

Ministry & Arts Branding & Sustainability Walk February 2020

Goal: To insure that what is branded and impacts the guest is updated and working the best it can for the guest so that as a team we have:

- Better understanding of how to serve guests
- Campus teams feel more equipped and confident
- Central teams can see what is working and what's not with the heart to be equipping as best we can to help campus staff and DreamTeam serve guests with excellence

The walk through will review:

- Material or branding at the campus that impacts the guest including but not limited to:
 - Materials at Guest Services
 - Tri-stands
 - Guest check-in areas for Kids, Students, GrowthTrack, New Family, etc
 - Ministry host areas like computer area for SM, Kids,
- Visual media presentations

Key questions that will be asked:

- What material is being used?
- Is it updated? Or does it need an update?
- Is it serving the guest well?
- How are we creating environments for sustainability?

Who:

- Central Project Manager's – Jason, Abby (in for Lori), Julie
- Senior Directors of Ministry and Directors (as needed) – Alex, Marna, Bryan Bockert, Sarah and Ben Bockert
- Arts Senior Director and Arts Director – Brandon, Mike Fink
- Campus Staff – as available

Timing:

- Twice a year during the week
- Winter – Feb/Mar and Fall Sept/Oct
- Visits will be scheduled with you through XD of Campuses

FAQ's

If I'm a part of campus, what can I expect from the walk through?

During the walk through, campus staff can expect time to talk through requests and have one-on-one time in their space to share ideas. For example, we have needed a new microphone, tell the team. Or it would be great if idea and can share it with walk through team. They can also expect the walk through team to ask questions like, how is this working for you? What would you change about this? How often do you use this?

Do campus staff need to be there?

We would love to have you there, but it's not required. We can still offer suggestions and you could prep us beforehand with some of the things you have seen or would like us to check out.

How will they get scheduled?

Project Managers will work with XD of Campuses to schedule the walk through's.

What's the difference between this walk through and the First Impressions Walk Through?

The First Impressions walk through is on the weekend and uses the experience survey to give you the eyes of the guest experience with the First Impressions team at your campus. It's both people as well as process. The Ministry and Arts walk through is during the week and is about how the process is supporting the people. There is not an experience survey, but rather a template will be developed during the first year to then use during future walk throughs.

Who gets a copy of the walk through report when it's completed? Does that get sent immediately upon completion of the walkthrough like a feedback form?

We could build a form on CreekHelp that would auto route. I feel like it should route to: CP, XD of Campuses, XD of Ministries, XD of Arts and Senior Directors.

Who makes the call if there is disagreement about something?

Hopefully there are no disagreements because the intent of the walk would be to identify anything that has already been decided and to bring up new ideas... aligning with that thought... things that have already been decided would default to the previous decision. Things that have been brought up as a new idea would be taken back for further processing... in the example that Andy does not like a particular Student Ministry Sign because of its color... Andy could elevate to the Senior Director of students that he does not like the 'brand'... but would need to understand that any changes to the brand would be a much more significant conversation across ministry branding. Consideration would be taken by the Senior Director of Students and Visual Media for further consideration.

Are any changes going to be made immediately? What I mean is, are signs going to be taken down throughout the walkthrough or does that happen after the report is generated?

If immediate action can be taken and that immediate action does not impact the upcoming weekend in a negative way. I.e: tri-stands getting updated materials, guest services disposing of old forms, new signage being printed on site etc... my hope is that immediate action would be taken because it would only be in the best service to the local campus. However... if immediate action would negatively effect the campus/weekend i.e painting would need to be done, campus would be without proper supplies etc... the action would be noted in a report to take within x days and

central support would do whatever they could to come along side the campus when and where they can to help meet the goals.

Who is doing the work after the report is completed? Who will be setting deadlines on said work?

Ultimately the campus is responsible for displaying the most accurate and available signs, content, materials previously provided by central support. Central support would do whatever they could to make sure the campus was as equipped as they could be upon leaving the visit or within the upcoming campus transfers. If work was needed to take down signage and or paint. The request would be noted in our report and central support would provide current signage, when available, and the campus would paint, touch up or update signage as requested. RE: deadlines, the team visiting the campus would work with the campus on a deadline that would work for each campus uniquely. In the best interest of our guest, my hope is that deadlines would be realistic and short (2-4 weeks)