

RESEARCH DESIGN

The Strategic Planning Committee designed a two phase process to discern the hopes, desires, and concerns of the Congregation in a number of key strategic areas including:

Membership

Financial Stability

Campus Utilization

Raising our Community Profile

Spirituality

Social Justice

Phase 1 — Focus Groups

This was a qualitative phase designed to learn as much as possible from UUCOV members via an open discussion on these topics using a list of specific questions (see Appendix A). Focus groups consisted of small gatherings of six to twelve members and their responses are summarized in Appendix B.

- Ten focus groups were conducted between August 2022 and January 2023.
- More than 80 UUCOV members participated in the Focus Groups.
- Multiple invitations to participate in the focus groups were extended to UUCOV members and friends.

Phase 2 — Survey

This was a quantitative research phase informed by focus group responses.

- Questions were designed to determine priorities and relative importance on various key strategic areas.
- Survey engine used was “Survey Monkey.”
- All members and contributing friends received the survey by email.
- There were 92 responses..
- See Appendix C for raw data survey results.