

## **EXECUTIVE SUMMARY**

### Focus Group Questionnaire

November 2, 2016

1. What is the **most important** benefit to First Universalist from the proposed capital campaign?
  - Key word analysis: 202 Comments...47% refer to “Welcoming Hospitality”; 23% refer to “Investing in our Future”; 18% refer to “Education & Programming”; 9% are miscellaneous comments; and 3% refer to Enhanced Worship.
  - Conclusion: Respondents affirmed the four vision areas presented. Welcoming hospitality to members and the community was viewed as a major benefit, e.g. “being more welcoming to all, being more fully accessible”; “hospitality – opening up to other groups”; “Welcome Center accessibility – smart and thoughtful hub to the church”.
  
2. Are there other foreseeable benefits?
  - Key word analysis: 156 comments...46% refer to “Welcoming Hospitality”; 18% refer to “Education & Programming”; 16% refer to “Investing in our Future”; 12% are miscellaneous comments; and 8% refer to Enhanced Worship.
  - Conclusion: Responses reinforce most important benefits listed above. Miscellaneous comments include “Avoid disaster”; “There were many benefits identified. They all sound great”; “Probably”.
  
3. Is there anything missing from the proposed capital campaign? If so, what? Why?
  - Key word analysis: 149 comments...34% contain a wide range of miscellaneous comments, e.g. “Consider raking the balcony pews”; “Update Cummins Room”; “Rooftop patio”; “How do we accommodate future growth”; 15% are Financial, e.g. “Use of reserve funds”; “If we can raise \$6 million, we can raise \$7.5 million”; “Endowment – need to build”; 14% are Parking, e.g. “Shuttle service”; “A parking structure would be good”; “Parking remains a struggle”; 12% are Kitchen, e.g. “Upgrade coffee and kitchen facilities”; “Using kitchen for outreach & making it work is helpful”; 9% are No; 8% refer to Sanctuary, e.g. “Sanctuary space assessed by acoustics expert”; “ADA accessible seating”; 5% refer to energy “Solar”; “Energy usage reduction”; 3% refer 3400 Location, e.g. “Consider a new location”; “Cost comparison to moving to a larger space”.
  - Conclusion: Ministry committees, e.g. Pre-Design Team, Building and Grounds, etc. should carefully review this section and submit their recommendations to the Board.

EXECUTIVE SUMMARY (Continued)  
Focus Group Questionnaire

4. A capital campaign requires many volunteers with varying responsibilities for its successful completion. Would you consider supporting a capital campaign:
- Financially?            140 YES (75%)    10 NO (5%)    36 Need more information (20%)
  - Volunteer Time?    72 YES (39%)    38 NO (20%)    77 Need more information (41%)
  - Conclusion:    Combination of Financial Yes (75%) and Need More Information (20%) indicates significant support (95%) for a capital campaign. NOTE: Presenters did not discuss a specific timeline for a capital campaign; however, the question was asked in some Focus Groups. Volunteering time was not discussed.
5. Who would you suggest for leadership roles to ensure the success of a capital campaign?
- 55 individuals have been suggested for a leadership role. Twenty-five individuals were suggested more than once.
  - Conclusion: Respondents indicate a large number of individuals whose involvement would ensure success. In addition to specific names, numerous respondents listed personal traits / constituencies to consider for leadership positions.
6. My hope for First Universalist is:
- Key word analysis: 163 comments...56% express “aspirations”, 22% use the phrase “continue”; 14% refer to “community” and 8% refer to “growth”.
  - Among “aspirations: “Be a leading congregation in UUism in the twin cities, committed to racial and economic justice”; “A vibrant home for all ages”; “A destination place like Westminster for talks and conversations, especially about racial justice”.
  - Conclusion: Respondents feel positive about First Universalist. Individual hopes should be viewed as constructive ideas for the future.
7. Do you have any additional comments regarding the proposed capital campaign?
- 114 Additional Comments: 53% offer a wide variety of miscellaneous comments, 19% are words of encouragement and appreciation, 14% refer to sanctuary, 8% refer to parking; and 6% refer to location.
  - Conclusion: Respondents have shared a great variety of comments with information instructive for the Board and various church committees.