



9 YEARS OF SURVEYS IN A MEGACHURCH: WHAT I'VE LEARNED ABOUT LISTENING TO OUR PEOPLE

Benson Hines
Director of Serving
Watermark Community Church

SURVEYS CAN GET A BAD RAP

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- **Yes, we can overestimate surveys' value**
(but we can just as easily underestimate)
- **Not about being people-pleasers**
- **Not about consumerism or simply making democratic decisions**
- **Not just “one more email from the church”**
- **We already “survey” all the time**
(so we might as well do it wisely)

FROM THE FLOCK

We are considering surveying a new segment of our Members in this way each month. What are your thoughts on this project?

“I love being included”

“I really love that you're gathering opinions from a lot of different people throughout the church.”

“I think it's great – encouraged you'd seek feedback from the body to improve the way you serve us.”

“As long as these do not spur on fear of man or trying to please man more than our God, I think this could be used well to know where more of our body lands and get a pulse regularly.”

MY MOTIVATION

Live in harmony with one another.

Do not be haughty, but associate with the lowly.

Never be wise in your own sight.

[G]ive thought to do what is honorable in the sight of all.

If possible, so far as it depends on you, live peaceably with all.

(Rom. 12:16-18 ESV)

Know well the condition of your flocks (Prov. 27:23 ESV)

Abundance of counselors / many advisers (Prov. 11:14, 15:22, and 24:6 ESV)

Excel even more (I Thessalonians 4:10 NASB)

**SURVEYS DELIVER MORE THAN MEETS
THE EYE**

SURVEYS DELIVER MORE THAN MEETS THE EYE

- Improving (and even providing) discipleship
- A training regimen for empathy
- Assessing method, ministry, or multitude
- Ownership, dignity, & some great ideas

A WIDE-RANGING TOOL

Which of the following parts of this class did you find most difficult?

What do you personally believe are the most urgent priorities for our leaders to address next? (Choose up to 3)

“I prioritize spending time in God's Word.”

- This statement usually applies to my daily life.
- This statement applies more often than not, but not daily.
- This is an area where I clearly have room to grow.

When you think about Watermark, what is on your mind most often these days?

Are you or anyone in your household considered "higher risk" in relation to COVID (for any reason)?

**SURVEYING IS AN ART... AND
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SURVEYING IS AN ART... AND CERTAINLY A SCIENCE

- **Only solid surveys provide reliable results**
- **From weak to solid won't require a Ph.D.**
(handful of Best Practices + repetition = better & better)
- **Data science pros may be in your pews**
- **Survey-writing ≠ Church Communications**
(some practices overlap... but plenty don't)

MISTAKES COME EASY

Which best describes how your kids feel about their Sunday experience?

- Strongly enjoy it
- Somewhat enjoy it
- Neutral
- Somewhat dislike it
- Strongly dislike it

On a scale of 1 to 5, how useful and interesting was this webinar?

When did you become a Member of our church?

- 0-5 years ago
- 6-10 years ago
- 11-15 years ago
- 16+ years ago

SURVEYS SPARK A DISCIPLESHIP EXPLOSION

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- **Obviously, we can evaluate current efforts**
- **But even the invitation encourages**
- **Questions can disciple all on their own**
- **Good disciplers know their audience**
- **Communication gets better immediately**
- **Sometimes sharing results is impactful too**

FROM THE FLOCK

“I think this is great. It's important that the church body and leaders keep a pulse ... simply reading the questions and answers confronts and convicts me on things I can improve on (e.g. had to answer that I don't make time daily to pursue solitude with the Lord); the survey stirs self-accountability.”

DISCIPLESHIP NOW & LATER

What are your main reasons for not attending in person right now? (Check all that apply)

- Concerns about COVID for me or others in my household
- Weekends out of town
- Especially busy schedule
- Visiting a different church
- Prefer viewing church services online
- Don't have strong reasons to attend in person
- Other (please share):

Were you already aware that Kids Ministry no longer requires pre-registration?

How would you personally answer this question?: "Why should Christians attend weekend services in person when they can?"

What was your church involvement before you first came to Watermark?

- I was attending church regularly at another local church.
- I was attending church regularly outside the Dallas-Fort Worth area.
- I had attended church regularly in the past, but not recently.
- I had never attended church regularly before coming to Watermark.

**SURVEYS HELP BUILD WISE &
EMPATHETIC
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SURVEYS HELP BUILD WISE & EMPATHETIC LEADERS

- **Combats assumption, partiality, echo chambers, and ostriches**
- **Defines reality**
- **Helps identify what's going great too**
- **Provides context for decisions**
- **You can't look back**
...after you hear enough people's hearts and minds

FROM THE FLOCK

“I believe soliciting feedback from your membership is a great thing as leadership can often be tasked with tending to the squeaky wheel rather than being able to dive into the thoughts and concerns that feed into members' actions.”

DEFINING REALITY

Which parts of the weekly bulletin do you read most weekends you attend?

If we started a new campus closer to where you live, how likely would you be to switch to the new campus (for any reason)?

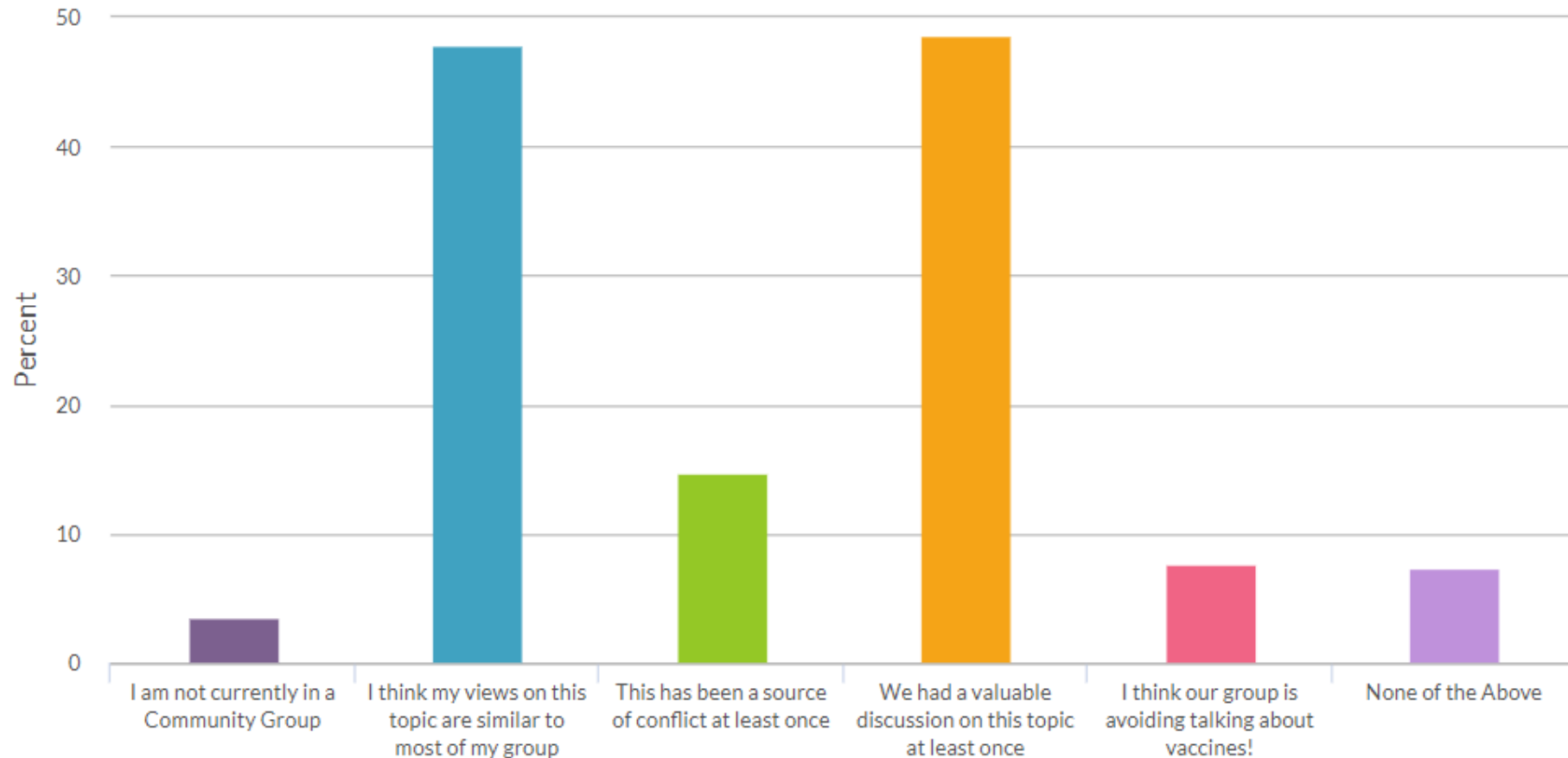
How much of a role did the body of Christ at Watermark play in your spiritual growth last year?

- It was the primary cause of my spiritual growth
- It played a large role
- It played a minor role
- It played no role
- I did not grow spiritually last year

If you have known one or more people who left our church in the last year, what do you think were the main reasons they left? (Please only list reasons, not names)

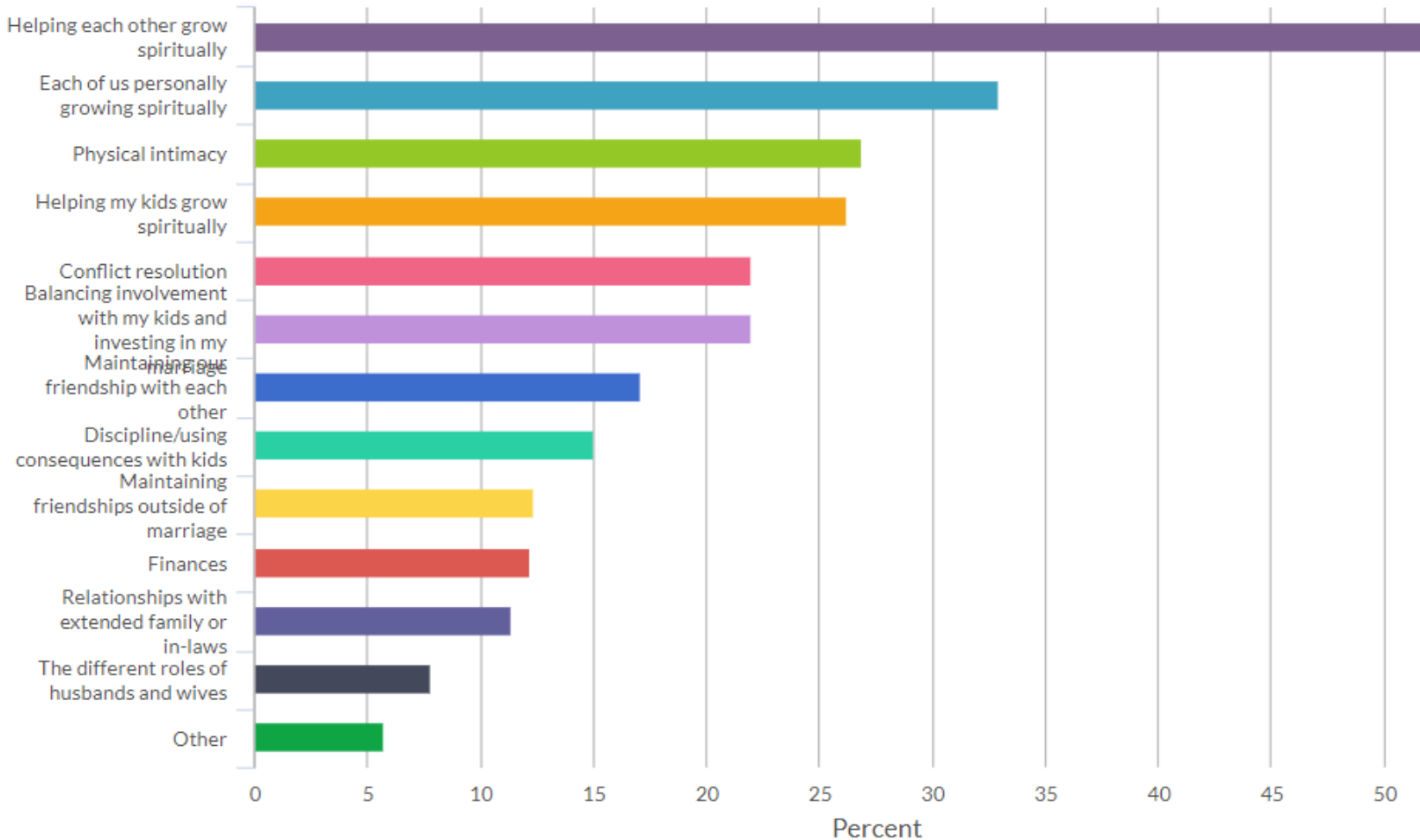
MEASURING THE MOMENT

19. When it comes to discussing the COVID vaccine, which of the following is true of your Community Group?



MEETING NEEDS (FELT & REAL)

31. Which of these topics would most help you in your marriage right now? (Choose up to 3)





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FRUITS OF GOOD SURVEYING



WISDOM OF MANY
COUNSELORS



NO PARTIALITY



"PLEASING
OTHERS" FOR
THEIR GOOD



INVOLVING &
INCLUDING
(OWNERSHIP)



MEASURING
YOUR MISSION



MEASURING
YOUR METHODS



SUBTLE
DISCIPLESHIP



GROWTH IN
EMPATHY



HEARING FROM
GOD THROUGH
HIS CHURCH

BETTER & BETTER SURVEYS (WITHOUT A PHD)

