

# Measurable Success

for your media ministry



Image Source: Apple Valley All Nations SDA Church

Holy Spirit = One Who Calls

# Isaiah 55:10-11

For as the rain and the snow come down from heaven, and do not return there without watering the earth, and making it bear and sprout, ... So shall My word be which goes forth from My mouth; it shall not return to Me empty, without **accomplishing** what I desire, and without **succeeding** in the matter for which I sent it.

# Questions that Matter

*Understanding a question is half the answer -- Socrates*

Who is listening?

What attracts them?

Where and How do they seek answers and/or engagement?

When do they listen?

Why? -- Uses and Gratifications Theory

# Questions that Matter More

## ***Influence***

Agenda-Setting Theory = topics of thought

Cultivation Theory = change perception of the world

## ***Impact***

Person, Group, Society

And listeners' impacts too!

How do you recognize success?

# Deuteronomy 29:29

The secret things belong to the Lord  
our God, but the **things revealed**  
belong to us and to our sons  
forever, that we may observe all the  
words of this law.



## James 1:5

If any of you lacks **wisdom**, let him ask of God, who gives to all men generously and without reproach, and it will be **given** to him.

# Explore Data or Collect Your Own?

If you can get good data that will  
answer the questions you are asking,  
**Yay!!**

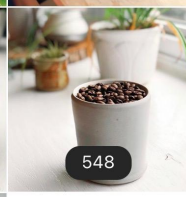
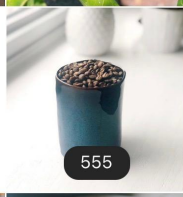
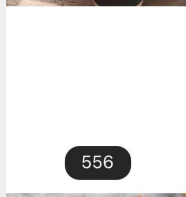
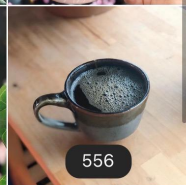
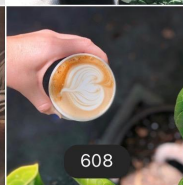
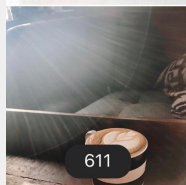
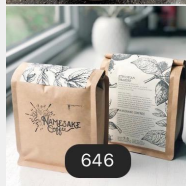
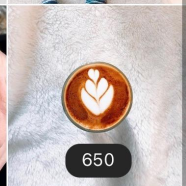
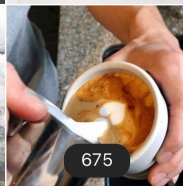
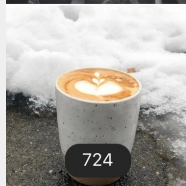
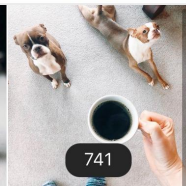
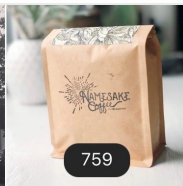
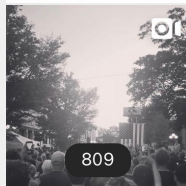


## Posts

Any ▾

Reach ▾

Last Year ▾



# Follower Breakdown

1,587 followers

-0.2% vs Oct 29 - Nov 4

## Growth

● Overall	-2
● Follows	4
● Unfollows	6



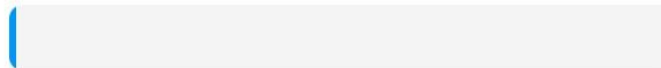
## Age Range

All

Men

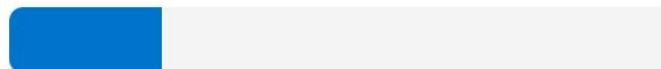
Women

13-17



1.3%

18-24



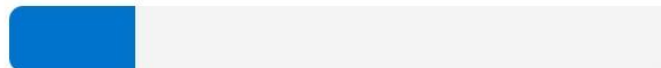
23%

25-34



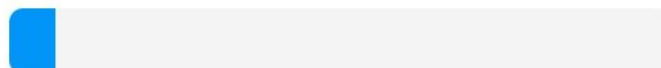
46%

35-44



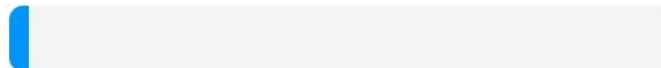
19%

45-54



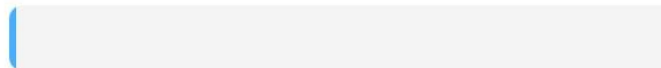
6.9%

55-64



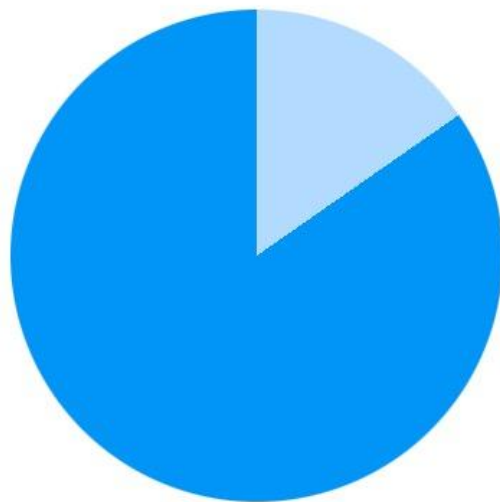
2.7%

65+



1.1%

# Gender



**85%**

Women

**15%**

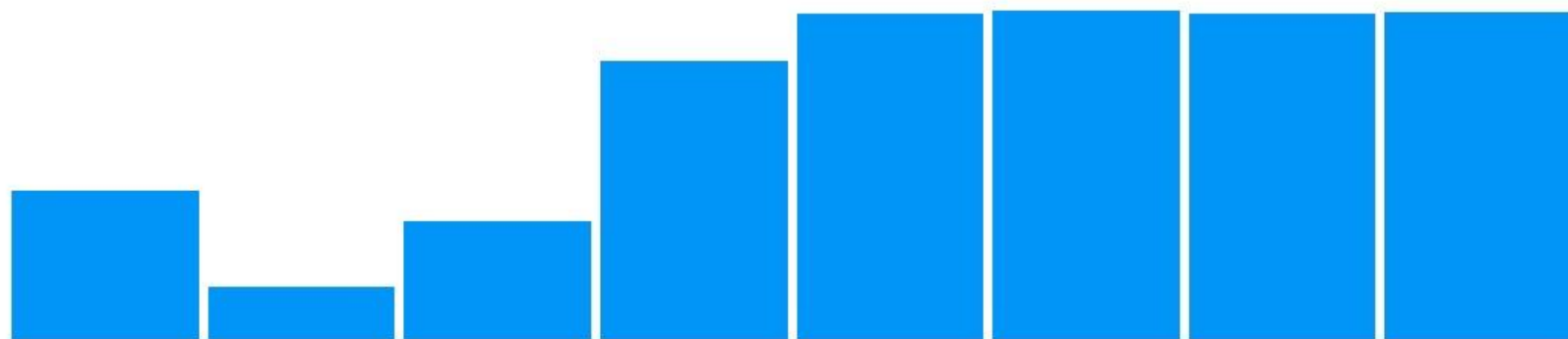
Men

# Most Active Times

Hours Days



Saturdays



12a

3a

6a

9a

12p

3p

6p

9p

These metrics are good  
because they represent a Census  
(ALL of the people engaging with you)



# Did it Help?

Interpreting the data is a big task

Often good to have multiple counselors, with differing views so you can get a lot out of the data

At the end, did these data answer my questions?

# Collecting your Own Data

Ethics:

voluntary, informed, no harm, request ethical review if needed

# Write your Big Questions

What **MUST** you know to move forward?

Who can tell you that?

What would be interesting to know?

# Target Population

The people you MOST want to know about

A part of the larger group of people who could hear you

(Legos)

# Sampling

## Probability = BEST

Random sample

Few responses = many cases

EPSEM = Equal Probability of Selection Method

No one can bias or control the data

## Nonprobability = Convenient

Use only when a Probability Method is not possible

# Research Methods

Survey -- computer, paper-and-pencil, phone. Use a specific questionnaire.

Interview -- listen to one person, live or online. Prepare questions ahead but you can follow the interviewee's talk and keep coming back to your list of questions.

Focus group -- listen to a small group of people who can talk with each other as well as with the facilitator, and everyone can hear each other. Prepare questions ahead but be willing to follow the conversation as well

**Key in all = LISTEN**

# Finding out what Words are Saying

After you have conducted your research, how do you figure out what is going on?

Qualitative: If you have a lot of WORDS, you will need to find the Themes that came up.

Again, more eyes and brains can help identify Themes more effectively

# Finding out what Numbers Mean

Quantitative: If you have survey-question answers, you can use statistics to learn what is statistically significant:

Are two groups related? Correlation

Are two (or more) groups different? T-test or ANOVA

What variable(s) best predict another variable? Regression



# Write the Answers to your Questions

When you have analyzed your data, go back to your original questions.

What are the answers?

What are things in your research that would make your answers wiggly?

Nonprobability sample, researcher issues (bias, attitude),

participant issues (trying to please, trying to twist the answers)

# How to Use what You Learned

Recognize that most data are showing a single time point

You may want to track data over time to see what is happening

Recognize that any single sample might be very different from “normal”

If you wonder if your data is off-target, try again with a few more samples

Conduct research for questions that **MUST** have valid, reliable answers.

**Learn something new!**

# Review

We have an important mission -- the most important!

God's word will succeed and accomplish his goals (and we get to work with Him!)

Research can help us see what is succeeding already

Research can point out places we need to improve

You can use pre-collected metrics OR your own data OR both

Enjoy learning and make your ministry more effective with God's guidance

May your Success be  
Measured by Effectively  
Drawing People to God













How did you define success?



# Design













# What is Success??

# Write your Questions

What MUST you know to move forward?

What would be FUN to know?

What is Success?