



EVALUATION REPORT

CHRIST THE KING PARISH STRATEGIC GOAL - WELCOME NEW PARISHIONERS

The evaluation report for the Christ the King Parish strategic goal, Welcome New Parishioners, is written in a summary format. Back-up data is available if requested. The summary includes Background Information, Communication and Implementation Plans, Action Items Completed, Action Items to be Implemented, Verbal Feedback, and General Comments.

Background Information

In October 2007 the Pastoral Council members identified that Christ the King parish had a need to identify three-year strategic goals and communicate those to the parishioners. As Msgr. Hoye explained to parishioners when introducing the goals, “The Parish of Christ the King is a dynamic body. It must continuously look at what it does; how it does it; and ask if anything needs to be adapted or even radically changed”.

Members of the Pastoral Council volunteered to work on the goals, and a sub-committee was formed. They met several times to work through a methodical process of understanding the objectives and anticipated outcomes of strategic planning.

One of the significant steps in the process was Msgr. Hoye identifying the three-year goals which are:

- Welcome New Parishioners
- Reach Out to Non-Practicing Catholics
- Create and Foster Opportunities for Adults to Grow in Faith

The objective of the first goal, Welcome New Parishioners, is to ensure that individuals and families who inquire about or register are welcomed into the parish community. The goal is based on the premise that Christ the King Parish is now a welcoming parish community; however some of the material used for registrations needs to be revised and updated; and that the continuing activities are a process – not an event. The objective also provides a framework to measure the on-going implementation progress.

The sub-committee members met several times to brainstorm activities needed to achieve the goal; prioritized twenty-seven items; and created action plans. These plans identified guidelines as to how the who, what, when, where, and how the work would progress. Members of the sub-committee were assigned specific duties and had a timeframe for completion.

Communication and Implementation Plans

A critical part of the process was the creation of specific communication and implementation plans. The objective was to create awareness in the parish about the strategic goals and to introduce the first goal. Communication plans included using the parish web site, parish bulletin, posters, remarks from the altar, letters to heads of parish ministries, presentations at parish organizations, and plans for the ushers' roles. On-going welcoming messages continue to be on the web site, and write-ups will be in the bulletin promoting welcoming activities.

Action Items Completed

Priority Items Identified	Process for Completion/Status
Create new welcome logo	New logo designed, approved and printed; used on all welcoming material
Update and revise welcome packets	New logo put on cover; letter from Msgr. Hoye included; all inserts revised and updated; 2,500 printed for distribution; numbered for tracking
Mail welcome packets	Between 50-60 new welcome packets have been sent out from November 1, 2008 to present to those who inquired or registered as new parishioners
Track welcome packets	At present 188 welcome packets have been distributed in various ways; they are numbered so their distribution can be tracked
Create welcome letters	Three welcome letters created with new logo and signed by Msgr. Hoye. These letters are used for the welcome packet; for the website home page; and for new parishioners
Send welcome letters	Sixty-five letters signed by Msgr. Hoye have been sent out to new parishioners encouraging parish involvement
Make welcome posters	Posters with new logo were created, matted, and framed. Posters were hung in the church entrances, chapel, classrooms, office, and halls
Put welcome message on web site home page	Letter from Msgr. Hoye with a picture put web site home page; video of Msgr. Hoye introducing the welcoming goal and showing posters put on web site; additional notices of the goal process put on the web site for several weeks
Write articles for parish bulletin	Various articles on the strategic goal process and welcoming goal were placed in the bulletin for 5 weeks
Obtain quotes from pastoral council members	Quotes from two sub-committee members used in bulletin write-ups in various notices

Create pastoral council web page	New web page for Pastoral Council created. It was used to communicate updates on the welcoming goal which include a video from Msgr. Hoyer displaying the welcome poster and explaining the welcoming process
Discuss strategic goals and welcoming goal from the altar	Updates given by Msgr. Hoyer and deacons at all Masses
Keep track of new registrations	Since August 2008 to present, 65 new parishioners have registered
Get parish registrations at Faith Formation registration	Registration information was handed out at the Faith Formation registrations; three new registrations were received
Communicate with heads of parish ministries	Letters from Msgr. Hoyer sent to presidents of various parish organizations; to Eucharist ministers; and to lectors updating them on the goal process and asking for their support of the welcoming goal
Benchmark welcoming activities with other parishes	Phone calls made to various parishes and internet searches were used to gather information about welcoming practices; data compiled and reported to pastoral council; some data used in the planning process
Make presentations at parish organizations	Highlights of the strategic goal process and the importance of the welcoming goal were presented to the Catholic Women's Club; the 50 + Club; and the Knights of Columbus
Obtain updates on progress at parish staff meetings	Updates given by Msgr. Hoyer and office staff made on how the welcoming goal is progressing and keeping up to date
Identify questions to be used in follow-up phone calls	Five questions identified by pastoral council members for new parishioners for follow-up phone calls
Inform ushers of their roles in welcoming	Meetings with Du Cipullo and other ushers were held; letters/updates from Du were placed in the ushers' room
Make phone calls to welcome new parishioners after they received packets	Phone calls made from mid October to present on an on-going basis. Questions have been asked to get information about what new parishioners may need and if they wish to be involved, etc.
Create new field on data base to track origin of registrations	Information needs to be put on the data base
Create signs to draw attention to welcome packets	Signs made and placed behind welcome packets at all entrances of the church and at St. Jude chapel; pictures of the signs are on the web site homepage
Make sure packets are available	Packets checked and refilled at all entrances in carousels and on tables weekly
Provide tours of the church for new parishioners	Brochures printed; tour guides were trained; and tours are being publicized and scheduled

Action Items to be Implemented and Evaluated

- The church tours will be introduced in February 2009 and continue while there is a need. This process includes the creation of a brochure, distributing a book on the church stain windows, training guides, and publicizing the tours.
- The office staff will send out an e-mail to new parishioners who have been called – but have not returned the call welcoming them asking if they need any services; and telling them about the tours.
- The office staff will send out an e-mail to new parishioners asking if their names can be put in the bulletin prior to the social.
- A new paragraph will be added to Msgr. Hoye’s welcome letter asking the parishioners if their names can be put in the bulletin.
- A social for new parishioners is scheduled for May or June of 2009. Representatives from the pastoral council, heads of ministries, Msgr. Hoye, and the deacons and sisters will be invited to participate. The names of new parishioners will be published in the bulletin prior to the social (with their permission).

Verbal Feedback from a Random Sampling of New Parishioners

The following are comments from people who received the packet, letter, and phone call:

- “I was very pleased to receive the welcome packet – which is very good. The letter from Msgr. Hoye is a very impressive touch. The phone call – received a couple of weeks ago – was very welcoming.”
- “I am impressed with the parish and pleased that we as a family are parishioners. We bring the grandkids to the 8:30 Mass, and they love it.”
- “I particularly liked the letter and phone call. It is the first time I can recall that I have received both.”
- “Although the phone call came a bit after I registered, I did appreciate it. The welcome packet is done very well.”
- “I feel the parish is very welcoming for new parishioners.”
- “I have been coming to the parish for a couple of years. I just recently registered via the web site and was pleased to receive the packet and letter from Msgr. Hoye.”
- “This is the first parish I have experienced such a welcoming process.”

General Comments

- Msgr. Hoye is very pleased with the progress and commitment of those who have been involved in this project of identifying and implementing the goal.
- The strategic goal process received positive feedback, and the members of the pastoral council have done outstanding work defining and implementing the first goal.
- Seventeen registrations have come from the website since February 2008. – ten of those since August 2008.
- The extra work for the office staff in supporting the goal is manageable.
- The questions asked in the follow-up phone call to new parishioners are being slightly revised.
- Promotional write-ups will continue on the web site and in the bulletin. Drawing attention to the packets – for those who have been registered for a while – will be done.