

List five words to describe Central.

STRUCTURAL

What is the context of our work?

- Historic (III)
- Beautiful (II) / Gorgeous
- Aged / Old (III) / Antique
- Small
- Downtown (II)

EMOTIONAL

What is the tone of our message?

- Introverted (II)
- Classic / Traditional (III)
- Charismatic
- Flavorful
- Inclusive
- Caring / Warm

EFFORT

How do we achieve our goals?

- Conscious
- Welcoming (III)
- Strength of message
- Musical
- Progressive (II)
- Unique
- Trying
- Diverse
- Integrated
- Growing
- Frugal / Cautious
- Professional

PURPOSE

What are our relevant goals?

- Visible
- Relatable
- Authentic
- Compassionate

Define demographics now and future . . .

PERCEPTION

Who is the typical member currently at Central?

- White
- Middle / upper income
- Educated
- Empty nester
- Liberal
- Older / long tenured
- Retired

REALITY CHECK

What do membership demographics say?

- Not yet available... tbd

FORWARD THINKING

In order to grow, who do we need to attract?

- Racially diverse (II)
- Larger incomes
- Families with children / younger families
- Millennials / young people / singles and couples without children
- Downtown residents
- Politically engaged, likes semi-formal approach

What makes Central unique?

STRUCTURAL

What is the context of our work?

- Downtown setting / location
- Historic building / beautiful space

EMOTIONAL

What is the tone of our message?

- The most unique/impactful things happen at the most unique.

EFFORT

How do we achieve our goals?

- Musical talent / music program / amazing music / strong music
- Strong preaching
- Outreach / mission in the city
- High quality worship that engages questions of culture & politics.

PURPOSE

What are our relevant goals?

- Outreach / mission in the city.
- Downtown church with a desire and mission to stay relevant to today's needs.

What are Central's shortcomings?

STRUCTURAL

What is the context of our work?

- Big building that can feel old.
- Building is convoluted and inflexible.
- Difficult to find from outside downtown.
- Large facility / small congregation.
- Lots of entrances.

EMOTIONAL

What is the tone of our message?

- People can be unconnected.

EFFORT

How do we achieve our goals?

- People are scattered and do not know each other well enough.
- People are not very outgoing.
- Not able to effectively capitalize on our location and size, resources to impact our community.
- Need more staff.
- Need more use of space.
- Hard to grow kids program / retain children's minister.
- Staff is over stretched.

PURPOSE

What are our relevant goals?

- It is easy to not show up again if you are visiting.
- Easy to fade away after a visit or period of membership.

What are Central's attributes?

0 vote
 1 vote
 2 votes
 3 votes
 4 votes
 5+ votes

Inspiring		4	2	2		Engaging
Methodical	2		4	2		Creative
Efficient		2	1	3	3	Comprehensive
Approachable	3	3	1		2	Authoritative
Neutral		2	1	6		Colorful
Conservative	4	2	2	1		Extravagant
Serious	1	2	3	3		Energetic
Professional	1	4	3	1		Casual
Modern				3	6	Classic
Calming		4	3	2		Vibrant
Stable	2	3	2	2		Inventive
Laid Back		1	4	3	1	Proactive
Aspirational	1	3	1	3	1	Realistic
Focused	1	1	3	1	2	Diversified
Leader	2	2	3		1	Adopter
Emotional	1		1	4	1	Functional
Restrained	4	4				Romantic
Extroverted		1	2	4	2	Introverted
Technical	2	1	1	3	2	Social
Exhibited	1	1	2	3		Intimate
Empowering	1		2	3	3	Inclusive

What are Central's attributes?

A LOOK AT THE SAME BY RUBRIC SCORING

Classic	14
Restrained	12
Approachable	9
Comprehensive	9
Conservative	9
Inclusive	9
Professional	7
Social	7
Stable	7
Colorful	6
Introverted	6
Leader	6
Aspirational	5
Diversified	5
Functional	5
Proactive	5
Realistic	5
Technical	5

Authoritative	4
Calming	4
Inspiring	4
Inventive	4
Methodical	4
Serious	4
Emotional	3
Energetic	3
Exhibited	3
Focused	3
Intimate	3
Adopter	2
Creative	2
Efficient	2
Empowering	2
Engaging	2
Neutral	2
Vibrant	2
Extravagant	1
Extroverted	1
Laid Back	1
Modern	1
Casual	0
Romantic	0

What is Central's personality?

FIRST CHOICE

Is typically how one sees something currently.

- Blue - 5
TRUST, DEPENDABLE, STRENGTH
- Yellow - 2
OPTIMISM, CLARITY, WARMTH
- Red - 1
EXCITEMENT, YOUTHFUL, BOLD
- Purple - 1
CREATIVE, IMAGINATIVE, WISE

SECOND CHOICE

Often illustrates what they wish something could/would be.

- Blue - 3
TRUST, DEPENDABLE, STRENGTH
- Neutral - 3
BALANCE, NEUTRAL, CALM
- Green - 2
PEACEFUL, GROWTH, HEALTH
- Yellow - 1
OPTIMISM, CLARITY, WARMTH
- Purple - 1
CREATIVE, IMAGINATIVE, WISE

Describe Central in 10 years.

STRUCTURAL

What is the context of our work?

- Flagship church in downtown St. Paul
- Refurbished interior and exterior.
- Hosting community events, rent out for secular, non-profit, caterer

EMOTIONAL

What is the tone of our message?

- Vibrant, diversified culturally
- Worship is professional, yet not stuffy.
- Needs to be braver.
- Thriving

EFFORT

How do we achieve our goals?

- Needs a mission to be energized about.
- More kids, more staff
- Gets young & old involved, poor & rich.
- Staff is trusted by congregation and community.

PURPOSE

What are our relevant goals?

- Congregation twice the size.
- Higher attendance
- Known for innovative (urban?) youth programs.

If visitors leave with one impression . . .

- Central is a place where everyone is welcome.
- Central is a church where people are putting their faith into action.
- Central's message is thoughtful, inspiring and energizing.
- Central is beautiful, warm and welcoming.
- Central provided me with a thoughtful, inspiring worship service.
- Central is a caring organization whose mission is to do good deeds.