

Growing Young Assessment

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CHURCH

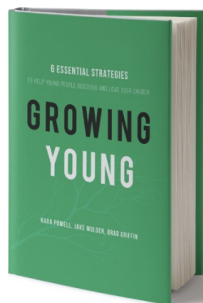


Kinross Parish Church

Church Assessment Report | January 20, 2021

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Based on the model in the bestselling book, *Growing Young*



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Introduction

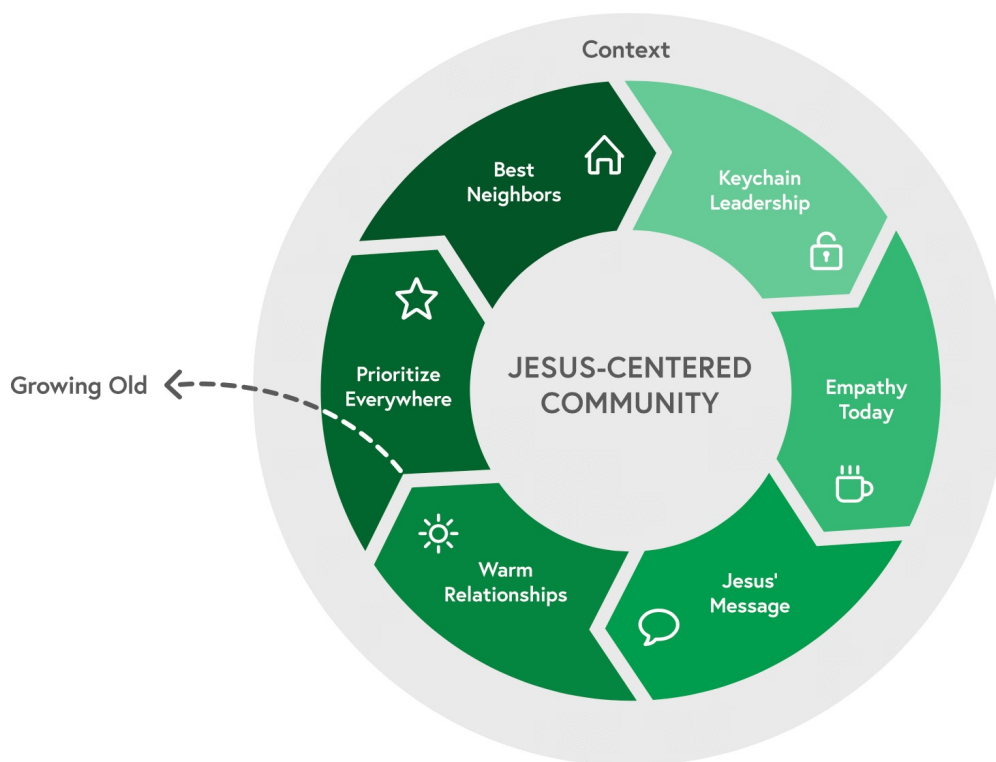
Start with reality.

Congratulations on taking the important and courageous step to complete this assessment and define the reality of your congregation's unique culture. This report will shed light on how well your church is positioned to engage teenagers and young adults, as well as help you take next steps in a way that brings life and vitality to your overall congregation.

To maximize your interpretation of these results, we recommend that some or all of your team read the book *Growing Young*. To help you get started, the following pages of this report include a summary of the core concepts from the book.

While the reality of so many congregations in America is that they find themselves aging and shrinking, this doesn't have to be your reality. You can become a church that young people increasingly discover and love, and you can do so without buying into the hype or leaving older generations behind. We invite you to lean into your calling as a Jesus-centered community for all generations and allow the insights in this report to guide your next steps.

The Growing Young Wheel



Keychain Leadership

Instead of centralizing authority, empower others—especially young people.

Empathy Today

Instead of judging or criticizing, step into the shoes of this generation.

Jesus' Message

Instead of asserting formulaic gospel claims, welcome young people into a Jesus-centered way of life.

Warm Relationships

Instead of focusing on cool worship or programs, aim for warm peer and intergenerational friendships.

Prioritize Everywhere

Instead of giving lip service to how much young people matter, look for creative ways to tangibly support, resource, and involve them in all facets of your congregation.

Best Neighbors

Instead of condemning the world outside your walls, enable young people to neighbor well locally and globally.

Core Commitments Summary

Our deep and wide analysis of over 250 of our nation’s most innovative churches unearthed a Growing Young Wheel and six core commitments. While there is no guarantee that enacting these six core commitments in your congregation will produce better engagement with teenagers and young adults, they are the most universal commitments in churches with the greatest proven effectiveness. In other words, while there are dozens of areas you *could* invest your time and energy, these are the six areas we think are *most essential* and where you should begin.

Note that the goal is not just to understand where you’re strong and weak, but also to move toward a high score in *each* core commitment. This requires more than having good intentions or hiring a great youth pastor. It requires long-term consistency, discipline, and careful attention to the culture of your overall church. The good news? What’s good for young people is quite likely good for the health of your whole congregation. For more context on this approach, see chapter 1 in *Growing Young*.

The Assessment Scale



Participants were asked to rate how true each of the statements in the assessment were of your church overall. One is the lowest score, five is the highest, and an option for “Not Sure” was also included. Please note that for the purposes of this assessment, young people were defined as those ages 15-29.

Summary of Demographics

The information below provides a snapshot of those whose voices are represented in your assessment report. The ideal is that the group who participated in this assessment would be a fairly representative sample of your overall congregation.

The scores on the next several pages are averages based on everyone in your church who completed a survey. Beginning on page 20 you can view scores broken down by specific demographic categories (such as age group or role in the church).

Responses

110 COMPLETED

000 PARTIALLY COMPLETED

Age Groups

006 AGES 14-17

008 AGES 40-49

007 AGES 18-23

027 AGES 50-59

003 AGES 24-29

025 AGES 60-69

003 AGES 30-39

027 AGES 70+

Role in the Church

002 PASTOR OR CHURCH STAFF

050 REGULAR ATTENDEE/PARTICIPANT

020 CHURCH LEADERSHIP (NON-STAFF)

014 OCCASIONAL ATTENDEE/PARTICIPANT

021 ACTIVE VOLUNTEER

003 OTHER

Length of Involvement

008 0-2 YEARS

045 11-20 YEARS

005 3-5 YEARS

032 21-50 YEARS

017 6-10 YEARS

003 51+ YEARS

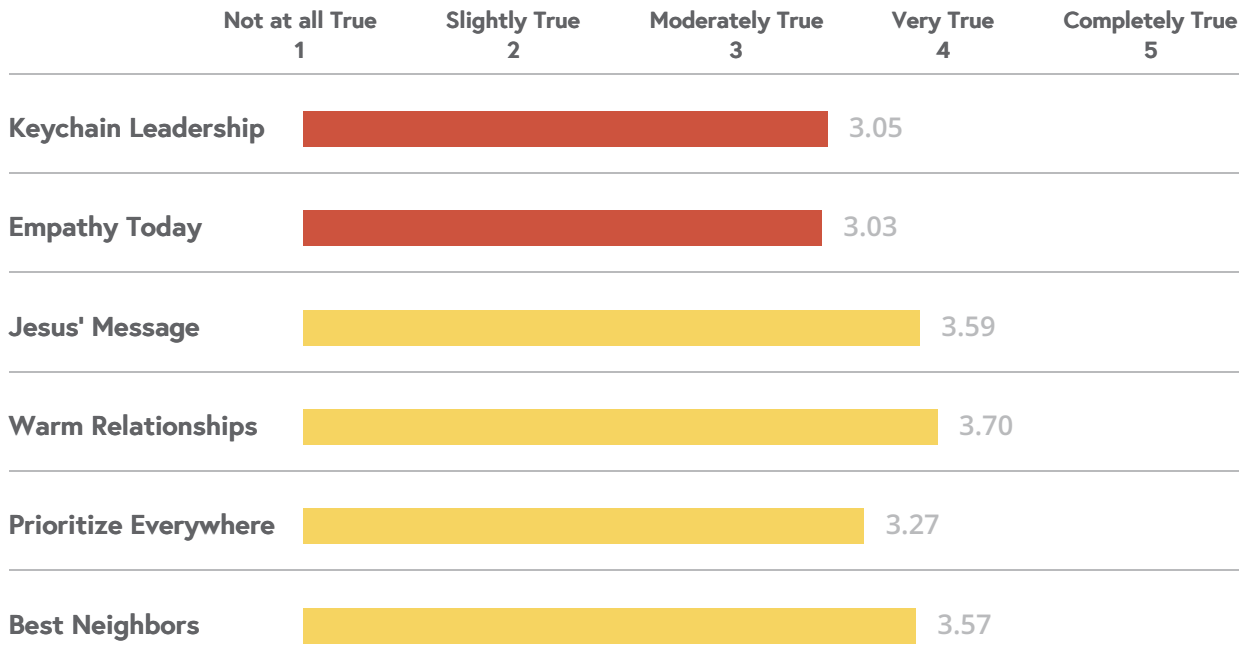
Church Summary Scores

This diagram reflects your overall church scores on each of the six core commitments. Your congregation's assessment results indicate that **Prioritize everywhere, Jesus' message, best neighbors** and **warm relationships** are areas where your church has some room for improvement, and **keychain leadership** and **empathy today** are areas where you may need to focus attention immediately. More detailed explanation of the ratings that were used to calculate your score on each core commitment is contained on the next several pages.



- High: Above 3.75
- Medium: Between 3.25 - 3.74
- Low: Below 3.25

6 Core Commitment Results



Keychain Leadership: Your church received a low score, which indicates you may struggle to empower young people. We recommend you give this area focused attention in the near future.

Empathy Today: Your church received a low score, which indicates you may struggle with moving beyond judging and criticizing and instead stepping into the shoes of this generation. We recommend you give this area focused attention in the near future.

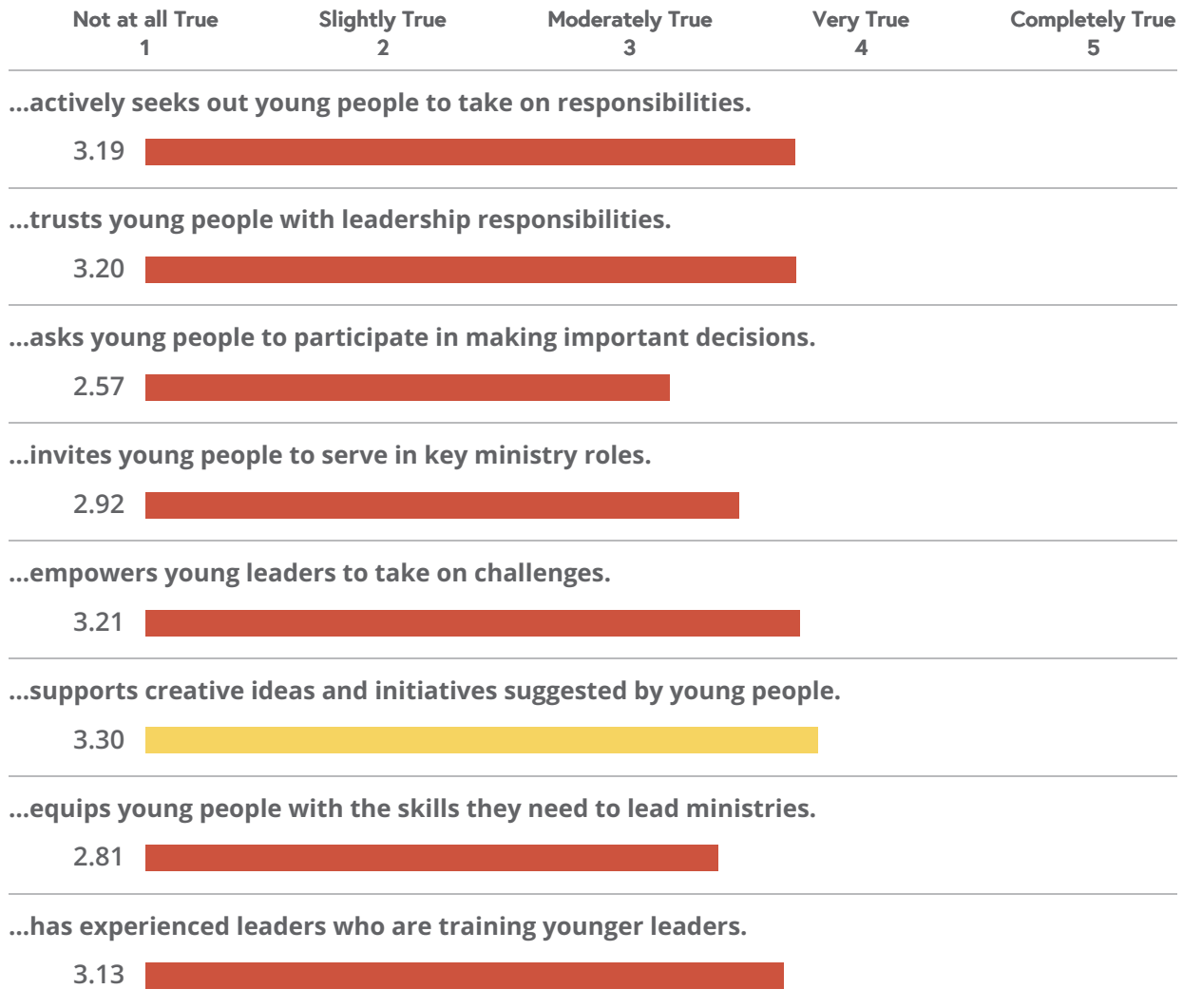
Jesus' Message: Your church received a medium score, which indicates you may need to improve at welcoming young people into a Jesus-centered way of life. We recommend prioritizing this area after other areas where you may have received a low score.

Warm Relationships: Your church received a medium score, which indicates you may need to improve at creating an environment that is welcoming, accepting, authentic, hospitable, and caring. We recommend prioritizing this area after other areas where you may have received a low score.

Prioritize Everywhere: Your church received a medium score, which indicates you may need to improve in your tangible, systemic commitment to allocate resources and attention to young people across the life of your congregation. We recommend prioritizing this area after other areas where you may have received a low score.

Best Neighbors: Your church received a medium score, which indicates you may need to improve at going beyond condemning the world outside your walls and instead enabling young people to neighbor well locally and globally. We recommend prioritizing this area after other areas where you may have received a low score.

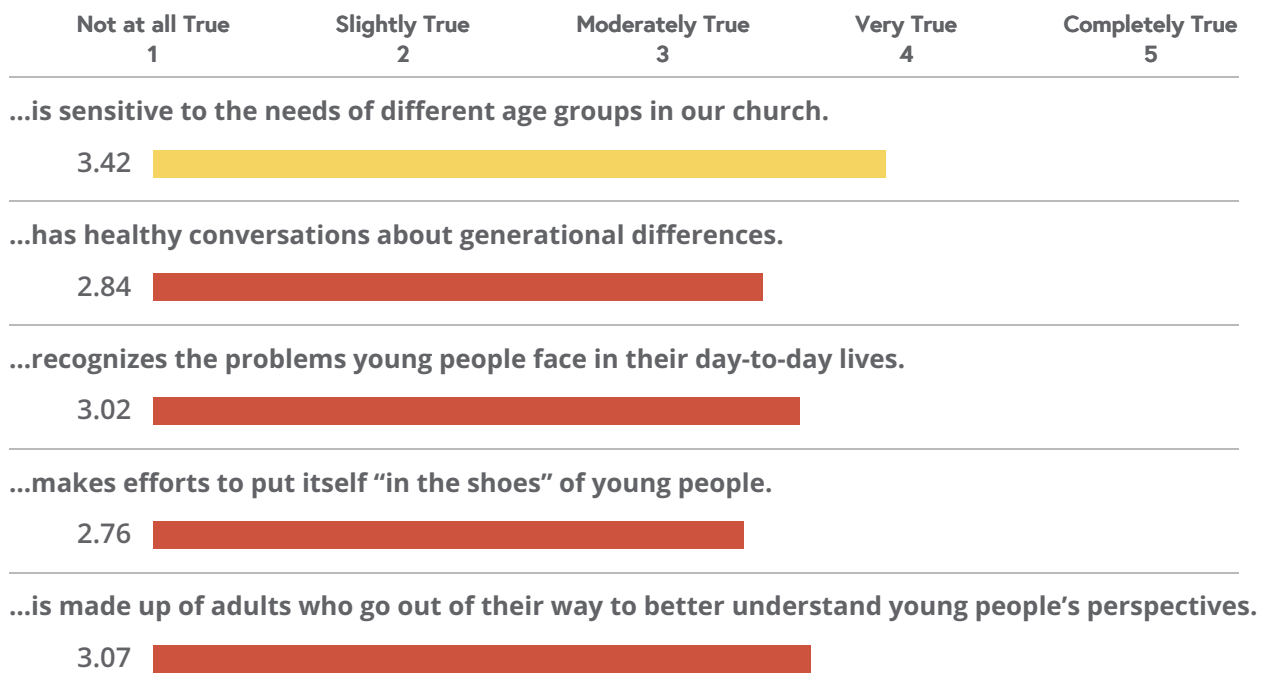
Unlock Keychain Leadership



Your Church's Average Score: 3.05

Keychain Leadership is a spirit and commitment demonstrated by paid and volunteer leaders that permeates every area of the church. By keys, we mean the capabilities, power, and access of leaders that carry the potential to empower young people. Congregations that demonstrate keychain leadership move beyond centralized authority and empower others (especially young people) with their own set of keys.

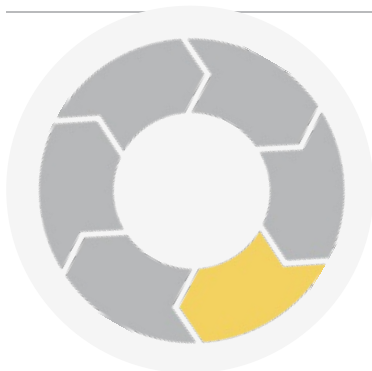
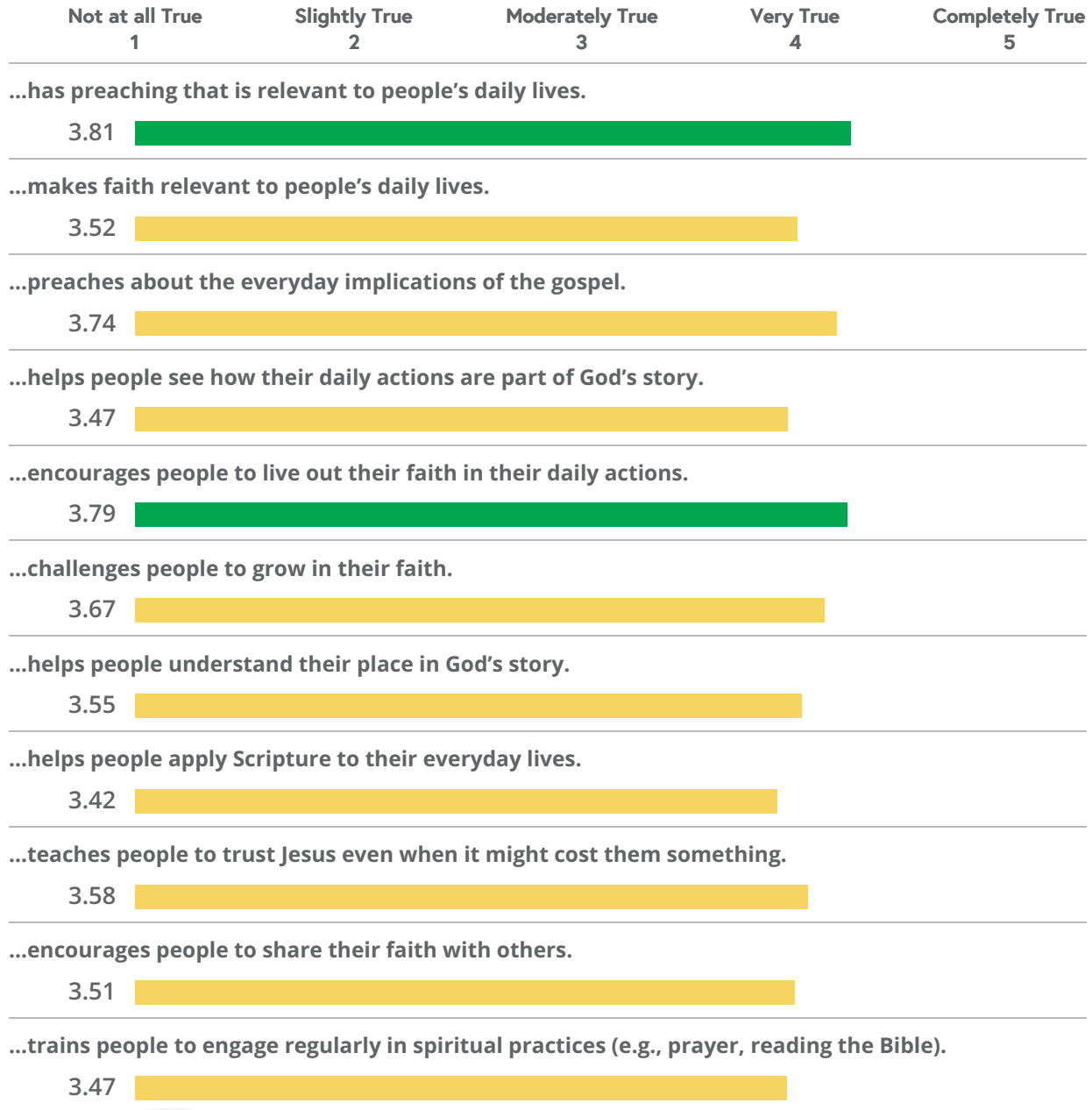
Empathize with Today's Young People



Your Church's Average Score: 3.03

Beyond judging or criticizing, empathy is your church's ability to step into the shoes of this generation.

Take Jesus' Message Seriously



Your Church's Average Score: 3.59

The commitment to take Jesus' message seriously is both a demonstrated action and an overall spirit or ethos in churches growing young. Instead of asserting formulaic gospel claims, it focuses on welcoming young people into a Jesus-centered way of life.

Fuel a Warm Community



Your Church's Average Score: 3.70

Young people are drawn to churches with a warm sense of community, which they describe using words such as welcoming, accepting, belonging, authentic, hospitable, and caring.

Prioritize Young People (and Families) Everywhere



Your Church's Average Score: 3.27

Prioritizing Young People Everywhere is a tangible, systemic commitment to allocate resources and attention to young people—not only through specific youth or young adult programming, but also across the life of the congregation.

Be the Best Neighbors



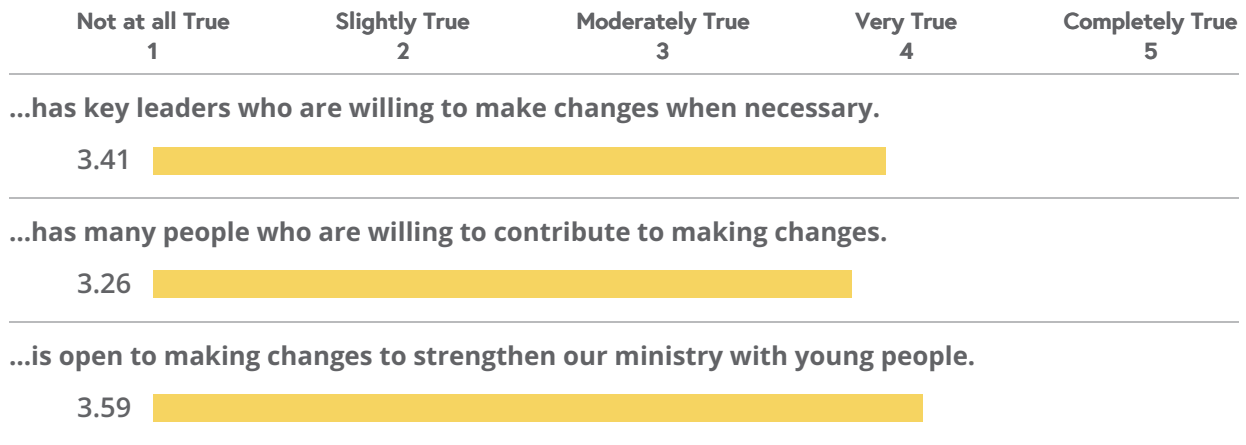
Your Church's Average Score: 3.57

Churches that grow young go beyond condemning the world outside their walls and enable young people to neighbor well locally and globally.

Openness to Change

While your scores on the six core commitments provide a snapshot of where your church is *now*, much of your work moving forward will be to determine how much change needs to take place and how quickly those changes should be implemented. While these components are distinct from the research behind the six *Growing Young* core commitments, your scores on this page and the next may help you discern next steps.

The scores immediately below represent how open your church is to implementing necessary changes for the sake of its mission.

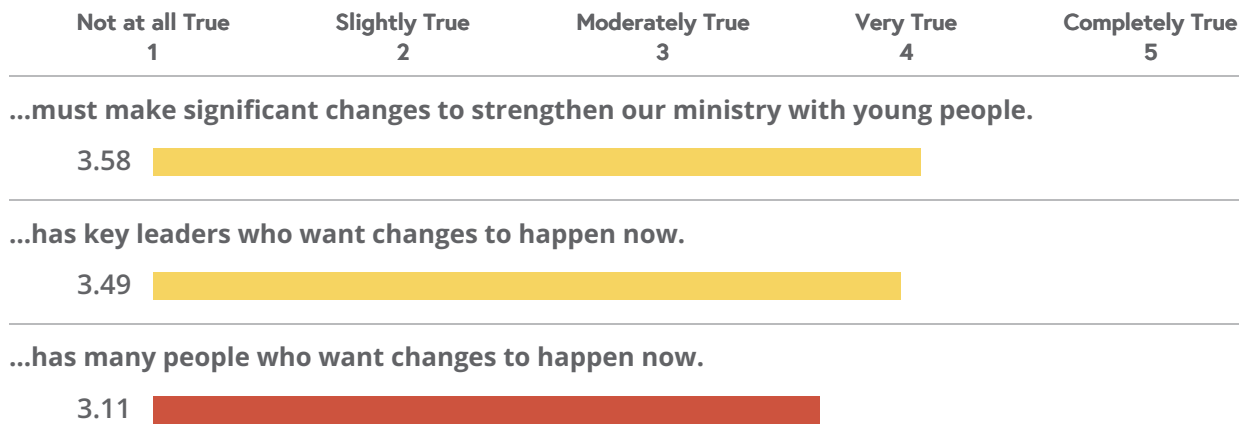


Your Church's Average Score: 3.42

Your church received a medium score in this area, which indicates your congregation may not be open to changing for increased health and effectiveness. As you consider future shifts, carefully consider if there is sufficient energy or flexibility you can tap into and maximize.

Urgency for Change

Urgency for change is an understanding that changes must take place to improve the health and effectiveness of your church. While your score on openness to change indicates if your congregation is open to changing at *some point*, your score on urgency for change indicates if your congregation sees a need for changes *now*.



Your Church's Average Score: 3.41

Your church received a medium score in this area, which indicates your congregation may not think changes need to happen now. You might want to do additional work or exploration here before introducing changes quickly.

Strongest Areas

This page represents the seven statements that received the highest average ratings in your congregation, along with the corresponding core commitment for each statement. Reflect on any commonalities or patterns you observe between the statements.

Statement	Avg. Score
...is a community I trust. Warm Relationships	4.03
...has young people whose involvement makes our church better. Prioritize Everywhere	3.97
...makes visitors feel welcome. Warm Relationships	3.91
...has people who stay because of the strong sense of community. Warm Relationships	3.88
...is hospitable. Warm Relationships	3.84
...would be missed by the local community if we left. Best Neighbors	3.84
...has preaching that is relevant to people's daily lives. Jesus' Message	3.81

Weakest Areas

This page represents the seven statements that received the lowest average ratings in your congregation, along with the corresponding core commitment for each statement. Reflect on any commonalities or patterns you observe between the statements.

Statement	Avg. Score
...asks young people to participate in making important decisions. Keychain Leadership	2.57
...makes efforts to put itself “in the shoes” of young people. Empathy Today	2.76
...has a thoughtful approach in our ministry to people in their 20’s. Prioritize Everywhere	2.77
...equips young people with the skills they need to lead ministries. Keychain Leadership	2.81
...has healthy conversations about generational differences. Empathy Today	2.84
...invites young people to serve in key ministry roles. Keychain Leadership	2.92
...has enough volunteers or staff members who minister to young people. Prioritize Everywhere	2.92

Areas of Key Differences

The information below reflects the seven statements in which participants from your congregation differed most significantly. These are areas to pay attention to, as perspectives in your church may be sharply divided. For each statement, the average rating is provided on the right. Below the average rating, the number of participants who selected each score is reflected.

Statement	Avg. Score
...must make significant changes to strengthen our ministry with young people. (Urgency)	3.58
Not At All True: 6 Slightly True: 13 Moderately True: 24 Very True: 41 Completely True: 23	
...has healthy conversations about generational differences. (Empathy)	2.84
Not At All True: 13 Slightly True: 23 Moderately True: 29 Very True: 28 Completely True: 3	
...has a thoughtful approach in our ministry to people in their 20's. (Prioritize)	2.77
Not At All True: 13 Slightly True: 24 Moderately True: 31 Very True: 21 Completely True: 4	
...has enough volunteers or staff members who minister to young people. (Prioritize)	2.92
Not At All True: 11 Slightly True: 19 Moderately True: 41 Very True: 17 Completely True: 8	
...has experienced leaders who are training younger leaders. (Keychain)	3.13
Not At All True: 6 Slightly True: 19 Moderately True: 33 Very True: 23 Completely True: 10	
...invites young people to serve in key ministry roles. (Keychain)	2.92
Not At All True: 12 Slightly True: 18 Moderately True: 35 Very True: 26 Completely True: 4	
...asks young people to participate in making important decisions. (Keychain)	2.57
Not At All True: 13 Slightly True: 30 Moderately True: 23 Very True: 16 Completely True: 2	

Detailed Demographic Results

While page six provided you with a snapshot of whose voices are represented in this report, the next several pages provide you with a more detailed look at how the scores differ when organized by demographic categories (including age group, role in the church, and gender). As you review the scores below, consider where there are areas of significant difference or similarity, and what the implications might be for your congregation.

In order to protect anonymity, if a demographic category only includes one response, that response will not be visible.

Ratings Based on Age Group

The information below and on page twenty-one provides greater insight into the participation and responses of different age groups. The bar graph (labeled “Number of Respondents in Each Age Group”) reflects the number of participants from each age group. The table on page twenty-one (labeled “Table of Average Ratings by Age Group”) reflects the average scores from each age group on the six core commitments, as well as openness and urgency for change. The line graph on page twenty-one (labeled “Graph of Average Ratings by Age Group”) represents the same numbers as the table, but presents it in graph form.

Number of Respondents in Each Age Group

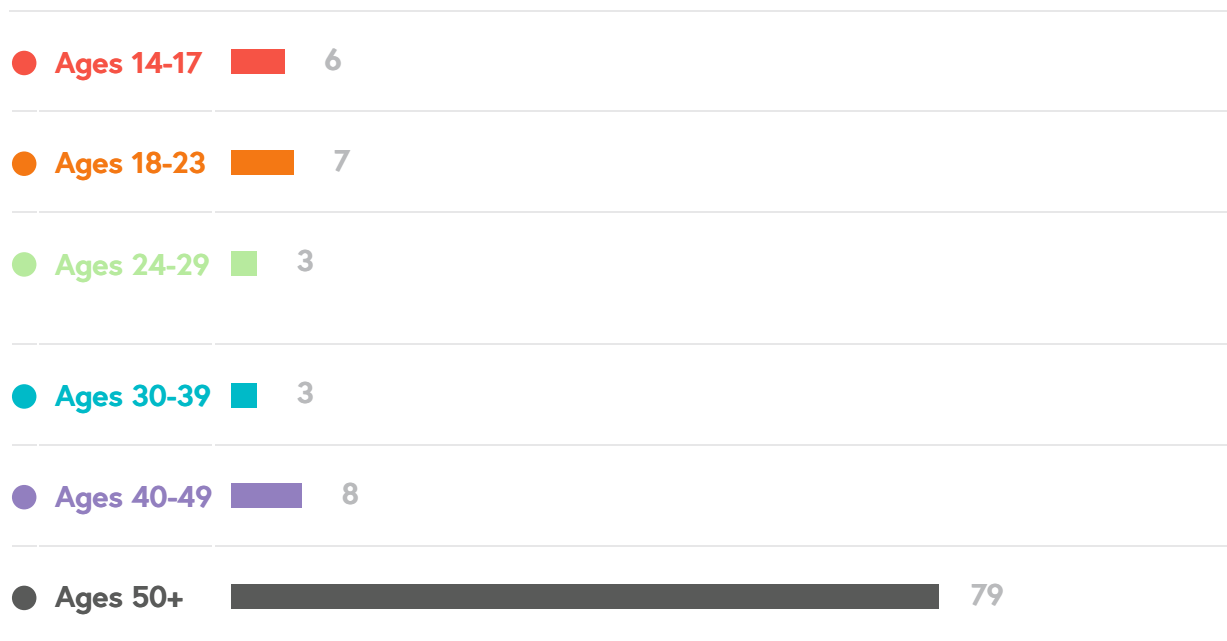
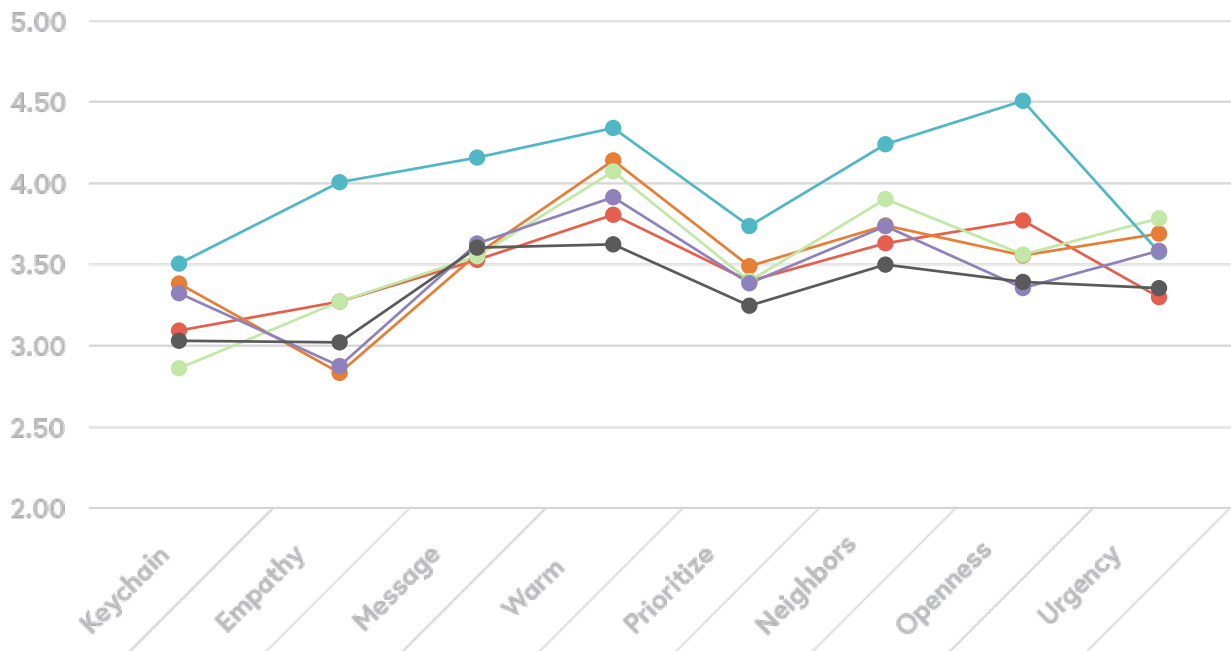


Table of Average Ratings by Age Group

	Ages 14 to 17	Ages 18 to 23	Ages 24 to 29	Ages 30 to 39	Ages 40 to 49	Age 50+
Keychain	3.09	3.38	2.86	3.50	3.32	3.03
Empathy	3.27	2.83	3.27	4.00	2.87	3.02
Message	3.52	3.56	3.55	4.15	3.62	3.60
Warm	3.80	4.13	4.07	4.33	3.91	3.62
Prioritize	3.39	3.48	3.39	3.73	3.38	3.24
Neighbors	3.63	3.73	3.90	4.23	3.73	3.49
Openness	3.76	3.55	3.56	4.50	3.35	3.39
Urgency	3.29	3.68	3.78	3.57	3.58	3.35

Graph of Average Ratings by Age Group



Ratings Based on Role in the Church

The information below and on page twenty-three provides greater insight into the participation and responses of those in different roles in your church. The bar graph (labeled “Number of Respondents Based on Church Role”) reflects the number of participants from each role category. The table on page twenty-three (labeled “Table of Average Ratings by Church Role”) reflects the average scores from each role category on the six core commitments, as well as openness and urgency for change. The line graph on page twenty-three (labeled “Graph of Average Ratings by Church Role”) represents the same numbers as the table, but presents it in graph form.

Number of Respondents Based on Church Role

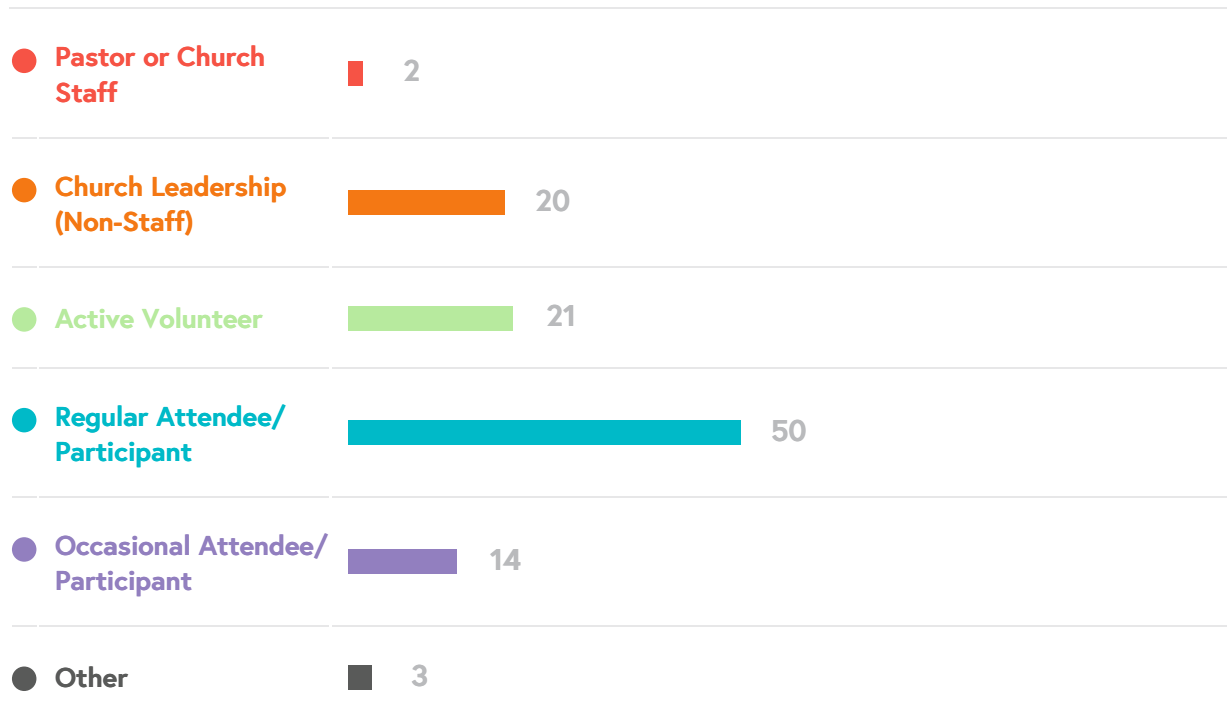
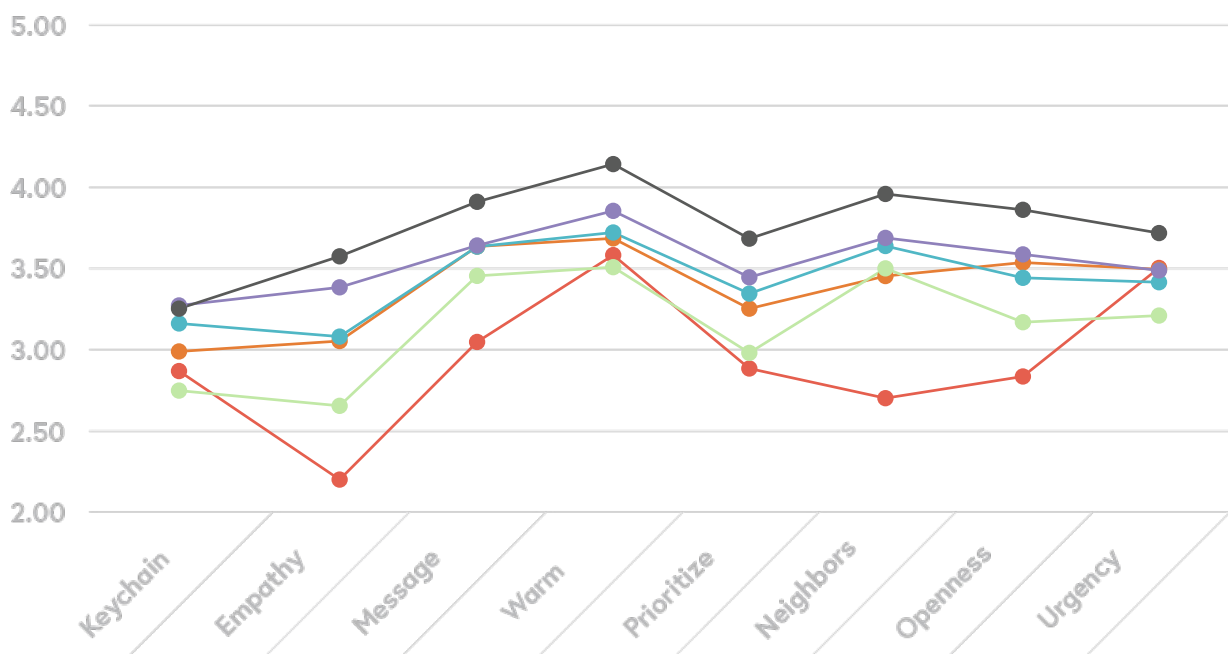


Table of Average Ratings by Church Role

	Pastor / Church Staff	Leadership (Non-Staff)	Active Volunteer	Regular Attendee	Occasional Attendee	Other
Keychain	2.87	2.99	2.75	3.16	3.27	3.25
Empathy	2.20	3.05	2.65	3.08	3.38	3.57
Message	3.05	3.63	3.45	3.63	3.64	3.91
Warm	3.58	3.68	3.50	3.72	3.85	4.14
Prioritize	2.88	3.25	2.98	3.34	3.44	3.68
Neighbors	2.70	3.45	3.50	3.63	3.68	3.95
Openness	2.83	3.53	3.17	3.44	3.58	3.86
Urgency	3.50	3.49	3.21	3.41	3.48	3.71

Graph of Average Ratings by Church Role



Ratings Based on Gender

The information below provides greater insight into the participation and responses of men and women in your church. The bar graph (labeled “Number of Respondents Based on Gender”) reflects the number of male and female participants. The table (labeled “Table of Average Ratings by Gender”) reflects the average scores from men and women on the six core commitments, as well as openness and urgency for change.

Number of Respondents Based on Gender

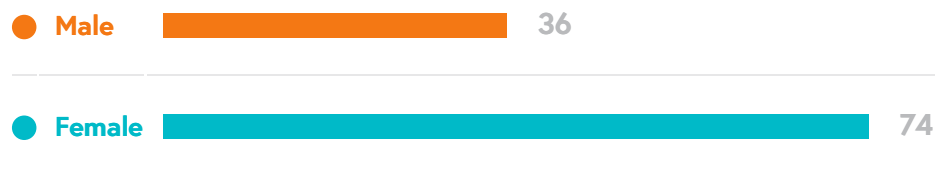


Table of Average Ratings by Gender

	Male	Female
Keychain Leadership	2.93	3.11
Empathy Today	2.94	3.06
Jesus' Message	3.48	3.65
Warm Relationships	3.55	3.76
Prioritize Everywhere	3.16	3.32
Best Neighbors	3.44	3.63
Openness to Change	3.34	3.46
Urgency for Change	3.43	3.40



Creating Your Growing Young Plan

Practical ideas and exercises for the journey

This report sheds light on the current reality of your church and how well it is positioned to engage young people. Your next step is to ensure the insights you've gained move from ideas on paper or in your head and propel your congregation in the direction God is leading. On the following pages, you will find practical ideas to move forward on each core commitment (you can find additional ideas in each corresponding chapter of the book), as well as exercises to help you reflect on your results and create a plan for your church to thrive.

Note that it is central to growing young that your church achieves a level of threshold competency in each of the core commitments, rather than settling for being high in some and low in others. We recommend you work through the following pages alongside chapter 8 of the book *Growing Young*, which provides more practical advice on navigating change for the long haul.

Unlocking Keychain Leadership

Churches that grow young are brimming with staff, volunteers, and parents who demonstrate keychain leadership. Keys refer to the capabilities, power, and access of leaders that carry the potential to empower young people. Keychain leaders are pastoral and congregational leaders who are acutely aware of the keys on their keychain and intentional about entrusting and empowering all generations, including teenagers and emerging adults, with their own sets of keys.

Ideas for Action

- **Evaluate your own keychain leadership.** List your major responsibilities in a single column, then in a second column note whether you hold the keys to that area, have shared the keys to that area, or have given away the keys to that area. Consider ways you might train someone else and hand over the keys. You might even take a step further by seeking feedback from one or two trusted leaders about how well you share the keys of leadership.
- **Empower young leaders to envision new doors with new keys.** Keychain leadership isn't just about giving young people keys to existing doors or expecting them to carry on existing systems and structures, but inviting them to help envision new ways forward. Further, practicing keychain leadership requires mutuality, which may mean no more "business-as-usual." Discuss what new doors and new keys might be needed in your congregation.

Empathizing with Today's Young People

Churches that grow young dive into the deep waters of teenagers' and young adults' lives. Empathy goes beyond patronizing young people and displaying a superficial or false sympathy. At its best, empathy is *feeling with* young people, sitting on the curbs of their lives, celebrating their dreams, and grieving over their despair.

Ideas for Action

- **Rewind to your own journey as a young person.** If you have access to your old yearbooks, pictures, videos, or journals from those seasons, take a few moments to peruse them. What was your own quest for identity, belonging, and purpose like? What helped you surge ahead? What roadblocks slowed your progress? How can these memories increase your empathy for the teenagers and young adults in your church?
- **Dive deeper into relationships with the young people in your church.** Start with one teenager or young adult and let them know you want to understand their world. If you feel out of touch with youth culture, or even culture overall, admit it. Ask them to help you. Then do the same with another young person.

Taking Jesus' Message Seriously

In churches growing young, Jesus reigns over poor theology and his words ring true for young sojourners hungry for life-giving direction. Proclaiming Jesus as the centerpiece of the story of God and seeking to live out his message in everyday relationships, these churches reclaim the very heart of the Good News. This commitment to take Jesus' message seriously is both a demonstrated action and an overall spirit or ethos.

Ideas for Action

- **Ask a handful of young people in your church what they believe.** Invite a few high school students, college-age emerging adults, and young adults in their late twenties to meet individually or in small groups. Ask them to describe the gospel to you as they understand it. Perhaps start with the question, "How would you describe your faith to others?" Use their responses to help you identify gaps in understanding and inform how you teach, preach, or select curriculum.
- **Emphasize being saved for something now, not just *from* something later.** One leader shared with us, "The gospel doesn't sound like good news if it doesn't apply until after you're dead." With your team, discuss what an appropriate emphasis might look like for your church.

Fueling a Warm Community

Our research reveals that church structures and programs are important, but alone they simply are not enough to effectively engage younger generations. Young people are searching for warmth, which they describe using words such as welcoming, accepting, belonging, authentic, hospitable, and caring. Warmth is more than superficial community. It's like family. In fact, the phrase "like family" surfaced as one of the most common terms young people used to describe their church in our study.

Ideas for Action

- Ask a handful of young people in your church to **gauge the congregation's relational temperature.** On a scale of *icy, cool, room temperature, or fireside warm*, what rating would they give your community? Ask why they think the temperature is what it is and what ideas they have for fostering more warmth.
- Consider how your worship gatherings might function **less like a theatre and more like a family room.** This might not necessarily mean physically, but in terms of the tone and feel of the gathering. How might you help people feel at home among the church community?

Prioritizing Young People (and Families) Everywhere

The hinge point separating churches that grow old from those that grow young is priority. When churches prioritize young people—and their families—everywhere, they take a step beyond both empathy and warmth. They allocate resources, energy, and attention to teenagers and young adults both inside and outside their walls. You will need everyone in your church to prioritize young people if you hope to make worthwhile and lasting progress.

Ideas for Action

- Gather others from your congregation to **discuss how well and where young people are prioritized**. Using a “red-light, yellow-light, green-light” metric, list current ministries of the church and assign a color to each ministry based on how much young people are prioritized in that area. A green light means high priority, a yellow light means medium priority, and a red light means low priority. Lead a follow-up discussion identifying why young people have, and haven’t, been prioritized in particular areas.
- Ask this question of every ministry in your church: **“How could young people be part of this ministry [or more significantly involved]?”** Are there areas of your church where young people are unintentionally excluded simply because you haven’t considered how they might be involved?

Being the Best Neighbors

Churches growing young strive to be the best neighbors, both locally and globally. They wisely maintain a balance as they interact with our culture and world. On the one hand, they do not simply mimic the surrounding culture. On the other hand, they are not so separate from the world that they lose their ability to relate. This careful dance affects how they serve, pursue justice, help teenagers and young adults find their calling, interact with popular culture, and respond to heated issues.

Ideas for Action

- **Better understand who your neighbors are.** Begin by examining census data of your neighborhood. Pay attention to household income, ethnic and age diversity, and poverty and education levels. Does anything surprise you? Consider gathering a group who will study your community more intently based on what you learn through census data. Host gatherings with neighbors, informally survey community members about their needs, and meet with local government and law enforcement workers to understand important issues.
- **Examine your church’s theology of culture** and how it contributes to your congregation’s interactions with the world outside your doors. With your leadership team (and a few teenagers or emerging adults) discuss the following questions: What do our current actions and public communication reveal about our posture toward culture and the world around us? What do we actually believe about how our church should interact with culture and the world around us? As we compare what we actually believe to what we currently communicate, what are two or three shifts our church needs to make in order to be the best neighbors?

Determining Your Next Steps

Use the prompts on this page to help your team move from an understanding of what needs to change to creating a plan for *how* your church can make those changes. You might consider having members of your team work through these questions first on their own, then work through them together as a team.

1. Review your scores on the six core commitments (especially pages 7-14). Which *two* core commitments are most important for your church to work on first? As you look at the more detailed scores within those two core commitments, are there specific areas where you need to improve most?
2. Considering your seven strongest and weakest ratings (pages 17-18), what commonalities or patterns stand out? How might you respond to or address these?
3. Review your scores on the ratings by age group (pages 20-21). How well do different age groups align and differ in their responses? What are the implications of this for your church?
4. What do your scores about openness and urgency for change (pages 15-16) tell you about how willing your congregation is to make changes, as well as how quickly you should introduce those changes?

5. What else do you find insightful or noteworthy about your assessment results?

6. Reflecting on your answers to the questions above, what are 2-4 goals you might want to set as next steps?

7. Do you have the best voices represented in this conversation in order to make progress on these goals? Who are other stakeholders who should be involved and how might you involve them?

8. How and when will you share these results with your congregation?

Ready to make strategic shifts that will last?

Let our expert team help you grow young

Through our work with hundreds of churches, we've found growing young is more like a marathon than a sprint. We want to continue to support you on your journey, especially as you hit roadblocks or if you're not making progress as fast as you'd like. These next steps can help you shift your congregational culture:



Read Growing Young as a team.

Rather than put all the work on your shoulders to convince others this topic is important, allow the book to do the work for you. Gather a group of leaders (perhaps staff, volunteers, elders or board members, or parents) and read through the book together. Discounts for bulk purchases can be found at:

fulleryouthinstitute.org/store/growingyoung



Connect to a coach.

You don't have to guess about the best way forward or shoulder the stress of change on your own. Allow one of our experienced, expert coaches to help you keep the big picture in mind and focus your efforts strategically. More information can be found at:

fulleryouthinstitute.org/assessment/coach



Invite a speaker.

Invite a dynamic Growing Young speaker to introduce the content or build momentum for a leader training, parent meeting, sermon, or some other venue. More details at:

<https://fulleryouthinstitute.org/training/speakers>



Join a cohort.

If you're ready to jumpstart full-scale culture change, yearlong customized training through the Growing Young Cohort is for you. You and other team members will participate in monthly webinars, personalized coaching, 2 in-person summits led by Growing Young co-authors and Fuller Seminary faculty, and much more. More information can be found at:

fulleryouthinstitute.org/growingyoung/cohort



Enlist a consultant.

Ready for full-scale culture change, but prefer that we come to you? Enlist the expertise of one of our experienced consultants who will spend time on site at your congregation and help you gain maximum insight from your assessment results, discern and cast a compelling vision for your congregation's future, and implement the changes necessary to grow young. Find out more at:

fulleryouthinstitute.org/assessment/consultant



Fuller Youth Institute