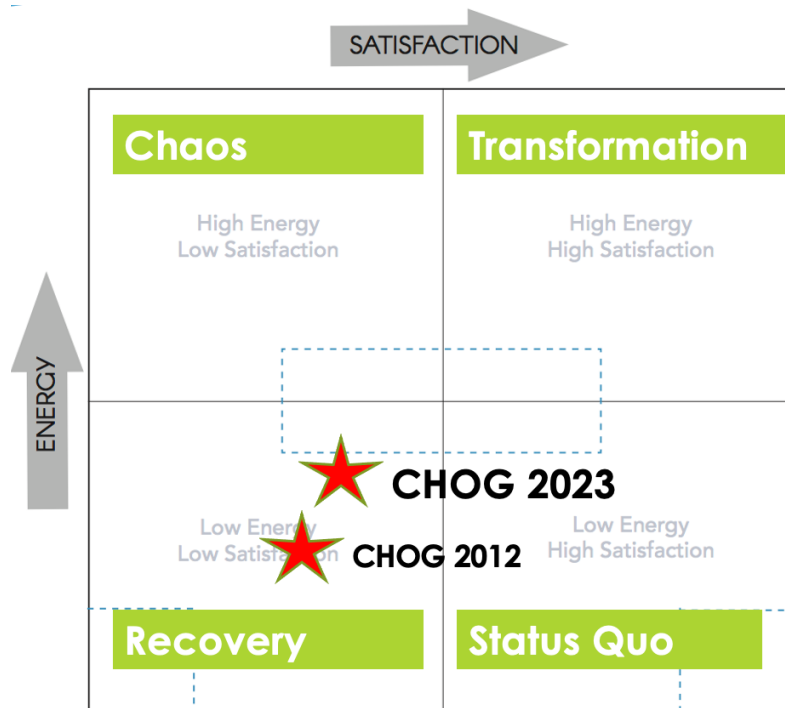


CHURCH OF GOD MOVEMENT VISTA ASSESSMENT EXECUTIVE SUMMARY

During October and November 2023, NL Moore & Associates and HC!C administered the Vista Landscape Assessment for the Church of God Movement. More than 4,500 people within the Movement were invited to take the assessment; 846 people were needed to participate in order to have statistically valid results, and 1,425 people responded to the invitation. Church of God easily surpassed its threshold for validity and reliability of results at 99% (+/-3). The breakdown of those who participated is: 1,040 pastors (active or retired), 114 lay leaders, 43 state/regional pastors, 42 missionaries and regional coordinators, 14 CHOG staff members, and 172 people fell in other categories. A complete readout of the analysis has been delivered to the Church of God Ministries Leadership. A summary of that report is provided here.



WHAT THIS GRAPH MEANS

The measurements for overall satisfaction and energy offer insight into the general health and vitality of an organization. For the purpose of this assessment, Energy is described as *force of engagement*, and Satisfaction is capturing the *fulfillment or contentment* of the group. The diamond above represents where Church of God lands. The Movement finds itself outside of the desired healthy organizational quadrant called Transformation. In Transformation, organizations are energized and satisfied, and because of this often choose strategies of growth and expansion, and they have high impact. While the Movement has realized some gains over the last decade, it continues to have lower than ideal energy and satisfaction, in what is known as the Recovery quadrant. Organizations in this quadrant require some strategic changes in order to regain a significant level of vitality. Meaningful areas to focus on for the Church of God Movement include:

- Clarifying the vision and value proposition while also understanding what holds people or groups back in order to build trust, unity and momentum
- Creating avenues of meaningful two-way communication that engages and informs
- Providing clear support and resources to help congregations become more effective
- Showing genuine concern to know what people are thinking before making decisions
- Inviting people to play a role and affirm their value to create a fruitful movement

ENGAGEMENT TRENDS:

Over the last three years how has your congregation's engagement with Church of God Ministries national and global ministries changed?

Less engaged	About the same	More engaged
75%	13%	12%

MISSIONAL PROGRESS:

The Church of God Movement has been effective in fulfilling its vision and mission.

Clearly Agree	On the Fence	Clearly Disagree
27%	56%	17%

TOP FOUR PRIORITIES AS THE CHURCH OF GOD MOVEMENT LOOKS TO THE FUTURE:

- #1: Embark on a major leadership development effort across the church to recruit and shape effective leaders for the next generation.
- #2 Equip congregations to be more responsive and effective in address community issues and needs.
- #3 Make available to Church of God Movement congregations resources and strategies that enhance effectiveness in doing ministry in today's church.
- #4 Create and implement a collaborative strategy for church multiplication across the Movement in the US and Canada.

STRENGTHS WITHIN THE CHURCH OF GOD MOVEMENT

VIEW OF CHURCH OF GOD MINISTRIES

I have a favorable view of Church of God Ministries.

Clearly Agree	On the Fence	Clearly Disagree	Don't Know
45%	40%	12%	2%

COLLEGIALITY

I experience a high level of collegiality as leaders work together in various endeavors.

Clearly Agree	On the Fence	Clearly Disagree
37%	49%	15%

VIEW OF REGIONAL ASSOCIATION

I find value in the relationship between my local church and our Regional Association.

Clearly Agree	On the Fence	Clearly Disagree	Don't Know
55%	30%	10%	5%

AREAS TO POTENTIALLY EXPLORE OR IMPROVE

SUPPORT TO CONGREGATIONS

The resources provided by the Church of God Ministries have been effective in helping congregations like mine become more vital and effective.

Clearly Agree	On the Fence	Clearly Disagree
19%	51%	29%

CHURCH ENGAGEMENT

On the whole, I feel my church's current level of engagement within our Movement is:

Much lower/lower than I would like	About Right	Higher/much higher than I would like	Don't know
56%	34%	1%	9%

MOTIVATION TO CHANGE

In order to make significant progress toward your vision for the Church of God, how much change will be required?

No Change	Small Change	Moderate Change	Large Change	Almost everything
1%	7%	41%	35%	16%

OVERALL SUMMARY

Positive gains have been realized over the last decade, but the Movement continues to feel there may be a better way forward. Most people believe some kind of change is needed. Taking time to pray, listen and invite further comment from participants before acting will help leadership discern what kinds of changes will be most effective. Thank you to all who participated in this assessment. Please join with leadership in prayer for God's wisdom and grace to guide us as we meet existing challenges, make appropriate adjustments, and look toward the future with trust and confidence in His faithfulness and deep love for us.