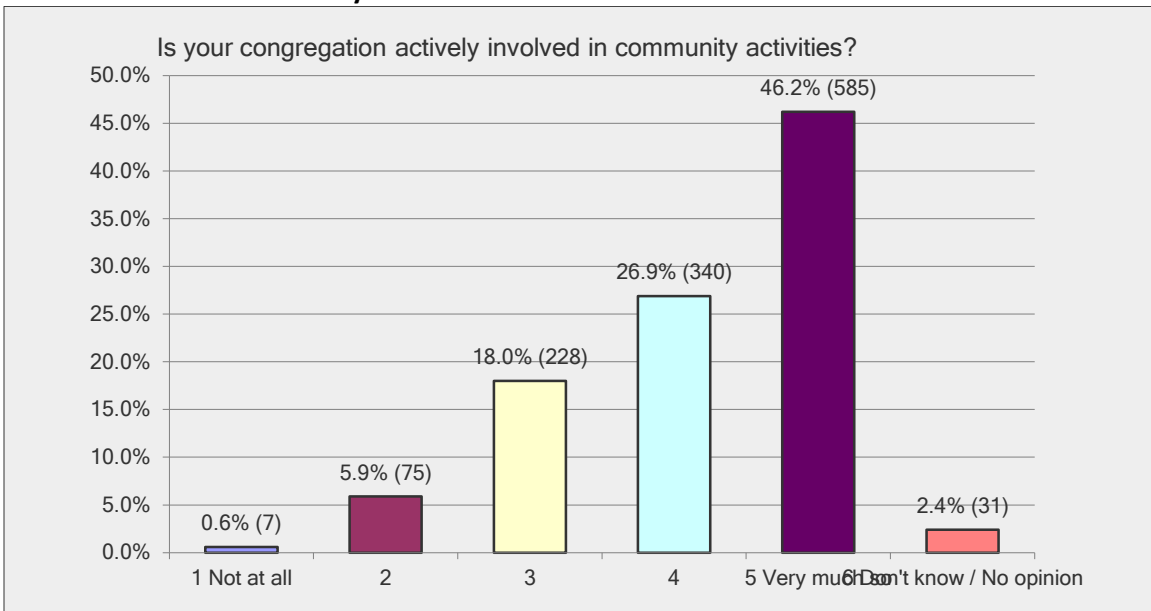
With regard to “a”, **grounded in communities in which they live**, this chart shows that 70% (893 of 1,268) of the December respondents checked 4 or 5. Surveying youth and young adults and people of color in February, 2012 showed a better response – 73% (925 of 1,266).

We report compliance.

**Responses from December 2011**



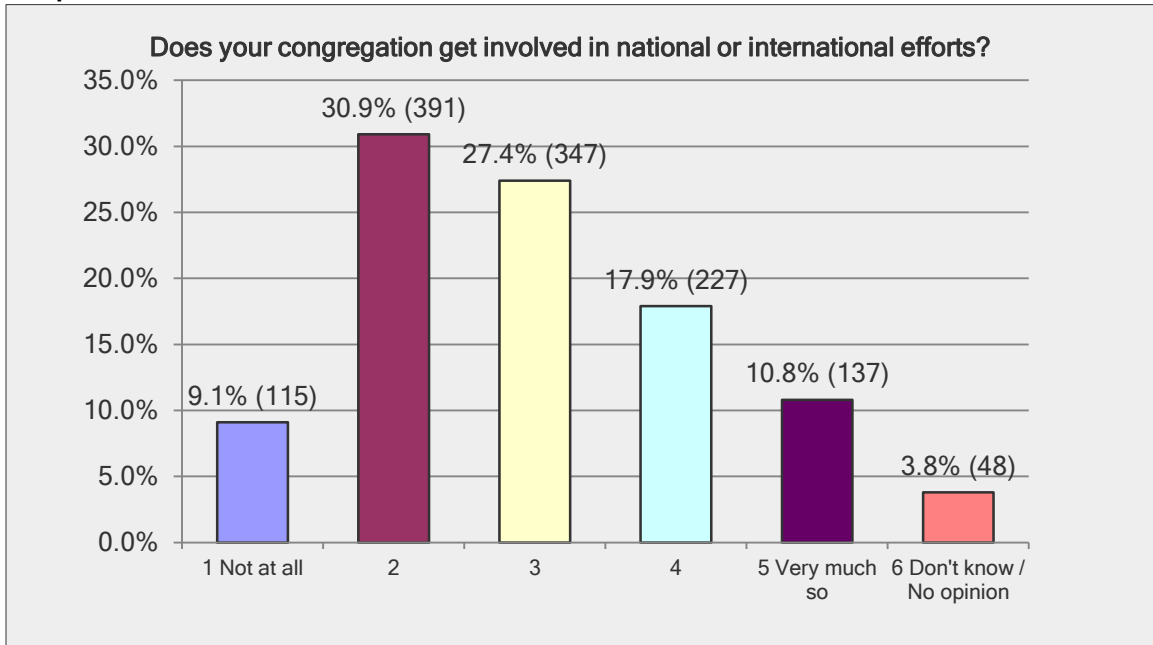
**Y&YA and POC from February 2012**



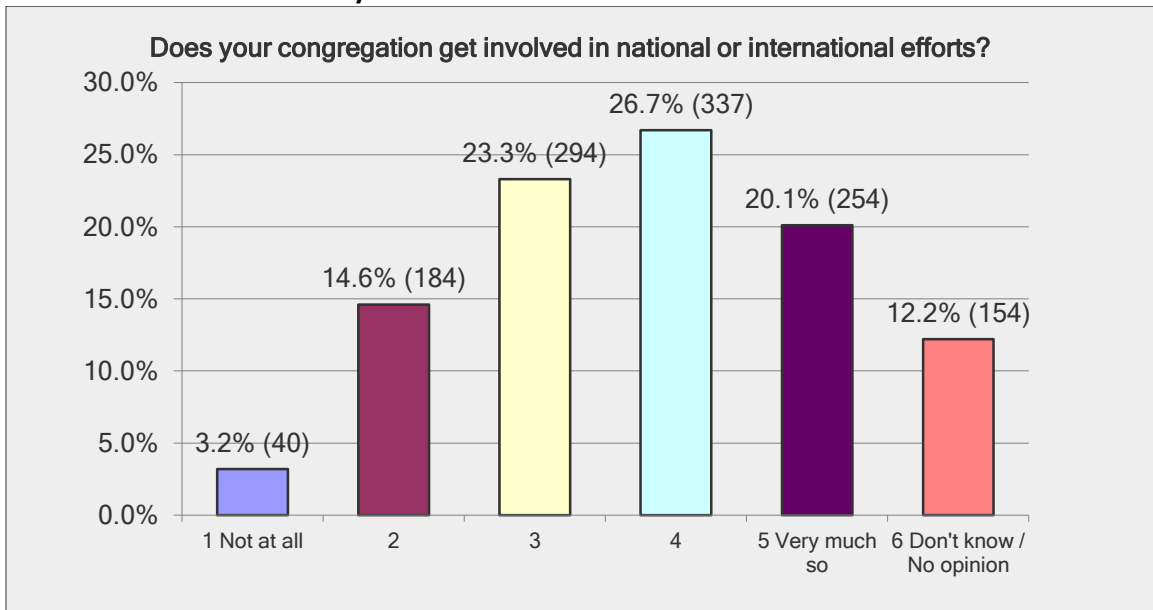
With regard to “b”, our **congregations answering the call to ministry and justice work nationally and internationally**, this chart shows that 29% (364 of 1,265) of the December respondents checked 4 or 5. Surveying youth and young adults and people of color in February, 2012 showed a significantly more positive response – 47% (591 of 1,263).

We report non-compliance and acknowledge more effort is needed to strengthen our congregations and its leaders.

**Responses from December 2011**



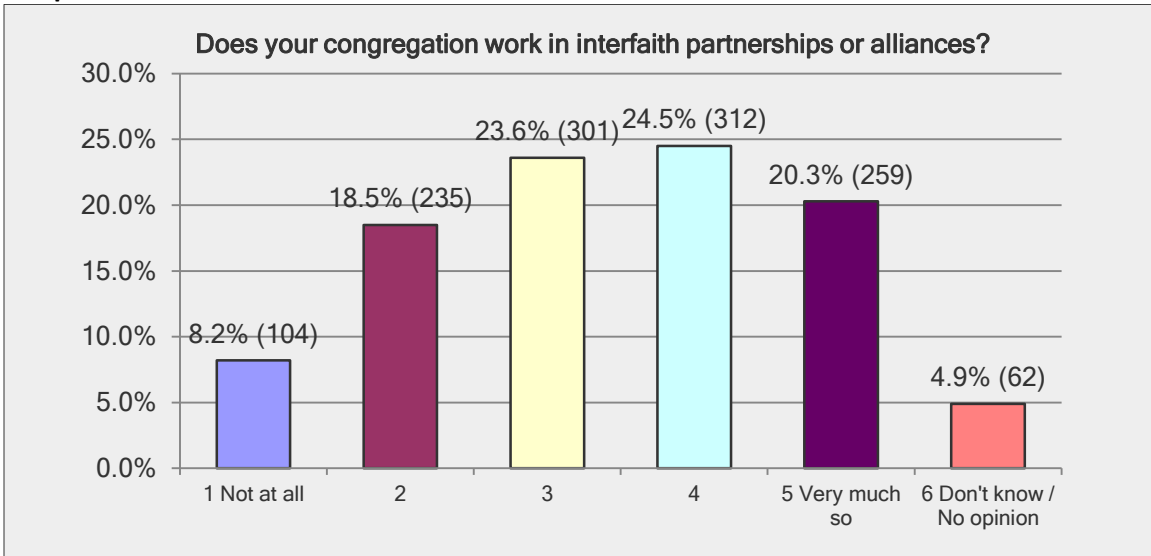
**Y&YA and POC from February 2012**



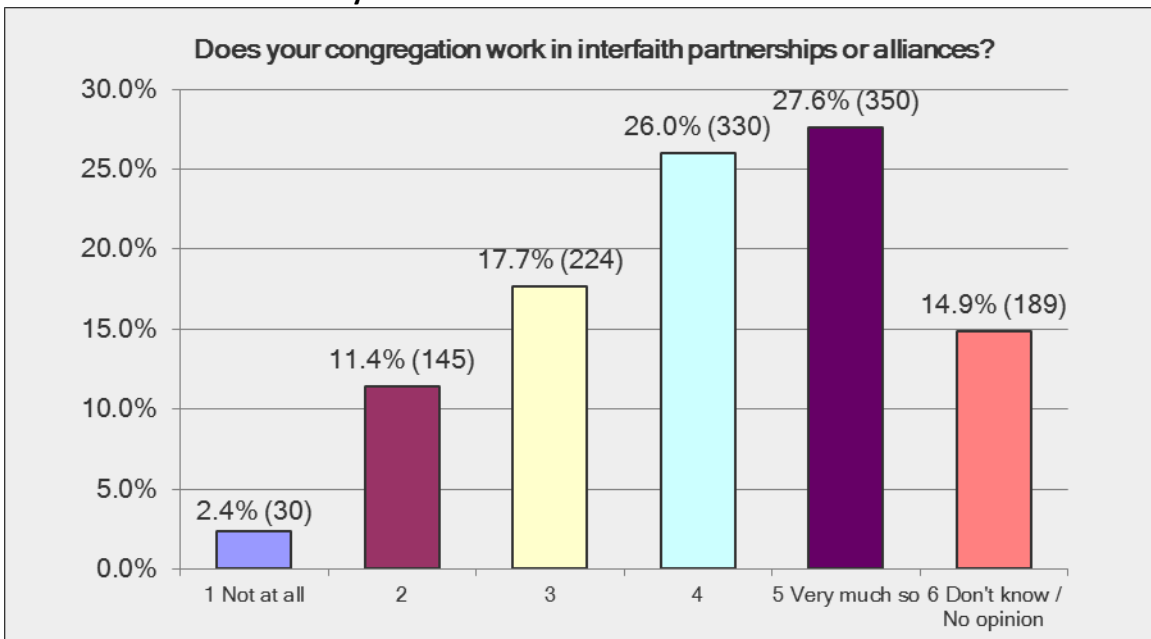
With regard to “c”, our **congregations working with interfaith partners and alliances**, this chart shows that 45% (571 of 1,273) of the December respondents checked 4 or 5. Surveying youth and young adults and people of color in February, 2012 showed a more positive response – 54% (680 of 1,268).

We report non-compliance and acknowledge more effort is needed to strengthen our congregations and its leaders.

**Responses from December 2011**



**Y&YA and POC from February 2012**



**1.0.3.2 The public engages in meaningful dialogue and takes action informed by our prophetic voice and public witness.**

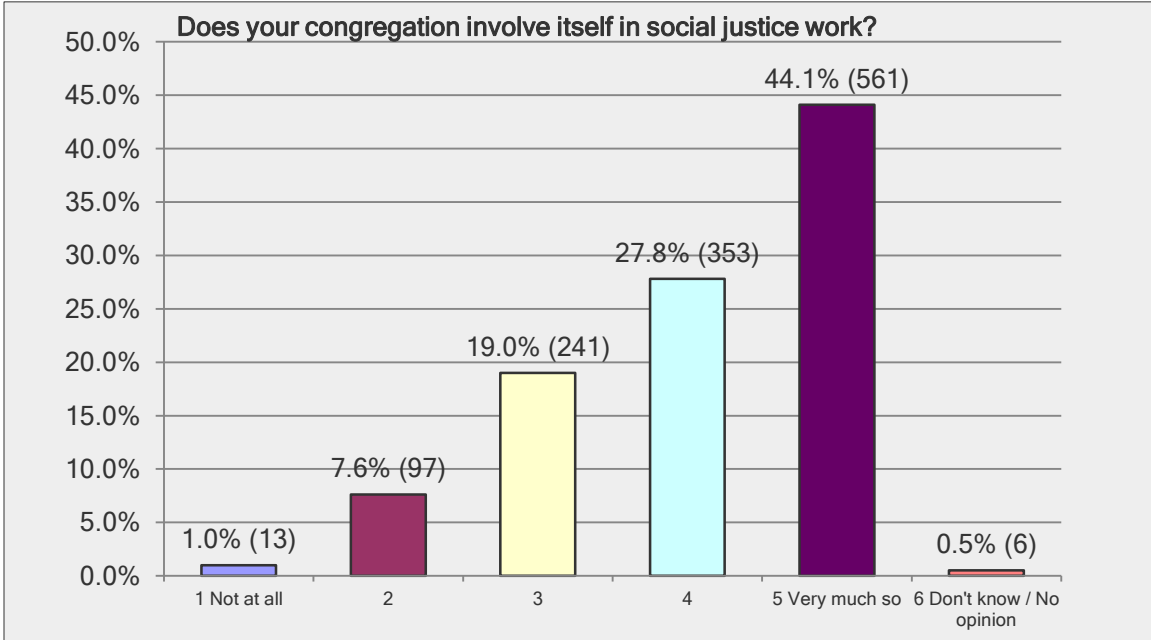
**Supporting evidence:**

With regard to **our congregations engaging in meaningful dialogue and taking action informed by our prophetic voice and public witness**, this shows that 72% (914 of 1,271) of the December

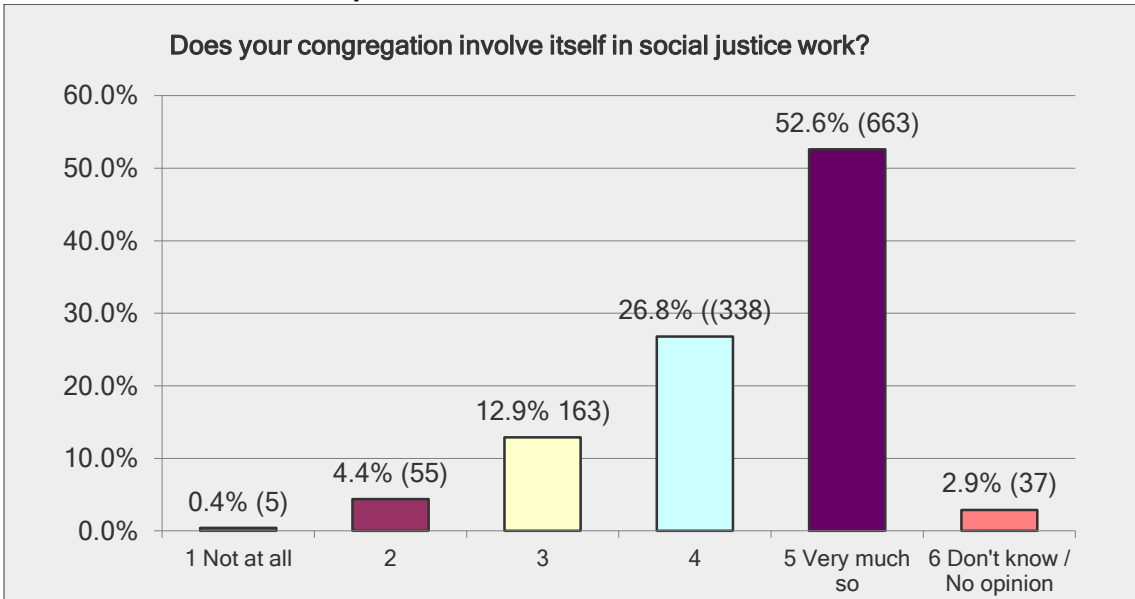
respondants checked 4 or 5. Surveying youth and young adults and people of color in February, 2012 showed even strong response – 79% (1,001 of 1,261).

We report compliance.

**Responses from December 2011**



**Y&YA and POC from February 2012**



**Policy 1.0.4. These ENDS are all of equal importance and are to be achieved within a justifiable cost, with their priority set by the president.**



**Operational Definition:**

We understand this to mean each section of the global ends are of equal importance and that the priorities are to be set by the president. Our priorities and thus the budgets that we submit to the board for approval are guided by the three goals of the administration:

- Get religion
- Grow leaders
- Cross boundaries

**Rationale:**

The budget submitted by the administration each year represents the administrations priorities.

**Supporting evidence:**

The approved budget is evidence of the administration's priorities.

We report compliance.

**Survey Method referenced at the beginning of this monitoring report:**

Surveys were conducted at the end of 2011 and the beginning of 2012 in an attempt to solicit responses from all groups within our faith community.

**Note:** There is no presumption that those responding to this survey are a random sampling of UU members. The December group is skewed towards the highly engaged because they are people for whom we have email addresses and we tend to have email addresses from those actively involved in UU congregations and UU groups. The February group is skewed towards those who are on Facebook and other social media, as the invitation to participate was promoted by those methods as well as through emails.

**1)** The first survey, labeled "**Responses from December 2011**", attempted to represent a broad range of UUs. Benefiting from the consulting services of Peter Francese, a widely recognized demographics expert and founder of American Demographics Magazine, a 27-question survey was created. Nineteen of the 27 questions were created specifically from the UUA Global ENDS. The other eight were demographic in nature (age, state of residence, current membership status, etc.).

Multiple choice answers were provided for 25 questions with two open-ended questions.

In the first survey, emails were sent to 3,200 recipients on Thursday, December 8, 2011. Of the 3,200 email addresses, 3,040 were valid. **1,298 responses were received.**

**2)** The second survey, labeled **“Y&YA and POC from February 2012”** was conducted in February and March 2012 and included most of the questions included in the December survey. It was, however, adapted - added to and edited – for a youth, young adults, and people of color audience. Every email address the UUA staff had access to was used for distribution to youth and young adults, and the email list from DRUUMM was provided for our purpose by the Executive Committee of DRUUMM. Additionally, those who became aware of the survey through the email lists were asked to share the link to the survey with their friends who fit into one of the three categories (youth, young adult, or person of color) using Facebook, blogs, Twitter accounts, and the like. We sent 3,300 emails. **1,288 responses were received, 244 of whom were people of color.**