



Instructions Booklet

**Developing, Administering, and Tabulating
the Church Effectiveness Survey**



Instructions for Developing, Administering, and Tabulating the Church Effectiveness Survey

The CCE Church Effectiveness Survey provides a detailed picture of a church's demographics, spiritual make up, and perceived and actual effectiveness as a disciple making entity.

One of the major responsibilities of Church leaders and staff is to shepherd the flock. The Bible tells us that "The Good Shepherd knows His sheep." The CCE Church Effectiveness Survey provides the tools for you to do this effectively.

The purpose of this survey is:

1. To give an accurate picture of the congregation.
2. To understand the congregation's preferences in ministry.
3. To provide accurate information in order to evaluate any needed improvements in ministry. The survey consists of 100 predefined questions. You may add additional questions of your own. The results of the survey are cross-tabulated, with 40 cross-tabulation categories for each of the questions. The resulting report gives you an incredibly detailed view of your congregation.

The Church Effectiveness Survey was designed to be interpreted most accurately by people with both a broad and deep knowledge of local churches. The same data may indicate entirely different applications to churches in different situations. For example, in a doctor's office the nurse may report, "Doctor, the patient is breathing at a rate of 30 breaths per minute. What should we do?" The doctor might reply, "The patient is a 90-year-old man. Send him to the emergency room immediately!" Or, he might say, "The patient is a 3-month old child. Send him home with a report of perfect health."

Churches are like that. The same data indicates different applications for churches of different ages, different life cycles, different sizes, different denominations, different geographical settings, different ethnic ratios, or a combination of these. A diagnostic analysis consultation by a Center for Church Effectiveness representative can greatly enhance the interpretation of your data, and improve the effectiveness of your application. Please contact us to discuss this for your specific situation.

I. Directions for Developing your Questionnaire

- A. Your questionnaire consists of 100 pre-defined questions. You may add questions of your own. Before adding questions, please read the 100 pre-defined questions.
- B. To add questions, click **Custom questions** on the main Survey page, and follow the directions.
- C. Your questionnaire is cross-tabulated, containing the following 40 cross-tabulation categories.
 1. Total congregation – Everyone answering the survey
 2. Male – All males answering the survey
 3. Female – All females answering the survey
 4. Builder – People born before 1946
 5. Boomer – People born between 1946-1964
 6. Buster – People born between 1965-1983
 7. Millennial – People born after 1983
 8. Senior High – High school students
 9. College Class - People between 18-30 years old
 10. Young Singles - Singles between 18-24 years old

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11. Career Singles - Singles between 22-40 years old
12. Older Singles - Singles between 35-50 years old
13. Mature Singles - Singles between 45-65 years old
14. Single Men > 65 - Single men over 65 years old
15. Single Women > 65 - Single women over 65 years old
16. Single Parents - Single parents
17. Young Married, w/o kids - Married couples, between 18-35 years old, without kids
18. Couples with Pre. Sch. - Married couples whose oldest child is in preschool
19. Couples w/ Elem. - Married couples whose oldest child is in elementary school
20. Couples w/ Youth - Married couples whose oldest child is in junior/senior high school
21. Empty Nesters - Parents, between 40-65 years old, whose children have left home
22. Mature Adults - Couples over 65 years old
23. Visitor - A person just visiting your church, but not yet a regular attender
24. Attender - A person attending frequently, but not a member
25. Member - A member of your church
26. Staff - Paid (not secretarial or custodial) staff member
27. Board Member - Member of your church's highest governing board
28. Leader/Worker - Group/class leader, board/committee member
29. Non-worker - Attender, not involved with a church-related ministry
30. Attd. SS Reg. - Attends Sunday school more than six out of ten Sundays
31. Attd. SG Reg. - Attends small group more than six out of ten weeks
33. Attd. DSPL. Reg. - Attends individual discipleship more than six out of ten weeks
34. Attd. SS & SG Reg. - Attends both SS and small group more than six out of ten weeks
35. Non-Christian - A person who has not yet received Christ as their personal savior
36. Maturity Lev. 1 - Question 38, response 2
37. Maturity Lev. 2 - Question 38, response 3
38. Maturity Lev. 3 - Question 38, response 4 or 5
39. Maturity Lev. 4 - Question 38, response 6
40. Might Leave - People that have indicated in question 100 that they plan to leave the church

Your survey will give you insightful information for each of these categories.

Please note that you may add an unlimited number of additional categories. To do this, click **Custom groups/categories**, and follow the instructions. Valuable categories that you may want to add include specific Sunday school classes and small groups.

D. After you have added questions and categories (if you elected to add any):

1. Review the added Church Effectiveness Survey (CES) questions, and make sure you are satisfied with their wording.
2. Review the added Groups/Categories, and ensure that the tabulation criteria (Formulas) are what you want.
3. You may print the survey at any time for your review by clicking **Print**.
4. When you are sure that the survey is complete and accurate, you must freeze the content by clicking **Lock survey**. You will receive a warning that after the survey is "locked," questions and categories cannot be added or changed.
5. Print the CES by clicking **Print**.
6. You are now ready to have your congregation take the survey.

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II. Directions for Promoting and Administering Your Questionnaire

On the surface, administering a survey appears to be simple. This appearance is deceptive. Getting accurate information requires careful preparation and the consistent application of several important principles. The world puts it bluntly, “garbage in – garbage out.” The Bible agrees. “The plans of the diligent lead surely to advantage, but everyone who is hasty comes surely to poverty,” Prov. 21:5. To ensure accurate results for your survey, please carefully apply the following suggestions.

A. Prepare to Give Your Survey

1. Understand who needs to take your survey.

A survey needs to be a “representative sample” of a larger group. If the people taking the survey are not representative – that is, if they are more committed, or older, or longer tenured than the congregation, then your data will not be accurate. Therefore, you will need a truly representative sample of your congregation.

To get a representative sample, you must give your survey at a time that everyone has an equal probability of attending. For churches, there is only one such time – the normal worship service. Having given over 1000 individual church surveys, we know exactly what happens when other approaches are taken. Giving the survey in Sunday school, after the worship service, or at a special meeting leaves out the less committed and fringe people, and skews your results. Sending surveys home with your congregants affects results in the same way, and results in the loss of over half the surveys. To get accurate results you must give this survey IN a normal worship service. Everyone needs to be exhorted to take the survey.

2. Understand what taking this survey will look like. Thousands of churches have taken surveys like this one in a worship service. To be most successful, many churches adjust their meeting format on this day.
 - a. Some shorten their Sunday school hour and lengthen their worship hour by approximately 15 minutes to accommodate the survey.
 - b. Others simply have an abbreviated worship time of 20 to 30 minutes, and then give the survey.
 - c. Completing the survey will take an average person about 35 minutes. Some will finish in 20 to 25 minutes, and others may require up to 45. It is usually best to give the survey at the end of an hour so that the time is open-ended for those who take longer. In general, the survey time will look like this:
 - i. Children younger than 9th grade will be dismissed from the worship center.
 - ii. Ushers will pass out surveys and pencils (with erasers).
 - iii. Someone will read the instructions to the congregation. (This may be done while surveys are being handed out.)
 - iv. The congregation will take the survey, seated in the worship service.

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- v. Soft Christian music may be played in the background.
 - vi. People with questions will raise their hands, and a leader will come to them to provide answers.
 - vii. When finished, people should turn in their surveys and pencils to a box in the back of the room. They will then leave for Sunday school or to go home.
3. Be sure you have the proper materials. To give this survey you should have:
 - a. Enough surveys for every person, ninth grade or older, in your congregation.
 - b. Enough sharpened pencils with erasers for everyone.
 - c. A pencil sharpener.
 - d. A box to collect surveys.
 - e. A box to collect pencils.

B. Promote Your Survey

Some people misunderstand and de-value surveys. To get the results you want, you will need to promote this survey for several weeks before giving it. This should be done verbally from the pulpit, as well as in written communication. The following bullet points are ideas you may want to include in your promotion:

The Good Shepherd knows His sheep. It is important for us, as your leaders to know your needs in order to meet them.

1. The Bible exhorts us to get the facts before making decisions. A survey is simply an efficient way of doing this. (Pv. 18:13; Lk. 14:28-32).
2. Each of you is a part of our body. We need the commitment of every person to get the information we must collect.
3. Taking 30 minutes to complete our survey during a Sunday service will make every Sunday service for the next two years more fruitful. This is simply good stewardship.
4. This survey is anonymous, so you can be completely honest.

C. Give Your Survey

When the time comes to give your survey, hand out surveys and pencils, and read the following or similar directions to your congregation:

SURVEY DIRECTIONS

One of the major responsibilities of Church leaders and staff is to shepherd the flock. The Bible tells us that “The Good Shepherd knows His sheep.”

To do this effectively, your leaders are asking that all people, ninth grade and older, take a brief survey here in the service. The purpose of this survey is:

1. To give us an accurate picture of our congregation (The Good Shepherd knows His sheep).
2. To gather your preferences for ministry.
3. To make any needed improvements in our ministry.

Please be assured that we are committed to using this information so that the greatest number of people have their needs met. Of course, it would be impossible to satisfy every personal desire, but we will do all we can to serve you in this.

Here are your instructions:

The ushers are passing out a survey to every person 9th grade or older, along with pencils.

1. This is an anonymous survey. Please do not put your name on any form.
2. Please read each question carefully.
3. Please answer each question by circling the appropriate response number.

PLEASE RAISE YOUR HAND IF YOU HAVE A QUESTION, AND SOMEONE WILL COME TO YOU AND HELP YOU FIND AN ANSWER.

This survey should take about 25 to 35 minutes to complete. When you have finished, please turn in your survey and pencil. Thank you.

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III. Directions for data entry after you have given the survey to your congregation

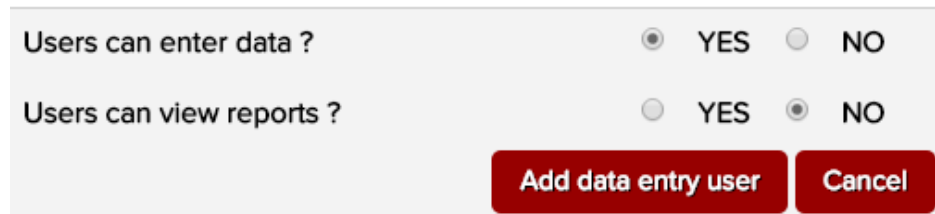
Step One: Collect all surveys that were filled out.

Step Two: Assemble the team that will be doing the data entry. You will provide each member of this team with user login credentials.

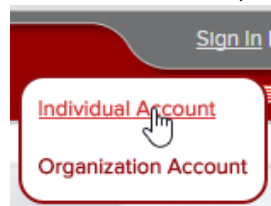
1. To add a member of the team, click the **USERS** menu option:



2. Select the appropriate options for the user, and click **Add data entry user**:



3. Record the information and provide it to one of the data entry team members. Ensure that no two people are given the same user credentials. You may have as many data entry team members as you wish.
4. Data entry team members can login to the CES application by first selecting **Sign In** and **Individual Account**,



and then selecting the **Survey Data Entry** option on the **SignIn** screen.

5. Once signed in, they can click **ENTER ANSWERS**.

Step Three: The data entry team members then use their keypads to enter the responses for each question on the survey. The “tab” key will move the cursor to the next box.

It is a good idea to stop a few times in each survey to be sure that the question you are recording matches the question number on the screen.

IMPORTANT: If a person does not answer a question, leave the box blank.

Step Four: Once a survey has been recorded, the data entry team member should press tab and then **ENTER**, or click **Save answers**. At this point, the team member may begin to enter the next person’s survey data.

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Notes:

1. Whenever you leave a survey entry screen, whether you go to the next screen or simply exit, the data is automatically saved.
2. It is a good idea to write "finished" or in some way mark surveys that have already been completed.
3. It can be very helpful for two people to do the data entry together – one to read the numbers out loud and one to enter them. This is faster and more accurate!

IV. Calculate Your Survey Data and Print Report

Once all survey forms have been entered, click **Survey** to return to the Survey screen. Now you need to close the entire survey by clicking **Close survey**.

CAUTION: Once you have "Closed" the entire survey, the data entry portion of this program will be disabled, and no more survey data can be added. Before the report is "Closed," be sure all surveys have been included.

To calculate your data, click the **REPORTS** menu option, and click **View report data** or **Export as PDF**. Your report will appear on the screen. You may view and print this report as many times as you like. When you print this report, the graphics will print **AFTER** the report. These graphs print in color if you use a color printer.