



Research and Evaluation



astr
Office of
Archives, Statistics,
and Research

Galina Stele, D.Min.
ASTR Advisory
March 11, 2016



In 2011, a new function was added to the AST Office and it became the Office of Archives, Statistics, and Research (ASTR)

The GC Office of ASTR conducted many different research projects during 2011-2015, which resulted in over 41,000 interviews or completed surveys from all around the world.

This includes research for strategic planning, evaluation of SDA church organizations or ministries, research on retention, and other kinds of research projects



ASTR Research & Evaluation Team Conducts



- **Qualitative and quantitative human-subject research for strategic planning**
- **Research for mission-effectiveness evaluation**
- **Conferences for SDA researches and Church leaders**



ASTR Research for Strategic Planning





ASTR Qualitative and Quantitative Research for Strategic Planning



The 2015–2020
World Church Strategic Plan

- **Human-subject research**
- **Qualitative: interviews, focus groups, assessments by divisions**
- **Quantitative: different types of surveys**
- **Involves teams of external researchers**
- **Supervised by General Conference (GC) Future Plans Working Group Committee (FPWG)**
- **Commissioned by GC Administration**



Research for Strategic Planning in 2011-2013 included:

- ✓ *Survey of Church Member's Beliefs, Attitudes, and Spiritual Life-Practices*, conducted in 9 divisions and surveyed nearly 26,000 of church members
- ✓ *Global Pastoral Study*, more than 4,000 pastors from around the world participated,
- ✓ *Research on Motives for Tithing among SDAs from four Conferences on Four Continents (n=8,058)*
- ✓ *21st Century SDA Connection Study* among recent graduates in NAD (n=1,153)
- ✓ *Retention studies:*
 - *Survey of Former and Inactive Adventist Church Members (n=925)*
 - *Retention Study on those members who left the church and those members who had previously left the church for a period of time, but had "returned" to regular worship attendance or church membership (n=785)*



www.adventistarchives.org

The screenshot shows the website for the Office of Archives, Statistics, and Research (ASTR) of the Seventh-day Adventist Church. The page features a navigation bar with links to ASTR HOME, DIRECTORY, YEARBOOK, ONLINE ARCHIVES, and STATISTICS. A large banner image displays a collage of historical figures. Below the banner, there are three main content areas: a left sidebar with a menu of topics, a central 'RECENT VIDEOS' section with a placeholder for a video, and a right sidebar with 'IMPORTANT ANNOUNCEMENTS'. A yellow arrow points to the 'RESEARCH, EVALUATION AND STRATEGIC PLANNING' link in the sidebar.

SEVENTH-DAY ADVENTIST CHURCH

Office of Archives, Statistics, and Research

ASTR HOME DIRECTORY YEARBOOK ONLINE ARCHIVES STATISTICS

ASTR brings together the Seventh-day Adventist Church's past and present in order to inspire for the future.

ABOUT THIS SITE

- LATEST GENERAL CONFERENCE DOCUMENTS
- THEOLOGY OF ORDINATION
- NURTURE AND RETENTION
- SDA BASICS
- RESEARCH, EVALUATION AND STRATEGIC PLANNING
- RESEARCH RESOURCES

RECENT VIDEOS

Flash out-of-date

IMPORTANT ANNOUNCEMENTS

- AHSRA Conference - Call for Presentation and Pre-conference Seminar Information
- Most recently revised Records Management Manual now available

This Week in Adventist History (March 4, 2016)

As a result of this research and assessments provided by the world divisions, Strategic Plan for 2015–2020 *Reach the World* was developed and became SP for 2015-2020



The 2015–2020 World Church Strategic Plan

Strategic Plan 2015-2020



- **SP objectives or areas of concern (21 objectives)**
- **Key Performance Indicators (81 KPIs)**
- **KPI is a measurable value that demonstrates how effectively an organization is achieving key objectives**



Strategic Plan 2020-2025:

- **Will be based on research results of research projects that will be conducted in 2016-2018**
- **In 2018 the results will be analyzed by FPWG and new objectives will be formulated**
- **The proposed plan will be discussed by Church leaders from around the world**
- **We will need accurate results to come to the objective conclusions**
- **We will need you to help us facilitate the response rate of the surveys**



ASTR Evaluation





ASTR Evaluation projects 2012-2015

- ✓ **Adventist Review and Adventist World Evaluation**
- ✓ **Hope Channel Evaluation**
- ✓ **SunPlus Evaluation (in its final stage)**
- ✓ **Adventist World Radio Evaluation (in process)**



ASTR Research & Evaluation Team



MISSION-EFFECTIVENESS
EVALUATION HANDBOOK

astr
Office of
Archives, Statistics,
and Research

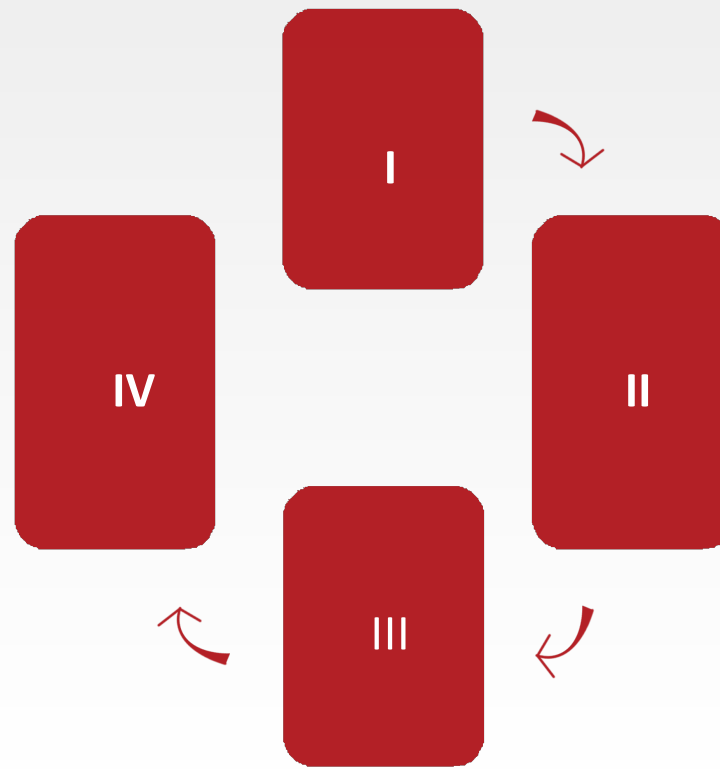
2014

developed a *Handbook*
for the process of mission-
effectiveness evaluation



Stages of Evaluating Mission-Effectiveness

MEE Handbook, p.15





Step-by-Step Outline of Evaluation Process

MEE Handbook, pp. 16-17

#	Action	Person(s) Responsible	Date for Completion
1.	Assignment of evaluation of organization/program to ASTR	GC Executive Officers	Several months before the evaluation process begins



MISSION-EFFECTIVENESS
EVALUATION HANDBOOK

astr
Office of
Archives, Statistics,
and Research

2016

GOSPEL of the
astr Kingdom
Office of
Archives, Statistics,
and Research will be
preached
in the
WHOLE WORLD
2016^{as a} testimony
MISSION- to
EFFECTIVENESS all
EVALUATION
MANUAL nations,
and then
the END will COME



Adventist World Radio Evaluation 2016

- ✓ **Literature Review**
- ✓ **General Public (Audience) Research in India and Russia**
- ✓ **Church Leadership Survey**
- ✓ **Focus Groups Study in 8-10 different countries/languages**



ASTR Research & Evaluation



Conferences





ASTR Research & Evaluation Team Conducted in 2012:



- ✓ **The First Conference of SDA Human-Subject Researchers *Towards New Horizons in Adventist Research***
- ✓ **November 12-13, 2012, Andrews University, Berrien Springs**



Organization of Adventist Human-Subjects Research Association (AHSRA) in 2012

- ✓ **AHSRA had several meetings in 2012-2015**
- ✓ **AHSRA will conduct its annual meeting in May 9-11, 2016 at Oakwood University, Huntsville, AL**



AHSRA's 2016 Conference will Investigate the Internalization of Faith

The conference will explore:

- Factors that facilitate faith internalization from programs to relationships
- Obstacles and barriers to faith internalization
- The impact of faith internalization on mental health, physical health, risk-behaviors, and decision making



WELCOME!

Nurture and Retention Summit
Discipling, Retaining, Reclaiming

ASTR Research & Evaluation Team Conducted in 2013:

- ✓ **Summit on Nurture and Retention,
*Discipling, Retaining, and
Reclaiming***
- ✓ **November 18-20, 2013, GC
Headquarters, Silver Spring, MA**

November 18-20, 2013
General Conference of SDAs
Silver Spring, Maryland

General Conference
**Nurture &
Retention
Committee**



SEVENTH-DAY ADVENTIST CHURCH
astr
Office of
Archives, Statistics,
and Research



Summit on Nurture and Retention, 2013





www.adventistarchives.org

The screenshot displays the website for the Office of Archives, Statistics, and Research (ASTR) of the Seventh-day Adventist Church. The page features a top navigation bar with links for HOME, DIRECTORY, YEARBOOK, ONLINE ARCHIVES, and STATISTICS. A large banner image shows a collage of historical figures. Below the banner, the main content area is divided into three columns. The left column contains a sidebar menu with links to 'ABOUT THIS SITE', 'LATEST GENERAL CONFERENCE DOCUMENTS', 'THEOLOGY OF ORDINATION', 'NURTURE AND RETENTION', 'SDA BASICS', and 'RESEARCH, EVALUATION AND STRATEGIC PLANNING'. The middle column has a 'RECENT VIDEOS' section with a video player that is currently displaying a 'Flash out-of-date' error message. The right column features 'IMPORTANT ANNOUNCEMENTS' with a link to 'AHSRA Conference - Call for Presentation and Pre-conference Seminar Information' and a notice about a 'Most recently revised Records Management Manual now available'. A yellow arrow points to the 'THEOLOGY OF ORDINATION' link in the sidebar menu.



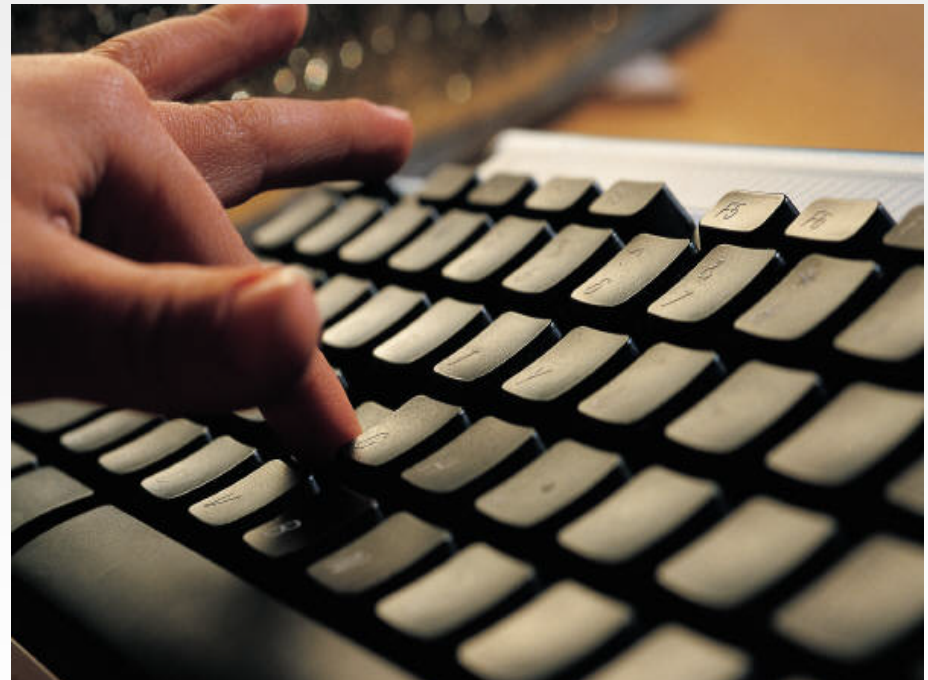
How to Develop a Survey?





1. Set up Research Goals

- ✓ **What do you want to know?**
- ✓ **Why do you want to know this?**





2. Define Your Target Audience

- ✓ **Age groups**
- ✓ **Marital Status**
- ✓ **Parental Status**
- ✓ **Education**
- ✓ **Occupations**
- ✓ **Church affiliation**
- ✓ **You may need more than one survey**



Two Types of Survey Respondents:

- ✓ **Optimizers** – take time to carefully consider each Q and choose the best response
- ✓ **Satisfiers** – put minimum effort into answering the survey QQ

Result: poor-quality data, poor conclusions and decisions based on the data



Why do Respondents Become Satisfiers?

- ✓ **Survey QQ are confusing or difficult to read**
- ✓ **Survey QQ are burdensome**
- ✓ **Survey QQ do not have options which resonate with the respondents but they respond anyway providing less-than-ideal or just-good-enough response**



3. Create Good Questions (QQ)

There are two different types of questions that can be used to collect information:

- **Structured (or fixed response) question**
- **Non-structured or open question**
- **Partially structured questions**



Structured Q

Q. How many hours a week do you spend preparing your sermon?

0 to 1 hour

2 to 3 hours

4 to 5 hours

more than 5 hours

"Other", "Don't know", "None of the above",



Non-structured Q

Q. How many hours a week do you spend preparing your sermon?



What is wrong with this Q?

Q. How many hours a week do you spend preparing your sermon?

- 0 to 1 hour
- 120 to 180 minutes
- 4 to 5 hours
- more than 5 hours



What is wrong with this Q?

Q. How many hours a week do you spend preparing your sermon or seminar for church members?

0 to 1 hour

20 to 30 minutes

4 to 5 hours

more than 5 hours



What is wrong with this Q?

Q. Which subject do you enjoy the most at SDA school?

- Math
- Science
- English
- Foreign Language
- History
- Bible
- Art / Music
- Football Practice
- Other



What is wrong with this Q?

Q. How have teachers and students at your school responded to the new 45-minute lunch period?

Satisfied

Unsatisfied



What is wrong with this Q?

Q. Do you think that the new cafeteria lunch menu in our college offers a better variety of healthy foods than the old one?

Yes

No

No Opinion



Right way of asking

Q. How do you feel about the new cafeteria lunch menu compared to the old one?

- The new menu offers a better variety of healthy foods
- The old menu offers a better variety of healthy foods
- The selections are similar
- No opinion



Ranking vs. Rating

- **It is best to have them do a rating rather than a ranking**
- **Ex. of ranking: Q. Please rank the following church activities in order of preference (starting with 1 for your favorite activity):**
- **Prayer meetings**
- **Sabbath School**
- **Church potlucks**
- **Other (please specify)_____**



Rating Q:

q. Please describe how you felt about this:

__Unsatisfied

__Somewhat Satisfied

__Satisfied

__Very Satisfied

__Extremely Satisfied



Partially structured Q

Q. Why did you sign up to help during evangelistic program (please select all that apply)?

- I really enjoy witnessing people
- My SS teacher asked me to sign up
- My friend made me sign up
- My parents asked me to sign up
- I'm bored in church & thought this would be fun
- I thought it would help me to grow spiritually
- My friends signed up
- Other _____



Partially structured Q

Q. Why did you sign up as a volunteer to help during evangelistic program (please select all that apply)?

- I really enjoy witnessing people
- My SS teacher asked me to sign up
- My friend made me sign up
- My parents asked me to sign up
- I'm bored in church & thought this would be fun
- I thought it would help me to grow spiritually
- My friends signed up
- Other _____



To Sum up:

- **Clear objectives**
- **Clear instructions**
- **Personal information only if you need it**
- **Short and focused QQ**



To Sum up:

- **One Q at a time (avoid the double barreled QQ)**
- **Ask unbiased QQ (avoid leading)**
- **Ask QQ that could be answered**
- **Test the survey questions**



To Sum up:

- **Don't ask unnecessary QQ (if they cannot continue to the next page, they will answer it anyway but it won't be true)**
- **Use variety of different QQ and option types, different Q wording**



To Sum up:

- **Create smart Q order: put easy-to-answer and required QQ earlier in the survey**
- **QQ required more time put closer at the end**



To Sum up:

- **Wisely use open-ended QQ. Make them specific**
- **Respect your respondents' time (keep your survey as short and user-friendly as possible)**
- **Consider a progress bar**



Resources used:

- *Get people to take your survey seriously at*
http://secure.surveymonkey.com/wp-content/uploads/2016/01/Satisficing-Survey-Guide.pdf?utm_source=RPS&utm_medium=SM_CRM_MKTG_PA&utm_campaign=RE_NL&utm_content=survey.76553&Date=2016-02-09&CID=71639615&story2_cta
- *Types of Questions at*
- *Types of Questions at* http://www.sciencebuddies.org/science-fair-projects/project_ideas/Soc_survey.shtml



ASTR Research & Evaluation - ???

