

## **Demographics WIN Team January 2019 Meeting January 6<sup>th</sup>, 2019**

### **Present People:**

Emily Gauvin, Winter Hamilton, Sarah Heely, Heather Kellenberger, Chessey Brenton

Jeremy has moved away and we are going to ask Adin Combs to replace his spot. We are looking into other younger men to be on the team. Nicki is out of the country visiting Jason. Christy has a new born baby and will be out for another month or two. 😊

### **At the Start:**

We celebrated the new pew system. We had fried chicken and sides for lunch. We had so much extra we fed the Missions WIN Team too! We did a check in with each member and laughed quite a bit!

### **Business:**

We covered four main things this meeting:

- 1.) Promoting the use of CONNECT CARDS.**
- 2.) Maintaining the CONNECT CARD data across all ministries of Manchester UMC.**
- 3.) Things we can do to make our campus more young folk friendly.**
- 4.) Short & long term planning for analyzing our baseline for data.**

Each of these items is further detailed below.

### **1.) Promoting the use of CONNECT CARDS:**

In order for people to fill out the CONNECT CARDS they have to experience buy-in to the program. We plan on creating this buy in by:

- Creating 1-3 minutes videos on our cell phones that can be played in worship and other events.
- Possibly doing incentive “door prizes” for people who fill out connect cards.

## **2.) Maintaining the CONNECT CARD data across all ministries of Manchester UMC.:**

In order to maintain CONNECT CARD data across the board at Manchester UMC, our WIN Team has the following suggestions:

- All registration done ONLINE has to ask for the same data as the CONNECT CARD, especially DOB—including the DOB for a parent who signs up a child. This includes classes, one-time events, signing up for the newsletter or eblast, or starting their ACS log-in account.
- All registration for M&Ms need to have this data collected as well. For people who purchase the day of, they should be asked to fill out a card, while their order is being processed and receipt is being written out.
- People should be encouraged to fill out CONNECT CARDS at all on-campus church events. This includes the Joy of Music concert series, one-time events like “Mother-to-Mother,” any walk-ins for children’s events, and so on. Especially if the “event” doesn’t have an attendance folder.
- Senior staff, and then all staff should be updated on these new procedures and given time to make them more effective by adding their own strategic ideas and buy-in to the process of CONNECT CARD data collecting.
- Winter & Chessey should be given 20 minutes at the LEAD Workshop on February 9<sup>th</sup> to guide our ministry leaders to a better understanding of the use of CONNECT CARDS and data collection. This would be an opportunity for our leaders to better understand what a “first time connection” is, as well as consider what spaces CONNECT CARDS should be used for in their ministries. Our leaders should be handed LARGE STACKS of CONNECT CARDS, or shown where to find them for their events and such.

## **3.) Things we can do to make our campus more young folk friendly.**

Since the establishment of our WIN Team we have been brain storming ways to do this. Here is our updated list:

- Family friendly parking for young families (new babies) and pregnant folk.
- Younger art and wall décor.
- Cleaner and consistent signage.

- Cleaner and consistent internal brand.
- Younger greeters, ushers, and people in worship.
- Continue to connect with young people outside the wall of the church in creative ways.
- Update the infant soothing room.
- Update the nursing mother's room.
- ALL BOARDS SHOULD REFLECT OUR GOAL (4 out of 10 people should be between the ages of 25-35).
- Monitor meetings for which demographics are talking the most and getting the most response.

#### **4.) Short & long term planning for analyzing our baseline for data.**

Here is the updated short and long term planning for our team:

- Make any needed changes to CONNECT CARDS for Easter! (CONNECT CARDS 2.0)
- We will not analyze our baseline until January of 2020—giving us 1 year to better collect data. At that point, we will move to make more suggestions to the leadership of Manchester UMC.