

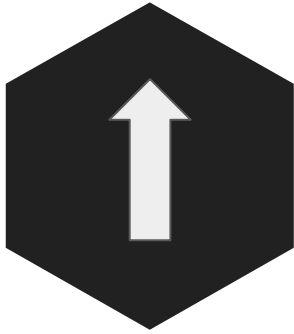
The Grand Canyon Synod
October 19th, 2021

The Hybrid Ministry Roadmap:

Navigating the Change

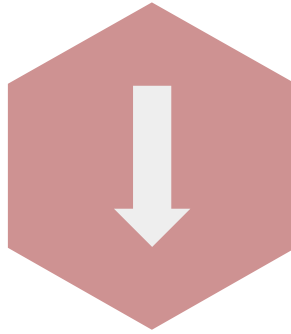
Grand Canyon Synod Fall Gathering

Three Sessions



Session 1

Discern the purpose
9:15-10:45 AM



Session 2

Imagine possibilities
11:00 AM-12:30 PM



Session 3

Map out the change
1:30-3:00 PM



In the chat:

What's one idea from our time together that you are considering testing/implementing?



In the chat:

On a scale of 1-5, how engaged do you plan to be in this third and final session?

Today's Agenda

- **Share your setup: Examples from the community**
- **Data and dashboards: Measuring and evaluating hybrid ministry**
- **Practices of iteration and innovation**
- **On resilience: Not giving up when engagement slips**
- **GC Synod Example: Lord of Life Lutheran**
- **Wrap-up and closing benediction**



Breakout #1

- In your breakout, introduce yourself and describe your ministry context.
- Tech-specific questions:
 - **No-tech:** Why is it important to understand online church activity?
 - **Low-tech:** What's one digital datapoint that matters to your ministry?
 - **High-tech:** What platforms are you using to measure digital church activity?

Data and dashboards: Measuring hybrid ministry

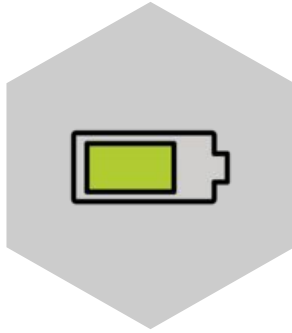
“What gets measured, gets managed.”

-Peter Drucker

(he didn't actually say that, though...)

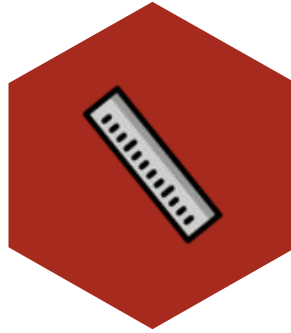
“What gets measured, gets managed - even when it’s pointless to measure and manage it, and even if it harms the purpose of your organization to do so.”

-Anne-Laure Le Cunff



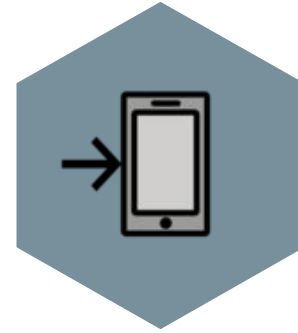
Protects our energy

Regularly updated data *can* help to manage focus and attention amidst competing priorities



Facilitates decisions

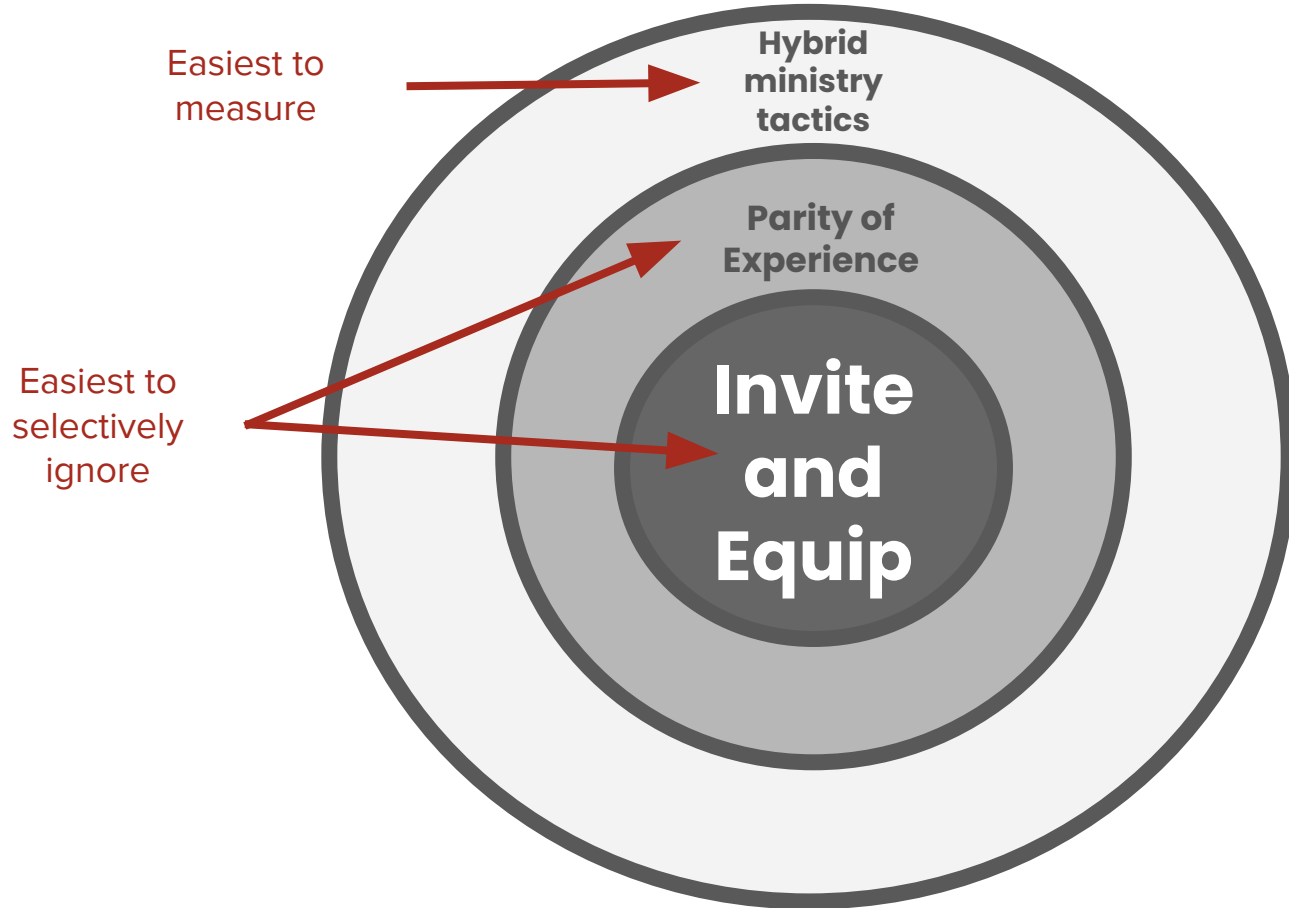
Data can show us what's connecting with our context, helping us to build on what's working



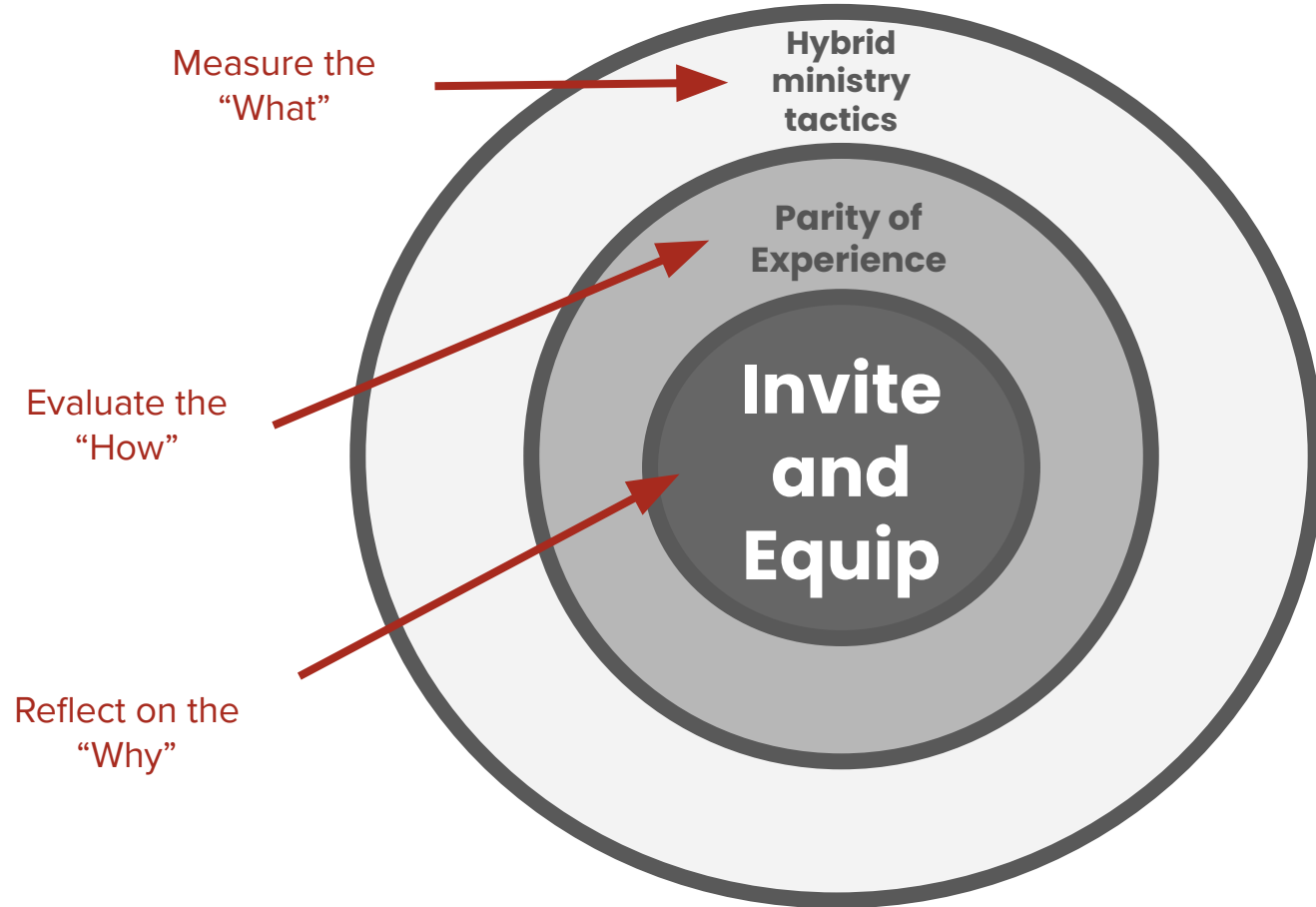
Orients towards mission

Data can show us if we are doing the things that matter the most

Why, How, and What of Hybrid Ministry



Why, How, and What of Hybrid Ministry



Measuring the “what”

	Data point	Data source
Worship	Online worship views	Facebook, YouTube
Faith formation	Content page views	Google Analytics
Leadership/admin	Percentage of meetings with a Zoom dial-in	Google Calendar

Measuring the “what”: Online worship views on Facebook

0:12

Average Duration of Video Viewed (74.90%)

Video Views

The number of times your video was viewed for 3 seconds or more.

16,626

Total



13,706

Unique



Video Views to 95%

The number of times your video was viewed to 95% of its length.

7,740

Total



7,726

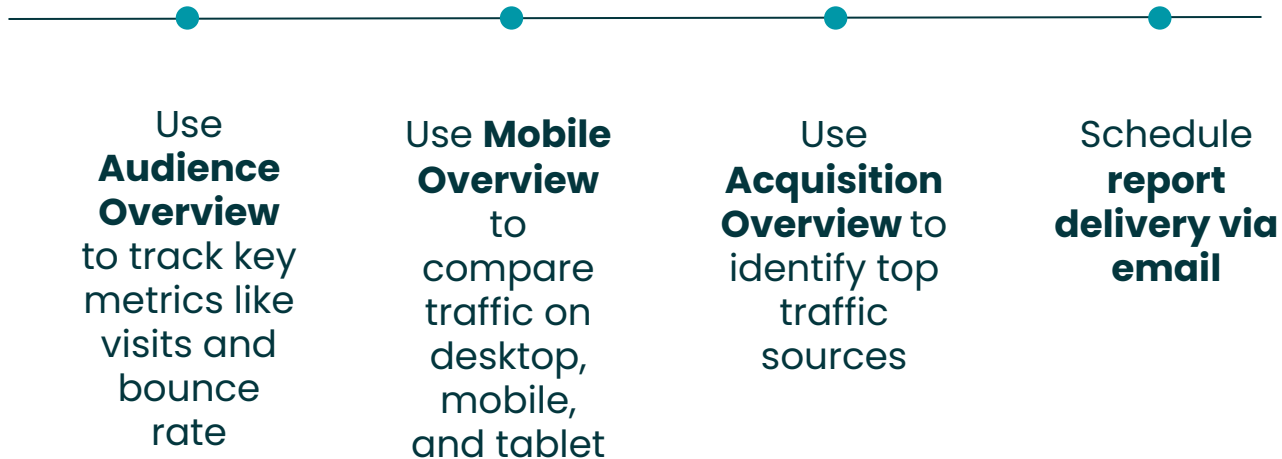
Unique



In the chat:

How do you reconcile video view metrics (~3 seconds) with traditional worship attendance (~60 minutes)?

Measuring the “what”: Content page views

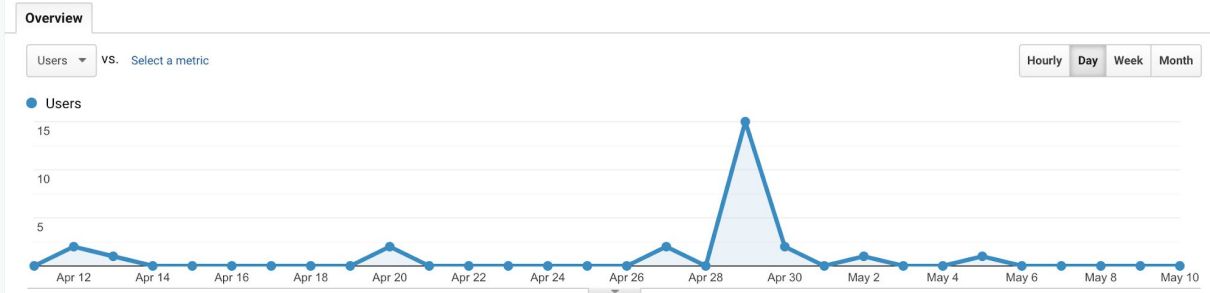


- Home
- Customization
- REPORTS
- Realtime
- Audience**
 - Overview
 - Active Users
 - Lifetime Value ^{BETA}
 - Cohort Analysis ^{BETA}
 - Audiences
 - User Explorer
- Demographics
- Interests
- Geo
- Behavior
- Technology
- Mobile
- Attribution ^{BETA}
- Discover
- Admin

Audience Overview

SAVE EXPORT SHARE INSIGHTS

All Users 100.00% Users + Add Segment **Apr 11, 2020 - May 10, 2020**



Users 24	New Users 22	Sessions 27
Number of Sessions per User 1.12	Pageviews 54	Pages / Session 2.00
Avg. Session Duration 00:01:16	Bounce Rate 70.37%	

■ New Visitor ■ Returning Visitor

Visitor Type	Percentage
New Visitor	91.7%
Returning Visitor	8.3%

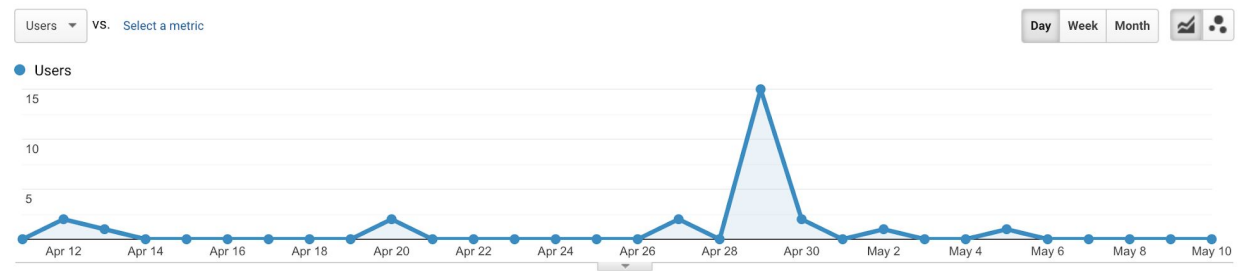
- ▶ Realtime
- ▼ Audience
 - Overview
 - Active Users
 - Lifetime Value BETA
 - Cohort Analysis BETA
 - Audiences
 - User Explorer
- ▶ Demographics
- ▶ Interests
- ▶ Geo
- ▶ Behavior
- ▶ Technology
 - ▼ Mobile
 - Overview**
 - Devices
 - ▶ Cross Device BETA
 - ▶ Custom
- ⚙ Attribution BETA
- 💡 Discover
- ⚙ Admin

All Users
100.00% Users

 + Add Segment

Apr 11, 2020 - May 10, 2020

Explorer
 Summary | Site Usage | Ecommerce



Primary Dimension: Device Category

Plot Rows Secondary dimension Sort Type: Default

advanced [Grid] [Refresh] [Filter] [Columns]

Device Category	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	24 <small>% of Total: 100.00% (24)</small>	22 <small>% of Total: 100.00% (22)</small>	27 <small>% of Total: 100.00% (27)</small>	70.37% <small>Avg for View: 70.37% (0.00%)</small>	2.00 <small>Avg for View: 2.00 (0.00%)</small>	00:01:16 <small>Avg for View: 00:01:16 (0.00%)</small>	0.00% <small>Avg for View: 0.00% (0.00%)</small>	0 <small>% of Total: 0.00% (0)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. mobile	16 (66.67%)	15 (68.18%)	16 (59.26%)	81.25%	1.38	00:00:27	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. desktop	7 (29.17%)	6 (27.27%)	10 (37.04%)	60.00%	2.70	00:02:17	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. tablet	1 (4.17%)	1 (4.55%)	1 (3.70%)	0.00%	5.00	00:03:56	0.00%	0 (0.00%)	\$0.00 (0.00%)

- Home
- Customization
- REPORTS
- Realtime
- Audience
- Acquisition**
 - Overview
 - All Traffic
 - Google Ads
 - Search Console
 - Social
 - Campaigns
- Behavior
- Conversions

Acquisition Overview

SAVE EXPORT SHARE INSIGHTS

Apr 11, 2020 - May 10, 2020

All Users
100.00% Users

+ Add Segment

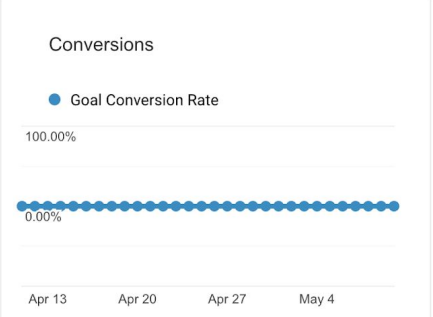
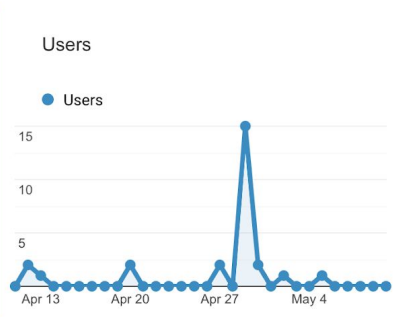
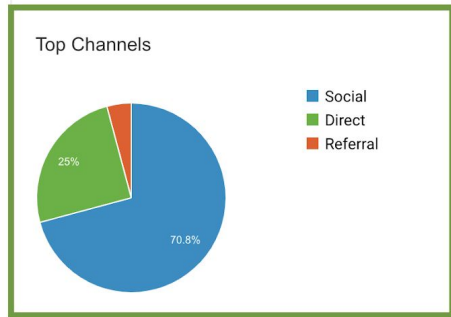
Primary Dimension:

Conversion:

Top Channels

All Goals

Edit Channel Grouping

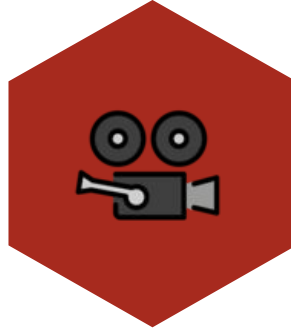


Evaluating the “how”



Coverage

Are we offering an online and in-person experience?



Quality

Does the online experience include an acceptable audio and video feed?












Engagement

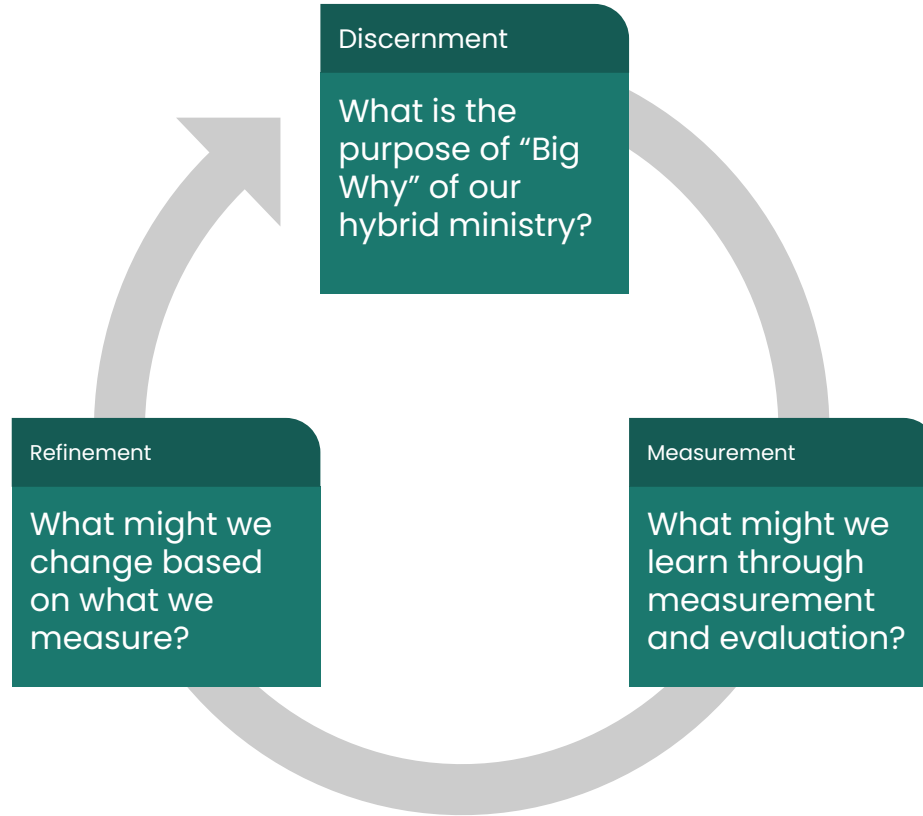
What is the balance between the online and the offline experience?

Example hybrid ministry dashboard

Stoplight method

	Recent updates	Coverage	Quality	Engagement
Worship	<i>Opened sanctuary to 50% capacity</i> <i>Installed three PTZ cameras</i>			
Faith formation	<i>Developed fall adult education curriculum</i>			
Leadership/ admin	<i>Reopened office 2x/week</i>			

Reflecting on the “why”














Breakout #2

Data discussions:

- **No-tech:** How might we continuously refine the “Big Why” of hybrid ministry?
- **Low-tech:** How might we respond if we see a big drop or big gain in our “What” data?
- **High-tech:** How might we take some of the manual work out of the measurement and evaluation process?

Example hybrid ministry dashboard

Stoplight method

	Recent updates	Coverage	Quality	Engagement
Worship	<i>Opened sanctuary to 50% capacity</i> <i>Installed three PTZ cameras</i>			
Faith formation	<i>Developed fall adult education curriculum</i>			
Leadership/admin	<i>Reopened office 2x/week</i>			



Breakout #3

Dashboard discussion:

- What aspects of the ministry's life would you include?
- How would you define green, yellow, and red?
- How might you share and discuss the dashboard with others?

Processes

**How to Build Digital Community
that Fits Your Context**

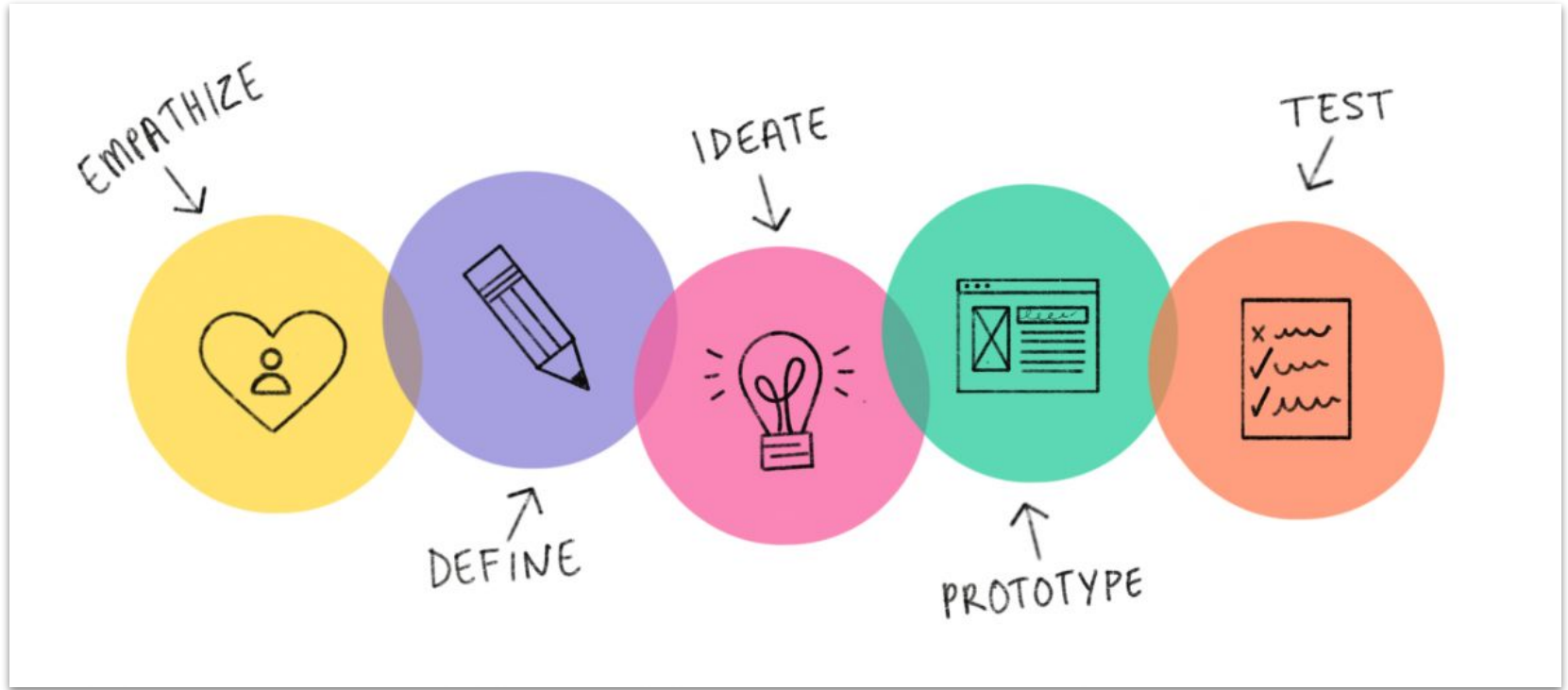
Community: Moving beyond the box

Social media posts

Zoom calls

The same thing, but “virtual”

Design Thinking Overview



Design Thinking

Empathize

Listen to those in your community

What are their top challenges?

What do they want from their church right now?

How can they be consistently heard?

Define

What is the question we are seeking to address?

“How do we build community?” is too broad

“How do we engage our membership in volunteerism and service this Fall?” is more specific

Ideate

Brainstorm as many ideas as possible

Use technology

Be collaborative

Use technology

Ruthlessly prioritize (but save all ideas for later!)

Design Thinking

Prototype

Sketch your ideas,
without regard to
feasibility

Storyboarding often
preferable to text

Only consider
constraints once
prototypes are
completed

Test

Test one idea at a time

Be patient in
evaluating
effectiveness

Collect data, and
share with your
brainstorming team

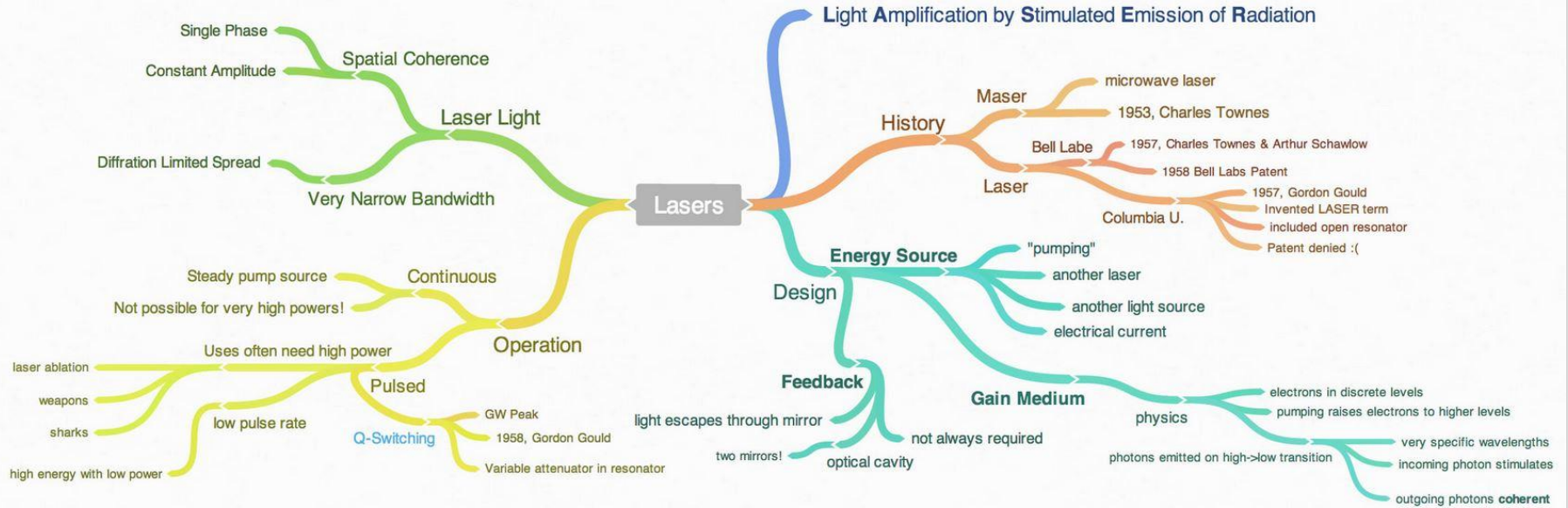
Begin the process
anew!

Design Thinking Tools: Coggle

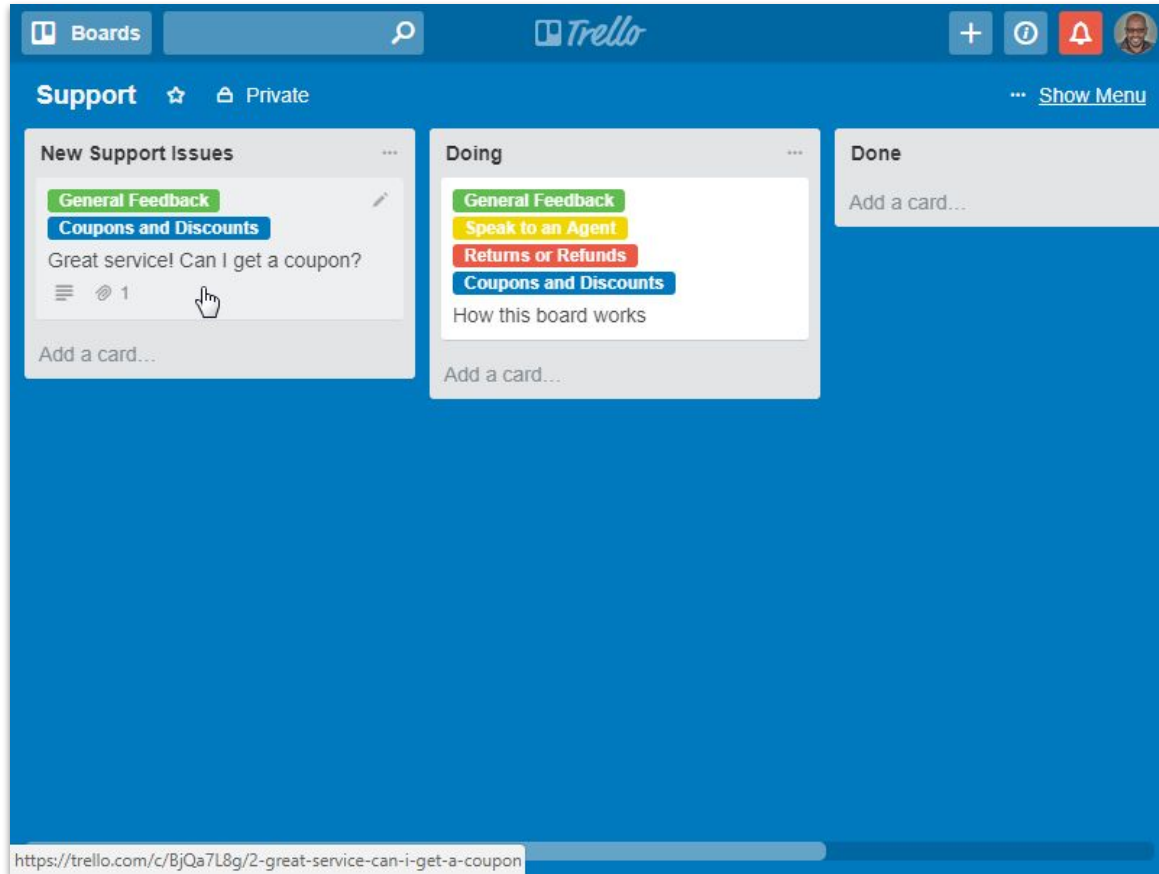
The screenshot shows a Coggle workspace with a white background and a toolbar at the top. The workspace contains several elements:

- Top Left:** A menu icon (three horizontal lines) and a "Fullscreen" button.
- Top Right:** A toolbar with icons for drawing (pen, eraser, fill, zoom in, zoom out, undo, redo).
- Left Side:** A vertical stack of icons and text: "Ziteboard works like magic" (with a magic wand icon), "When you need space to learn, teach, discuss" (with an infinity symbol), "Enhance your ideas" (with a lightbulb icon), and various educational icons (graduation cap, calculator, DNA helix, bar chart, person at a computer).
- Center:** A "Zoom in" icon (magnifying glass) and a "Quick Tips" section with a starburst icon containing an exclamation mark. Below this is a list of five tips, each preceded by a green checkmark. A large green arrow points downwards from the tips section.
- Right Side:** A "HOTKEYS" box with a blue header. It lists: "line tool: ll", "arrow tool: aa", "rectangle tool: rr" (with a green rectangle icon), "circle tool: cc" (with an orange circle icon), and "ll + aa = straight arrow" (with a black arrow icon). A green arrow points from the "rectangle tool: rr" text to a callout box on the right that says: "Hit the letter r twice to turn on the rectangle tool. Hit again to turn off. Alternatively, you can switch on/off the shape tools from the pen icon." Below the hotkeys box is a "CHALLENGE: go home" box with a yellow background, containing text about finding a home icon.
- Bottom Left:** A yellow box with "CHALLENGE: typing" and "Place a dot anywhere on the canvas and start typing." Below this is a pink box with "CHALLENGE: modify text" and "Long press on a text until it is selected and press any key. After that you can edit the text."

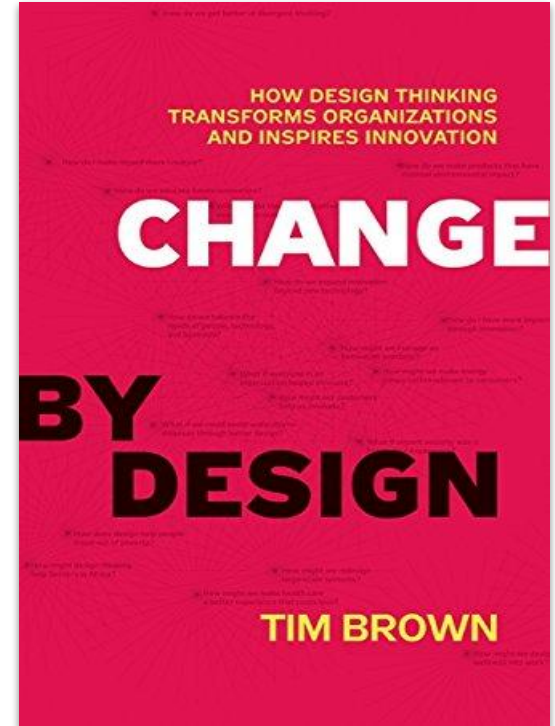
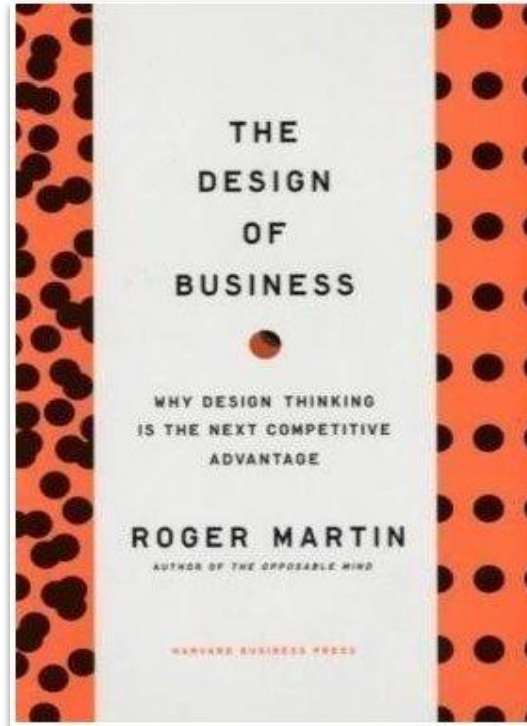
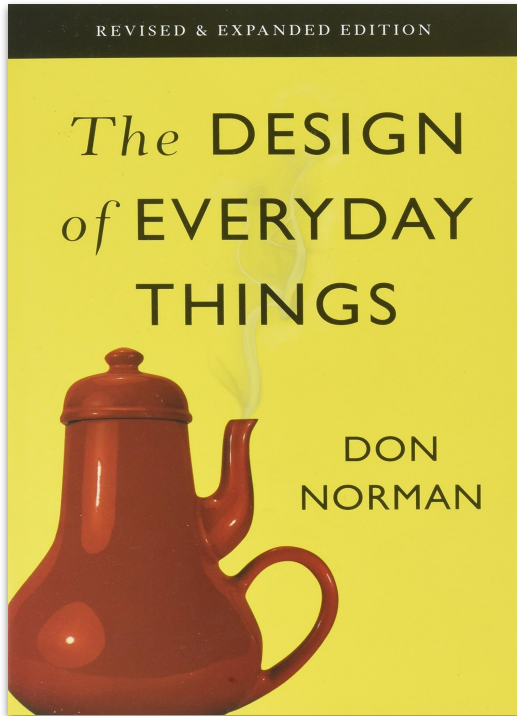
Design Thinking Tools: Ziteboard



Design Thinking Tools: Trello



Design Thinking Book Bag



**Remaining resilient
when digital
engagement falters**

Remaining resilient

80%

Mobile phone users
that do not use an app
within first 3 months of
downloading

Source: [Apptentive](#)

40%

Internet users that
never read blog posts

Source: [Hubspot](#)

50%

Podcasts that are
downloaded less than
100 times

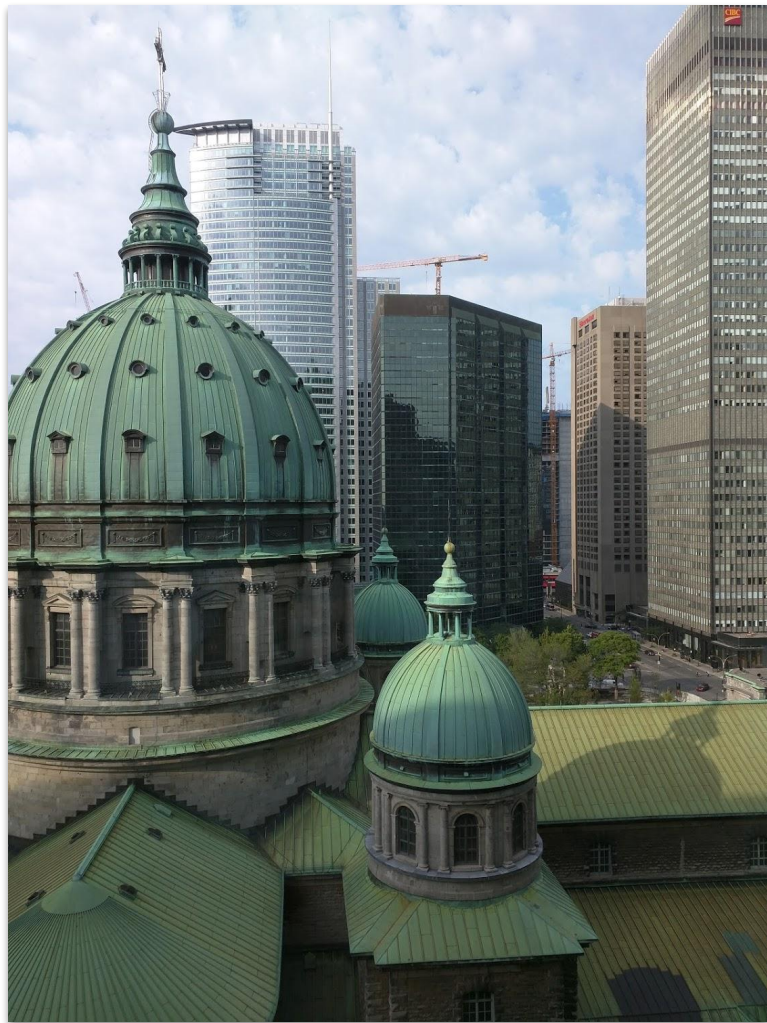
Source: [Podcast.co](#)

Digital ministry in the GC Synod



Steve Beyer, Lord of Life

<https://www.youtube.com/channel/UCwZiP2dUcsTIWq9D788xKvA>



Closing breakouts

- What do you plan to immediately discuss, test, or do based on what you've learned here?
- What might get in the way?
- What, if anything, remains unclear, confusing, or even frustrating?

May God be with you on this next step in our shared journey

May the Lord bless you with clicks, and community

May God bless the Web, and the whole wide world

May God give you grace, along with all those gigabytes.

Go in peace, to love and serve the Lord.