Quick Start Guide

Plymouth Heights CRC Survey Analysis

You're probably busy. Here's how to use this analysis efficiently.

Got 10 Minutes?

Read this one document: - **outputs/executive_summary.md**

You'll get: - Key statistics - Top strengths and challenges - Pastor requirements - Bottom line recommendation

That's enough for an informed discussion.

Got 30 Minutes?

Do this:

1. **Read:** outputs/executive_summary.md (10 min)

2. **Look at these 4 visualizations:** (10 min)

   - outputs/figures/church_strengths.png - What we're good at
   - outputs/figures/cultural_challenges.png - What worries us
   - outputs/figures/pastor_priorities_wordcloud.png - What we want pastor to do
   - outputs/figures/pastor_qualities_wordcloud.png - Who we want pastor to be

3. **Scan these sections** in the full report: (10 min)

   - outputs/analysis_report.md - Section 1 (Executive Summary)
   - Section 11 (Red Flags & Cautions)

Now you're prepared to discuss with the committee.

Got 2 Hours?

Do this:

1. **Read the full analysis report:** outputs/analysis_report.md (90 min)
   - All 12 sections
   - 150+ congregation quotes
   - Detailed findings and recommendations
2. **Browse all visualizations:** outputs/figures/ (15 min)
   - 16 charts and word clouds
   - See patterns visually
3. **Review interview questions:** (15 min)
   - In outputs/executive_summary.md
   - In outputs/analysis_report.md Section 12

Now you're an expert on what the congregation said.

Ready to Complete the Profile Form?

You need:

1. **Main working document:** outputs/profile_guidance.md
   - Section-by-section recommendations
   - Pre-written narrative responses
   - Data-backed selections
2. **Reference document:** outputs/analysis_report.md
   - For quotes and supporting evidence
3. **Church records for:**
   - Demographics (age %, occupation %)
   - Financials (budgets, salaries)
   - Facilities (building details)
   - Recent pastoral history
4. **The blank form:** church-profile-form.md

Process: - Open profile_guidance.md and church-profile-form.md side by side - Go through section by section - Copy/adapt recommended text - Fill in missing data from church records - Review with committee before submitting

Time needed: 3-4 hours

Your Role Determines Your Path

If you're the Search Committee Chair

→ Start with outputs/executive_summary.md → Then assign sections of outputs/analysis_report.md to committee members → Schedule meeting to discuss findings → Assign someone to complete form using outputs/profile_guidance.md

If you're a Committee Member

→ Read outputs/executive_summary.md before first meeting → Come prepared with questions and reactions → Review assigned sections of full report before subsequent meetings

If you're a Council Member (not on search committee)

→ Read outputs/executive_summary.md → Review key visualizations in outputs/figures/ → Provide feedback: Does this match your understanding?

If you're Completing the Form

→ Follow the "Ready to Complete Profile Form" section above → Use outputs/profile_guidance.md as your primary guide → Budget a full afternoon or two sessions

If you're a Pastoral Candidate (if shared)

→ Start with outputs/executive_summary.md → Read Analysis Report Section 9 (Pastor Search) → Look at pastor-related word clouds → Ask yourself: Is this the right fit?

Key Numbers to Remember

What	Number
Survey responses	68
Weekly attenders	94%
Top challenge	Youth retention (69%)
Top strength	Worship (68%)
Music preference	2.91 = Blended
#1 pastor priority	Fostering belonging
#1 pastor quality	Exceptional preaching

Common Questions

Q: Do I need to read everything? A: No. Start with executive summary. Go deeper as needed for your role.

Q: Can I trust this analysis? A: Yes. All statistics and quotes come directly from the 68 survey responses. No data was invented or skewed.

Q: What if I disagree with something? A: Good! This represents congregation's voice. Leadership should add wisdom and context. Use as input, not dictation.

Q: Where's the raw data? A: survey-answers.csv - But don't modify it (per project requirements)

Q: Can I see the form we need to fill out? A: church-profile-form.md

Q: How were word clouds created? A: Text analysis of open-ended responses. Bigger words = mentioned more frequently.

Q: Can we rerun the analysis if we get more responses? A: Yes. Scripts are in analysis/ folder. Instructions in README.md.

Recommended Timeline

Week 1: Understanding - Search committee reads executive summary - Committee meeting to discuss initial reactions - Assign sections of full report to members

Week 2: Deep Dive - Members read assigned sections - Committee meeting to discuss findings - Identify areas needing council input

Week 3: Profile Drafting - Assign form completion to 1-2 people - Gather missing data from church records - Draft profile using guidance document

Week 4: Review & Finalize - Committee reviews draft - Council reviews for accuracy - Make final adjustments - Submit to pastoral search coordinator

Pro Tips

1. **Don't read alone** - Discuss findings with others
2. **Print the executive summary** - Mark it up, highlight, take notes
3. **Look at visualizations first** - Humans process images faster than text
4. **Read actual quotes** - They bring the data to life
5. **Use the index** - outputs/INDEX.md helps you navigate
6. **Trust the process** - 68 people took time to share their hearts

Need Help?

Can't find something? → Check outputs/INDEX.md

Want to understand methodology? → See README.md

Need to rerun analysis? → See README.md "Running the Analysis" section

Have questions about findings? → Discuss with full search committee or council

---

The Bottom Line

This analysis says: Plymouth Heights is a solid, committed, missional congregation with a youth retention crisis and a need for pastoral stability. The right pastor—an exceptional preacher who is relational, committed long-term, and skilled at youth engagement—can lead this church into a thriving new season.

Now go read outputs/executive_summary.md **and get started!**