Church Wide Dashboard Roll Out Doc

*CedarCreek Church is successful when people are being introduced to Jesus and the life-changing adventure with Him.* ***We know this is happening when active individuals at CedarCreek Church are growing spiritually on the life-changing adventure through deeper levels of engagement.***

**Primary Goal of the Leadership Team Dashboard**: To bring alignment and accountability to the quantifiable metrics that show where people are growing spiritually on the life-changing adventure.

* **Regular Attendance (Know God)** - Create a weekend experience where people are being introduced to Jesus and the life changing adventure with Him. Tracking these metrics weekly will help us see how someone is taking steps to know God, which will help increase of our goal for regular attendance.
  + **Attendance** - Increase year over year in weekend experience attendance, physical & online. Goals will be based on current predictions.

Red – More than 3% below projection

Yellow – 1 - 3% below projection

Green – At or above projection

* + **Decisions for Christ** - Increase year over year decisions to accept Jesus. Based on those who text decision or fill out connect card (paper or digital)

Red – Less than 80% of goal

Yellow –80% - 94% of goal

Green – 95% or more than goal

* + **Baptisms** - Increase in baptisms year over year.

Red – Less than 80% of goal

Yellow –80% - 94% of goal

Green – 95% or more than goal

* + **New Households Added to Database** - Increase in number of households added to the database year over year. Those new to the database are those that are creating an account or having one created for them, because they are taking a step out of anonymity. They are giving, joining a group, filling out a connect card, attending family ministries for the first time, joining us for Growth Track, etc.

Red – Less than 80% of goal

Yellow –80% - 94% of goal

Green – 95% or more than goal

* **Groups (Find Freedom)** - Create group environments where people can take off the mask and help each other get through what they are going through.
  + **Adult Groups** - Each campus team will set per semester goals for number of groups based on historical data.

Red – Less than 80% of goal

Yellow –80% - 94% of goal

Green – 95% or more than goal

* + **People in Adult Groups** - Each campus team will set per semester goals for number of people in groups based on historical data.

Red – Less than 80% of goal

Yellow –80% - 94% of goal

Green – 95% or more than goal

* **Growth Track (Discover Purpose)** - Have every adult identify their unique spiritual gifts, personality, and passions that lead to the fulfillment of the dream God has for them.
  + **Growth Track** - Weekly Growth Track attendance. Each campus team will set per semester goals for completions of Growth Track based on historical data. This goal will be converted to a per month average.

Red – Less than 80% of goal

Yellow –80% - 94% of goal

Green – 95% or more than goal

* **Dream Team (Make a Difference)** - Equipping a Dream Team that is living out their unique gifts and their God given dream through serving others.
  + **Dream Team Serving Team** - Serving Team members that have checked in at least one time in the last 60 days. The serving team number therefore shows how many unique people make up the active serving team at a campus. Each campus team will set per semester goal for how many active serving team members they have based on historical data.

Red – Less than 80% of goal

Yellow –80% - 94% of goal

Green – 95% or more than goal

* **Giving (Make a Difference)** - We believe that a healthy church is one with growing revenue. That way it can increase impact locally, nationally, and internationally.
  + **Giving Total (month to date)** - The goal is to meet or exceed budget.

Red – More than 3% below weekly projected budget

Yellow – 1 - 3% below weekly projected budget

Green – At or above weekly projected budget

* + **Number of Giving Households (month to date)** – Our goal is to increase our number of giving units at CedarCreek. The number of giving units will be compared to the same month week year. A giving household is anyone in the same household that gives. So if a husband, wife, and teenage child give any given week, that is counted as one giving household.

Red – Less than 80% of goal

Yellow –80% - 94% of goal

Green – 95% or more than goal

**Broad FAQ’s**

* **How will we hold staff accountable to this?**

Leadership Team members will be looking at the metrics weekly and Executive Team members will address any trends they see (positive and negative). Campus teams will be encouraged to have a weekly score card that supports the positive movement in lead measures which influence the lag measures listed above.

* **How are goals determined?**

Goals are determined each mid semester for the next semester concerning Groups, Growth Track Completions, and DreamTeam. Historic data along with current trends are used to determine what the next semester’s goals should be. We want to increase year over year, but we also want to take into account what current trends are showing us.

Attendance and number of giving household goals will take into account historical trends as well what current reality is showing us. These two factors (historical trends and current trends) are used to make projections. Baptisms, Decisions, and new people to the database will continue to be an increase from where we were at that point last year.

Finance budget goals are set at the beginning of the fiscal year in July. These goals become the “weekly budget” revenue projections we track weekly.

* **How does this funnel down to individualized ministries?**

Ministry teams will still be encouraged to have a ministry specific dashboard to track additional items that are mission critical for that ministry. However, every metric tracked at the ministry level should support the overall definition of success for the church.

* **Are these the only metrics we will be looking at?**

No. This dashboard is focusing on the key lag measures in each step of the spiritual journey. Other dashboards may explore leading indicators that impact these numbers. Reports also may need to be run in order to dig deeper into what is really happening at CedarCreek Church.

* **Who will see the weekly dashboard?**

This church wide dashboard will be housed on rock and available for all staff members. It will also be emailed out on Mondays to the Leadership Team members.

* **What do I do with this information?**

The red, yellow, and green ranges you see are meant to be an indicator that something has changed or needs to be addressed. Think about the various lights that appear on a car’s dashboard such as check engine, low oil, or low tire pressure. These lights indicate that more investigation is needed to find out what exactly is going on. It’s the same thing with a red or yellow color. More investigation is needed to determine potential issues leaders must address.

**What if I have a question on the dashboard?**   
Please talk with your direct report or the Director of Data & Analytics. More reports may be needed to answer some questions, some of these will already be available, while others may need to be built out.

* **What changed from the previous dashboard and why?**
  + Groups

After much discussion we decided to remove student groups from the main dashboard and just focus on adult groups. Student group metrics can be found in the Student Dashboard.

* + Yellow Range Widened

The team felt the previous ranges were too small. Yellow rarely made it on the dashboard…so if something was concerning, the user wasn’t aware until the number was red. We increased the yellow range on both sides. We also felt that 95% of the goal was good enough for a “Green” display.

* + Why were the Dream Team metrics changed?

We decided to remove the 3 metrics for the Dream Team to focus on only the serving team in that section. Not because group leaders are not important, but because we are already looking at the health of our groups on this main dashboard. To dig further into groups we would utilize the Next Steps Group Dashboard.

We also chose to remove the weekly number of serving team checked in and focus more on the last 60 days. This gives us an idea as to how many active serving team members we currently have.

* + Gray numbers

We added light gray numbers below some of the dashboard numbers, which are the goals or projections for that number. We felt this would help reinforce why the number above was green, yellow, or red.

* + To the right of the numbers, I used to see a percentage of something. What happened?

We removed % of goal, 6 week trend, and year over year. The feedback we received didn’t show this information to be as vital as see the snapshot of that week itself. We also felt the better numbers to see were all the campus simultaneously.

* + Why are we no longer looking at year over year trends?

We are still going to be looking at year over year trends, but not on a weekly basis. The year over year trends will be looked at in semester reports, or as needed. The team felt viewing all of the campuses simultaneously cut down on confusion and gave you a better snapshot of what is happening at each campus right now.