

Data and Discernment:

An Integrated Approach to Analyzing and Marketing the Whole Life Survey

by Stephen Chemsak



SACRED STORY INSTITUTE

"There are two guarantees of a wise rule of conduct: the thought before action, and self-command afterward."

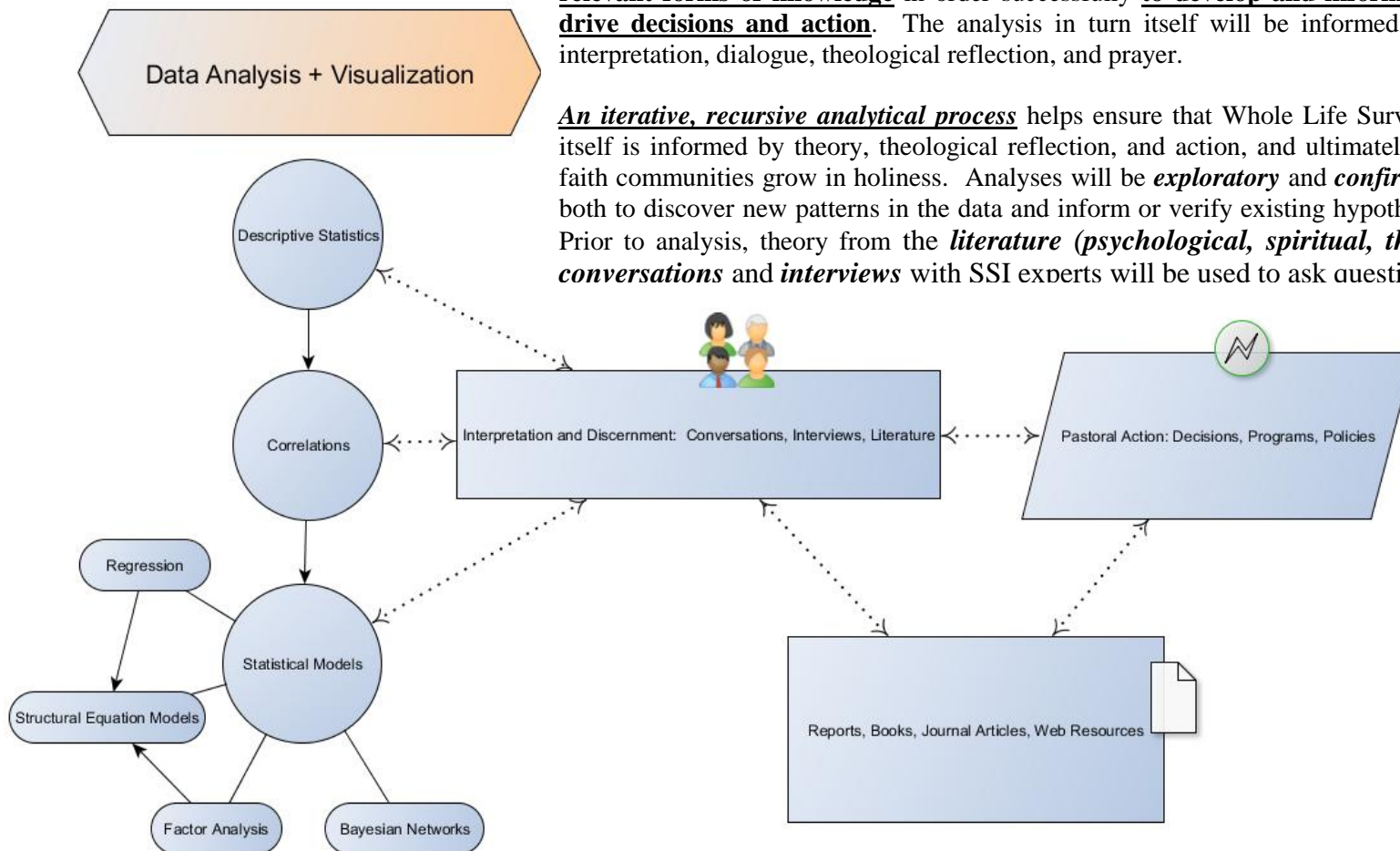
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Whole Life Survey Analysis: Process-Embedded, Action-Oriented

Building on the groundbreaking work of Fr. William Watson, SJ, Ph.D., Whole Life Survey© data analysis is proposed in this idea document as an *adaptive, dynamic, intentional, modifiable process* intimately connected with other SSI processes and forms of knowledge including: *meetings, conversations with SSI experts, psychological, medical, and biological theory, theology*, and apostolic and pastoral planning processes.

The overall idea is that the **analysis should be integrated with broader SSI processes and relevant forms of knowledge** in order successfully **to develop and inform WSI theory to drive decisions and action**. The analysis in turn itself will be informed by theory, data interpretation, dialogue, theological reflection, and prayer.

An iterative, recursive analytical process helps ensure that Whole Life Survey data analysis itself is informed by theory, theological reflection, and action, and ultimately that it helps faith communities grow in holiness. Analyses will be *exploratory* and *confirmatory* and used both to discover new patterns in the data and inform or verify existing hypotheses and theory. Prior to analysis, theory from the *literature (psychological, spiritual, theological)* and *conversations and interviews* with SSI experts will be used to ask questions of the data.



For example, initially, where appropriate, *descriptive statistics*-based reports, which provide means and frequencies for each question, will be produced. Breakouts by demographics (family background, etc.) could be created. Next, exploratory analyses will be conducted. *Correlation matrixes of the Likert Scale questions* could be run. Different *data mining* techniques will be explored as possible options. Other possibilities include statistical models, such as *regression models* and *structural equation models*, which if appropriate could be developed to *predict variable values and/or shed light on causal relationships*. Such techniques will help address “why” questions SSI determines to be significant and ensure analysis is useful and meaningful. For example, do childhood experiences have a relationship to current beliefs? *Data visualization* such as *charts, graphs, maps, networks*, and *diagrams* is suggested as an integral component of analysis and will be used to compellingly share with faith communities survey results.

During each step of this process, the analyses will be used to inform, develop, refine, and inform Whole Life Survey theory and its application. Data is analyzed in a recursive, iterative fashion and it itself informed by theory and action. *Analytical products will be targeted to different audiences as discussed under the “Segmenting” below.* Whereas for example in *internal reports* and research, methodology may be detailed, *external reports* will be more summative in nature and focus on being quickly understandable and impactful for faith communities. Automation of report types that eventually prove to be particularly useful / in high demand could be a possibility. The results will be used to deepen SSI’s understanding of its programs and its mission through knowledge building and thus aid in continuous improvement. The current document itself is intended as a starting point and will grow, evolve, and change through further conversations and interactions with SSI experts and staff.

Marketing the Whole Life Survey Assessment Tool: Strategies for Success

- **Segmenting:** *This is a key concept for connecting data analysis and marketing.* Adapting reports and products for the different audiences (SSI itself, general public, pastors, bishops, lay persons) to which WLS will be delivered will be important in marketing the WLS. Segmenting will be based both on existing knowledge of different groups that use WLS as well as through market research.
- **Developing a Marketing List:** The list can be created by identifying characteristics (e.g. size, composition) of faith communities (parishes, other faith-based institutions) that have already shown interest in the Survey and recording responses to communications during which the survey is pitched and **Developing Referral networks**, partnering with colleagues to connect with new institutions to determine interest.
- **Communicating Success Stories:** Gathering faith community endorsements and testimonials and posting them on the SSI Web Page will help SSI build the tool’s reputation and communicate its value.
- **Building a Brand** that becomes known nationally and then globally within the Catholic community for its high quality, useful products (reports) will sustain and drive WLS assessment tool marketing efforts.
- **Pitching the Tool** to faith communities that may be interested will be fostered by a continuously strengthening brand known for high quality products.

Marketing the Tool

