

2007 Good Shepherd Lutheran Church Media/Communication Survey

Results Compilation

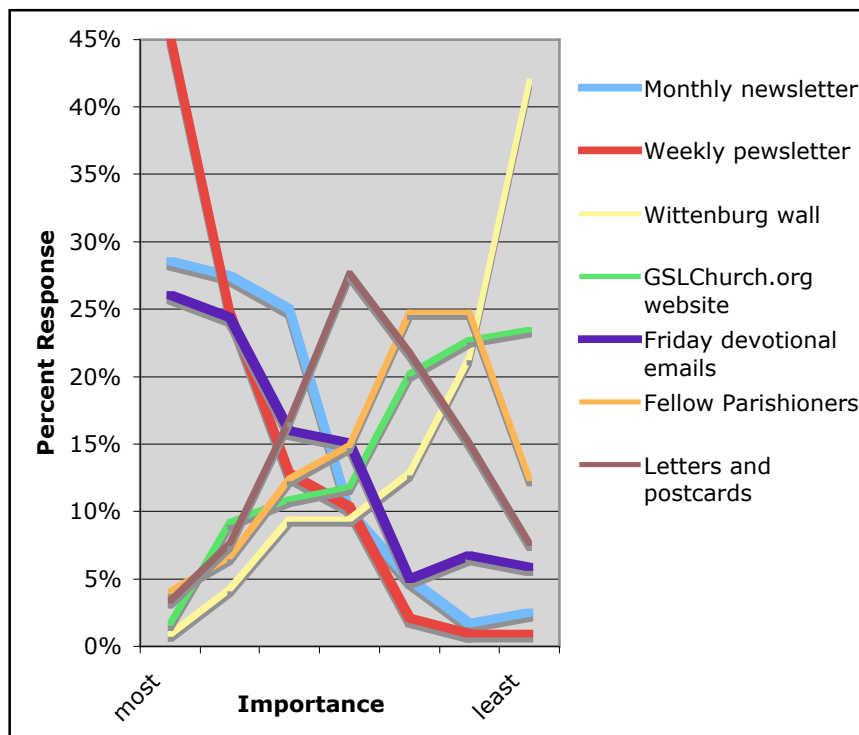
Conducted by GSLC Media Ministry Team

October 19, 2007

2007 Good Shepherd Lutheran Church Communication/Media Survey Results

How do you find out about upcoming events/activities at GSLC? (Rank in order of importance)

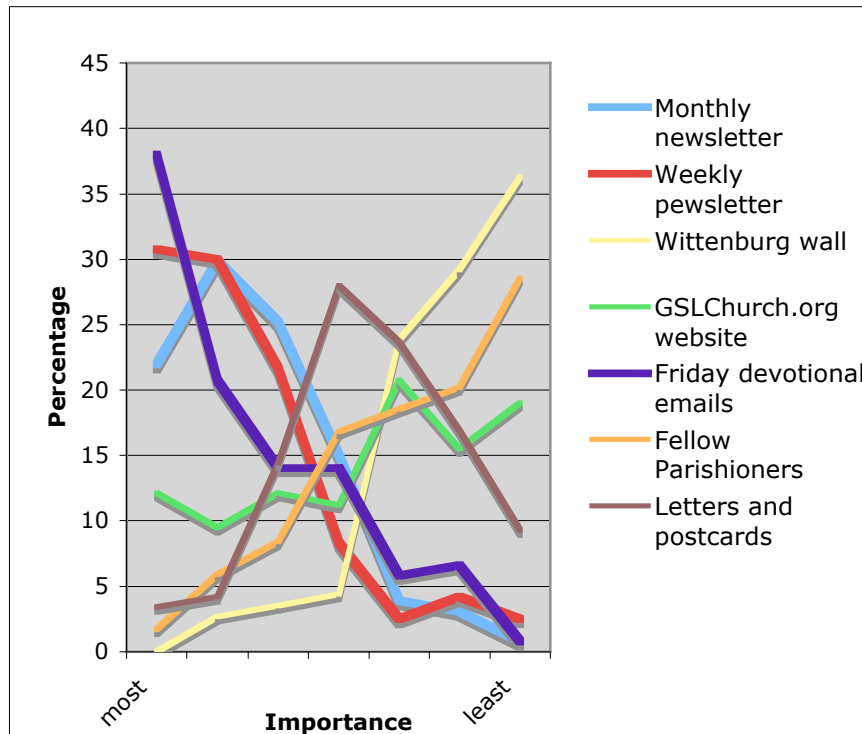
	Most Important						Least Important	Rating Average	Response Count
Monthly newsletter	28.3% (34)	27.5% (33)	25.0% (30)	10.0% (12)	5.0% (6)	1.7% (2)	2.5% (3)	5.49	120
Weekly pewletter	45.3% (53)	24.8% (29)	12.8% (15)	10.3% (12)	5.1% (6)	0.9% (1)	0.9% (1)	5.89	117
Wittenburg wall	0.9% (1)	4.3% (5)	9.4% (11)	9.4% (11)	12.8% (15)	21.4% (25)	41.9% (49)	2.39	117
GSLChurch.org website	1.7% (2)	9.2% (11)	10.9% (13)	11.8% (14)	20.2% (24)	22.7% (27)	23.5% (28)	2.98	119
Friday devotional emails	26.9% (32)	24.4% (29)	16.0% (19)	15.1% (18)	5.0% (6)	6.7% (8)	5.9% (7)	5.09	119
Fellow Parishioners	4.1% (5)	6.6% (8)	12.4% (15)	14.9% (18)	24.8% (30)	24.8% (30)	12.4% (15)	3.26	121
Letters and postcards	3.4% (4)	7.6% (9)	16.8% (20)	27.7% (33)	21.8% (26)	15.1% (18)	7.6% (9)	3.67	119
	answered question								133
	skipped question								1



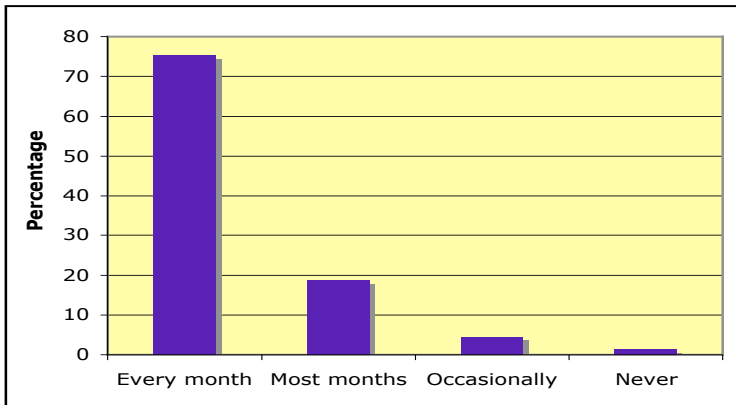
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2. How do you PREFER to receive information about what's happening at GSLC? (Rank in order of preference by selecting one item per column)

	Most Prefer						Least Prefer	Rating Average	Responses
Monthly newsletter	22.0% (28)	29.9% (38)	25.2% (32)	15.0% (19)	3.9% (5)	3.1% (4)	0.8% (1)	5.13	127
Weekly pewsletter	30.8% (37)	30.0% (36)	21.7% (26)	8.3% (10)	2.5% (3)	4.2% (5)	2.5% (3)	5.34	120
Wittenburg wall	0.0% (0)	2.7% (3)	3.5% (4)	4.4% (5)	23.9% (27)	29.2% (33)	36.3% (41)	2.14	113
GSLChurch.org website	12.1% (14)	9.5% (11)	12.1% (14)	11.2% (13)	20.7% (24)	15.5% (18)	19.0% (22)	3.47	116
Friday devotional emails	38.0% (46)	20.7% (25)	14.0% (17)	14.0% (17)	5.8% (7)	6.6% (8)	0.8% (1)	5.34	121
Fellow Parishioners	1.7% (2)	5.9% (7)	8.4% (10)	16.8% (20)	18.5% (22)	20.2% (24)	28.6% (34)	2.72	119
Letters and postcards	3.4% (4)	4.2% (5)	14.4% (17)	28.0% (33)	23.7% (28)	16.9% (20)	9.3% (11)	3.33	118
	answered question								134
	skipped question								0

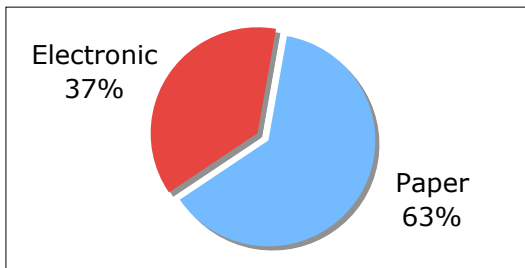


3. How often do you read the monthly Newsletter?



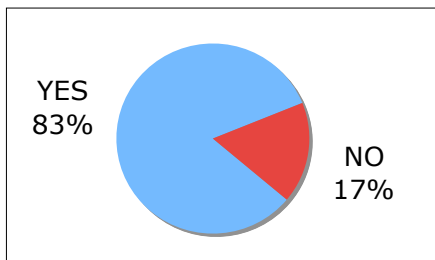
Response	Percent	Count
Every month	75.4%	101
Most months	18.7%	25
Occasionally	4.5%	6
Never	1.5%	2
answered question		134
skipped question		0

4. How do you prefer to receive the monthly Newsletter?



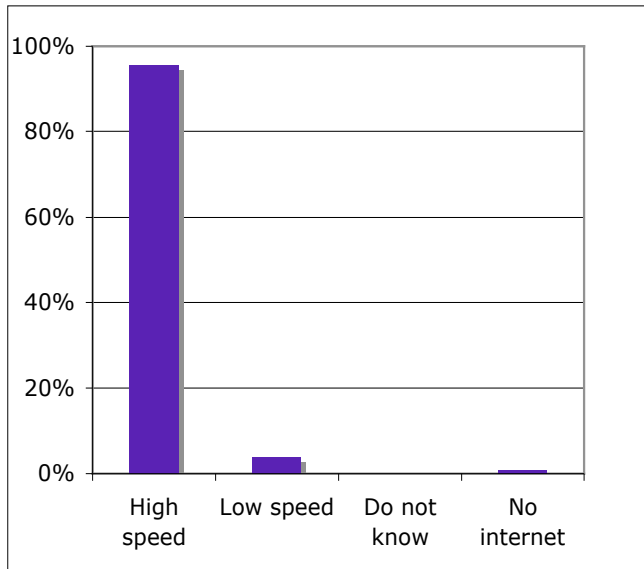
Response	Percent	Count
Via US Mail (paper copy)	62.9%	83
Via church website (electronically)	37.1%	49
answered question		132
skipped question		2

5. Would you be interested in receiving email notices of when the latest Newsletter is posted on the website?



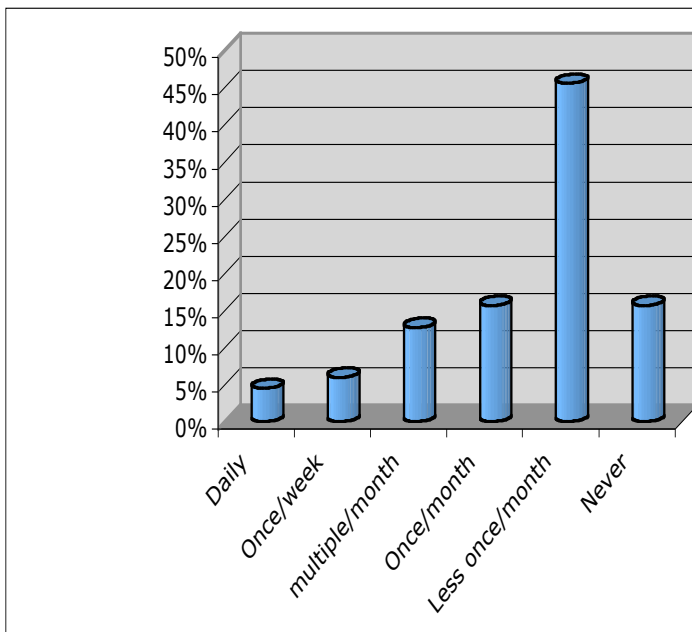
Response	Percent	Count
Yes	82.7%	110
No	17.3%	23
answered question		133
skipped question		1

8. What kind of connection do you have to the Internet?



Response	Percent	Count
High speed (cable or DSL)	95.5%	127
Low speed (dial up)	3.8%	5
Do not know	0.0%	0
Do not have Internet access	0.8%	1
answered question		133
skipped question		1

9. How frequently do you check the GSLChurch.org website?

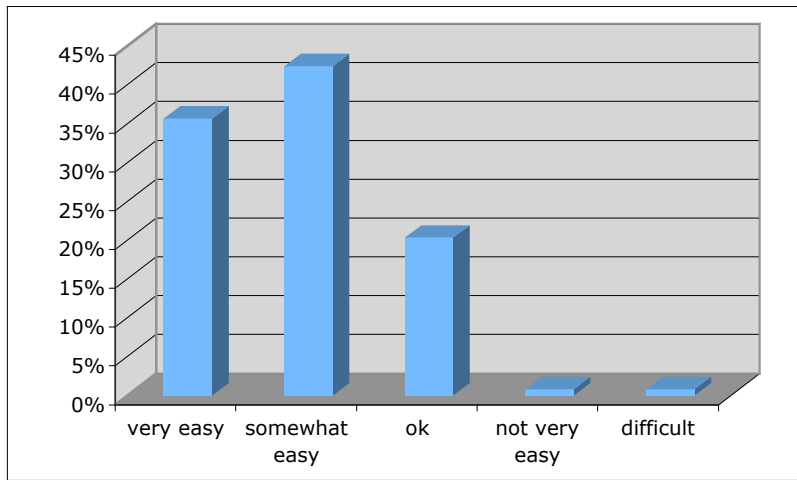


Response	Percent	Count
Daily	4.5%	6
Once a week	6.0%	8
Multiple times per month	12.7%	17
Once a month	15.7%	21
Less than once a month	45.5%	61
Never	15.7%	21
answered question		134
skipped question		0

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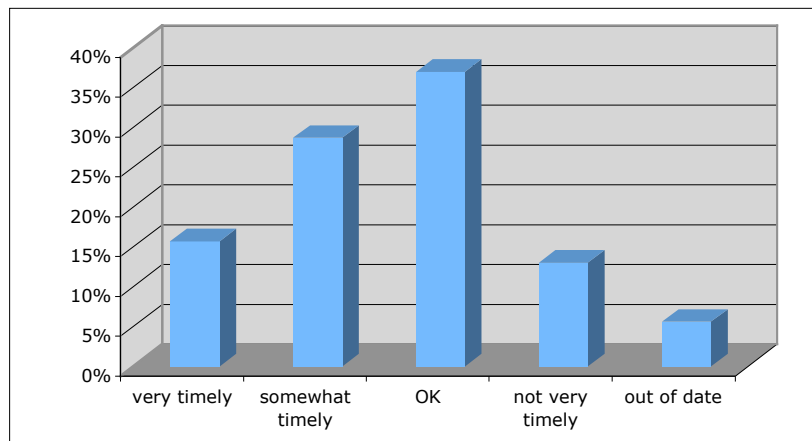
10. Please rate how easy it is for you to navigate the website.

	Very Easy	Somewhat Easy	OK	Not very easy	Difficult	Rating Average	Response Count
Ease of Website navigation	35.6% (42)	42.4% (50)	20.3% (24)	0.8% (1)	0.8% (1)	4.11	118
	answered question						118
	skipped question						16

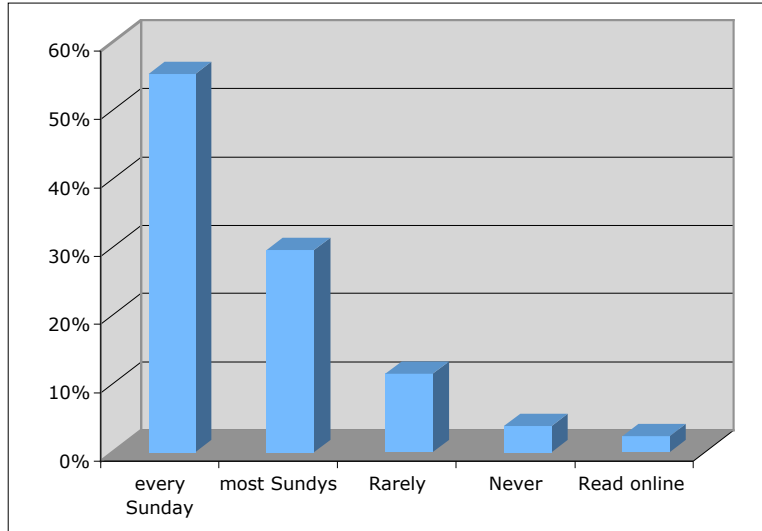


11. Please rate the timeliness of information on the GSLChurch.org website.

	Very Timely	Somewhat Timely	OK	Not very timely	Out of date	Rating Average	Response Count
Information Timeliness	15.7% (17)	28.7% (31)	37.0% (40)	13.0% (14)	5.6% (6)	3.36	108
	answered question						108
	skipped question						26



13. How often do you pick up the Pewsletter from the table in the Narthex?

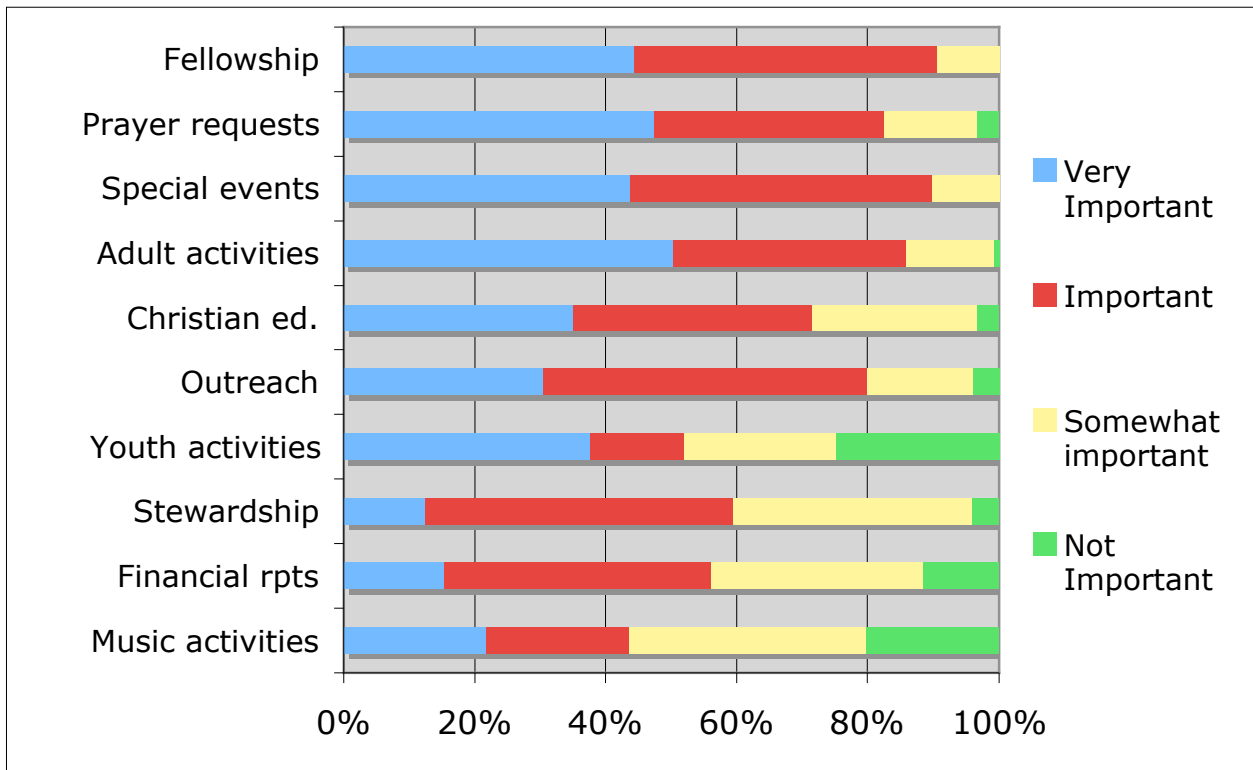


Response	Percent	Count
Every Sunday	55.3%	73
Most Sundays	29.6%	39
Rarely	11.4%	15
Never	3.8%	5
Read online instead	2.3%	3
answered question		132
skipped question		2

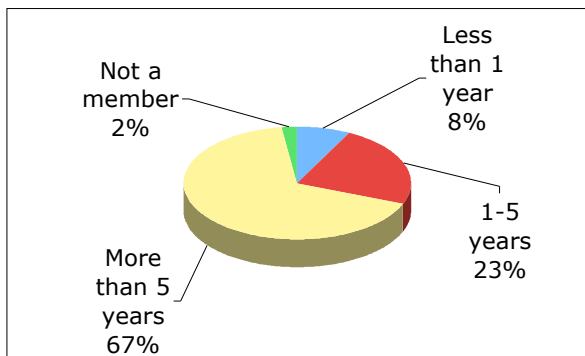
14. Please indicate the importance (for you) of the following information.

	Very important	Important	Somewhat Important	Not Important	Rating Average	Response Count
Youth activities	37.6% (47)	14.4% (18)	23.2% (29)	24.8% (31)	1.65	125
Adult activities	50.4% (65)	35.7% (46)	13.2% (17)	0.8% (1)	2.36	129
Music activities	21.8% (27)	21.8% (27)	36.3% (45)	20.2% (25)	1.45	124
Stewardship	12.4% (15)	47.1% (57)	36.4% (44)	4.1% (5)	1.68	121
Financial reports	15.4% (19)	40.7% (50)	32.5% (40)	11.4% (14)	1.60	123
Fellowship	44.5% (57)	46.1% (59)	9.4% (12)	0.0% (0)	2.35	128
Outreach opportunities	30.4% (38)	49.6% (62)	16.0% (20)	4.0% (5)	2.06	125
Christian education	35.0% (43)	36.6% (45)	25.2% (31)	3.3% (4)	2.03	123
Special events	43.8% (56)	46.1% (59)	10.2% (13)	0.0% (0)	2.34	128
Prayer requests	47.5% (57)	35.0% (42)	14.2% (17)	3.3% (4)	2.27	120
answered question						131
skipped question						3

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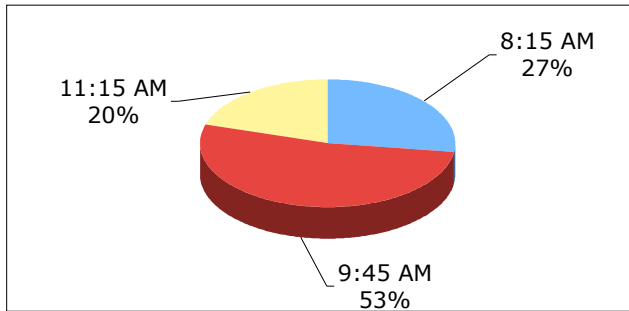
18. How long have you been a member of GSLC?



Response	Percent	Count
Less than 1 year	7.6%	10
1-5 years	23.5%	31
More than 5 years	66.7%	88
Not a member	2.3%	3
answered question		132
skipped question		2

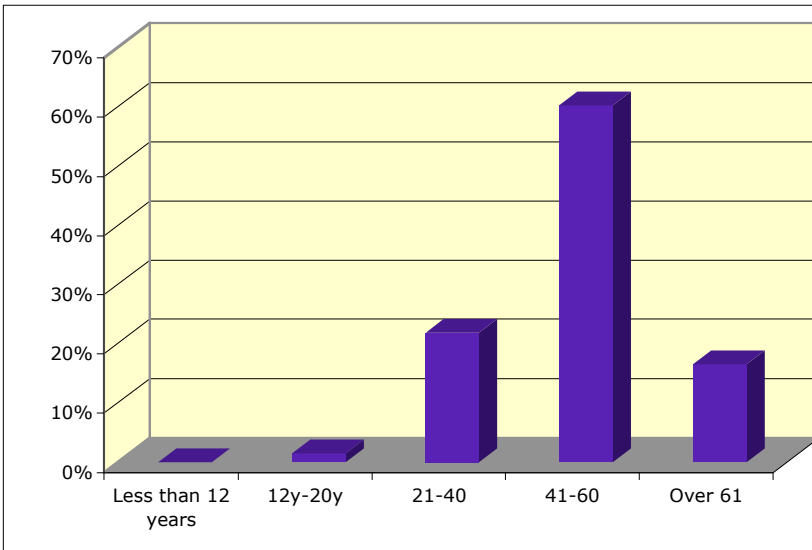
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19. Which service do you regularly attend?



Response	Percent	Count
8:15 am	27.3%	35
9:45 am	52.3%	67
11:15 am	20.3%	26
answered question		128
skipped question		6

20. What is your age?



Response	Percent	Count
Less than 12 years	0.0%	0
12-20	1.5%	2
21-40	21.8%	29
41-60	60.2%	80
Over 61	16.5%	22
answered question		133
skipped question		1

Note: To provide completeness, all responses to the open-ended questions are provided. However, to ensure the anonymity of respondents some comments were abbreviated.

6. What do you like about the Newsletter?

1. Everything
2. Packed with Valuable Info
3. It alerts me to things I would otherwise miss
4. Schedules Updates
5. Informative, gives greater detail, sometimes, about things I have read from other communications sources.
6. Upcoming events, schedules for worship ministry; areas to post future happenings
7. Quick reference for times and locations of events
8. Articles are 'meatier' than the other media forums...calendar of events, birthdays, etc.
9. It gives a wide overview of all that is happening at church. The schedule for worship assistants is also helpful.
10. Calendars of events and schedules.
11. Everything
12. I like the monthly schedule.
13. Comprehensive; like it in hard copy so can circle items, make notes on it, etc. (if placed on the website then it should be a in printable format)
14. People stuff
15. I like the pastors' articles. I like the fact that there are multiple authors and multiple perspectives to read about.
16. Worship leader schedule members submissions
17. Calendar and schedule information personal faith journey sharing descriptions of GSLC activities/service opportunities
18. Keeps you generally informed re Church business
19. Covers a lot of good info. Easy to read for a paper document.
20. The Newsletter has WONDERFUL information, phone number and contact info. Thanks so much for keeping in touch.
21. I like hearing about upcoming activities and events, even the events that I might not participate in. this way I know what is happening in all aspects of the church.
22. It is nice to read. I like the sections that talks about different people in the congregation and congratulates them. I also feel the birthday listings are important. To me it is similar to reading a magazine and I usually read it cover-to-cover.
23. One stop shopping. Many activities/functions/groups reporting in one place.
24. Listing of long range activities Pastor's messages
25. Comprehensive.
26. Notices of upcoming events
27. Articles and stories from members of the congregation.
28. Articles from Pastors, activities and special events
29. Gives a good overview of the upcoming stuff.
30. It contains information on all the churches activities. I like to keep up on all the church activities even if I am not involved in all of them.
31. I read every word! I love the pastor's letter, the upcoming events, the birthday list, and the calendars of events and of worship leaders.
32. Good mix of spiritual blurbs and GSLC news.
33. That it is like a mini newspaper telling news and dates of events.
34. It is informative, and I can take it places and read it when I have a minute
35. Everything
36. Good stuff
37. It breaks down the events that are going on within the church in a very understandable way.
38. Comprehensive coverage of past events. Advisory notices of coming events
39. Only way to communicate
40. Keeps me up to date on a variety of church activities and issues
41. By reading it I get information on much of what is happening or will be happening at GS
42. Informative

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43. Writings from the Pastors
44. It notes the various monthly schedules, updates the congregation on upcoming events, and includes some interesting faith comments or stories.
45. Everything! I think it really keeps us informed of everything that our church is doing, and what is coming up. I especially like the letters from the Pastors and other church members.
46. It encapsulates all of the key news for the Church. Since it is monthly I would rather sit and read a printed version. I am not opposed to reading it online if there are links back to other references so it becomes more interactive.
47. I can't make it to church since my husband's illness. I like to keep up w/the Church
48. Very informative and relevant
49. Keeping up with all the events going on, updates on people that I don't get to see regularly.
50. Information about lots of things going on - can keep and refer to it throughout the month.
51. Articles that show how God has worked through people to help others.
52. It is concrete and I like something I can carry around with me or put in the car as a reminder
53. Fairly comprehensive
54. Can go more in-depth than pewsletter
55. Reminders of what is going on
56. I used to enjoy the pictures the most
57. Up coming events and workers needed info on others
58. The dates and information.
59. All inclusive
60. I like to have it in print to keep near my calendar.
61. It includes a variety of topics to gain interest for the entire congregation, not a select audience
62. It's current. If I need to know if something is going on, I can find it there. The website isn't always current.
63. The vast amount of information it contains.
64. Thorough- lots of info (one stop shopping for most issues)
65. It's a great publication!
66. Portable medium to find out what is happening at church.
67. Tells upcoming events and schedules
68. All the news for that month
69. Description of upcoming events
70. Pictures of events that have happened, news about upcoming events, birthday and baptism anniversaries
71. I like that it tells me about upcoming events
72. Seems to be a comprehensive listing of many activities and opportunities.
73. Good mix of news and general interest articles. Good central resource for upcoming events and calendars.
74. Don't receive it now.
75. I like to read stories about events that occurred, such as youth mission trips, TBFC events, etc.... While I like to read a paper copy, I think the newsletter is too costly (time and money) to publish on paper. Should be published on the Website only unless a large number of GSLC members really need it.
76. The personal articles. Also need to see the schedule of what Sunday a family member is scheduled to help at a service. I like to see the birthdays too!
77. There's a lot of information
78. Upcoming events updates and information about past events what's new
79. Youth updates articles about members and mission work
80. The individual notes from each Pastor. I also like to see what the different groups in the church are involved in doing.
81. I like the layout of how things are organized. I like to read all of the upcoming events for the month.
82. Range of articles, especially by laypersons.
83. Upcoming events, food barrel, usher schedule
84. Complete info on upcoming month's activities with enough lead time to schedule.
85. I enjoy finding out what is going on with other parts of the congregation. With the church so big, with out the newsletter, I would know a lot less about my church.
86. Articles from members Articles from Pastors CelelratingGod's People
87. It covers all aspects of the church allows us to know else is going and what opportunities are available.
88. The amount of information is conveys. My favorite articles are the ones written by members.
89. The review of what's going on and the updates on what's coming.
90. Information about activities, other members, etc

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91. Information about activities, other members, etc
 - 1) Youth calendar of activities
 - 2) Celebrations (births, weddings, graduations)
 - 3) Opportunities for service
 - 4) Letter from the Pastor
92. To check upcoming events and the calendar as it pertains to me and my scheduled activities at church. News about the various ministry teams. Highlights of new members; baptisms; birthdays; special events.
93. Would prefer a newsletter with fewer pages

7. Do you have suggestions for the Newsletter that will make it more useful for you? (Feel free to comment on both content and layout.)

1. Layout should revolve around 5 key ministry areas
2. 1) Generally prefer pages to be in 2 columns (same size or 1 wide/1 skinny) - makes information easier to read 2) Use of boxes/borders is helpful but sometimes overpowering
3. I prefer to receive The Shepherd's Voice via the US mail, but I am open to viewing and printing it from the web site in an effort to save on church expenses. You could print newsletters and have them available at church and only send out copies via US mail to those who aren't able to come to church.
4. Shorter articles - make easier to read & skim over. Would love to see pictures - but understand the difficulty of printing. Maybe a better section promoting opportunities for Families to volunteer together.
5. Shorten/edit some of the articles which are too long don't care for canned articles, except the educational ones from LFS (as example)
6. I miss that we do not have pictures in the Newsletter any more. Even though the pictures were not always very clear they added a lot of interest to the Newsletter. The layout lately seems to be very plain.
7. Sometimes the food barrel is not listed - really like to contribute so would like it updated each month
8. No.
9. I like everything
10. More pictures!!!
11. More distinction between topics in the newsletter would be helpful. Maybe some color would be helpful to distinguish sections, or using the same decorative border each month for related topics. A quarterly colored flier with information pertaining to kids and families that I could post on my bulletin board would be nice . . .
12. Information about upcoming events is NOT Timely! With the newsletter deadline being the 10th of the month prior to publication, by the time I read the news it is old. If we can't publish current information in a timely manner, the newsletter can't be relied upon for current information. It is simply a nice periodical journal (expensive in terms of staff time to create and publish and expensive to mail. My comments are not to be interpreted as criticism of GSLC staff responsible for the newsletter - I think our staff are doing the best they can to create and publish the information. But if the document does not meet our needs, then we should focus our communication efforts elsewhere.
13. I'm sure this is a priority already, but it's important to have plenty of lead-time between when the Newsletter is received and dates of upcoming events.
14. Although comprehensive, I feel the letter could benefit from a little more detail. For example, the letter may mention a meeting, request for choir members etc., but there is insufficient detail about what the meeting is about, what type of choir is looking for members etc. This is particularly important info for new members
15. Keep it simple
16. Good layout Content - good
17. The newsletter is great and I was about to request to be removed from the mailing and just receive via email except the layout of the newsletter is not conducive for reading (scrolling) on the web
18. I know this is a difficult suggestion to implement, but maybe you could have a different layout for the "online" version of the newsletter. I just got the link to see it online and I usually don't like reading pdfs in a 2 page spread like that (too much zooming in and out required).
19. I think it's fine.
20. Keep articles together rather than having to go to other parts of the Newsletter to find the end of what you were reading.
21. Things have changed so much this year. I would recommend to do away with it altogether and use that

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- energy to keep the website very up to date - weekly. Something can be printed and sent from that format for those still not on the Internet.
22. Make it online and mail copies only to those whose request them!
 23. Bigger calendar format - make it easier to read.
 24. Electronic distribution (and the pictures would be in color)
 25. Similar to above, if we make our newsletter online, we need to be sure there are many other resources it can link too. Otherwise a static newsletter is better to be read in printed version. We used to have a lot more photographs and the layout was easy to read. I do know that we do not have the resources to publish a fancy newsletter and I am okay with that. I would rather have more effort made to the interactive versions.
 26. Could shorten the music alcove part
 27. Ok the way it is
 28. I would like more information about the youth, particularly the 18-22 year old group.
 29. Include poetry and short stories of a quasi-religious nature by students and people of all ages from the congregation. Include line art by same groups of people. Currently it's too heavy on text, too wordy.
 30. There is too much editorial writing at times that over crowds the ease to read the newsletter.
 31. We need more proofreading of the content to make sure it is accurate and up-to-date.
 32. It might be more helpful to have dated items listed first or have the dates emphasized somehow so that events don't get missed because it took too long to read the newsletter.
 33. No - it really works for me.
 34. No, not really. Nothing against the newsletter. For some people, I'm sure it is important. For me, it is simply too much. Just too much information out there. I can't absorb it all. I almost dumped this email
 35. Don't try to fill an entire page is there is not a page worth of news. Filling up a page with 'filler' will make people lose interest.
 36. Can you tape it shut rather than staple it? Staples are hard on the fingers for opening.
 37. Probably not possible, but I would like to see the calendars and the Sunday service responsibilities (e.g. usher) bigger. The color might work for the web, but it translates as gray in the paper copy (hard to read). I would also like to see a minimum font size used - some font is just too small. Organization of info by groups would be nice too.
 38. Unsure
 39. Issue is timing - I suggest it needs to be distributed earlier. Often once received, items have already happened. - Not formatted for internet -- internet version should have data in html format, hyperlinks, etc. to invite further reading and investigation, not PDF (aka paper under glass)
 40. I don't usually check the church web site as I still receive my monthly newsletter by snail mail. Can it be sent by email?
 41. Monthly stories on 25th anniversary campaign is becoming redundant to me
 42. More uniform font and type size would make it easier to read. Would LOVE to see pictures.
 43. More member-written stories (faith journeys, information, testimonies)
 44. Timeliness -- some info is dated -- that's why it's great that it is sent online vs. snail mail. But website really needs to be kept up to date -- I would go there more frequently if it were current. AND Good Shepherd Preschool needs a website!
 45. Rarely have articles over a half page.
 46. It is way too long--all articles should be shortened, even Pastor articles. It shouldn't be more than 4-6 pages. Articles should be concise, with a contact name/number/email.
 47. Consistent announcements, everything does not get in on time
 48. Larger print!!!
 49. I feel if we went to strictly web then we wouldn't have missing information and dates The newsletter has to be in so early because of print/mail times that I feel many items miss getting put in or are incorrect
 50. Use pictures depicting certain areas - That way it will be easier to spot what one is most interested in.

12. Use this space to provide any comments you have about the website. (This can include things you like, things you dislike, information you would like to see on the website that is not posted at this time, or suggestions for improvement.)

1. As I hardly ever check the website, I can't really make any recommendations. I've heard from others that sometimes things are not updated - or are out-of-date. I'm sure that's a monumental task to keep everything updated on a weekly basis. Many thanks to Paul Holzworth for his dedication.
2. 1) The GSLC web site is great and I know it is a very time consuming job to maintain it and keep it up to date. This is very much appreciated! 2) The youth page hasn't been updated in a while -- it seems like all the youth info is on the front page; also the Youth Calendars are from 2005 3) It would be great to have a "This week at GSLC" calendar on the front page of the web site that shows the week's activities and click to more information on each item, e.g., enrollments, program description (see front page of <http://www.htelc.org/>)
3. Please put the name of the site in either the newsletter or the pews letter. I haven't used it as I don't know the site.
4. Eager to see us continue to update it with pictures
5. I like the website and see that is it very easy to navigate. I would like to see more of the ministry groups using the website and attempting to keep their information current at least by 6 months. You could then see more current information about each group by the time you see it in the Newsletter the information is at least a month old. With the Website it can be more current. I would like to see more pictures of the different ministry groups and some of the activities they participate in. Even if it is just a group meeting, at least you can put names with faces. When you can recognize more people the church starts to feel a little smaller and more familiar.
6. Ministry Team info and Council info is mostly out-of-date, most of the time. Ministry Team info is located in multiple areas and the info is often contradictory / out-of-date in at least one location. Council meeting minutes are always very late.
7. I don't check the web site more often because I find most of the content is so old as to be worthless.
8. Because the calendar is important to me to reserve rooms for future use, it is very troublesome to not have an updated calendar on the website. Sometimes, it is too old!! I know it's a big file and there may be software limitations making the file, but when the website has more months in the past than in the future on the calendar, that's a bad thing!! Also, the youth portion is not updated at all. However, the scouts are fine.
9. I like the method for reserving rooms. Some of the information that I checked is not accurate
10. I think the website is fine, I just honestly forget to use it as a source of information for upcoming events. I like the idea of an e-mail notice that the newsletter has been posted, rather than receiving a paper copy,
11. Paul Holzworth is doing a GREAT job. I worry that having only one person working on the Website puts a lot of pressure on Paul and leaves the organization at risk should Paul be unable to continue in his role for any reason. It would be great if others could be part of the team.
12. Since I haven't accessed it recently (or often), I'm not a good critic. It's important that ALL areas receive equal attention to updates, not just some.
13. The website seems fine, however, I hesitate to rely on the site as a main channel for information. I don't think members check it regularly. I think an email (or email with links to website newsletters) would be most helpful, in addition to the weekly and monthly newsletters.
14. I was recently looking at the website to find out more information about the preschool program - this was very difficult to find...
15. The front page is usually very timely but much of the other content is out of date. I don't use the website because I find that between the weekly pewsletter and monthly newsletter and Friday devotional, I know all I need to know
16. Just haven't gotten into the habit of regularly visiting it
17. There is much outdated information. Example: I was just out there today and was reading about the TEC weekend that had occurred. I didn't think it had and then realized it was reporting on LAST year's TEC.
18. Unless I receive an email with a link to the website I almost never go there on my own. I am on a computer all day at work, and the last thing I want to do is be on it when I get home.
19. I would use the website as my primary source of info if it were keep current.
20. I would put calendars, set up reminders for volunteering to come via email vs. postcards, use it for as

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- many opportunities for communication as possible, backing them up with the traditional methods thru a trial period and that that't it.
21. Haven't used it enough to comment
 22. I find it so odd to see church news as the "home" page for GSLC. I think the first site that pops up should be " About GSLC" stuff in general and then a link to news, or youth or whatever.
 23. The design and organization is not very inviting. There is too much information on the home page (it sometimes goes on almost forever). Getting near term events posted on the website in a timely manner is difficult.
 24. I had not been using it but will certainly start. I look forward to pastor's e-mail homilies
 25. Would like to have the directory available (maybe password protected) on the website
 26. The website has really evolved and is getting so much better. I really like that information is updated frequently. I still have a problem with some of the organization to the website and available links to things. Not as intuitive as I would like to see.
 27. Love it
 28. I think the web site is fine and I should use it but I have to remember to look and there is the problem. If I got a reminder notice that the website had been updated it would jog my memory.
 29. Used to send notices to worship assistants such as readers and assistants. This should be started again. Youth need to be present for their worship assistant assignments.
 30. Attractive and easy to use. Well designed.
 31. The few times I have checked the website I have looked for youth activates. This area has not been current.
 32. I just checked the youth portion and it has info from 2005, the education has info from 2006-2007...
 33. It would be nice to have a link to every type of event we might be doing so that if someone hears about something at church and wants more information they can go to the website and get background information and current meetings/projects.
 34. I don't go to the site much because it doesn't seem like there's much benefit. If I knew it was the place to go to find out what's going on at the church, I'd make it a point to check it every week.
 35. The web site is excellent! I don't visit very often because I have too much to read! My favorite thing is pewletter, as I can read it with Sunday coffee after church and get away from computers (my job). But don't let me sway you on the website. It is very well done. Timeliness of update is important, and I am glad to see it updated in a very timely matter. Keep up the good work. I'm sure others get a lot from it.
 36. Sometimes it is not easy to find things. For example, PD said this survey was on the website but the actual connection was buried in the middle of a paragraph. Not easy to find.
 37. Some areas are very good and up to date (e.g. home page), but other areas are out of date or nonexistent. Would like to see the ministries take responsibility for updating their content.
 38. Sometimes it is hard to boot it up on the computer. I hope that gets easier this year.
 39. I suggest a full-time, professional position (o.k. part-time) -- multimedia/web is the way to go, and I'm sorry if this hurts, but GSLC website is very primitive, lacks any depth of info., is not inviting, and is disinteresting.... I suggest looking at other church's websites - they are amazing! And, they draw you into find out more about them as a congregation and their activities.
 40. I have not checked it routinely because the information was out of date. I envision minutes from ministry team meetings being posted soon after they are issued. I envision weekly updates to calendars being posted. I envision the website replacing the need for weekly pewletters and Friday e-mails. To protect personal privacy, I prefer NOT to post the schedule of worship assistants on the website.
 41. I would like to be able to post prayer requests. If there is a way, I haven't found it.
 42. Need info on the Preschool -- understand enrollment is down, I think that having a website with info would improve their enrollment. Youth section is usually out of date (by at least a year). Have activities grouped different ways (interest by age, interest by type of activity (outreach vs. property), etc.
 43. There are many pages that have not been updated in a long while. No procedures on how to get updates to website.
 44. Whose website? I can navigate websites, but I do not choose to navigate GSLC website. I don't get the Pewletter, because my husband picks it up. Also it is not convenient for choir members to get. We need them delivered to choir room. We often by pass the narthex. The website needs to be updated weekly, if not daily, as items change.

15. What do you LIKE about the way GSLC communicates information?

1. Variety of communication avenues is a plus, but does cause some repetitiveness which is unnecessary
2. There seems to be a medium for everyone. Whether or not you're computer savvy there is a way to get most information in readable form.
3. E-mail communications are most helpful
4. I like the pewsletter and that its content is current and also gives you the heads up on future events/activities that will be occurring. I like that the newsletter acknowledges members and their accomplishments.
5. I like that we try to be comprehensive
6. That GSLC does use many different ways to try and communicate to the congregation.
7. Multiple means of communication: Newsletter, Pewsletter, focused, mailings & postcards, Wittenburg Wall, etc. to help reach more members.
8. Frequency - monthly & weekly. Really like cyber schluppe - good info, but still seems personal
9. Printed communications (i.e. Pewsletter, Shepherd's Voice) are timely, relevant, and (for the most part) interesting. I read the weekly devotional emails and Lois's prayer requests regularly.
10. Electronic works for me!!! Although, I miss reading the pewsletter during service because I forget to pick one up and then sometimes I forget to read it online for another week. Somehow, I need a reminder to read it!!! ;)
11. It seems that no matter which way you prefer to receive your information, GSLC has it covered - online, by email, by snail-mail, or by picking up the pewsletter in church.
12. Emails for special prayers
13. It seems to be working for me. I get my information from the tools. I do go to the web site to find information if I can't get it somewhere else.
14. The postcard to kindergarten families was great. I noticed that in addition to the postcard, this was in the pewsletter too and that kind of consistency seems to be important.
15. I like information electronically as needed.
16. I appreciate the efforts that have been made to offer several communication options (pewsletter, Friday e-mails, website, and newsletter.
17. I like the pewsletter and the fact I get it every week at church. I like the emails, it would be nice to see more communication with this vehicle, even use RSS feeds.
18. I feel an excellent effort is made to keep the members informed overall.
19. That you use lots of different means of communication in an effort to reach everyone.
20. Multi-modal - lots of different methods used - email is the best for me.
21. Well organized repeated
22. I am quite pleased with the way we communicate. There will always be people who complain but it's not that the information isn't there to be read if they want to. People are on information overload these days and it's really up to them to make efforts to read and they will pick and choose what appeals to them. So keep the communications simple, to the point, entertaining, etc. I always enjoy the writings of various people around the church. The different writing styles makes it interesting.
23. I like the variety of formats
24. I like being able to receive email communication!
25. I like hearing information during the welcome on Sunday mornings. I may have read about something going on and forgotten to write on my calendar. When PD or PJ make announcements on Sunday, I am reminded. I also like the idea that there are different avenues to receive information. What works for me doesn't necessarily work for another. I also get information from the Bulletin each Sunday.
26. GSLC is attempting to reach everyone in the congregation by whatever means is necessary.
27. I like the newsletter and website.
28. One way or another, I find out
29. Pleased to have newsletter by email.
30. I like the weekly emails.
31. Postcard reminders are nice - something visual, personal and they work well.
32. There are several reminders and enough sources of info
33. Does so in a variety of ways
34. There are a lot of different ways to get it and it's hard to miss -
35. Frequency seems good.
36. That there are several ways to find information
37. The fact GSLC is using the internet but realizes many do not have access and make sure those without

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- internet access are informed.
38. I like the electronic devotionals, prayer requests and CyberSchluppe devotionals.
 39. We now have multiple ways in which we can get information from online to print and from the pulpit. Need to touch people in multiple ways so they will become aware of things.
 40. I think most information is communicated in various ways, which improves the distribution of information.
 41. The email link to parishioners is great. It lets folks know things quickly.
 42. It is not communicated in a pressured manner
 43. Use of technology
 44. I think a lot of effort is made to communicate - often it is just a matter of folks not availing themselves of the communiqués. After having done this survey, I realize I don't use the website which I will do more in the future
 45. I like that there is a lot of information in the newsletter. While some may not like the amount of information I like to at least know it is all there and that I am not missing something I might be interested in. I just skip what is not of interest to me.
 46. I like it
 47. I like getting emails, as it helps me to feel more connected to the church, especially while I am away at college.
 48. Cyber Sloop and Friday devotional are great. Pewsletter fills in void. Monthly newsletter is great. Nothing else is needed.
 49. I love the pewsletter. It keeps me up to date and reminds me of upcoming events. Although I realize it must be VERY EXPENSIVE to reproduce
 50. Monday and Friday emails (cyberschluppe)
 51. I don't have any particular comments right now, but will be glad to let you know if something comes to mind.
 52. The church communicates using various methods. This is advantageous because we are able to reach more people in the community.
 53. Friday devotional, email contact from the office for unusual/important news/needs
 54. Multiple ways of obtaining information
 55. I love the Friday devotionals. If I miss Sunday church, I still feel I'm part of the service having the scripture readings and a devotion. It's great!
 56. Pewsletter is great. Especially with it being optional (don't kill trees).
 57. Uses a variety of sources.
 58. A family approach to the information. 'Comfortable' reading.
 59. I enjoy the weekly emails since I rarely attend church. The emails allow me to receive enrichment in my faith with out judgment. The weekly emails give me insight into the thought of the church. My only complaint is that the weekly emails tend to vague and could be taken in a number of ways. I also see this as a positive as the emails almost always give lessons that all can agree with.
 60. I like how many avenues we have for getting information and I don't think any should be dropped.
 61. The church makes an effort to communicate most things. Although I don't take advantage of the web site or emails, those are probably good ways to share information quickly.
 62. EVERYTHING!!!!
 63. Kind, friendly, the youth blog is another great start -- please don't stop this kind of thing just for youth, however.
 64. Too much paper and postage usage
 65. Mutual Ministry is not only to encourage staff for what they are doing well, but also what they may not have been aware of that would make their ministry even better.
 66. Shared ownership
 67. There are many different ways to learn information.
 68. Open and flexible: given at any request, willing to accommodate.
 69. GSLC does communicate. I don't feel like things are hidden.
 70. No comment, it can be improved.
 71. It cares

16. What do you DISLIKE about the way GSLC communicates information?

1. Newsletter articles get a little too long. Wittenburg Wall not being maximized to its potential.
2. That some people don't seem bothered to look at any of it.
3. Web site info is NOT kept up to date in the Ministry Team & Council areas.
4. Committees don't always inform members in a timely manner, or only contact some members.
5. Poor management of web site. Webmaster should be someone with the time and interest to pull information on a timely basis rather than waiting for it to be pushed. What material IS there (e.g. PDFs of Shepherds Voice and Pewsletter) are difficult to read online because of the double-paged format.
6. Facilities calendar online is old.
7. Sometimes, it is a little difficult to understand what is really needed from the descriptions, and the persons whose name and number are provided aren't really the ones who know much more.
8. I think there's too much black, Times New Roman print. Everything kind of runs together in the newsletter.
9. I do not like paper mail.
10. How the newsletter editors choose to prioritize the information. For example, I submitted a newsletter article with important information on an upcoming event. My article was crammed in a small postage stamp size note in the midst of a very busy page, while an article that is posted EVERY WEEK in ALL written publications at GSLC was awarded a very nice layout with nice typesetting and spacing.
11. I don't like the waste of paper every Sunday for the church programs
12. There are a few longstanding activities, etc. that don't seem to make it into Pewsletters or monthly newsletter.
13. It seems information can be conveyed more timely - particularly the website
14. Sometime same information is repeated
15. Too much paper
16. There are often inconsistencies between newsletter and pewsletter.
17. I'm not sure if I'm getting everything I "need to know."
18. I can't think of anything I dislike about communication of information.
19. Sometimes communications do not get through to everyone who needs to be in the know.
20. I don't like the Wittenburg wall. I never think to look there.
21. We should use Martha Ministry in a more assertive manner to put the word out about who needs help, meals, troubled times vs. just prayer lists and then people have to make the move themselves. Just one opinion. (Again could use email)
22. Not much criticism
23. In terms of events the newsletter is useful only for activities that have occurred and those schedule well over a month into the future.
24. Seems to be a bit overwhelming in how it is organized. Also, sometimes it seems to be a little hard to volunteer for things. More sign-up sheets might be helpful or more calls for help. I feel like I don't volunteer for things as much as I should because I am not sure who to call or what is needed.
25. I think it's working well. I would like to see more information electronically, but based on my responses above, I just didn't realize how much of a resource the church website is. I'll be giving that a try now!
26. You do a good job
27. Don't forget about older Charter Members that have fallen through the cracks. There may be a reason they cannot come to Worship
28. The website should be the master place to house our communications content. Anything we get from mailings, email, etc. needs to be put up on the web so content can be viewed.
29. Sometimes it can be difficult to find information on the web site, or find someone with more detailed information (however I admit that anyone that WANTS to find the information, can find it).
30. I don't like the secretiveness about some things, but I don't think that's pertinent to this particular survey :-)
The mailed communications are often too corporate-like to me.
31. I prefer not to have announcements before the worship service
32. Should be divided into permanent categories
33. I think that some of the emails could be combined in a better way, so that less of them are sent and the ones sent are contain the most important information.
34. I am a person that routinely uses technology. However the use of websites etc is highly impersonal and

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does not encourage interaction of members at church. Focus on Pewsletter, Monthly newsletter and Friday devotionals.

35. The website is not up to date on the Atrium. E.g. not obvious that Sunday School and the 9:45 service were at the same time.
36. I like the Wittenburg wall, but it is not always up to date with information.
37. The website although is a great idea is never current when I view the site. This is why I do not use it as my major why to gain access to the church activities.
38. Website needs work and needs to be current to get usage.
39. Deadlines (pewsletter/monthly report) seem too far ahead
40. Cluttered and redundant
41. The Wittenburg wall is out of the way and in a bad place. I don't use it.
42. Sometimes there is too much information or filler.
43. It is hard on Sunday to get to the Wittenberg Wall to check on things. Pens and pencils to sign up either don't work or are not available and after the service when everyone is filing out and shaking hands with the pastors, it creates a roadblock to get to the wall. Maybe if the pastors stood on the opposite side when greeting and shaking hands, that would clear a pathway to the Wittenberg Wall. It is very important for the pastors to be available to shake hands and if they like it the way it is, then it should stay that way.
44. It appears that sometimes things are not communicated well.
45. Delayed, simple style, no meat behind to investigate how we live our mission, who to contact, what is happening in more depth beyond what is initially stated.
46. Website not used enough, i.e. not updated frequently enough
47. The appearance is substandard due to the lack of photos and graphics.
48. Nothing, I'm satisfied.
49. One issue was "late" -- we saw no information about when Sunday school started this year (in the Newsletter)
50. The more we can do electronically the better.
51. They refer too much to Internet. They must realize not all people like or use the internet. Everything must be made available through all avenues, without lay people asking for it. Communication within committees is poor.
52. Info communicated depends on who is doing it - it is not consistent committee to committee, ministry to ministry
53. From my experience, not everyone picks up a weekly pewsletter. There have been times when I wanted a notice sent for the whole congregation to read. It isn't placed in the bulletin, which everyone sees.
54. No longer term notice

17. Do you have suggestions for improving communication at GSLC? Please also use this space to address areas that were not specifically queried in this survey (e.g., Pewsletter, Wittenberg Wall, Welcome Center).

1. Wittenberg Wall needs improvement
2. Wittenberg Wall needs some TLC - and better guidelines - possibly better lighting.
3. Brighten up the Wittenberg Wall possibly rename it or explain its purpose especially to new members. Also like the idea of the email reminder that the new monthly edition of the newsletter is available on the website for viewing.
4. I'd very much like to see somewhere in the Narthex a streaming video of pictures. I think this would increase knowledge of ministries--for example the Coffee House
5. Would like to see each ministry have a section of the bulletin board so you can zero in on what you are interested in and not spend a lot of time looking for what you are interested in.
6. Web site update responsibilities must be more clearly understood and held accountable if we want more members to use it.
7. For me, email notification when there is an opportunity for me to participate/help is best. Sometimes, the

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- Wittenberg Wall seems disorganized and can be difficult to find things of interest.
8. Wittenberg Wall is well managed and a valuable source of information on dates and places, but not a substitute for printed or online media for general circulation.
 9. Maybe you can add links to the Friday Devotional to the most current pewletter and newsletter online.
 10. Maybe have a larger sign saying "welcome center". And make sure that that area is stocked with relevant materials.
 11. Targeting specific areas of the congregation is good -- so people always know where/what to look for the topics of particular interest to them. Consistency is important.
 12. Do as much electronically as possible.
 13. In addition to our current communication staff, we need a well-organized team of 7 or 8 people to meet once or twice a month to organize and manage communication. Easy for me to say....very difficult to do. The team should prioritize communication options (as you are doing by conducting this survey) and conduct a cost/benefit analysis. My vote (I know I only get one) is to "retire" the newsletter simply because creating it is time consuming, mailing it is costly, and it is not possible to publish information on upcoming events if the information on the event is not available 15 - 20 days before the newsletter is published.
 14. I really liked getting postcards and/or phone calls to remind us when we are on the worship schedule. This doesn't seem to be happening anymore?? We have dropped the ball on several occasions since we were unaware we were on the schedule. I would really like to receive postcards and/or phone calls/email reminders.
 15. A church our size needs to maintain various forms of communication. It may seem like a hassle some times but we are fortunately to have so many venues to communicate and just need to use them all. I would suggest a "comm. guide" be published so if someone has an announcement to make, they can see the various venues available with submission deadlines, length requirements, who to contact etc. There's a big difference between communications and marketing. Communications is about "pushing" information out whereas marketing is about creating "pull" to the information.
 16. Remember that many of our older folks do not have, do not want, or do not understand how to use electronic communications.
 17. I'd like the website to be updated daily.
 18. Anytime we receive the newsletter or other letter from the church, my child also gets the same mail. 'm not sure if this was a mistake or if children receive mail separately from parents. I think any mail, especially newsletters and things of that nature, can go to the family and do not need to be broken out.
 19. More pens on the Wittenberg Wall!
 20. Make sure that the Friday e-mail notes information about the services, especially at the end of the summer or beginning of summer when it changes. Also, I like knowing what is going to be going on at each service (Installing new members, baptisms, any special speakers or music).
 21. I would read both the pewletter and the monthly newsletter more often if they were sent as emails. It would also help reduce costs of copying so many of each
 22. I am a fan of pushing out information to people electronically. I really like the Friday email because it gives me a preview to Sunday's news. Also it could be improved to have better links to more content out on our web if this was better coordinated in the timing of materials being published. Let's not forget the power of the parish announcements made at the services. These are a great way get a message across. Please continue them.
 23. None...sorry, I wish I could be more helpful!
 24. Simplify - we are actually trying to do too much. Be good at a few things and keep it simple.
 25. I could not find Preschool info on the web.
 26. I know how difficult it can be to keep up with current activities with the church. I would encourage better use of the website. Maybe through some connection from the office could info be updated to the site.
 27. PROOFREAD and catch the mistakes. Too many mistakes are slipping through. It has improved tremendously in the last year or two but there is still room for improvement.
 28. I like more white space in things I read so that I can add notes, stars, or comments to myself (pewletter & newsletter). Wittenberg Wall and other bulletin boards look cluttered. I feel like I have to look at everything in order to find what I need, and then I end up reading the same stuff over and over.
 29. This survey is a good start!
 30. I would like to be invited to more events. I loved the trip to Seagrove Pottery. I hope we can arrange more in the future.
 31. Hire a communications Expert (or volunteer) who can commit to 1) timely updates (daily), 2) professionalism of info/presentation of info and 3) links, etc. -- can envision and implement how we either are, or plan to, live our vision through the WEB.

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32. See #12 Descriptions of financial and giving information was very unclear with previous treasurer. Current descriptions are much clearer and more relevant to the average person. Thank you for asking and for extending the date!!
33. I think our hard-working music leader has more things to be responsible for than her job requires.
34. I would hate to see a push toward discontinuing the paper publication of the monthly newsletter. Making it available solely via the website would be a disservice to those members who do not have computers, and a disservice to others who prefer paper over online.
35. If we know that things are going to be communicated more by e-mail and the website, we will become less dependent on the paper versions.
36. No
37. I have never used the Welcome Center. Cannot respond to that area. I believe I addressed everything in my previous response.
38. You cannot over communicate. Who is in charge of communication at GSLC?
39. Maybe have a larger "Welcome Center" sign and de-clutter it a little. Divide Wittenberg wall with larger borders and more category-specific
40. A name and phone number associated with an announcement. Wittenberg Wall - keep clean and current