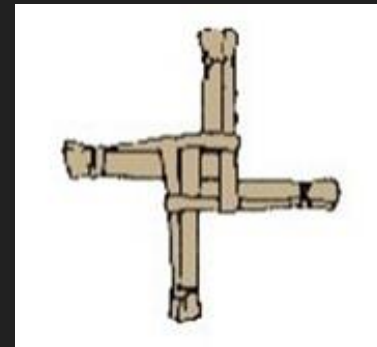


# St. Brigid Parish (San Diego, CA)

## Millennial and Parish Study

### Part 2 – Drill Down

April 2017



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PARISH  
CATALYST

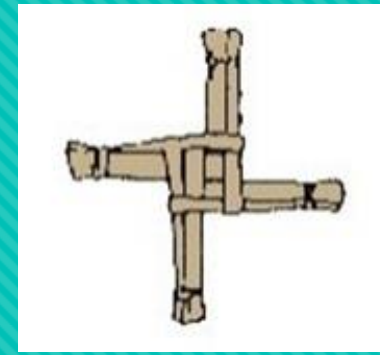
## General Research Objectives

- [illegible]

1. **Written In-Pew Survey:** 805 responses – 1/3 were from millennials
2. **Listening Sessions with:** Young Adults Leadership (16 participants), Young Adult Bible Study (~40 participants) and Parish Leadership (10 participants)
3. **Sacrament Survey:** those preparing for Baptism (21 responses) and First Communion (43 responses)
4. **Ask-a-Friend Survey:** millennials who were raised Catholic but not currently practicing (5 responses thus far)

# Progress to date using 5 W's framework

How used instead of where for these purposes



**WHY**

Develop ways to *reach/engage millennials in the life of the Church*

**WHAT**

In-pew surveys and listening sessions (Nov 2016 – March 2017)

**HOW**

To be determined (TBD) by St. Brigid Millennial Coalition

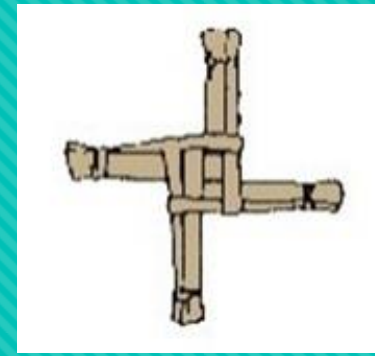
**WHEN**

TBD by St. Brigid Millennial Coalition

**WHO**

TBD by St. Brigid Millennial Coalition

# Study Contents

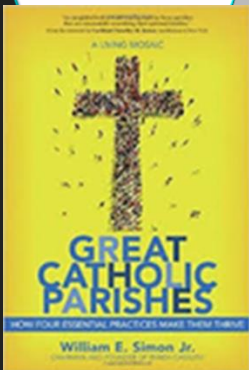


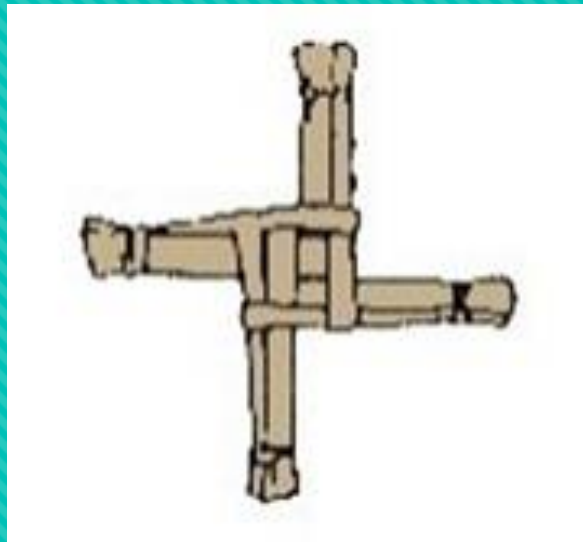
## Part 1

**Overview** contains a summary (along with *highlighted* comments) of survey and listening session results

## Part 2

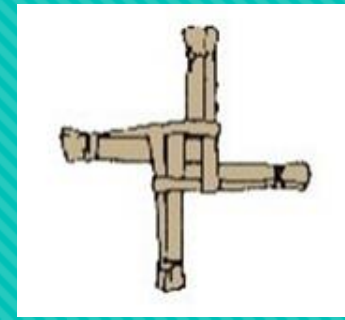
**Drill down** contains a deeper look into *specific* comments categorized by essential practices/themes that make great parishes thrive





# Comments Overview

# St. Brigid's Millennial Research contains 5 open-ended questions



What do you like best about St. Brigid's?

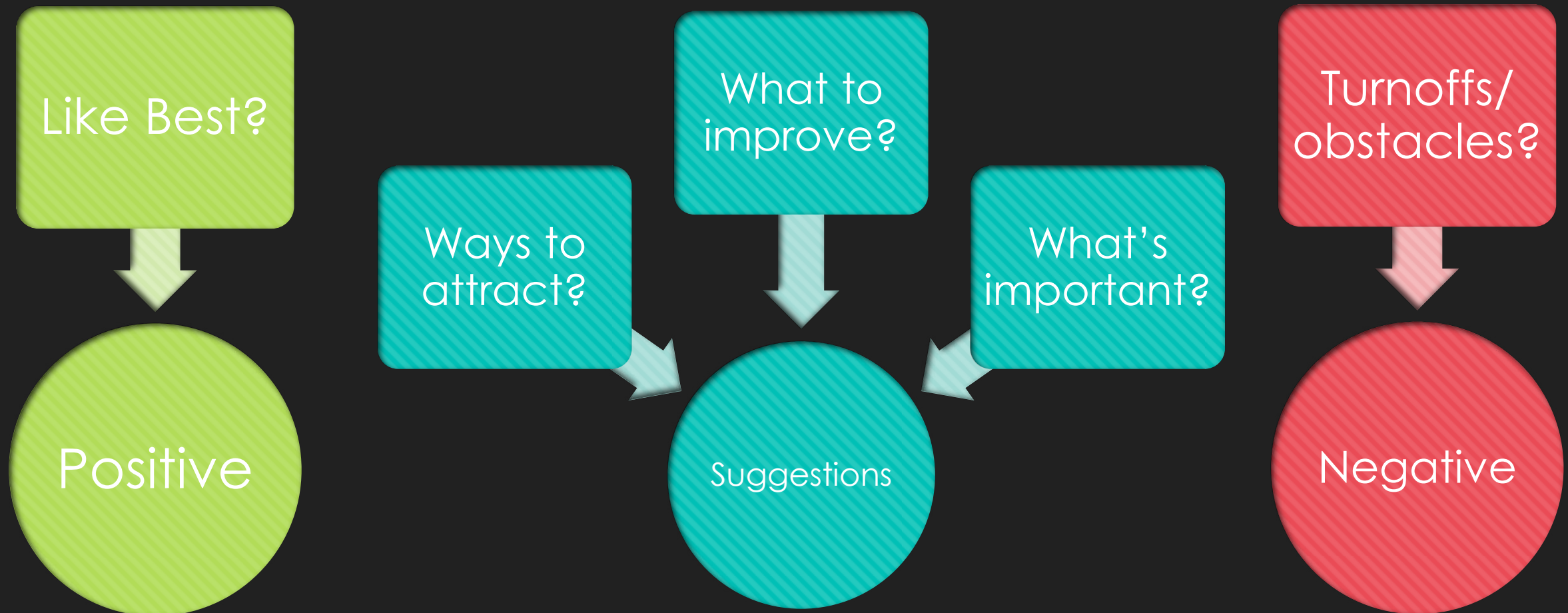
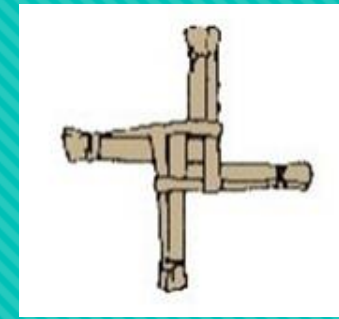
What is ONE thing that would improve your experience at St. Brigid's?

What is most important to you when looking for a Catholic Church?

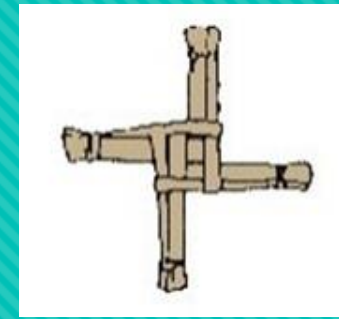
What is the best way to attract young people (20-35) to Catholic Church (CC)?

What is the biggest turnoff/obstacle for young people (20-35) regarding the CC?

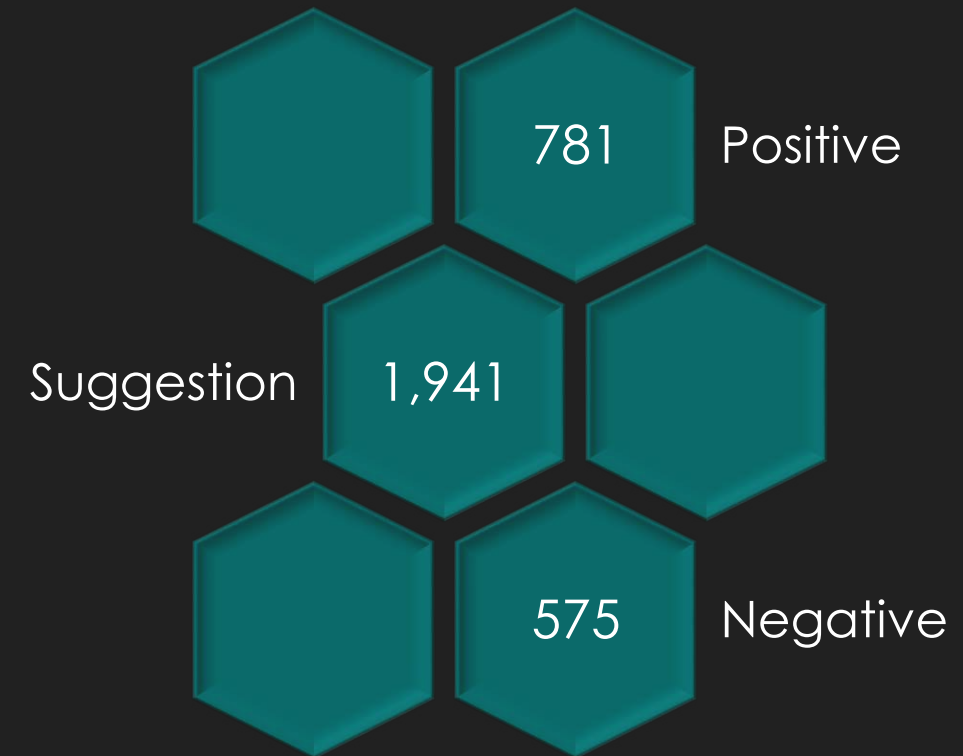
# These 5 open-ended questions can be categorized into 3 types- positive, suggestion or negative



# Millennial Research Comments – by the #'s



- Over 3,300 comments - many contained more than one thought (5,000 thoughts)
- Over 1,000 (31%) comments are from **millennials**
- Over 1,000 (31%) are **specific** comments. Example - 'social outreach activities' vs. 'activities'
- Almost 2,000 (60%) of the comments provided **suggestions** on how to move forward
- However, as we move forward we must also be aware of what we are doing well, as seen in the **positive** comments (781), and what we can improve upon as seen in the **negative** comments (575)



# # of Comments by Question (3,325 Total Comments)

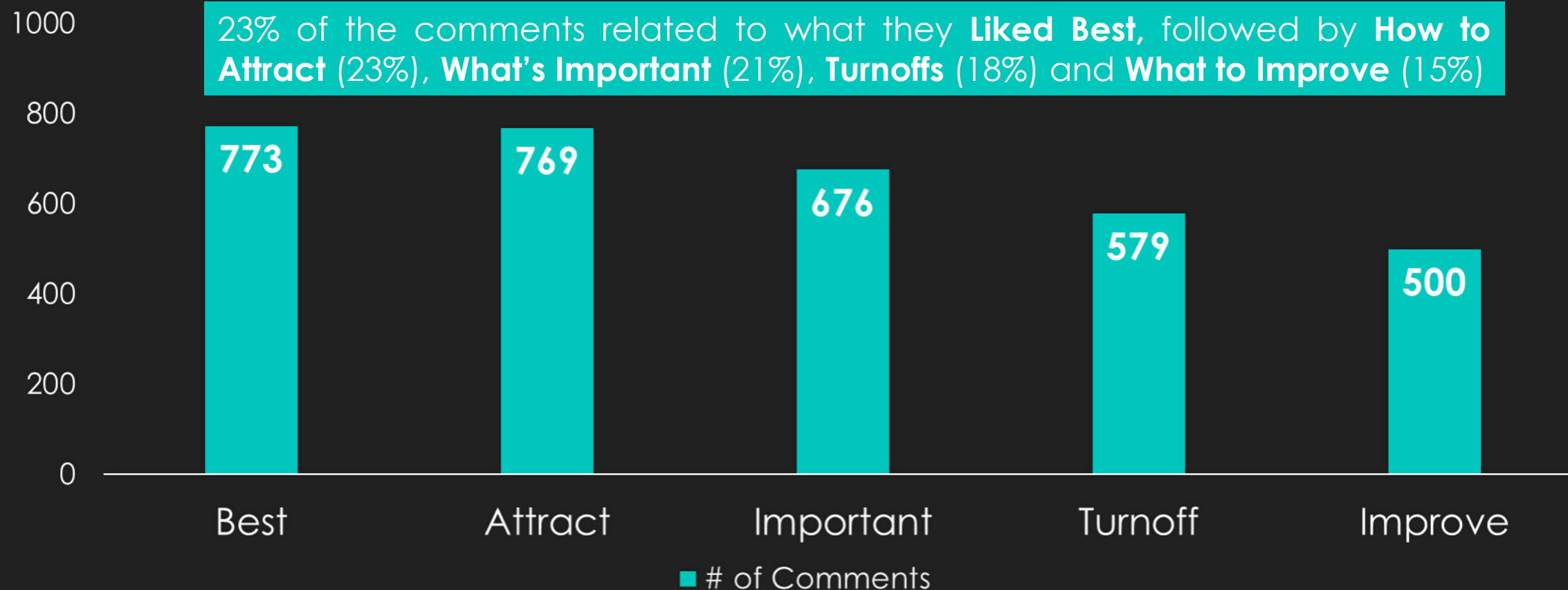
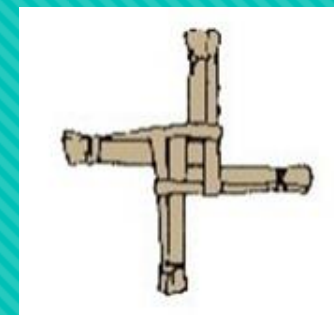
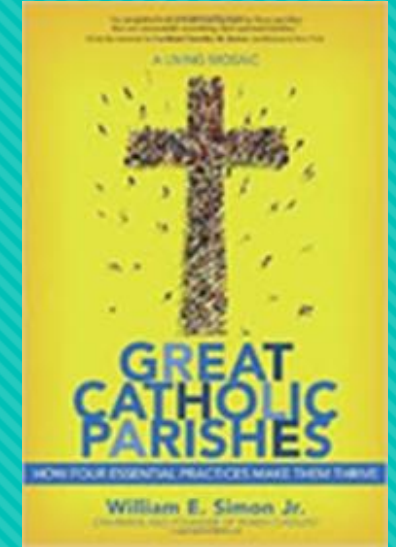
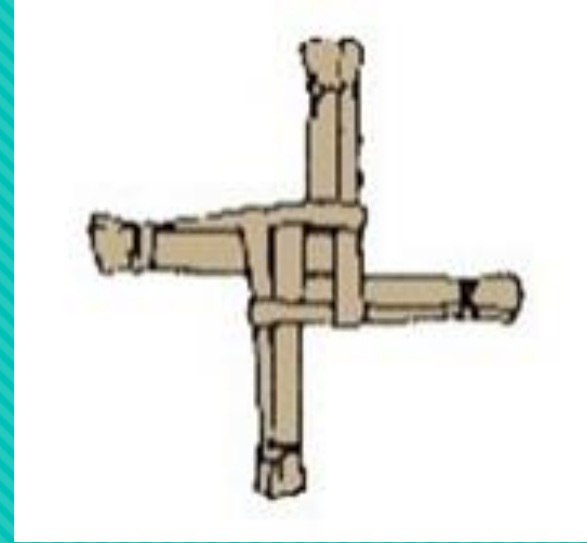


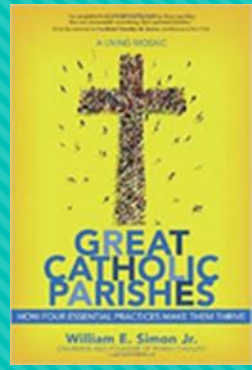
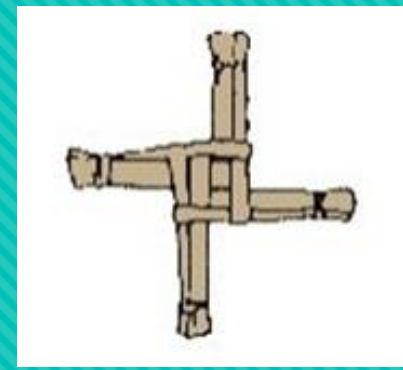
Chart doesn't show 28 additional comments

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# Essential Practices

# Process to categorize comments



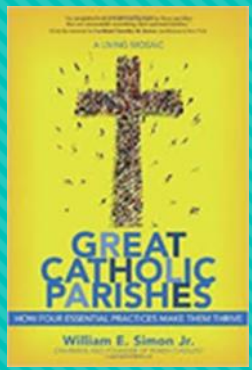
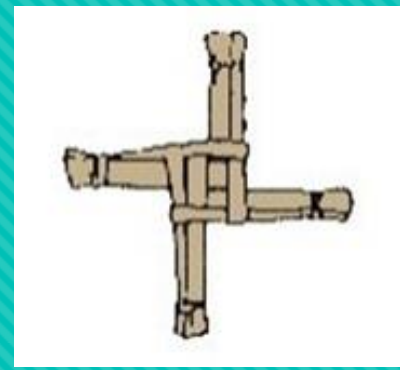
With over 3,300 comments, over 1,000 of which were **specific**, it became important to further categorize and drill down into these comments in a more meaningful way. With that in mind, the book **Great Catholic Parishes** (GCP) by William E. Simon Jr. provided inspiration. This book identifies, as the subtitle states, four essential practices that make great Catholic parishes thrive.

They are as follows – great parishes:

1. Excel on Sundays
2. Foster spiritual maturity and a plan for discipleship
3. Focus on millennials \*
4. Share leadership
5. Evangelize

\* This additional practice was included based upon specific feedback from the St. Brigid Millennial Research

# Essential practices further broken down by theme



## Sunday

Hospitality

Homily

Hymns

## Discipleship

Community

Faith/Prayer

Religious Education

Small Groups

## Millennial

Judgment

Controversial Issues

Personal Responsibility

Misunderstanding

## Leadership

Pope Francis

Clergy/Strong Staff

Volunteers

Connect with Millennials

## Evangelize

Social Events

Community Service

Marketing

Invitation

Sacramental Moments

13

# # of Comments by Essential Practice

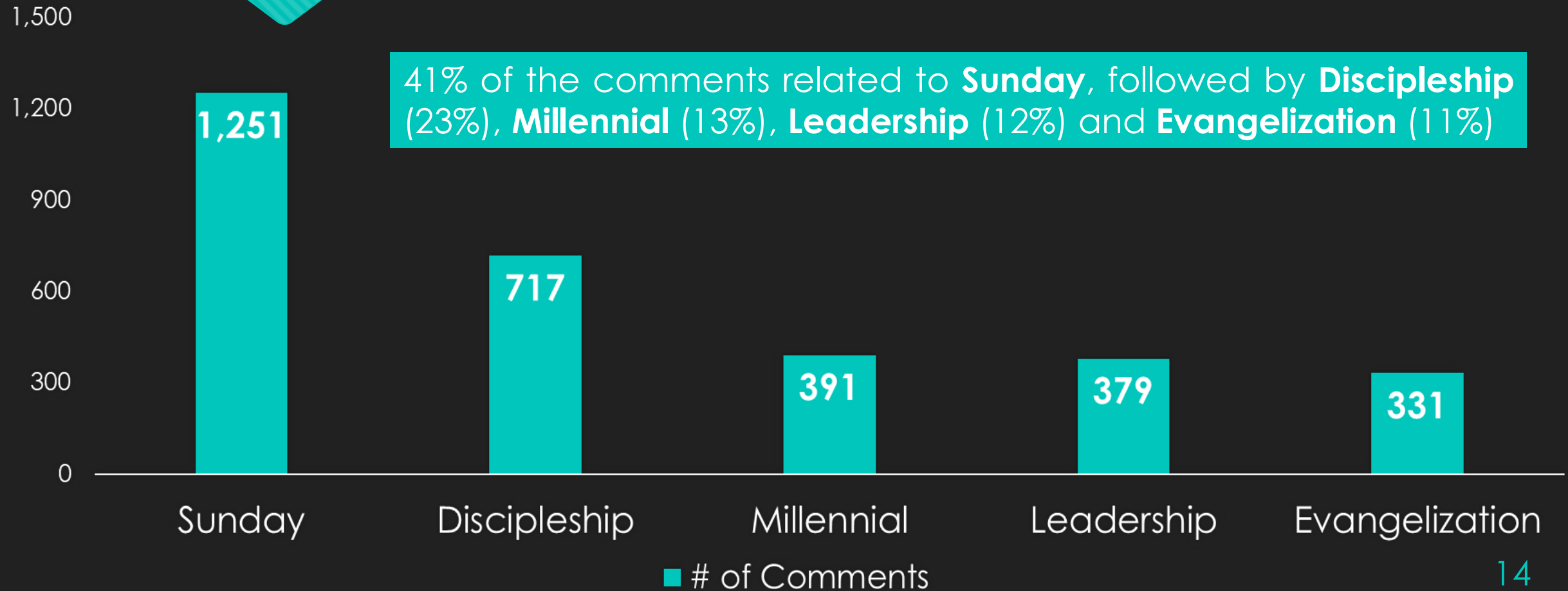
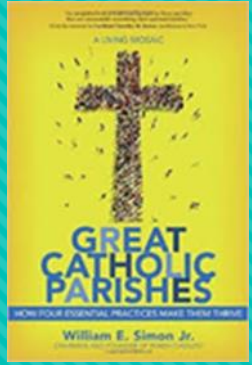
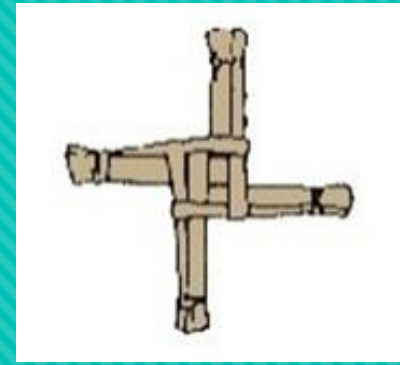
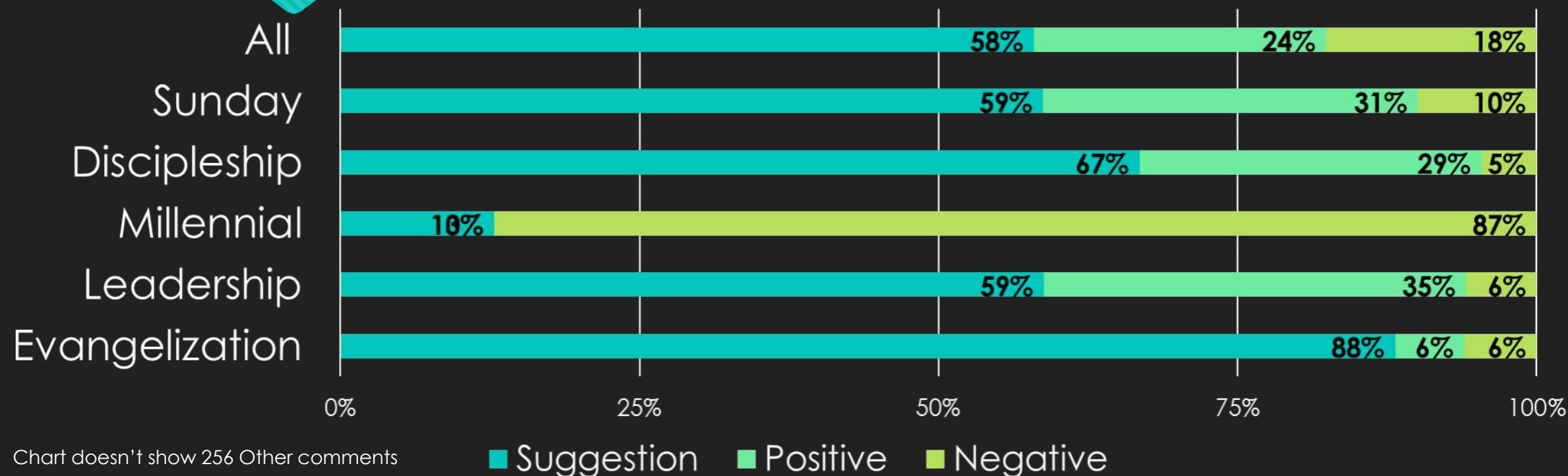
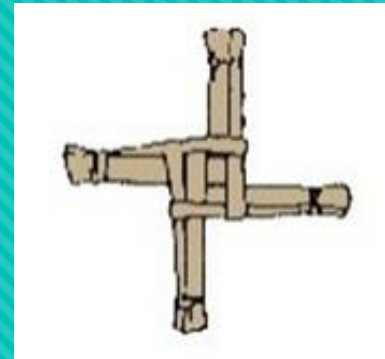


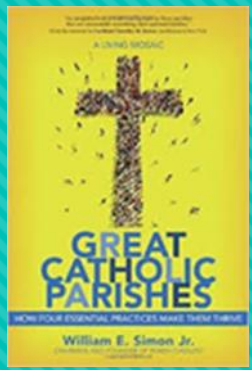
Chart doesn't show 256 Other comments

# # of Comments by Essential Practice & Comment Type



For ALL practices 58% of comments were suggestions, 24% positive and 18% negative. Evangelization had the highest % of suggestions (88%), Leadership had highest % of positive comments (35%) and Millennial had highest % of negative comments (87%) due to themes included in that practice.

# Practice #1 – *Excel on Sundays*



## Sunday

- Vibrant welcoming Sunday liturgies require thorough staff planning and network of volunteer ministries\*

## Hospitality\*

- Above all must be welcoming
- Attend to the children\*; inviting grounds/architecture

## Homilies

- Homily preparation takes time
- Relevant; not boring

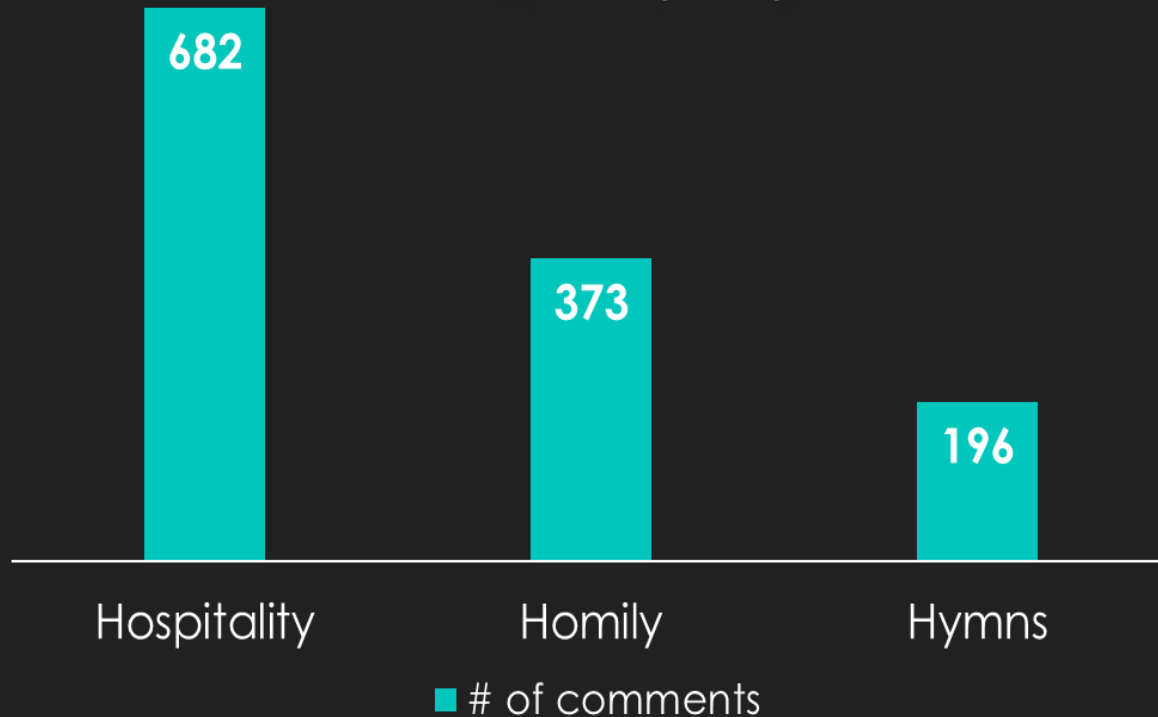
## Hymns

- Not one-size fits all
- Time, talent, equipment and money is needed

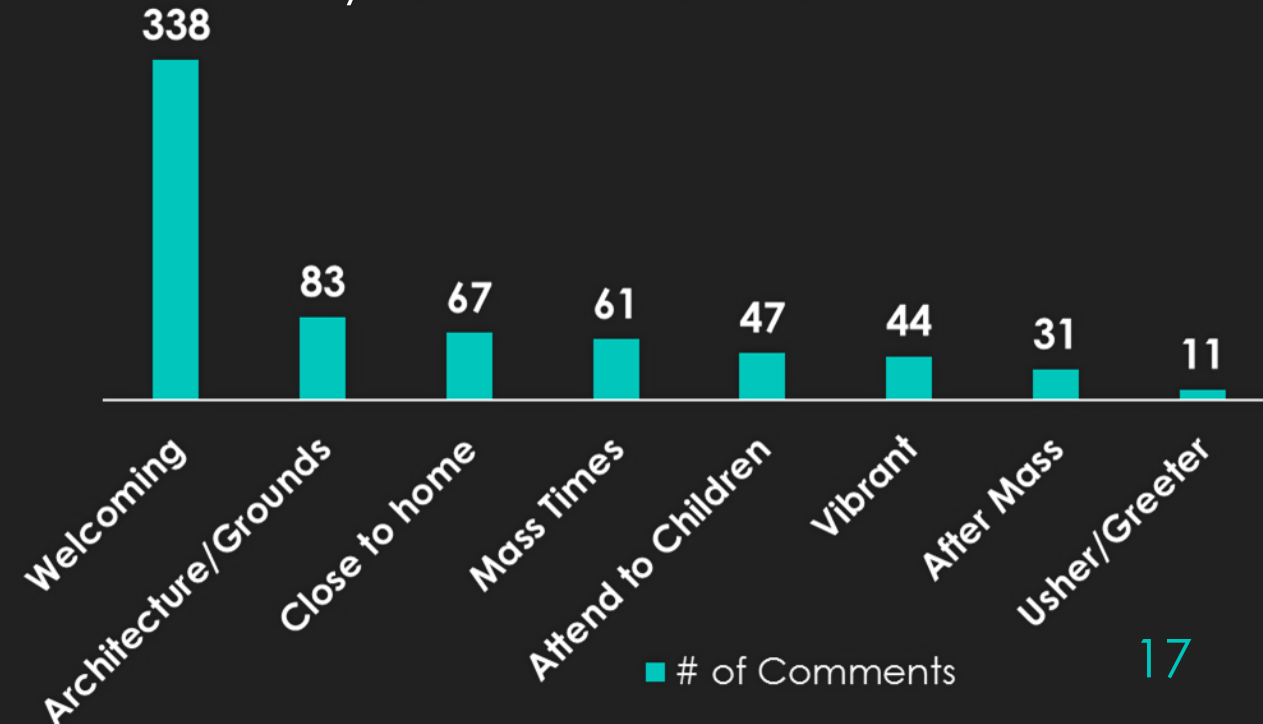
# Practice #1 – *Excel on Sundays* broken down by theme (1,251 total comments)



**Themes:** Over half of the comments (55%) relate to **Hospitality**, followed by **Homily** (30%) and **Hymns** (16%)



**Hospitality:** Over half (55%) of the comments relate to the subtheme of **Welcoming** followed by several other subthemes

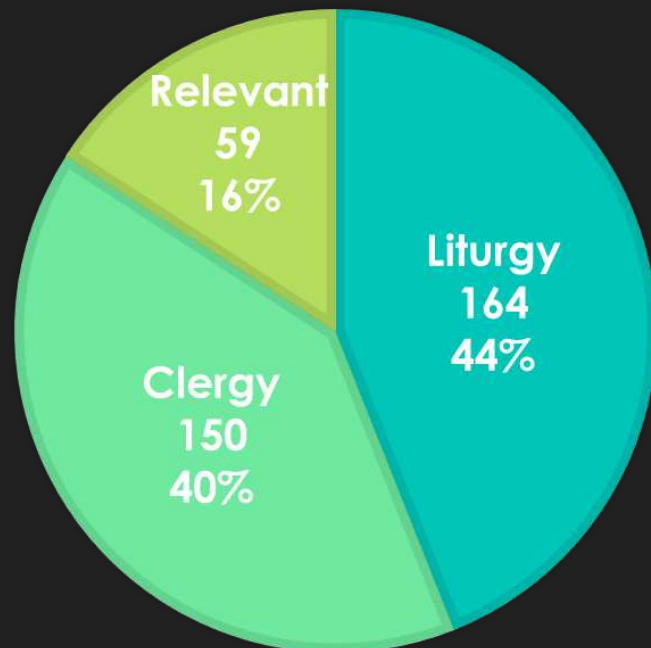


Architecture & Grounds includes the Church, parking, sound system and heat

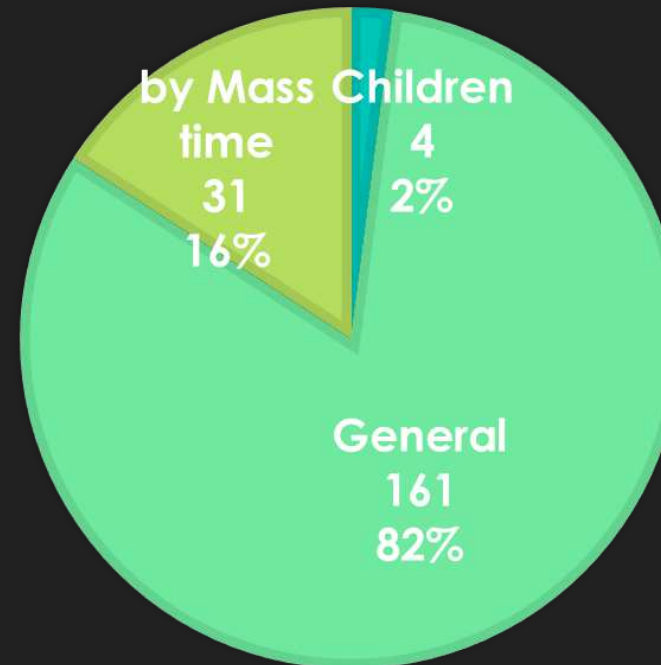
# Practice #1 – *Excel* on Sundays broken down by theme continued



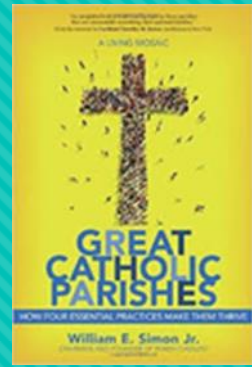
**Homily:** Almost half (44%) of the comments relate to the subtheme of **Liturgy** followed by **Clergy** (40%) and **Relevant Message** (16%)



**Hymns:** The majority (82%) of the comments are **General** in nature, followed by comments related to **Specific Mass Times** (16%) and **Children** (2%)



# Practice #2 – Foster Spiritual Maturity & Plan for Discipleship



## Discipleship

- Set spiritual maturity as a goal
- Allocate resources; implement and revise strategies

## Community

- Includes Young Adult Community
- Discipleship flourishes when people experience a deep sense of belonging
- *"Engaging the spiritual hunger of parishioners increases their participation in parish community life and outreach. But the converse is not true." p. 78*

## Faith/Prayer

- Culture of prayer
- Includes adoration and confession

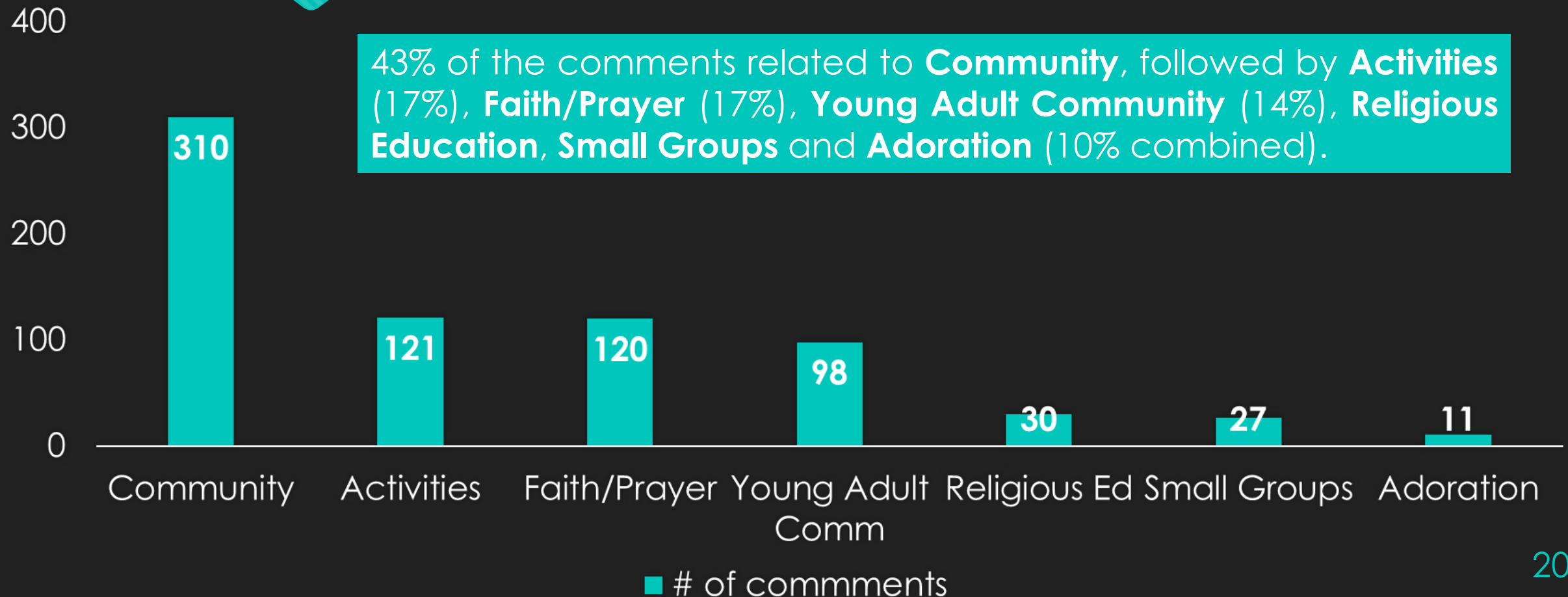
## Religious Ed

- Spur renewed spiritual growth through reimagining and overhauling traditional Religious Education programs

## Small groups\*

- *"Align all programming and training in such a way that every parish opportunity begins and ends with encountering Christ." p. 63*

# Practice #2 – *Discipleship* broken down by theme (717 total comments)



# Practice #3 – *Focus on Millennials*



## Judgment

- Rules, hypocrisy, exclusive, not accepting

## Issues

- Lack of openness to gay community most often cited

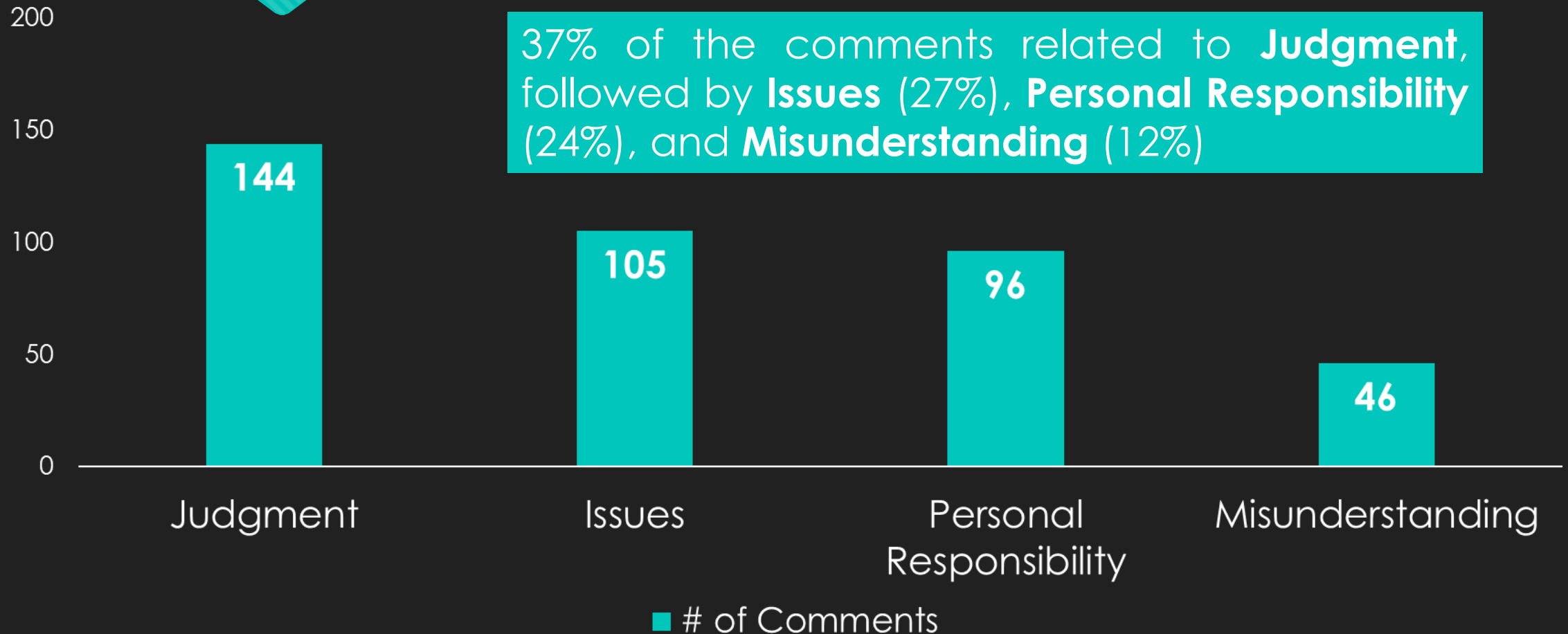
## Responsibility\*

- Personal responsibility; awareness/admission their own actions may be keeping them away

## Misunderstanding

- Recognition they don't fully understand Church teachings

# Practice #3 – Focus on Millennials broken down by theme (391 total comments)



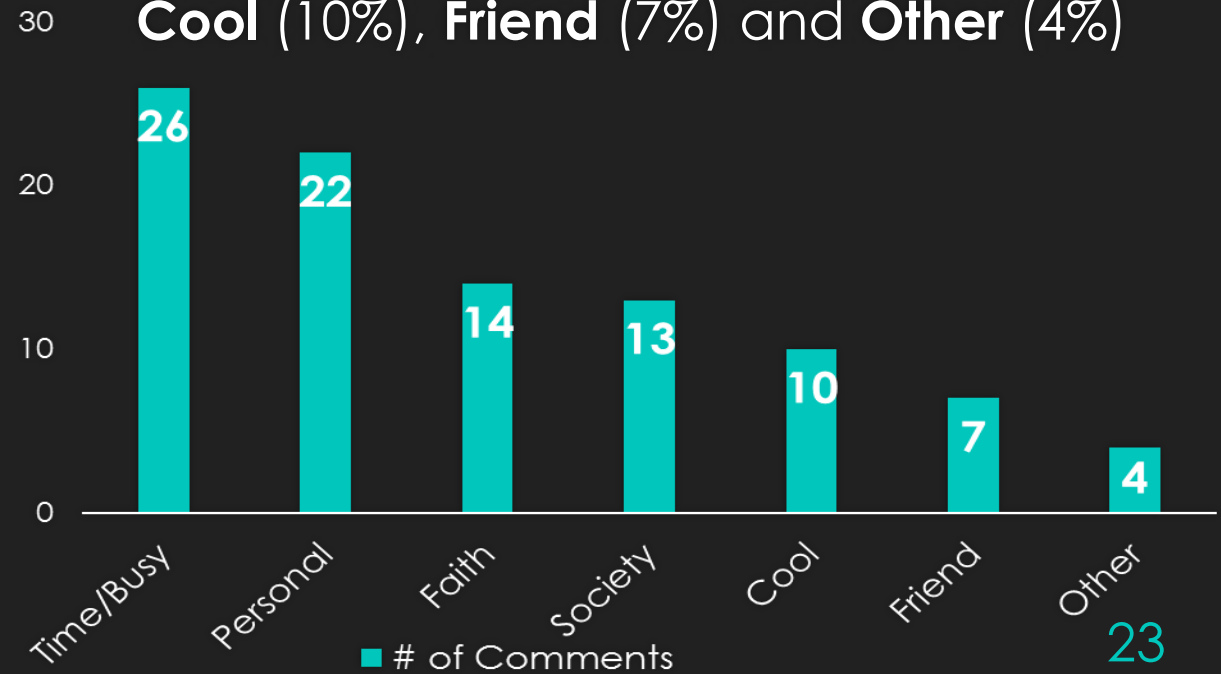
# Practice #3 – Focus on Millennials broken down by theme continued



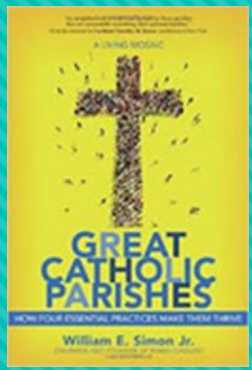
**Issues:** 25% of the comments are **General**, followed by **Multiple Issues** (18%), **LGBT** (14%), **Priest Sex Scandal** (14%), **Money** (10%), **Sex/Marriage/Divorce** (9%) and other (10%)



**Personal Responsibility:** 27% of the comments related to lack of **Time/Busy**, followed by **Personal** (23%), **Faith** (15%), **Society** (14%), **Cool** (10%), **Friend** (7%) and **Other** (4%)



# Practice #4 – *Share Leadership*



## Leadership

- Pope Francis – lead by example; be with the sheep\*
- Clergy leadership styles – collaborate, delegate, consult\*
- Strong professional staff

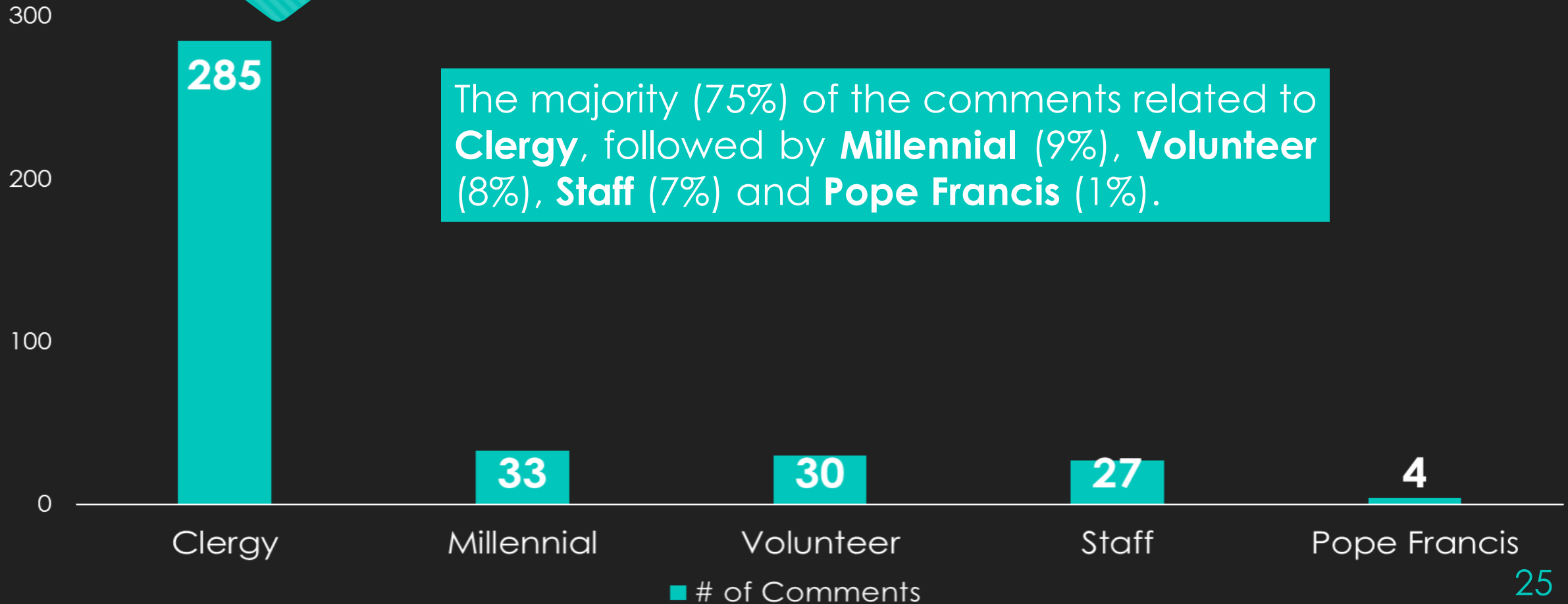
## Volunteer

- Listen to lay people, praise lay leaders
- Gifts discernment

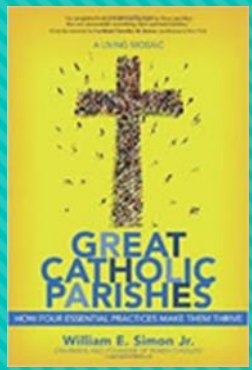
## Millennials

- Listen, provide a mentor, let them lead each other\*
- Millennials are particularly open to trusted mentorship
- *“The Church is one of the final remaining intergenerational spaces in modern American society.” p. 167*

# Practice #4 – *Share Leadership* broken down by theme (379 total comments)



# Practice #5 – *Evangelization: Maintenance to Mission Mode*



## Evangelize

- Purpose of evangelization - *“not to make converts or fill the pews but simply to open doors”* p. 147

## Social/Service

- Culture of reaching people using service work/social events
- Community service (local); mission work (global)\*

## Marketing\*

- Parish's online presence must be fresh & relevant
- Social media, no borders

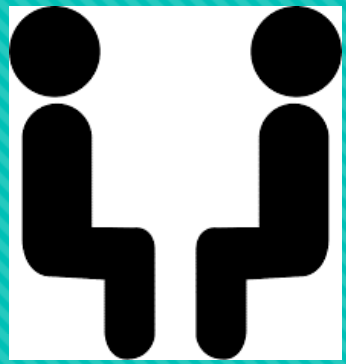
## Invite

- Power of the invite; involve whole parish
- Be window people (look through and see others) vs. mirror

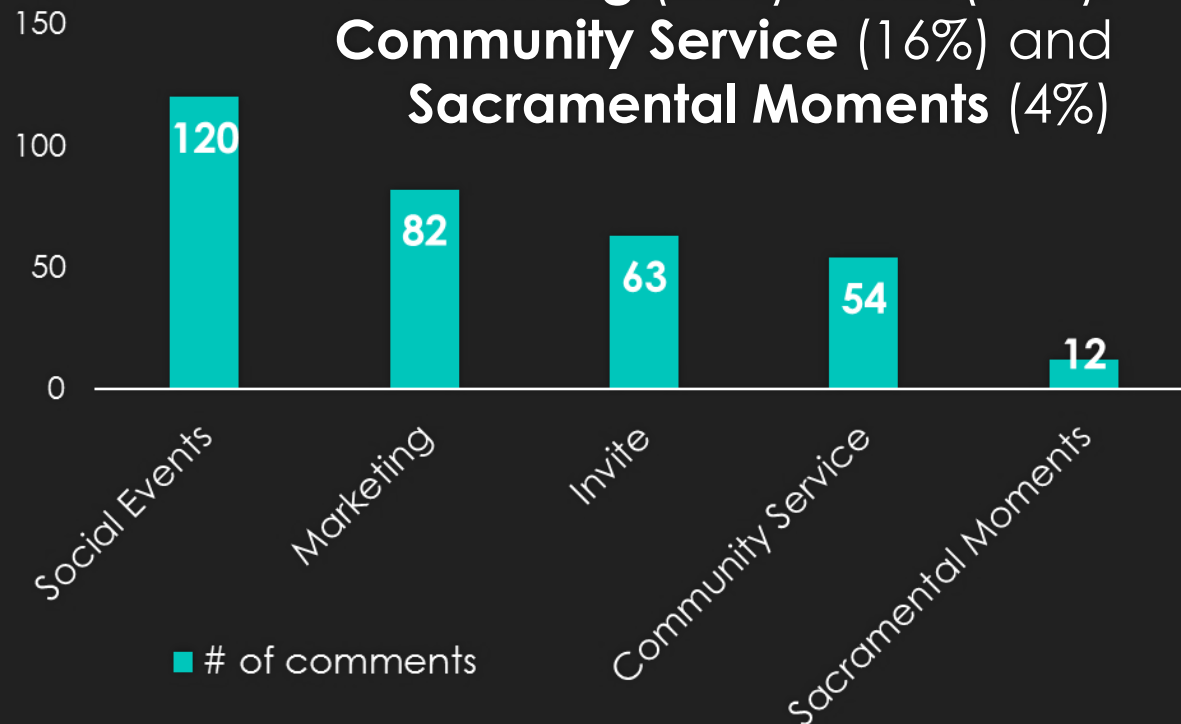
## Sacramental

- Sacramental moments (Baptism, Wedding, Funeral)
- *“80% of people at a funeral are unchurched, Most of them aren't praying or serious about their spiritual life; they are there because Joe died.”* p. 147

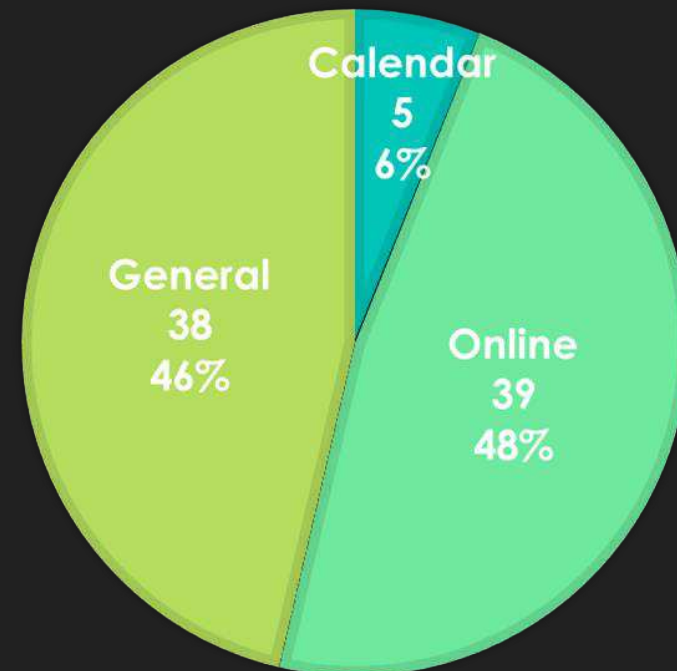
# Practice #5 – *Evangelization* broken down by theme (331 total Comments)



**Evangelization:** 36% of the comments are related to **Social Events**, followed by **Marketing** (25%), **Invite** (19%), **Community Service** (16%) and **Sacramental Moments** (4%)

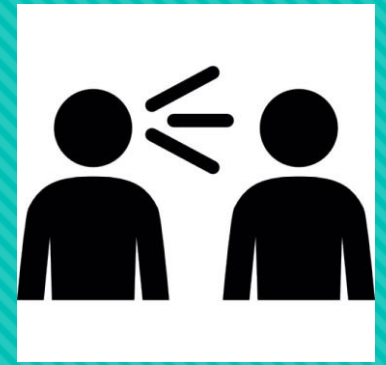


**Marketing:** Almost half (48%) of the comments related to **Online Marketing**, followed by **General** (46%) and **Calendar** (6%)



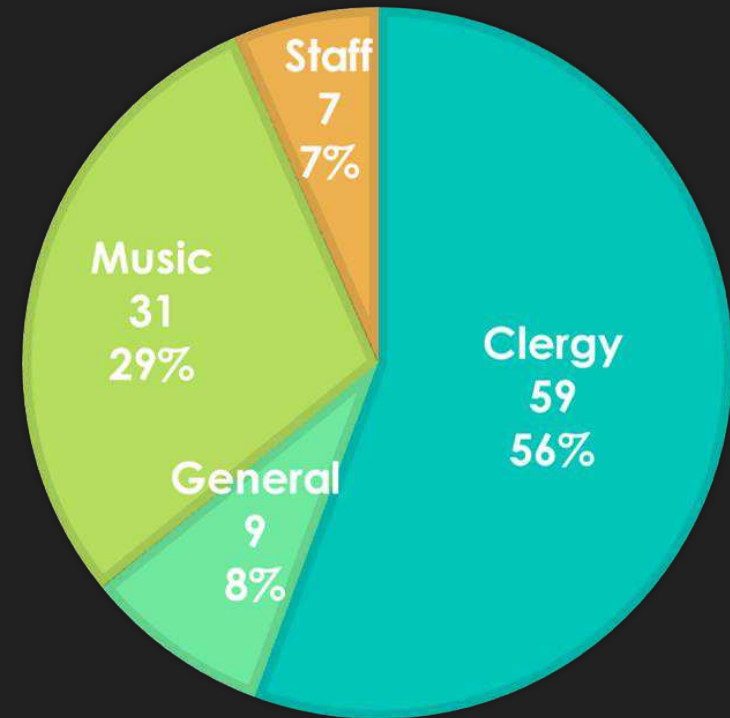
# Shout-Outs

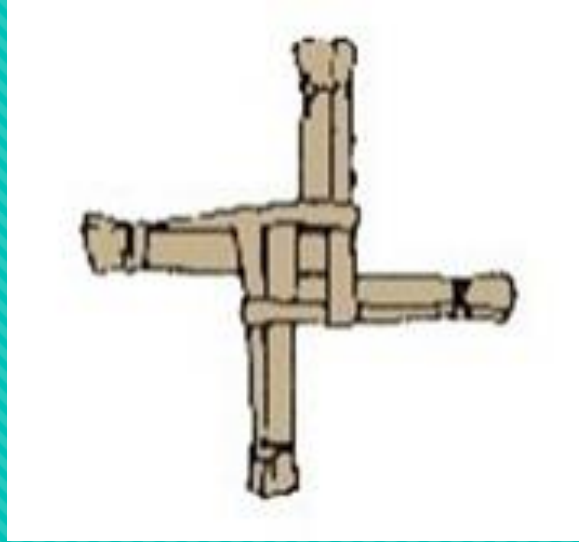
## Specific positive comments



Shout-out categories related to:

- Priests and Deacons
- Music at each of the Masses
- General – “I love St. Brigid’s”
- Staff





# Appendix – Specific Comments

## Specific SUNDAY Comments

### Related to Homily, Hospitality and Hymns

Sorted by survey questions-1) how to attract, 2) like best, 3) what's important, 4) improve, and 5) turnoffs

GCP Theme	Sunday
Specific Comment	x

Theme Tier 2	Theme Tier 3	Survey Question	Comment to use	Count
Homily				
	Clergy	Attract	teaching that 'love' will help with discipline	1
			Short, direct, inspirational message	1
			a consistent invitation to learn about the Eucharist	1
			connecting homilies to the life of a 20-35 year old - show beauty of the Eucharist	1
			Show us the Church has what our hearts desire; speak to how difficult it is to live as Catholic in today's world.	1
		Best	the preaching is open, welcoming, positive, insightful	1
				1
		Important	good homily (inspiration)	1
			obvious truth in the message of the homily	1
			pastor's public speaking abilities	1
			preaching that connects with and makes me contemplate my life and other's lives	1
			Jesus' love for all in the Church's sermons	1
			I think the priest must be at the center of it, giving engaging and relatable sermons	1
			well balanced thought of preaching - Jesus is Lord, nothing else	1
			making sure the hour long Mass teaches us about Jesus and how he sacrificed himself for us	1
			drive programs to bring together the Church on days other than Sunday	1
		Improve	allowing priests to do the homily - no speakers or baptisms	1
			homilies with stronger connection with current world/community issues	1
			I prefer when the priest gives the sermons	1
			more dynamic homilies - that have real value and practicality	1
			more readings from the pastor	1
		Turnoff	priests have to have some training in dynamic speaking	1
			homilies that mention issues (i.e. politics, abortion, etc.) - be correctly informed on these issues	1
			sermons more relatable to daily life	1
			closed minded preaching and guilt	1
			conservative teachings and preachiness	1
			monotony of sermons	1
				1
	Liturgy	Attract	Group morning prayer before daily Mass	1
			introduce each other at start of Mass	1
			keep Mass feeling new and engaging/relevant to everyday life	1
			make the connection that Mass sends people out to serve others	1
			participation in the Mass	1

## Specific SUNDAY Comments

### Related to Homily, Hospitality and Hymns

Sorted by survey questions-1) how to attract, 2) like best, 3) what's important, 4) improve, and 5) turnoffs

Theme Tier 2	Theme Tier 3	Survey Question	Comment to use	Count
Homily	Liturgy	Attract	keeping Masses youthful, understand the importance of events during Mass	1
			modern progressive inclusive views	1
			Make Sunday 5:30 pm Mass be for young adults – advertise as such	1
		Best	the welcoming love found here at daily mass	1
			the young community at the 5:30 Mass	1
			diversity of Mass types/styles (YA/contemporary/etc.)	1
		Important	daily mass liturgy	1
			support for conservative view/Christian values	1
			traditional Mass, closeness to priests and parish	1
			traditional values and kind ways	1
			true Catholic teaching/worship	1
			feeling energized/renewed and ready for the upcoming week after going to Mass	1
		Improve	attend 12:30 Mass at Newman Center; one Mass should be like that	1
			better tasting Eucharist	1
			don't do Baptisms during Mass	1
			I would love a bilingual Mass	1
			no baptism or other rites at 9 am Mass	1
			walking the entire aisle to receive communion vs. halfway	1
			Better liturgy, the same homily at each Mass	1
			reverence during Mass	1
			less charity guest speakers	1
			Draw people into a deeper sense of who we are and what we are about	1
		Turnoff	bored, traditional Mass	1
			may be turned off by traditional value	1
			They feel like the Church is behind the times and Mass is monotonous and not entertaining	1
			too many meaningless rituals	1
			Mass is boring (however St. Brigid 'has it going on') Mass is a chore – same old message	1
			understanding why we do specific things at Mass. If Mass is slow with no energy.	1
			boring Masses - they're fed more at the Rock	1
	Relevant	Attract	be relevant, show how faith helps them	1
			emphasize ecumenism!!! All inclusive; not exclusive	1
		Turnoff	boring service	1
			it's old school, needs to be updated	1
			sermons too long and not relatable to today's culture	1
			The Mass might seem old-fashioned	1
			male-centric	1

## Specific SUNDAY Comments

### Related to Homily, Hospitality and Hymns

Sorted by survey questions-1) how to attract, 2) like best, 3) what's important, 4) improve, and 5) turnoffs

Theme Tier 2	Theme Tier 3	Survey Question	Comment to use	Count	
Homily	Relevant	Turnoff	always the same - Sunday you hear the same talk over and over without connection to life	1	
			most still see it a super conservative and not progressive	1	
Hospitality					
	After Mass	Attract	Add coffee shop to ministry schedule	1	
			before and after Mass gatherings	1	
			Cart after 5:30 pm Masses with cookies or drinks	1	
			coffee in the plaza after all weekend masses	1	
			Groups/ministries run coffee shop	1	
			Make announcement after Mass inviting people to coffee shop	1	
			Stop after Mass to say hello and introduce yourself to someone you don't know	1	
			Donuts after Mass is great also - a 50 year tradition	1	
		Important	community outside chatting after Mass	1	
			Improve	bring back Sunday coffee at least 1x a month	1
		donuts every Sunday (for the kids)		1	
		more activities to mingle before or after Mass		1	
		more regular coffee shop		1	
		more casual - regular gatherings, coffee shop		1	
		open the coffee shop 8:30 am to 11 on Sunday even if you have to pay someone! Staff with major groups (20's and 30's		1	
		coffee - community after 7:30 am weekday masses		1	
		coffee after mass to talk to more ppl in the community		1	
		Attend to Childre	Attract	childcare so YA can worship together with their peers	1
				More child involvement at Mass	1
				Provide childcare for YA group events	1
	youth groups with fun activities - camping, ice cream socials			1	
	this has improved in last 10 years; activities and groups for young families			1	
	Oddly, now that I have a family I'm very happy with St. Brigid			1	
	Best		doing great job for kids at 9 am Mass	1	
			I love the Children's Liturgy	1	
			music; children's involvement	1	
			the children's programs - especially during Mass	1	
			family focus, programs for all ages	1	
			child-friendly, feel like we fit in	1	
	Important		feeling of family surrounding	1	
		Mass times and different events for families to get involved	1		
		that it is also a good kid environment	1		
		that my whole family liked it - and they do	1		

## Specific SUNDAY Comments

### Related to Homily, Hospitality and Hymns

Sorted by survey questions-1) how to attract, 2) like best, 3) what's important, 4) improve, and 5) turnoffs

Theme Tier 2	Theme Tier 3	Survey Question	Comment to use	Count
Hospitality	Attend to Children	Important	place where family is welcome (young kids)	1
		Improve	emphasis on family	1
			finding other families with single parents	1
			have more children involved in Mass	1
			more activities for young families	1
			more children's programs during Mass	1
			more opportunities to meet new families	1
			young children very distracting; we used to have a special section for families but the altar with glass	1
			more opportunities to meet families with children in same age group	1
			I need to join a mother's group	1
			more family opportunities	1
			post in the bulletin once a month there is a room for crying babies	1
			I enjoy when the priest addresses the children before they process out; please make standard	1
			more support for finding childcare or arrangements so parents can participate in more	1
			open message that kids are welcome - I've experienced people who were upset over my child's behavior	1
			newly married group; new mom's group/new parents group (maybe married < 5 years)	1
			help parents of small children experience Mass; ministry for young families - identify their needs!!! Serve them	1
		Turnoff	lack of childcare during Mass	1
			too many crying babies at 9:00 am Mass	1
	Close to home	Best	casual, open, close to home	1
			nearby, friendly, clarity in the word of God	1
			I like that St. B's is in PB, very central to people in their 20's-30's	1
	Mass Times	Attract	continue to have 5:30 Mass	1
			later Mass times	1
			The 5:30 evening Mass allows for the 20-35 year old's flexibility in their schedule	1
			have a YA Mass (for example 1x a month), a Sunday late Mass at 8 pm geared towards YA	1
		Best	Sunday evening mass has always had a special feel to it	1
			5:30 Sunday Mass	1
		Improve	12:00 PM Mass on Sunday	1
			a 10:00 am Sunday Mass	1
			a low Mass at one of the Sunday Masses	1
			afternoon Mass during week/more Scripture emphasis	1
			faster Mass	1
			have Mass at 7 pm	1
			Mass available during non-working hours; adoration more frequent	1
			more confessions/Latin Mass sometimes (2x a month)	1

## Specific SUNDAY Comments

### Related to Homily, Hospitality and Hymns

Sorted by survey questions-1) how to attract, 2) like best, 3) what's important, 4) improve, and 5) turnoffs

Theme Tier 2	Theme Tier 3	Survey Question	Comment to use	Count		
Hospitality	Mass Times	Improve	Saturday 4:30 Mass	1		
			the option to have another Mass scheduled in the afternoon in addition to 5:30 Mass	1		
			wish there was an 8 am Mass and a 4 pm Saturday Mass	1		
			more Mass times later	1		
	Usher/Greeter	Attract	Intentional greeter ministry for those with the gift of hospitality	1		
			Seniors ‘greet’ at young adult Mass and young adults ‘greet’ at senior Mass	1		
			Usher training and refresher; greeter training	1		
			YP helping our during Mass (readers, ushers)	1		
			saturate Sunday 5:30 pm Mass with young adults in various roles- not dressed in albs but regular clothing	1		
		Improve	communion lines can get confusing	1		
			greeters at all entrances, inviting poor to participate in Mass	1		
			I believe the greeters at the door could be more welcoming	1		
			Vibrant	Attract	need a hospitality team with a heart to share Catholic faith	1
					Best	energy and spirit
	Important	the love and spirit of the parish		1		
		upbeat parish		1		
		youthful spirit		1		
		an active and enthusiastic parish		1		
		energetic, engaged community		1		
		exciting and dynamic programming - we are living Church and part of the world		1		
		non-intimidating; open, fun environment		1		
		open and positive - acceptance and love		1		
		vibrant Church + congregation, welcoming vibe from those who are here		1		
		vibrant faith community		1		
	Improve	masses to be a little more vibrant and uplifting	1			
	Welcoming	Attract	Announcements before Mass starts	1		
			fun events, other YA that are 'real' and make you feel like you're one of them	1		
			Have a house visit by involved parishioner to newly registered	1		
			Introduce yourself to someone new at every Mass	1		
			Multi-media screens to use before Mass	1		
			Open body language, eye contact during Mass	1		
			Smile – reflect God’s love	1		
			Turn to others and introduce yourselves before Mass	1		
			open message that young people are important - people don't feel welcome, see the Church's opinion as too rigid and f	1		
			unassuming, casual atmosphere, young people in attendance	1		
			Welcome and acknowledge visitors from pulpit	1		

## Specific SUNDAY Comments

### Related to Homily, Hospitality and Hymns

Sorted by survey questions-1) how to attract, 2) like best, 3) what's important, 4) improve, and 5) turnoffs

Theme Tier 2	Theme Tier 3	Survey Question	Comment to use	Count
Hospitality	Welcoming	Attract	Actively seek out newcomers - notice them, be intentional, do follow-up after	1
			Have community cards – ways to get plugged in to Church. Follow-up with new people; encourage involvement	1
		Best	diversity and inclusiveness of the parish	1
			it makes me feel at home and everyone makes me feel welcome	1
			the judgement-free zone & events	1
			the vibe and atmosphere reflect a beach community	1
			warm welcome when I arrived 1st time	1
			welcoming attitude, casual beach community, engagement of young people	1
			I like the great sense of community here	1
			St B's has open doors to all 'new' and 'old' parishioners	1
			the community-everyone is inviting and non-judgmental	1
			the community is welcoming, not only within Mass	1
			I was attending Mary, Star but found it to be stuffy, came here and immediately felt at home	1
			the open arms and feeling of extended family; Faith Formation	1
		Important	community feel, people investing in other people	1
			embracing others and their differences - welcoming all to God	1
		Improve	being connected to others since new to church	1
			programs to welcome new members	1
			have a welcome meeting in evenings for newcomers	1
		Turnoff	being welcoming of people with different beliefs - our faith is a journey and is not an overnight/instant occurrence	1
			we as a church need to be more welcoming and less judgmental	1
	A&G-Church	Attract	Have the Church open during the day – asking for key in office dissuades people from doing it	1
		Best	availability of beautiful church	1
			its humbleness and diversity; I love the art on the walls	1
			location, beautiful setting/building	1
			the pretty decorations at Christmas	1
			very beautiful architecture	1
			the emotion, feeling and color of the walls	1
			I like the glass windows	1
			the Church is magnificent	1
		Important	height of doors	1
			real candles - not the light switch type	1
			I like tradition in architecture, music, etc. don't like the new churches; keep the kneelers	1
		Improve	better cry room and more young family gatherings	1
			easier to find entrance	1
			I don't care for Joseph & Mary's pictures on the cross	1

## Specific SUNDAY Comments

### Related to Homily, Hospitality and Hymns

Sorted by survey questions-1) how to attract, 2) like best, 3) what's important, 4) improve, and 5) turnoffs

Theme Tier 2	Theme Tier 3	Survey Question	Comment to use	Count		
Hospitality	A&G-Church	Improve	pillows in pews	1		
			flag of Holy See (Vatican) is ripped and faded	1		
	A&G-Sound	Improve	acoustic-side pens	1		
			an improved acoustic system	1		
			better sound in north chapel	1		
			have the microphone volume up more to hear over babies	1		
			PA system isn't audible in north side chapel	1		
			place the reading on a digital screen so people can read the message	1		
			speakers that are easier to understand, sound system	1		
			the sound system - music is not real clear	1		
			A&G-Parking	Attract	Parking lot – greet people in parking lot to talk	1
					Parking lot greeter/attendant – be hands of Christ	1
	Improve	parking situation		1		
		the lines need to be pointed in parking lot on Missouri		1		
		valet parking		1		
	Turnoff	parking on busy Sundays		1		
		A&G-Heat		Improve	heating during cold seasons	1
			turn heat on earlier		1	
	use the heater more often		1			
	Hymns					
		Children	Attract	children's choir to draw kids	1	
Best			singing and inclusive for children	1		
Improve			children's chorus and more activities for teens	1		
			children's choir at 9am Mass	1		
	General	Attract	Have music 10-15 minutes before Mass	1		
			Soft reflective music after Communion (for prayer)	1		
		Best	Contemporary music is good too	1		
		Improve	a bit more active music ministry	1		
			a board with the song #'s, can't always hear when announced	1		
			better hymn selection	1		
			better more modern music like we used to have	1		
			better music (more modern praise & worship)	1		
			contemporary Christian music (praise and worship)	1		
			emphasize contemporary music	1		
			fewer contemporary choir Masses	1		
			friendly; more Christmas Carols and joyful songs	1		

## Specific SUNDAY Comments

### Related to Homily, Hospitality and Hymns

Sorted by survey questions-1) how to attract, 2) like best, 3) what's important, 4) improve, and 5) turnoffs

Theme Tier 2	Theme Tier 3	Survey Question	Comment to use	Count
Hymns	General	Improve	less singing	1
			make the music songs everyone can sing instead of being a 'production number'	1
			more contemporary music	1
			more folk music	1
			more meditation time after communion with no music	1
			more music; band members	1
			more orthodox music sometimes	1
			more robust youthful choir	1
			more spiritual music	1
			music - upbeat please, its old school	1
			no clapping after mass	1
			no singing after Communion - time to pray	1
			one mass without music would be nice	1
			possibly sing more songs in slightly lower key	1
			put the song hymn numbers up somewhere	1
			shorter farewell music (the last song of Mass)	1
			varied and better music	1
			more involvement with the congregation and music (i.e. clapping)	1
			have the choir provide direction for the psalms responses - we are here to pray and sing	1
			Turnoff	can you put page numbers in flyer weekly for songs and worship
		opera music		1
		too much music		1
		newer Churches with live bands		1
Grand Total				268

## Specific DISCIPLESHIP Comments

Related to Activities, Community, Faith/Prayer, Religious Ed, Small Groups and Young Adult Comm

Sorted by survey questions-1) attract, 2) like best, 3) what's important, 4) improve, 5) turnoffs

GCP Theme	Discipleship
Specific Comment	x

Theme Tier 2	Survey Question	Comment to use	Count
Activities			
	Attract	my university (Villanova) did a theology on tap discussion One priest would host theological conversations at a pub weekly	1
		I am interested in tradition and knowing Christ more fully	1
		activities that let them understand how beautiful the life in Christ is	1
		active group of their peers... speak the truth	1
		activities outside of Mass to get to know each other young adults who share your faith	1
		lectures who are close to their age and charismatic	1
	Best	constant activity, multiple ways to grow in faith community outside of Mass	1
	Important	what happens between Sundays?	1
		opportunities for deepening my faith	1
	Improve	a more vibrant groups for those in their 30s to 50s	1
		events before 7 pm	1
		formation from outside sources	1
		integrate Young Adult Community into rest of parish	1
		Mass in slow motion	1
		more events for young people in their 30's, not "20-30's" and not "30-40's" - what that means is actually 20's and 40's and 50's	1
		more married couple options	1
		more outside speakers, not just within our community	1
		programs for 30-40's YO	1
		stop segregating age groups!!!!	1
		more 20's and 30's events	1
		activities with single people	1
		activities/programs for 50's group and divorced	1
		more talks about current issues like suffering	1
		be able to meet more young married couples -movie Knights are hard because it is bedtime for children	1
	Turnoff	limited activities - some are too long or too late in the evening	1
Adoration			
	Attract	Adoration chapel	1
		nightWATCH is great – expand to > 1x a month	1
		nightWATCH, C2C invites to non-practicing, church fiesta	1

## Specific DISCIPLESHIP Comments

Related to Activities, Community, Faith/Prayer, Religious Ed, Small Groups and Young Adult Comm

Sorted by survey questions-1) attract, 2) like best, 3) what's important, 4) improve, 5) turnoffs

Theme Tier 2	Survey Question/Comment to use		Count
Adoration	Attract	just what St. Brigid's does: YA Mass, fellowship, nightWATCH, apostle work	1
		Holy hours of adoration with social time afterwards	1
	Improve	24/7 adoration chapel	1
		adoration available throughout the day	1
		more adoration opportunities outside of working hours	1
		more frequent adoration	1
		holding some no-music adoration in addition to nightWATCH	1
		if our weeknight (Thurs) Eucharistic adoration went later than 4:00 pm	1
Community			
Attract	finding a way for people to connect to Church	1	
	friendly inviting community	1	
	stress personal relationship with God and need to connect with others in faith	1	
	make it a social and spiritual sphere of their lives	1	
	make safe space for people of different backgrounds to encounter God and community	1	
Best	casual welcoming parish	1	
	close knit community	2	
	diversity in ages - singles/families/older people	1	
	everyone is welcomed; vibrant community	1	
	familiar faces - long time parishioners	1	
	feeling of family atmosphere among parishioners	1	
	Holy Spirit evident in it's parishioners	1	
	large community	1	
	love the community and the encouragement in my faith life	1	
	nice lively community	1	
	parish that is actively practicing Catholicism	1	
	sense of community once you get to know others	1	
	the community around the families	1	
	the people are down to earth, real, accepting, loving	1	
	within past 6 months, I feel like the sense of community has improved a lot	1	
	the feeling of home that it provides - the people	1	
	it's a very active community and covers all	1	
	the variety of super wonderful people	1	
	well established, strong congregation	1	
	the people: friends I have made through the years	1	

## Specific DISCIPLESHIP Comments

Related to Activities, Community, Faith/Prayer, Religious Ed, Small Groups and Young Adult Comm

Sorted by survey questions-1) attract, 2) like best, 3) what's important, 4) improve, 5) turnoffs

Theme Tier 2	Survey Question/Comment to use		Count
Community	Best	St. Brigid's has always enjoyed a full ministry for parishioners of all ages	1
Community		it is so loving and seniors are wonderful	1
Community		the spirit of community; I see parishioners around town wherever I go	1
Community	Important	active parish community	1
Community		faithful to the Church teachings; community for each group	1
Community		feeling like you belong	1
Community		happy active Catholics	1
Community		sense of Christian community	1
Community		strong community that is in touch with today's world	1
Community		belonging, trust, future for our son	1
		Fellowship for all, learn people's names	1
		community, uplifting	1
		thriving community to engage/entice vs. Mass each week	1
	Improve	a parish retreat or picnic annually to promote community	1
		more diversity, however, due to neighborhood demographic it may be difficult	1
		more opportunities to meet people in community	1
	Turnoff	cold/dead congregation	1
		don't feel like they belong	1
		lack of friends	1
		no community	1
		not knowing people at St. B's	1
Faith/Prayer			
	Attract	1% challenge – pray/spend time with Jesus for 1% of your day (15 minutes)	1
		Ask people to share prayer (like Ultreya)	1
		be the guiding truth	1
		by example of Christ's love and mercy	1
		clearly defined authenticity of faith	1
		Communal prayer on Sunday evenings	1
		Educate parishioners on the power of prayer	1
		gatherings, retreats	1
		Have a prayer retreat – monastic, Whispering Winds, and/or 1-day retreat at St. Brigid's	1
		help them get excited about the king of kings - wonder counselor	1
		In-home rosary groups	1
		letting them know that it's ok if you feel like an outsider as far as spiritual knowledge	1

## Specific DISCIPLESHIP Comments

Related to Activities, Community, Faith/Prayer, Religious Ed, Small Groups and Young Adult Comm

Sorted by survey questions-1) attract, 2) like best, 3) what's important, 4) improve, 5) turnoffs

Theme Tier 2	Survey Question	Comment to use	Count
Faith/Prayer	Attract	Meet Christ 1-on-1; make it personal	1
		Offer a variety of prayer methods (podcasts with lists of questions); booklets (Loyola Press, Dynamic Catholic)	1
		Say grace at restaurants	1
		School of prayer – prayer discussions and experiences; witness stories	1
		show them how to incorporate God into their lives	1
		Smile – reflect God's love	1
		speak the truth with love	1
		Stations of the Cross is promoting prayer	1
		Sung worship – song releases the Spirit; the Holy Spirit speaks to us in music	1
		Take prayer back home to family and friends who may not go to a prayer meeting/small group with you	1
		Teach prayer types; what works for other people? Experience different ways to pray – 1-on-1 or in group	1
		the healing prayer ministry	1
		Pray 5 minutes before Mass starts (i.e. Liturgy of the Hours)	1
		Provide prayer resources - prayer cards and little resource booklets (like Advent)	1
		Cultivate prayer life; deepen experience with Holy Spirit	1
		I'm 22 and the reason I come to Mass is because I want to strengthen my relationship with God - I think that comes from within	1
		address discernment needs; teach prayers and ways of contemplation, how to be still in a world of distraction	1
		I think young people are scared about religion	1
		fully and unabashedly acknowledge/defend all tenets of faith while being welcoming to anyone on their faith journey	1
		let young people understand that the angel is something not 2000 years old but living and teaching for their good	1
	Best	the presence of God - the presence of God is in the people	1
	Important	be close to God and pray for those who are not	1
		faith challenges	1
		God's love intertwined in all we do	1
		guidance on how to live as Jesus wants us to, better understanding of our religion	1
		help me keep my faith	1
		sense of belonging and a feeling that others and myself are growing in love towards Christ	1
		spiritual connectedness	1
		the feeling I walk away with - love, light, forgiveness, surrender to God	1
		to feel the Spirit, welcoming people	1
		to learn more about God and everything	1
		welcoming spirit and sense of humor	1
		feeling of Jesus within Church	1
		reverent spirit	1

## Specific DISCIPLESHIP Comments

Related to Activities, Community, Faith/Prayer, Religious Ed, Small Groups and Young Adult Comm

Sorted by survey questions-1) attract, 2) like best, 3) what's important, 4) improve, 5) turnoffs

Theme Tier 2	Survey Question	Comment to use	Count
Faith/Prayer	Improve	confession 8 pm M-F	1
Faith/Prayer		more confession hours during weekdays	1
Faith/Prayer		sense of community and love of Christ	1
Faith/Prayer		weekend parish retreat	1
Faith/Prayer		learning together with joy	1
Faith/Prayer	Turnoff	God is not real to them	1
		other distractions, church needs to demonstrate love and availability to all but still maintain faith based	1
		put Jesus at the first place	1
Religious Ed			
	Attract	maybe a school would attract more young couples	1
		start young, have catechism of the old style mixed with modern understanding (re. John XXIII and Francis 1)	1
		Catechism classes could be held - I know at least 4 people who are interested in Catechism	1
	Best	children's program for kids	1
		events and programs for adults	1
		good VBS this past summer	1
	Important	consistent children's programs	1
		activities for kids and families	1
	Improve	"bible study" and theology lessons	1
		more guidance for parents to do/use with children to strengthen faith	1
		more programs or groups for parents with children	1
		open a school	1
		Sunday school vs. Tues/Wed classes for kids	1
		the church classes for kids; especially 4th grade and up	1
		they should make a school or preschool	1
		Masses and religious education classes - more engaging for kids	1
		this Church (Catholic) needs to be more educated in it's faith and history	1
		more volunteer opportunities for kids	1
Small Groups			
	Attract	C2C – practice to be a leader	1
		C2C groups; youth activities	1
		Make prayer announcements at C2C groups	1
		more Bible study	1
	Best	C2C small groups	1
		thanks for grief meetings. I have memories of her being here - alive and happy	1

## Specific DISCIPLESHIP Comments

Related to Activities, Community, Faith/Prayer, Religious Ed, Small Groups and Young Adult Comm

Sorted by survey questions-1) attract, 2) like best, 3) what's important, 4) improve, 5) turnoffs

Theme Tier 2	Survey Question	Comment to use	Count	
Small Groups	Best	community enrichment programs - mom's group; KofC, C2C, outreach	1	
	Important	community, programs that support faith	1	
		small church groups	1	
	Improve	Catholic Men's fellowship; men's activities	1	
		should have a volunteer ministry to help parishioners who are going through hard times	1	
		women's bible study	1	
		more informative Bible Study as opposed to interpretive	1	
Young Adult Comm				
	Attract	being more attentive to the specific needs of YA	1	
		Combine St. B's Wednesday night group with other parishes	1	
		get younger people involved in planning festival	1	
		great YAC which is what drew me	1	
		have meetings to speak to issues facing YP today	1	
		I think St. Brigid's is doing a great job of attracting the young of our city	1	
		I think you already do that. I think St. B's is known for 'hooking up' young Catholics	1	
		more young people	1	
		other 20-35 being involved	1	
		Personal outreach – have a welcome team that meets 1-on-1 (i.e. at coffee shop) with everyone who is new to St. Brigid's or V	1	
		keep doing what you're doing. The YA club is working	1	
		There are two distinct YA camps at St. B's now – those that attend Wednesday night and not Mass and those that attend Mass	1	
		I would like not just social and fun activities but activities for those wishing to go deeper in their faith	1	
		young adults who share your faith	1	
		Make retaining newcomers a priority. Need to be more welcoming on Wednesday nights (i.e. have 5 people welcome each We	1	
		Have bigger meeting space for Wednesday Bible Study	1	
		Best	Bible Study group and that they offer after events for the 20's and 30's groups	1
			community feel and large number of YA	1
	how active the YAC is		1	
	I'm so grateful for this YA community		1	
	I've never seen so many actively Catholic YA		1	
	so many things I love but most of all involvement with the YAC		1	
	the Bible Study group		1	
	Vibrant YAC that is serious about helping YA learn and follow Church teaching		1	
	YA community, Vibrant YA community	1		
		the young congregation	1	

## Specific DISCIPLESHIP Comments

Related to Activities, Community, Faith/Prayer, Religious Ed, Small Groups and Young Adult Comm

Sorted by survey questions-1) attract, 2) like best, 3) what's important, 4) improve, 5) turnoffs

Theme Tier 2	Survey Question	Comment to use	Count
Young Adult Com	Best	this is my first time but I hear there is a good YA community here. I would like to become part of that	1
		the YA community and how welcoming and well-rounded it is (faith sharing/formation combined with social opportunities)	1
	Important	integration with the entire community	1
		The YA groups attracted me to the Church and the diverse congregation - many opportunities to get involved	1
	Improve	becoming involved in the YA group	1
		if there was a ministry specifically for young women 25-40	1
		more book clubs, younger women's activities	1
		more specific age group for some YA events	1
		more young people and teens and activities	1
		seeing more YA advocating for bible study	1
		True openness of YA community	1
		would like a college-aged YA group for my older kids	1
		YA communities being more connected with rest of the parish	1
		YA community events focus on charity more	1
		YA programs at various times and days of week	1
		more integration of the YAC and parish	1
		much more flexible young adult times - more on the weekend for those who work late	1
		being more involved in YAC, but is known as singles group	1
	Turnoff	so many fewer YA attend Church nowadays	1
		there are not enough other young people	1
		For a 10-year period 5:30 pm Sunday Mass was wall to wall with YA... (600 people per week). Need to get that back.	1
		Hard for nurses who work night shift to come to YA group on Wednesdays	1
		living in a diverse global world, I believe young adults strive to be open minded	1
<b>Grand Total</b>			<b>217</b>

## Specific MILLENNIAL Comments

### Related to Issues, Judgement, Misunderstanding and Personal Responsibility

Sorted by survey questions-1) how to attract, 2) like best, 3) what's important, 4) improve, and 5) turnoffs

GCP Theme	Millennial
Specific Comment	x

Theme Tier 2	Theme Tier 3	Survey Question	Comment to use	Count
Issues				
	Abortion	Turnoff	pro-life, anti-abortion emphasis	1
	General	Attract	Church issues – talk frankly to young people with politeness; welcome disagreement	1
			focus on God's love instead of pushing away specific groups	1
			make it clear that being Catholic doesn't necessarily mean a complete separation from modern society	1
			solid Catholic identity with clear teaching	1
			teach more about issues facing our generation - especially social issues	1
			make the teachings modern yet cool and doable for today's YP - show that secularism is evil	1
		Turnoff	2000 years of sometimes regrettable history	1
			bad memories from CCD	1
			bad press, misconceptions, old 'bad' memories, dogma	1
			they have to change their lifestyle to accept the teachings of the Church	1
			They feel their current beliefs or options do not fully align with the Catholic Church	1
	LGBT	Attract	way to include LGBT	1
		Improve	opening arms to all people - gays	1
		Turnoff	exclusion of certain societal groups - gay, lesbian, transgender in particular	1
			Many want to see the Church open to the homosexual community	1
	Money	Turnoff	asking for money - intolerance	1
			emphasis on giving money	1
			feeling obligated to give money	1
			greed; too much focus on \$\$	1
	Multiple	Attract	restructuring of policy of LGBT and revision of women's role in the CC	1
		Turnoff	Church's stance on social issues - women's health, abortion, contraception, LGBT issues	1
			exclusive at times when it comes to LGBT issues and women's rights	1
			feeling unwelcome if they are divorced and remarried and those who are LGBT - no ministry for them	1
			priestly scandals, teaching on sex, feeling unworthy	1
			the churches view on gay marriage, abortion, and other social issues	1
			same sex marriage; sex before marriage	1
			Church teachings (e.g. gay marriage, homosexuality, birth control)	1
			the misconception young people have of the Church's views on sex, politics, abortion, etc.	1
			Church teachings on homosexuality, women in Church, contraception, etc.	1
			too focused on abortion; old fashioned about social issues, newer interpretation of Catholic faith	1

## Specific MILLENNIAL Comments

### Related to Issues, Judgement, Misunderstanding and Personal Responsibility

Sorted by survey questions-1) how to attract, 2) like best, 3) what's important, 4) improve, and 5) turnoffs

Theme Tier 2	Theme Tier 3	Survey Question	Comment to use	Count
Issues	Multiple	Turnoff	sex before marriage is obstacle; Church's position on gays and birth control	1
Issues			Political views/bias in homilies, not welcoming to LGBTQ. Adopt Sheryl Sandberg's ideals	1
Issues			misunderstandings regarding sex, family planning, abortion and sexual orientation	1
Issues			be more welcoming with the gay people, divorced people - although Pope Francis is doing well with this	1
Issues	Politics	Important	do not want conservative politics pushed on me	1
Issues		Turnoff	church getting involved in political issues	1
Issues	Priest sex scandal	Turnoff	church cover-up in pedophile debacle (not open to discussing)	1
Issues			recent history of mismanagement by senior clergy and church hierarchy	1
Issues			Some social stances of the Church - recent scandals	1
Issues			scandals of the past few years and they are turned off	1
	Sex/marriage/div	Attract	teach/speak about sexuality/purity	1
		Improve	more info for divorced Catholics who might seek annulment	1
		Turnoff	divorce/separation process	1
			feeling like my viewpoint and lifestyle (divorced and 31) may not be accepted	1
			following the rules... birth control, living together, they feel judged	1
			no sex before marriage and other sexual doctrines/beliefs	1
			our views on family more complicated, as well as dating, so sometimes these can feel mutually exclusive	1
Misunderstanding				
	(blank)	Attract	Clarifying the Church's position on modern issues that relate to us	1
			improve Science based discussions	1
		Turnoff	a lack of understanding of the truth and beauty of the teachings of the church	1
			being feed misinformation	1
			Disagree about Church issues; but sometimes can't express their lack of understanding	1
			many do not understand the tradition or feel unwelcomed based on their background	1
			misunderstanding what church teaches or stands for	1
			misunderstandings about WHY church teachings are they way they are	1
Issues			not understanding the beauty in the Mass and Sacraments	1
Issues			social teaching and misunderstanding sacraments	1
Issues			the current stigma of unacceptance of people who don't follow Catholic ways	1
Issues			this age group does not think it is ok to be Catholic and liberal	1
Issues			When YA feel like they need to know about the faith and feel like they need to be educated about the faith	1
Issues			YA think their lifestyle is contradictory to the churches teaching so they stay away	1
Issues			their lack of understanding of the faith; apprehensions and the unknown	1
Issues			May not understand the Church teachings	1
Issues			Morals seem strict and young people do not understand fully	1
Issues			conflicting information in media not the same as they were taught in Catholic schools or from their families	1

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Theme Tier 2	Theme Tier 3	Survey Question	Comment to use	Count
Misunderstanding	(blank)	Turnoff	also the lack of understanding the Catholic religion	1
Misunderstanding	(blank)	Turnoff	they don't understand the traditions of the Mass - it's daunting to get told what you're doing is wrong	1
Misunderstanding	(blank)	Turnoff	Many think there is a contradiction between religious beliefs and critical thinking but it doesn't have to be this way	1
Misunderstanding	(blank)	Turnoff	too slow, hard to understand the true meaning of what is truly happening before your eyes	1
Misunderstanding	(blank)	Turnoff	not understanding it's teachings and thinking they won't have the ability to follow them	1
Misunderstanding	(blank)	Turnoff	disconnect/misunderstanding between conscience and church teachings	1
			Perception that Church is all about dogma, rules and punishment. I've learned this is not the case since attending	1
			find ways to bridge the gap and allow them to understand that the beliefs we follow are for our own good	1
			Hard time paying attention during Mass, they don't understand it	1
Personal Responsibility				
	Cool	Turnoff	fear of not looking cool	1
			not as fun as other things in SD	1
			not cool, people too busy coping with life demands and media disrespect	1
			peer pressure	1
			it's image - none of my friends are religious	1
			trying to be hip and conform to the world vs. condemnation - balance is needed	1
			they're lazy and want to be entertained like they do at evangelical church	1
			secular/agnostic mainstream culture/media make it seem uncool, bigoted, cult like, outdated and that you're weird	1
	Faith	Turnoff	biggest obstacle is that they are not properly formed and don't see their faith as an important part of their life	1
			difficulties in life	1
			knowing that being Catholic requires sacrifice	1
			lack of faith	1
			do not see any benefits from our Catholic faith, not interested in spiritual development	1
			not being able to show them or teach them the beauty of our faith; it's on us	1
			feeling disconnected and not Catholic enough to participate.	1
			feel they can do life on their own and don't need Jesus. Biggest obstacle - ego	1
			Parents of YP thought their kids would stay Catholic, when YP ask why they should stay Catholic the answer was 'I don't know'	1
	Friend	Turnoff	fear of meeting new people - 'won't be accepted'	1
			going alone; prioritizing other events before Mass	1
			lack of personal connection	1
			I think meeting up and seeing other people their age would help them	1
	Society	Attract	hard to do - Too much temptations (cell phone, internet)	1
		Turnoff	bad media press	1
			distractions/temptations from technology	1
			lifestyle is not aligned with the Catholic Church I grew up in	1

## Specific MILLENNIAL Comments

### Related to Issues, Judgement, Misunderstanding and Personal Responsibility

Sorted by survey questions-1) how to attract, 2) like best, 3) what's important, 4) improve, and 5) turnoffs

Theme Tier 2	Theme Tier 3	Survey Question	Comment to use	Count
Personal	Society	Turnoff	Lots of young people come from broken homes and many don't have a religious background	1
			media attacks undermining religion	1
			people have a hard time listening to anyone who doesn't tell them they can do whatever they want	1
			failed parenting, technology, impatience and environment	1
			see the Church as irrelevant in modern society, many louder voices and influences that distract (pop culture, tech	1
			society/liberalism I guess, we need to feel comfortable asking the hard questions - some struggle with that	1
			lack of interest - starts with parents at a young age instilling importance of going to Mass on a regular basis.	1
	Time/Busy	Attract	obstacle - making time to go to Church with homework and work schedule	1
			people are very busy especially in this day in age. I am from Cincinnati and we had 30-45 minute services.	1
		Improve	too early	1
			Turnoff	doesn't fit into their days off
		early Masses - they like to sleep		1
		Mass can be long and difficult to fit in schedule		1
		taking the time to make God a priority; making excuses	1	
		they are busy and may not see the Church as relevant	1	
		to many other sociable events that fill their schedule	1	
		YP will always find a better excuse/reason to not attend Mass (unfortunately)	1	
		Honestly, getting up and taking the hour to come here	1	
		people think it is a huge commitment time wise but should be encouraged to participate in any and everything th	1	
		jobs are very demanding and time off virtually nil	1	
	Personal	Attract	hopefully they are disciplined to attend	1
			Sense of ownership/responsibility is important for retention - huge step to register/tithe	1
		Improve	If I was more involved in the YA group	1
			Nothing on your end - I just need to participate more	1
		me - I could get more involved	1	
		Turnoff	have to obligate themselves to something every week	1
			to accept that God will help in our lives and don't be afraid of commitments	1
Judgment				
	(blank)	Attract	accept them for who and what they are	1
don't lecture at them			1	
Turnoff		Catholics are still seen as old, rigid, close minded, not compatible with youth	1	
		close-mindedness in discussing moral and other church issues	1	
		conservative teachings compared to progressive culture	1	
		fakeness, agenda	1	
		feeling that it is exclusive and not tolerant	1	
		hypocrisy - preaching one thing but not putting it into action	1	

## Specific MILLENNIAL Comments

### Related to Issues, Judgement, Misunderstanding and Personal Responsibility

Sorted by survey questions-1) how to attract, 2) like best, 3) what's important, 4) improve, and 5) turnoffs

Theme Tier 2	Theme Tier 3	Survey Question	Comment to use	Count
Judgment	(blank)	Turnoff	I think many of my peers think of the Church as unaccepting and intolerant	1
Judgment	(blank)	Turnoff	impression that Church is just rules/regulations; not relationship with God/others	1
Judgment	(blank)	Turnoff	judgement, not feeling welcome as they are	1
Judgment	(blank)	Turnoff	perception of judgement regarding life choices	1
Judgment	(blank)	Turnoff	probably feeling of conformity	1
Judgment	(blank)	Turnoff	pushy, holier-than-thou parishioners	1
Judgment	(blank)	Turnoff	rules; "must do this" instead of just giving a choice	1
Judgment	(blank)	Turnoff	sense of guilt; not joy that permeates Mass	1
Judgment	(blank)	Turnoff	stigma of Catholicism	1
Judgment	(blank)	Turnoff	stressing what is 'right' over what is charitable	1
Judgment	(blank)	Turnoff	the ancient routines of the Catholic Church (which obviously can't change)	1
Judgment	(blank)	Turnoff	they have been poorly catechized as children and therefore have a negative view of the Church	1
Judgment	(blank)	Turnoff	afraid of 'rules'	1
Judgment	(blank)	Turnoff	feeling judged because you can't follow all the teachings	1
Judgment	(blank)	Turnoff	strict rules/guidelines w/o explanation	1
Judgment	(blank)	Turnoff	rules are sometimes put IN FRONT of more important matters	1
Judgment	(blank)	Turnoff	rules, rules, rules... In a society that teaches do whatever you want and don't worry about consequences	1
Judgment	(blank)	Turnoff	strictness, judgement, be more accepting of lifestyles without changing our beliefs	1
Judgment	(blank)	Turnoff	dogmatic rules - feeling that you cannot discuss spirituality	1
Judgment	(blank)	Turnoff	too strict - not changing with times	1
Judgment	(blank)	Turnoff	they come from the perspective and belief all institutions tell them 'what to do'	1
Judgment	(blank)	Turnoff	espousing very out-of-date close-minded doctrine and being all judgmental	1
Judgment	(blank)	Turnoff	sometimes the old Catholic population comes across as extremely judgmental and although they don't mean they	1
Judgment	(blank)	Turnoff	maybe afraid to come back, intimidating	1
Judgment	(blank)	Turnoff	young people don't feel the Church has the same values as themselves	1
Judgment	(blank)	Turnoff	the Church is so often top down, forcing it's way on people - judging and condemning	1
Judgment	(blank)	Turnoff	It's ok for the Church to have solid views of people on the fringe but be loving and welcoming to all	1
Judgment	(blank)	Turnoff	not accepting and opening the doors to all people; close-mindedness	1
Judgment	(blank)	Turnoff	other YP in the Church community judging them, being narrow-minded	1
Judgment	(blank)	Turnoff	time and they may avoid church in order to avoid facing their sins/mistakes	1
Judgment	(blank)	Turnoff	angry Catholics w/a holier than thou attitude, happens more than we like to admit	1
			committing to a group they are not intimately part of; feeling not good enough nor ever will be	1
			Catholic life is too restrictive and they don't know how to apply Catholic principles to modern life	1
<b>Grand Total</b>				<b>168</b>

## Specific LEADERSHIP Comments

### Related to Clergy, Millennial, Pope Francis, Staff and Volunteer

Sorted by survey questions related to 1) how to attract, 2) like best, 3) what's important, 4) improve, and 5) turnoffs

GCP Theme	<b>Leadership</b>
Specific Comment	

Theme Tier 2	Survey Question	Comment to use	Count
Clergy			
	Attract	make Scripture relevant to daily life and our times	1
		priests getting kids involved at an early age	1
		priests with a strong understanding of how the Church fits with today's issues	1
	Best	I love the priests and how they always speak to me	1
		priest's approach to the congregation	1
		strong leadership	1
		the clergy made me feel welcomed	1
		the priests are very good and holy	1
		true warm atmosphere created by the clergy	1
		Variety of priests and deacons	1
		We love our pastor and how this parish runs	1
		a reasonable view of the faith - not from the Middle ages	1
		approachable priests	1
	Important	being able to understand the priest	1
		being true to the doctrines I was taught	1
		credibility of leadership	1
		How the priest engages with the congregation	1
		leadership integrity	1
		prepared priests - friendly and open	1
		priest that is outgoing/open for conversation	1
		priests not afraid to tell me the truth	1
		Priests who speak to the mind and heart	1
		Vibrant pastor and parishioners	1
		whether the priests can hold my attention - my mind can easily wander	1
		a parish leadership and community that avoids hypocrisy and 'walks the walk'	1
		that the priests like the people and are meeting their needs	1
		priests that stay true to the Magisterium	1
	Improve	have priest more visible at adoration, SOC and social activities	1
		I liked house visits by the pastor we had on the East Coast-he got to know each parishioner	1
		less turnover in associate pastors	1
		talk about current events, relate readings more to our lives	1

## Specific LEADERSHIP Comments

### Related to Clergy, Millennial, Pope Francis, Staff and Volunteer

Sorted by survey questions related to 1) how to attract, 2) like best, 3) what's important, 4) improve, and 5) turnoffs

Theme Tier 2	Survey Question	Comment to use	Count
Clergy	Improve	more dynamic priests; also seems to be a new priest every couple of years	1
Millennial			
	Attract	Ask them for their help!	1
		be a parish where 'everyone' takes responsibility for making it a good parish	1
		have the YP who take part in the activities at St. Brigid's brainstorm ways to attract members	1
		listen to them, guide them	1
		Mentor - help young adults via mentoring	1
		mentorship events with and without different age groups	1
		peer-to-peer	1
		speak to them	1
		They want to be invited by clergy/staff to help; idea that everyone has a job at church	1
		Bridge the gap between YA and Intergenerational groups	1
		have an open voice	1
		Having young people lead other young	1
		Outreach to younger members	1
		Make them feel invested in the community long-term	1
		Don't be afraid to use their talent; listen to them - they bring new life	1
		Focus on what makes us unique - one size approach will not fit ALL	1
		mentor programs for YP with older people or young married with older	1
		give them a voice and a sense that they have something to offer not just the community but the world	1
		ability to connect with youth leaders - open, non-judgmental, shared experiences	1
		The YA are not just the future of the Church but the present - they need to be involved	1
	Important	clergy and lay leaders who serve their congregation	1
	Improve	I would get involved with the YA group	1
		Mentor - have a spiritual director/buddy system	1
		I am a single young individual who would like to be more involved	1
	Turnoff	they need action - young people multi-task and their brains need to be engaged	1
		too much division of ages-not inviting or offering roles to younger ages	1
Pope Francis			
	Attract	Pope Francis has done more to attract people back than anyone else	1
	Turnoff	Pope - how can global warming and abortion be compared?	1
		Pope is too liberal	1
		Millennials think the Church is stuffy and inflexible on hard line views, Pope Francis is helping to fix that	1
Staff			
	Attract	Pastor and staff that practice and give	1
		Make staff visible around Church so YA can see who they are	1

## Specific LEADERSHIP Comments

### Related to Clergy, Millennial, Pope Francis, Staff and Volunteer

Sorted by survey questions related to 1) how to attract, 2) like best, 3) what's important, 4) improve, and 5) turnoffs

Theme Tier 2	Survey Question	Comment to use	Count
Staff	Best	friendly parishioners and staff	1
		great staff	1
		the loyalty of the community and the parish staff	1
		the pastoral staff is engaging	1
		everything (church and all staff)	1
		community spirit displayed by all - clergy, staff, parishioners	1
		the staff/priests and their continued devotion to building relationships with people	1
		friendliness of pastors and staff	1
	Important	charismatic openness/welcoming priests/staff	1
		deep spirituality in the clergy and staff	1
		identification with priests, staff and community	1
		warm, welcoming clergy, staff and fellow parishioners	1
		the structure of staff at the Church	1
	Improve	to better know members of the Church staff	1
Volunteer			
	Attract	gatherings providing fulfilling volunteer opportunities	1
		more opportunities for volunteer work	1
		opportunity to do good works (volunteer work) as a way to make friends - more diversity	1
		volunteering to needy	1
		volunteer opportunities, recruit from all Churches/schools (colleges) - Big brother/big sister Church style.	1
		Cultivate new leaders – use Living Your Strengths and Charisms as tools to cultivate	1
		I was involved with youth activities at my old Church and would like to help out - email me p.a.meehan@att.net	1
		I'm 28 and struggle with meeting others who attend Mass regularly. Have events/volunteer oppts for my age	1
		try to get them involved whether it be volunteer work during the Mass or fundraisers	1
		Programming that addresses needs - ongoing discernment courses and challenging outreach. Push them to create an environment whe	1
	Best	the opportunity to volunteer	1
		the passion for outreach at Neighbors in Need for those that volunteer and are served	1
	Improve	being involved in a ministry	1
		how do I get to speaking the readings at Mass?	1
		more volunteer opportunities in community	1
		volunteer opportunities are less threatening than Bible Study night	1
Grand Total			94

## Specific EVANGELIZATION Comments

### Related to Community Service, Invite, Marketing, Sacramental Moments and Social Events

Sorted by survey questions-1) how to attract, 2) like best, 3) what's important, 4) improve, and 5) turnoffs

GCP Theme	Evangelization
Specific Comment	x

Theme Tier 2	Theme Tier 3	Survey Question	Comment to use	Count
Community Service				
	(blank)	Attract	do Catholic things along with outreach	1
			events that center around the right service organization	1
			groups of their age to get involved in service and fellowship	1
			Homeless outreach	1
			hosting events/get togethers, speakers, community service projects	1
			offer things to do outside of Church (service projects)	1
			Retirement house outreach	1
			Street ministry – hand out invites to Mass	1
			focus on caring for our neighbors	1
			more funding and programs for less fortunate	1
			Service opportunities are attractive to young adults not yet engaged in the church	1
			charity events, runs/races	1
			give them oppts to make the world a better place through activism and connect them with like minded peers	1
			there is a huge service need for college-aged students who would like to participant	1
			get them as kids - focus on social justice	1
			publicize or promote things we do in the community	1
			Community outreach to help others	1
			service-service-service - great way to know each other and fall in love with the Church and each other.	1
			YP want to participate in community service, make it easy to join, keep the religious talk to a minimum	1
			think of entry level opportunities (service and outreach); bible study too intense in beginning	1
		Best	community service/homeless outreach	1
			Especially neighbors in need	1
		Improve	evangelism for the lost	1
			increased participation from neighbors	1
			mental illness programs	1
			more outreach to all groups	1
			more outreach/hospitality/encourage others to reach out	1
			more variety in community - San Diego involvement	1
			more involvement in social justice issues - let's reach out and educate or parish more	1
			local outreach to homeless - communion to them on Sundays	1

## Specific EVANGELIZATION Comments

### Related to Community Service, Invite, Marketing, Sacramental Moments and Social Events

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Theme Tier 2	Theme Tier 3	Survey Question	Comment to use	Count
Community	(blank)	Improve	more opportunities to help others (e.g. meet and sponsor a group in Tijuana)	1
			more open opportunities for serving community here in SD	1
Invite				
	(blank)	Attract	Ask ourselves ‘what can I do to share Christ?’	1
			bring them myself so they see the vitality of young adults	1
			by other people sharing their experiences	1
			Create a culture of invitation. Two attractive things to young adults are community and authenticity.	1
			engage the YA currently attending - EM, Lector, invite to Bible Study	1
			Evangelize through witness stories (WWJD)	1
			every YA has a mission to bring a friend	1
			Extend a personal invitation fearlessly/shamelessly to 1-2 people per week	1
			have each one of this age (active) bring a young friend	1
			have YA speak at each Mass about various ways to get involved	1
			I think if they (YP) come they will stay	1
			Invite others to St. Brigid’s activity or event	1
			inviting them to attend with you	1
			Open the door to dialogue	1
			Parents should invite their kids to return to Church	1
			parishioners in that age - invite them from colleges, clubs, social circles/relationships/YA group	1
			People call others to say – ‘we hope to see you there’ or ‘can I pick you up?’	1
			Personal invite to an activity you are involved in	1
			reach out to them - socials - ask members to bring a friend	1
			spreading the word	1
			Sunday 5:30 Mass - encouragement to attend	1
			the best way to let people know about the group through word of mouth and social media	1
			word of mouth through friends in parish	1
			other young people at church talking to young people	1
			word of mouth out in PB community - leaving flyers around town	1
			personal invitation	1
			other young people inviting friends and acquaintances	1
			use the YP already here as ambassadors	1
			inviting them to events that is vibrant and full of peers	1
			Young adults already engaged in the parish have a responsibility to evangelize. Be the face of the Church.	1
			they will stay if they have a significant connection with at least one other person	1
			social networking	1
			I think direct invites to join choir, EM, lectors, ushers - may be encouraging to some who is newer or shy	1

## Specific EVANGELIZATION Comments

### Related to Community Service, Invite, Marketing, Sacramental Moments and Social Events

Sorted by survey questions-1) how to attract, 2) like best, 3) what's important, 4) improve, and 5) turnoffs

Theme Tier 2	Theme Tier 3	Survey Question	Comment to use	Count
Invite	(blank)	Attract	get the ones already coming to talk/invite Catholic friends who stopped going to Church	1
			Get to know a person first, ask ?s instead of just telling people what we offer - 1-on-1 conversations good	1
		Important	Sense of Mission	1
		Improve	more meet and greet groups	1
		Turnoff	Nobody ever invited them; don't know about YA group	1
Marketing				
	General	Attract	advertise YA sessions, happy hours, outdoor activities, retreats, fun trips	1
			Create puzzle gift for Young Adults – move to God; follow Christ, kingdom; got Jesus? Come to Christ	1
			Make up sweatshirts with large St. Brigid's on back	1
			maybe find a college student to spread news about it on campus	1
			Publicize ministries – before or after Mass; lay person tells about their ministry	1
			referrals	1
			Remind people takes 3-7 times of hearing something for it to sink in	1
			Social outreach activities announced at Mass	1
			street fliers of events	1
			take a look at what other Churches have success with - like the Rock Church	1
			Put blurb in bulletin monthly about prayer	1
			bring back parish directory	1
			come up with a plan to attract	1
			continue and expand the activities of the YA. Maybe more publicity in local papers, etc.	1
			At YA Christmas gala – do shout out for St. B's (like the two awards given out)	1
			publicize or promote things we do in the community	1
			Have IH Radio hosts come to St. B's to talk to the Millennials; Divine Mercy billboards work	1
			Make up business cards to hand out to hotels/motels in area	1
			Align/collaborate with groups such as FOCUS, Marians of Divine Mercy, Steubenville	1
			Mass Times banner in front of Church	1
		Improve	better publicity for service opportunities	1
			greater communication of what's available	1
			I like the handouts at Immaculata so I know the readings and can follow along	1
			more publicized ways to serve	1
			explanation/elaborate on homily in flyer	1
	Online	Attract	communicate to them the way they communicate - social media	1
			food events promoted through college/social media	1
			make a YouTube video with testimonials and events	1
			peers, social media	1
			retreats, good blogs on the internet	1

## Specific EVANGELIZATION Comments

### Related to Community Service, Invite, Marketing, Sacramental Moments and Social Events

Sorted by survey questions-1) how to attract, 2) like best, 3) what's important, 4) improve, and 5) turnoffs

Theme Tier 2	Theme Tier 3	Survey Question	Comment to use	Count
Marketing	Online	Attract	social media - Facebook and Instagram	1
Marketing			word of mouth, Catholic Dating matches, social media - FB, twitter	1
Marketing			you need to have a presence where they are on social media and it needs to be appealing to them	1
			Pay for \$20 social media ads that can reach 10K quickly	1
			thru social media - create a FB account for activities, schedules, etc.	1
			The website is very outdated and don't think reflects the vibrancy of community here	1
			Create YA promo video testimonial about Bible Study/events (3 mins long); showcase testimonials	1
			better social media, highlight past events with pictures, on FB post some events as public not just private	1
			Videos are the best – a millennial will watch a video before they read something.	1
		Turnoff	social media - it's a different world	1
			Social media, advertise around town, promote what the Church has to offer	1
		Calendar	Attract	YA calendar – put in bulletin or have young adult greeters handing out once a month after Masses
			YA paper calendar - should match website, need something beyond calendar of events to provide newcomers	1
			Need better + colorful calendar of events	1
	Best		the active community/events/clear calendar	1
	Improve		update the calendars of events on your website	1
Sacramental Moments				
	(blank)	Additional	I would like to get married in the Catholic Church but my fiancé is not Catholic	1
		Attract	Ask young people about their children's sacraments	1
			my kids very turned off by their marriage encounter workshops	1
		Best	very good to us when my brother-in-law died - helped us with his services even though he was non-practicing	1
			beautiful church; been several times for weddings	1
		Improve	less rules - too difficult to baptize my granddaughter here	1
		Turnoff	all of the programs you need to attend to receive sacraments or join the Catholic Church	1
			non-inclusiveness (gay man not allowed to sing at his grandmother's funeral (on the news last week)	1
			scared of Confession - they think they are sinning all the time	1
			Not realizing what the Church really has - the True Body and Blood of Christ	1
			they misunderstand the meaning of the Sacrament of Reconciliation	1
			old fashioned ways of the Church - recently heard of couple that couldn't be married by a priest in a location othe	1
Social Events				
	(blank)	Attract	any event with free food, movie nights, beach trips, athletics, fun youth activities, with a central focus on Christ	1
			by using arts and music to attract people my age	1
			Catholic motorcycle club	1
			dating programs	1
			gather them for prayer, socialization and fun, just as you are doing	1

## Specific EVANGELIZATION Comments

### Related to Community Service, Invite, Marketing, Sacramental Moments and Social Events

Sorted by survey questions-1) how to attract, 2) like best, 3) what's important, 4) improve, and 5) turnoffs

Theme Tier 2	Theme Tier 3	Survey Question	Comment to use	Count
Social Events	(blank)	Attract	lots of activities! Skating, hiking, social, dancing, music, movie nights with Pizza	1
			offer fun things they would do under God's umbrella	1
			serve beer, get together dinners	1
			small events that integrate social aspects and Church community	1
			social activities that are examples of living faith	1
			social events with food, beer and wine	1
			social events, great music and time frames that work for young people	1
			Socials with alcohol (just being honest, especially in PB)	1
			Young people like free or low cost (\$5) social events that involve food and drink	1
			social events to meet others who are faithful	1
			Attract people through non-scary approaches (Happy Hour, Service)	1
			Offer speed dating with the intention of marriage	1
			make it fun - sports, concerts	1
			active/social YAC - HH, hikes, retreats	1
			get-togethers with fun activities, dancing, plus 1/4 religion	1
			Start events with food and fellowship and then go from there	1
			meet ups after Mass; dinners etc. St. B's does a good/great job of this	1
			events/dinners at other locations, where you can bring the Church with you but are not actually there	1
			events in the community (Hiking, HH, etc.)	1
			Utilize the beach where these people hang out	1
			Fun non-churchy activities to get to know people so it is easier to show up to a Bible Study or Mass	1
			Meet them at the well with events they already like and then invite them to a richer understanding of faith	1
			people want to meet Catholics like them, so social mixers, not just the one Sunday per month	1
		Best	all the events, ex: spaghetti dinner and St. Patrick's Day party and the movie Knights	1
		Important	have weekend events and go out to dinner	1
			low risk activities as an access point	1
			have more fun activities that friends will come to	1
		Improve	have activities that include the whole parish: socials, retreats, etc.	1
			use to have better events to bring people together like NY Eve Parish Galas	1
		Turnoff	lack of free food	1
			lack of 'singles' events	1
			meeting once a month instead of weekly - young people should socialize often	1
			too many retreats and functions appear too holy - more outdoor activities just for fun	1
Grand Total				166

## Specific SHOUT-OUTs

### Related to Clergy, Music and Staff

Sorted by survey questions related to 1) how to attract, 2) like best, 3) what's important, 4) improve, and 5) turnoffs

Specific Comment   Shout-out

Theme Tier 3	Survey Question	Comment to use	Count
Clergy			
	Additional	hope Fr. Steve is doing well	1
	Attract	Deacon Daniels is a wonderful breath of fresh air	1
		IDK; you might want to check with Fr. Peter Escalante; he's good with the YA	1
		Need a message to apply to everyday like Deacon Daniels	1
		someone like Peter Escalante - the church was full of YP when he was here	1
	Best	Fr. S and S	1
		Deacon Daniels	2
		Deacons Chris H and Mike are both special and excellent	1
		Father Sebastian	1
		Father Steve	2
		Father Steve Callahan, Father Sebastian	1
		Fr. Bosque	1
		Fr. Sebastian	3
		Fr. Sebastian - he's great!	1
		Fr. Sebastian brings great energy to St. B's	1
		Fr. Steve	8
		Fr. Steve (baptized both children)	1
		Fr. Steve and Sebastian	1
		Fr. Steve and Sebastian are awesome	1
		Fr. Steve and the parish community	1
		Fr. Steve and your liturgy	1
		Fr. Steve is awesome	1
		Fr. Steve, Deacon Mike	1
		homilies by Fr. Steve and Deacon Chris	1
		I enjoyed the pastor Fr. Spahr, Fr. Peter	1
		I so appreciate Fr. Sebastian, hoping he will be here for a long time	1
		level of preaching by Deacon Mike	1
		Love Fr. Sebastian	1
		Msgr. Callahan, the people, the sermons	1
		Strong contemporary leadership of Fr. Steve	1
		the priest singing the hymns - it touches my soul!	1

## Specific SHOUT-OUTs

### Related to Clergy, Music and Staff

Sorted by survey questions related to 1) how to attract, 2) like best, 3) what's important, 4) improve, and 5) turnoffs

Theme Tier 3	Survey Question	Comment to use	Count
Clergy	Best	The priests/deacons are approachable	1
Clergy	Best	warmth shown by priests and excellent deacons	1
Clergy	Best	welcoming and kind pastors and deacons	1
Clergy	Best	Welcoming Fr. Sebastian	1
Clergy	Best	St. Brigid's has always had amazing priests and Deacons	1
Clergy	Best	the priests and deacons deliver good thoughtful sermons	1
Clergy	Best	sermons by Fr. Steve, my history wish coming true	1
Clergy	Best	I like Fr. Steve's sermons	1
Clergy	Best	Fr. Steve's sermons	1
Clergy	Best	Fr. Steve and Deacons	1
Clergy	Best	Deaconate support is great	1
Clergy	Best	Fr. Sebastian, Fr. Matt Spahr, Fr. Peter Escalante	1
		the pastor - Fr. Steven and associate pastors - all give very good sermons	1
		Fr. Steve's concise yet spirit provoking homilies	1
	Important	I like that Fr. Steve is consistent - there has been so much change over the years	1
	Improve	I find it difficult to sometimes understand the priest	1
		increase Fr. Steve's engagement with the kids	1
General			
	Best	I love St. Brigid's and I have become much more involved since coming here	1
		I thank God daily for the Blessed Sacrament, our priests and the active parish	1
		keep up the good work you're doing	1
		St. Brigid's does a great job of being diverse and communal in spirit	1
		this Church is doing a great job recruiting ALL - I love it!	1
		this is the best Church and community	1
		we are so blessed to have St. Brigid's as our church	1
		thank you St. Brigid for being one of the he best things that has happened to me	1
		I love St. Brigid's	1
Music-11:00 Sun			
	Best	music at 11 am	1
		choir is amazing	1
		11:00 choir	1
		traditional music at some masses	1
		11 am choir	1
	Improve	choir plays in the loft so they don't distract from the Mass	1

## Specific SHOUT-OUTs

### Related to Clergy, Music and Staff

Sorted by survey questions related to 1) how to attract, 2) like best, 3) what's important, 4) improve, and 5) turnoffs

Theme Tier 3	Survey Question	Comment to use	Count
Music-11:00 Sun	Improve	honestly - moving 11 am choir earlier	1
Music-5:30 Sat			
	Best	Love the 5:30 Sat music	1
		music of the 5:30 vigil	1
	Improve	less screechy guitar at Saturday 5:30 Mass	1
		new music at 5:30... not guitar	1
Music-5:30 Sun			
	Attract	Modern music – better at 5:30 pm Sunday (more contemporary)	1
	Best	I like Sunday night music group	1
		music at 5:30 Mass on Sunday	1
		music at Sunday 5:30 pm Mass	1
		Sunday night choir	1
		Sunday night music group	1
		the music at the 5:30 Sunday service is beautiful	1
		music at 5:30 PM Sunday	1
	Improve	I'd still enjoy the 5:30 Sun but I don't like some of the 'extra' musical things, such as sing Alleluia or the Confiteor sub music	1
		music, especially 5:30 on Sunday	1
Music-7:30 Sun			
	Best	Bill's singing	1
		cantor	1
		gentleman that sings	1
		the music, especially 0730 Sunday, warm, friendly	1
		deep voiced lector man	1
		music/cantor are fabulous	1
Music-9:00 Sun			
	Best	The music at 9 am and 11 am Mass	1
	Improve	more modern music at 9 am Mass	1
		newer music at 9 am Mass	1
		the music takes over the Mass at the 9 am Mass	1
Staff			
	Attract	social opportunities that include alcohol - Carrie does a good job at this	1
		Meet people where they are at - more likely to stay if Carrie puts them to work	1