



CATHOLIC CHURCH & SCHOOL



## Feasibility Study Results

AS OF MARCH 9, 2019

In 2019 Our Lady of Grace (OLG) is exploring the physical space that we need to advance our mission of **making Jesus Christ known and loved**. As part of this effort, we have sought feedback from the parish community. This summary provides the results of that feedback and an update for you on the next steps.



## BACKGROUND

Starting in November 2018, we reached out to the parish community to obtain input about a proposed capital campaign. A committee studied the feasibility of a capital campaign by means of a series of individual meetings with parishioners, town hall meetings and surveys. Building the infrastructure to advance our mission effectively requires a shared vision and deep input from the community. This outreach was the first chapter of that dialogue.

The committee studying the feasibility of a capital campaign made the case that, to advance our mission over the next generation at OLG, we need to pursue the following objectives:

- expand ministries and enhance fellowship and community;
- serve the whole child – mind, body and soul;
- engage new and young families;
- ensure our priests' well-being and connectedness to the parish; and
- ensure the long-term viability of our facilities.

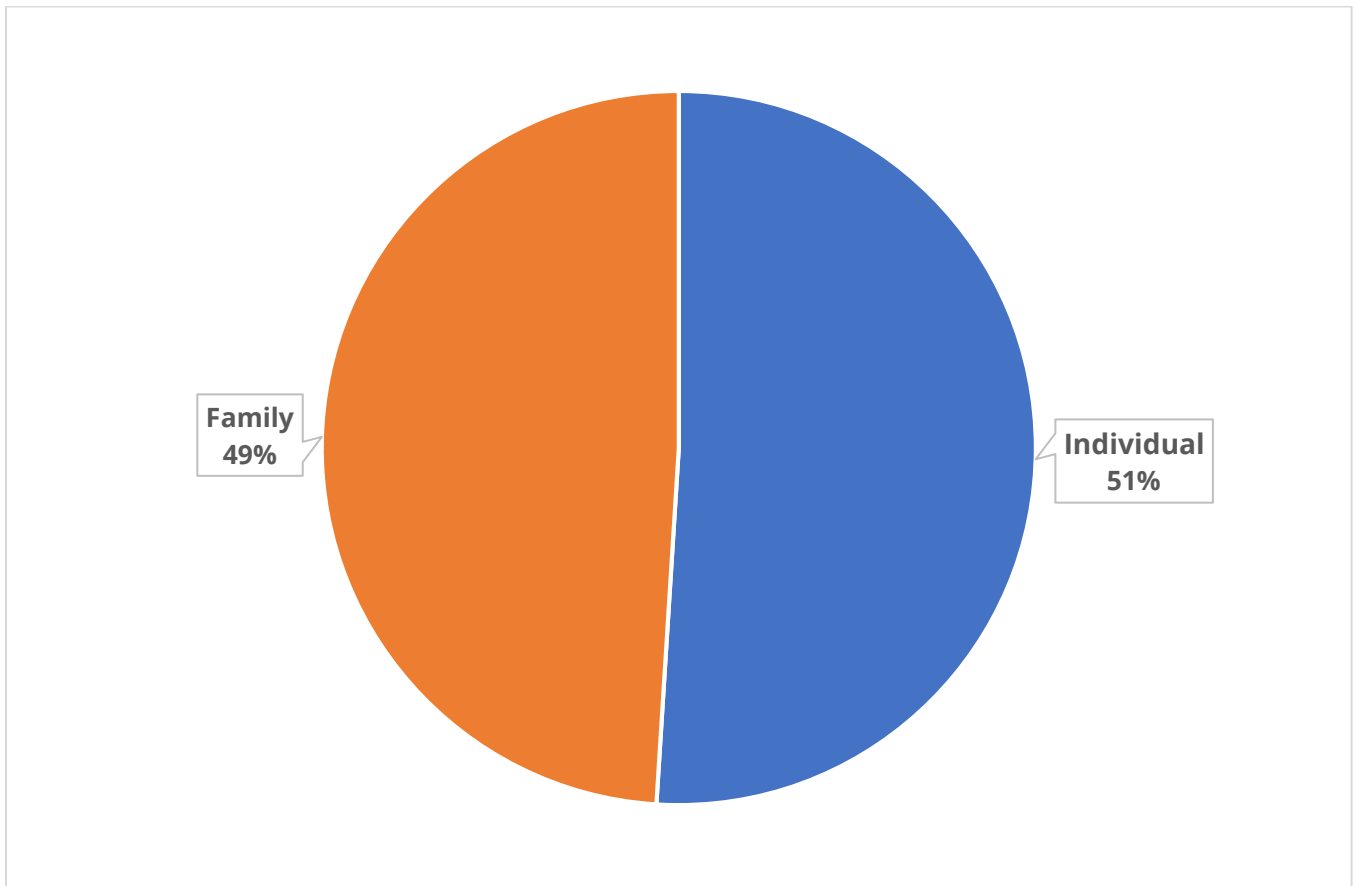
These recommendations came out of an analysis of our strengths, weaknesses and opportunities as a parish. Delivering against these objectives meant considering capital investments in structures like a parish life center (including a new kitchen), a new gym, an early childhood development center, a priests' residence and investing in campus enhancements.

## RESULTS

The following summarizes the result from our "Advancing Our Mission" Feasibility Survey.

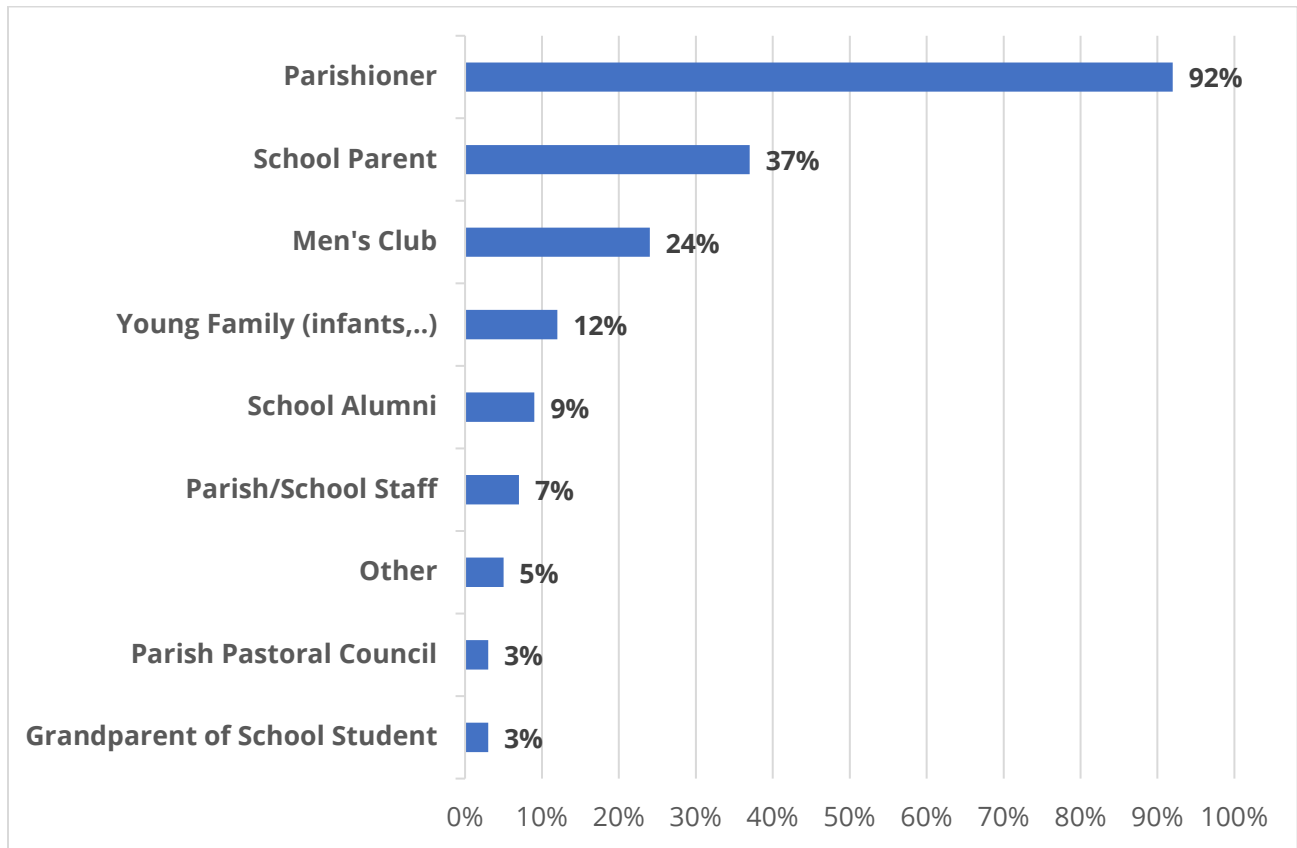


## Responded as a family or individual



Of total respondents, 51% came from individuals and 49% from families.

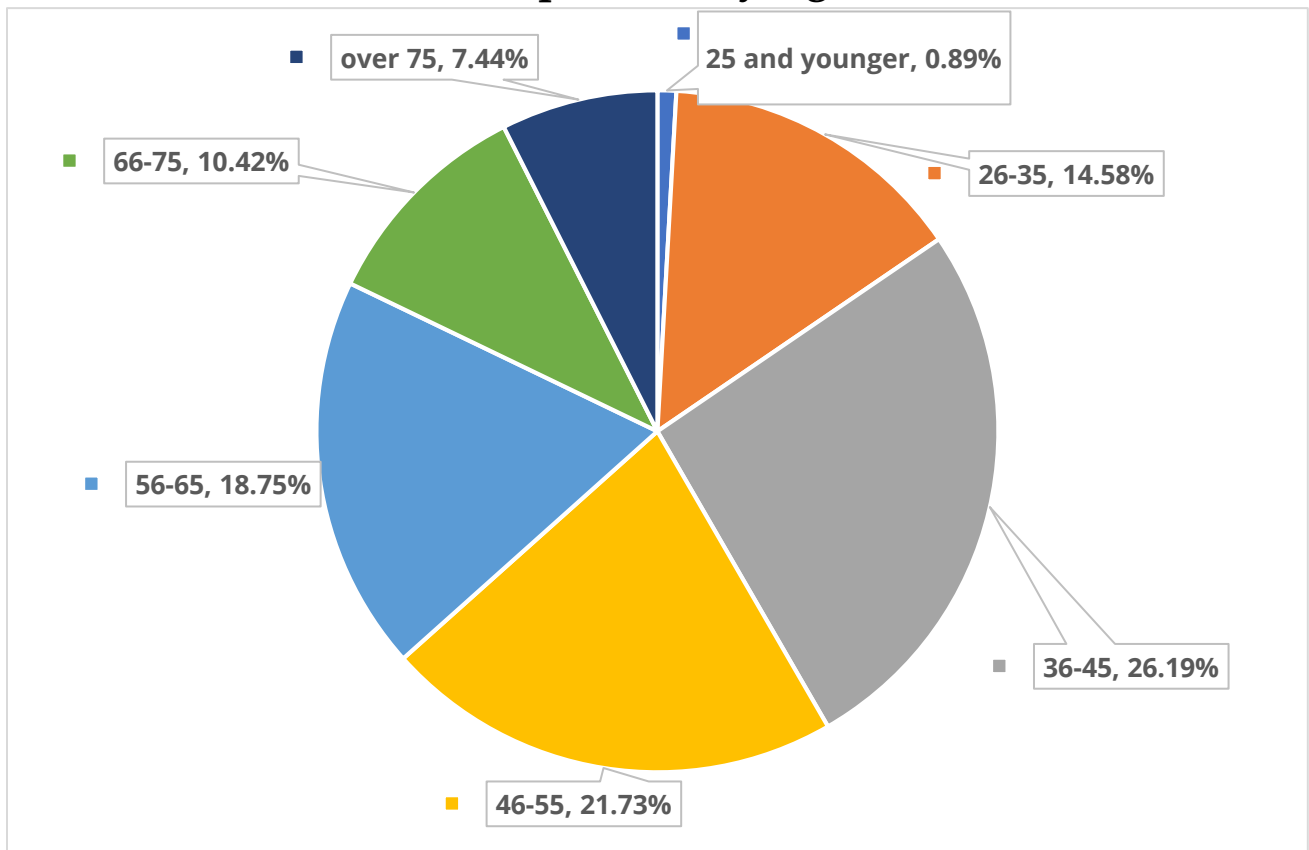
## Respondent Status in Parish



Respondents self-identified with multiple statuses with the OLG parish community:

- Parishioner – 92%
- School Parent – 37%
- Men's Club – 24%
- Young Family (infants,...) – 12%
- School Alumni – 9%
- Parish/School Staff – 7%
- Other – 5%
- Parish Pastoral Council, Finance Committee, Trustee – 3%
- Grandparent of School Student – 3%

## Respondent by Age

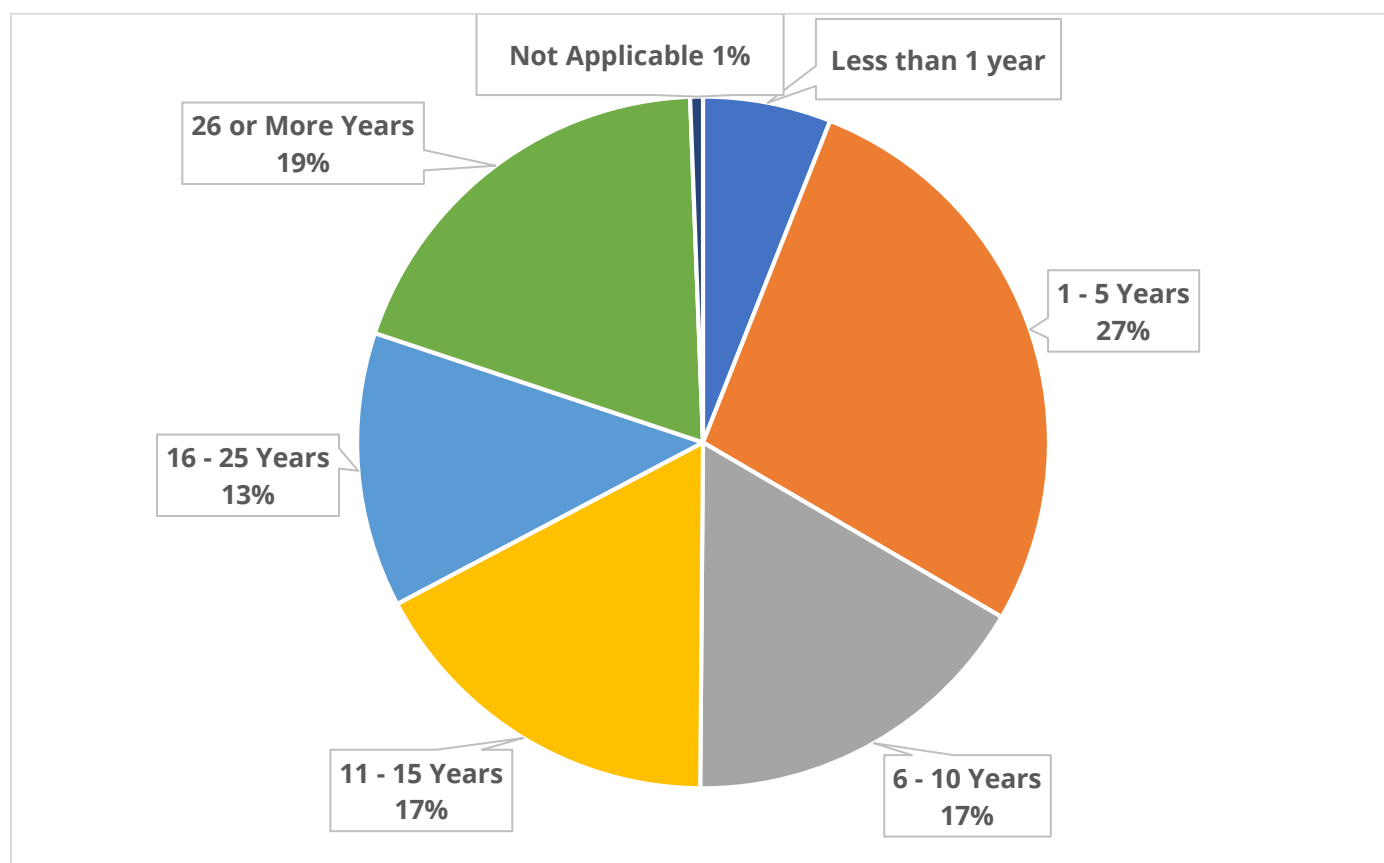


The distribution of respondents by age category is very balanced:

- 25 and younger – 0.89%
- 26-35 – 14.58% - *cumulative 15.48%*
- 36-45 – 26.19% - *cumulative 41.67%*
- 46-55 – 21.73% - *cumulative 63.39%*
- 56-65 – 18.75% - *cumulative 82.14%*
- 66-75 – 10.42% - *cumulative 92.56%*
- over 75 – 7.44% - *cumulative 100.00%*

Almost 42% of the respondents were 45 years of age or less, with almost two-thirds of the respondents 55 years of age or less.

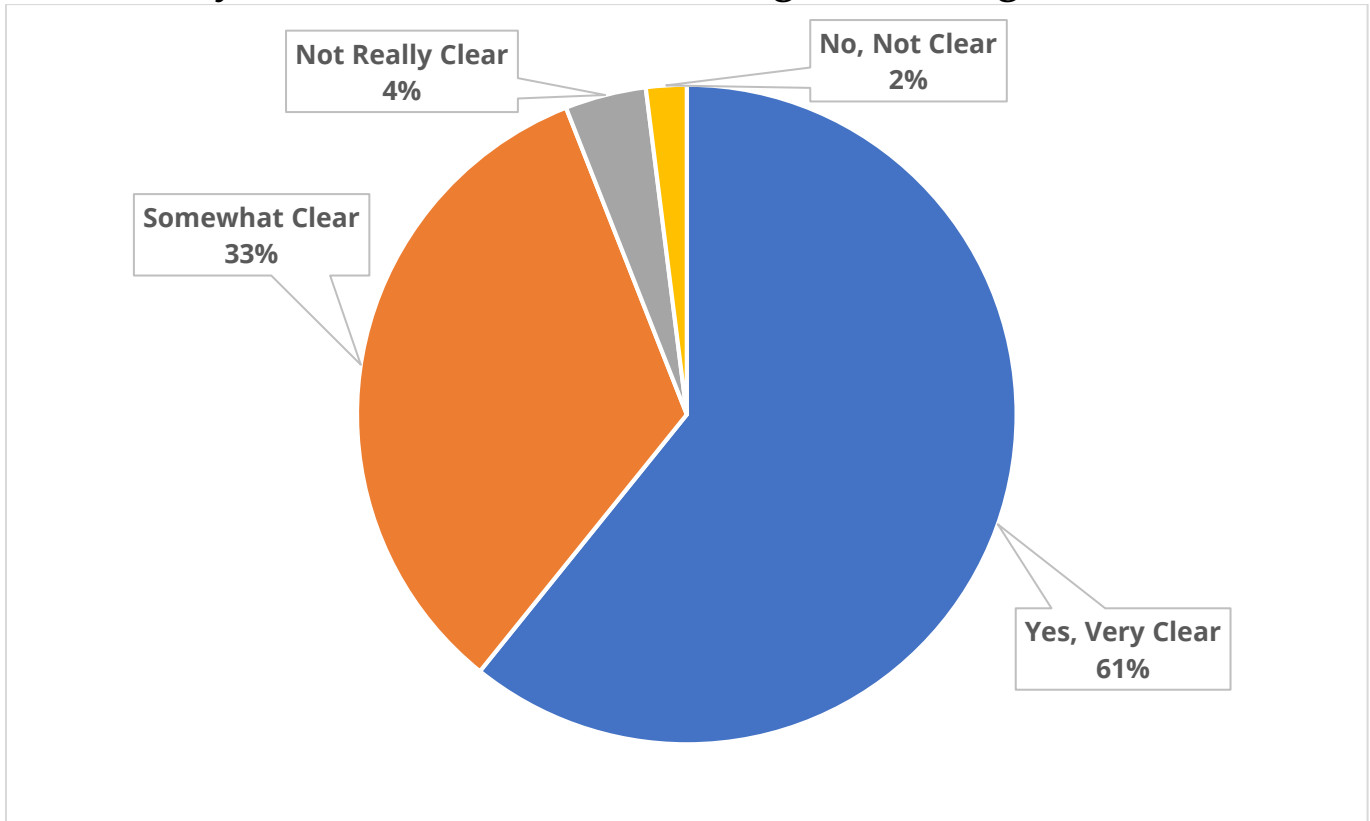
## Length of time in Parish



- Less than 1 year – 5.65%
- 1 - 5 Years – 27.38% - *cumulative 33.04%*
- 6 - 10 Years – 14.88% - *cumulative 47.92%*
- 11 - 15 Years – 15.48% - *cumulative 63.39%*
- 16 - 25 Years – 13.99% - *cumulative 77.38%*
- 26 or More Years – 22.02% - *cumulative 99.40%*
- Not Applicable – 0.60% - *cumulative 100.00%*

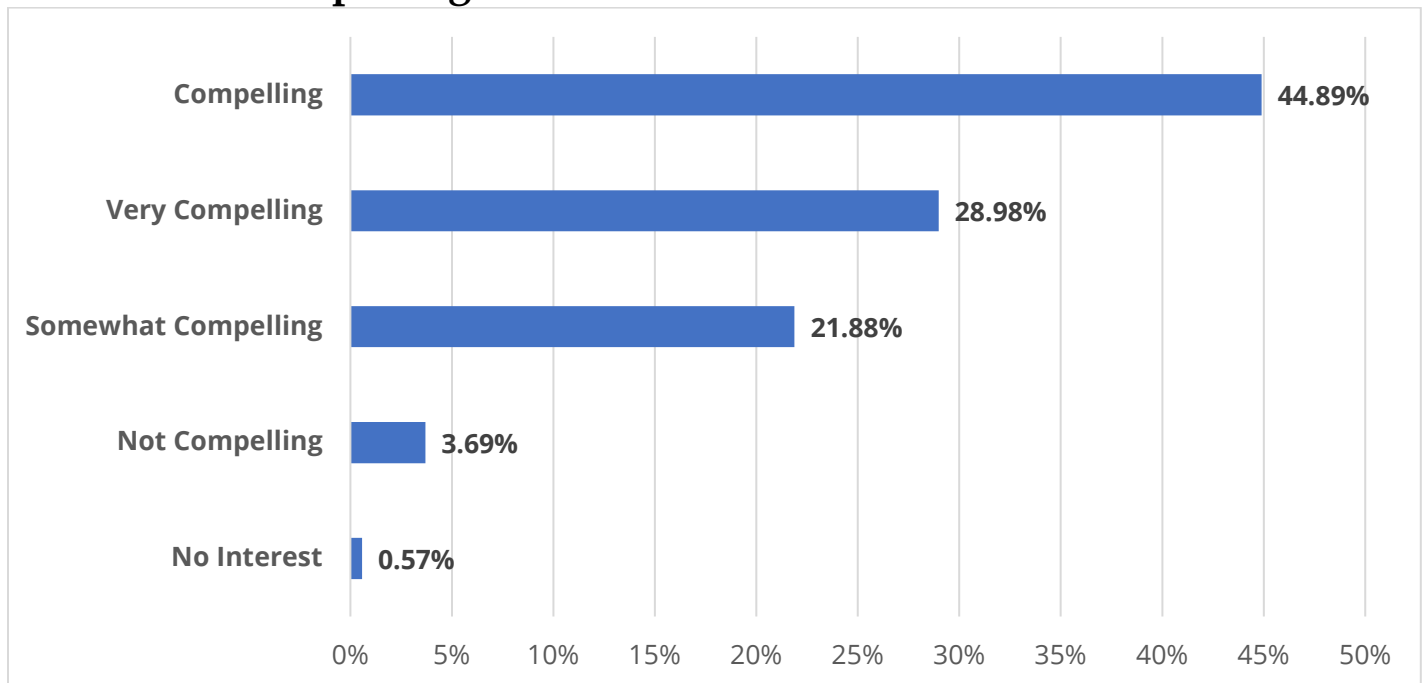
Over 63% of the total respondents were parishioners for 15 years or less. Interestingly, 22% of the total respondents have been parishioners for over 25 years.

**Were the discussions and/or written materials clear  
about why and how we are considering Advancing OLG's Mission?**



- Yes, Very Clear – 61%
- Somewhat Clear – 33% - *cumulative 94%*
- Not Really Clear – 4% - *cumulative 98%*
- No, Not Clear – 2% - *cumulative 100%*

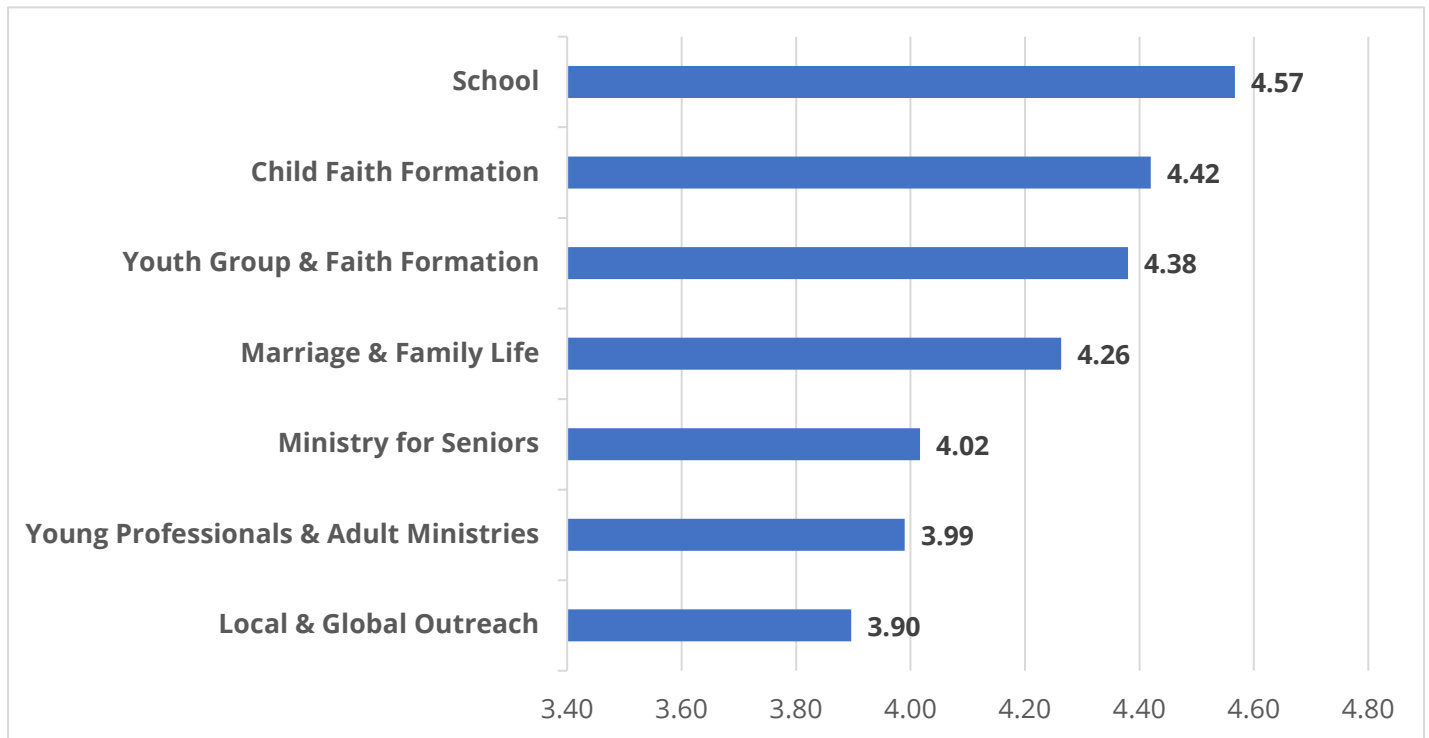
## How compelling is our Desire to Advance OLG's Mission?



- Very Compelling – 28.98%
- Compelling – 44.89% - *cumulative 73.86%*
- Somewhat Compelling – 21.88% - *cumulative 95.74%*
- Not Compelling – 3.69% - *cumulative 99.73%*
- No Interest – 0.52% - *cumulative 100%*



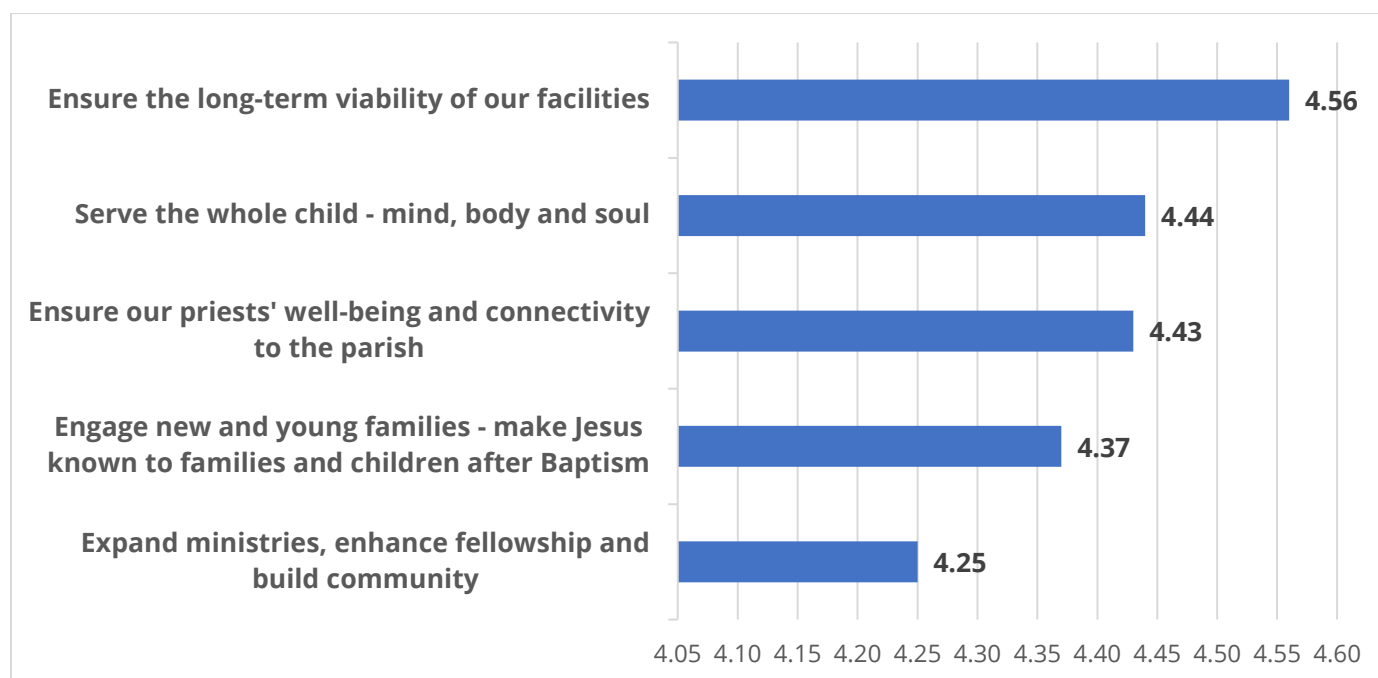
## How important are the following ministries to you?



**\* 5 = Very Important, 4 = Important, 3 = Somewhat Important, 2 = Not Important, 1 = No Opinion**

- School – 4.57
- Child Faith Formation – 4.42
- Youth Group & Faith Formation – 4.38
- Marriage & Family Life – 4.26
- Ministry for Seniors – 4.02
- Young Professionals & Adult Ministries – 3.99
- Local & Global Outreach – 3.90

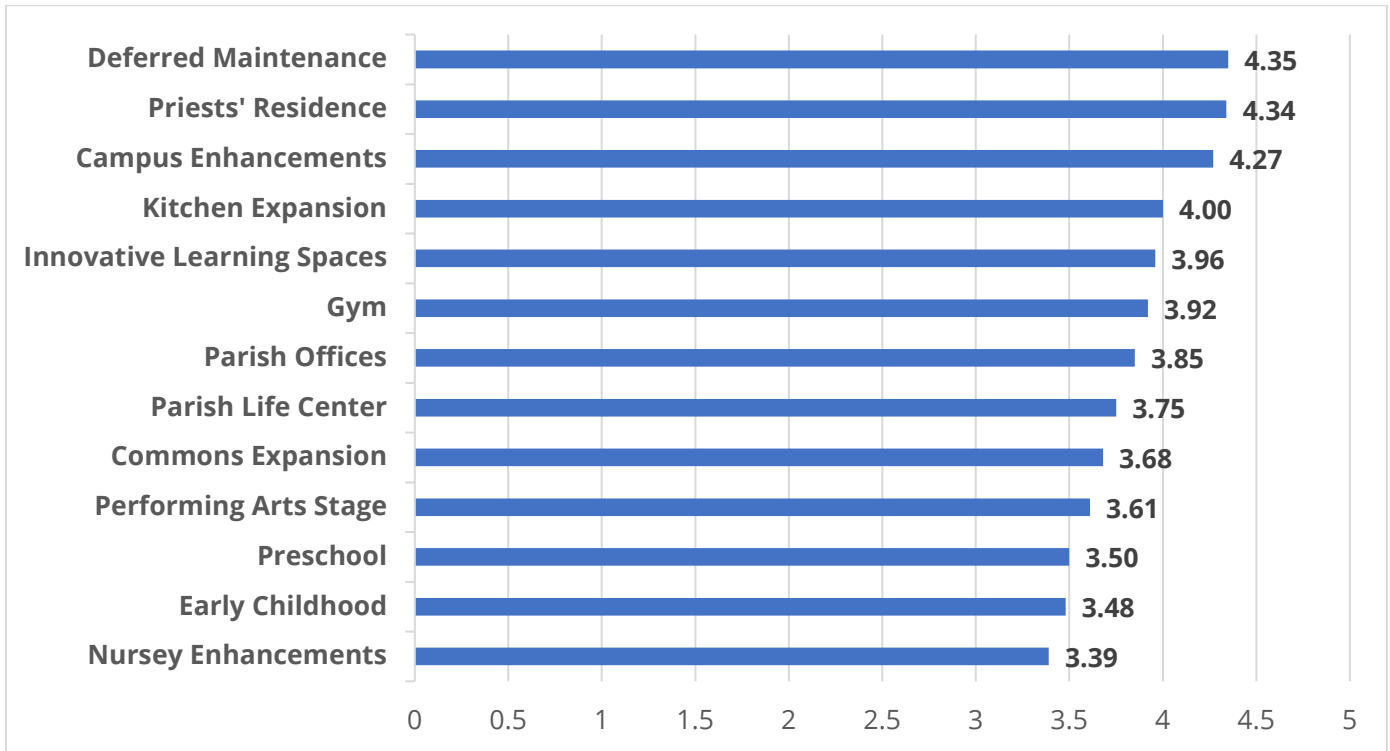
## How important are each of the proposed 5 core objectives to the future well-being of OLG?



**\* 5 = Very Important, 4 = Important, 3 = Somewhat Important, 2 = Not Important, 1 = No Opinion**

- Ensure the long-term viability of our facilities – 4.56
- Ensure our priests' well-being and connectivity to the parish – 4.43
- Serve the whole child - mind, body and soul – 4.44
- Engage new and young families - make Jesus known to families and children after Baptism – 4.37
- Expand ministries, enhance fellowship and build community – 4.25

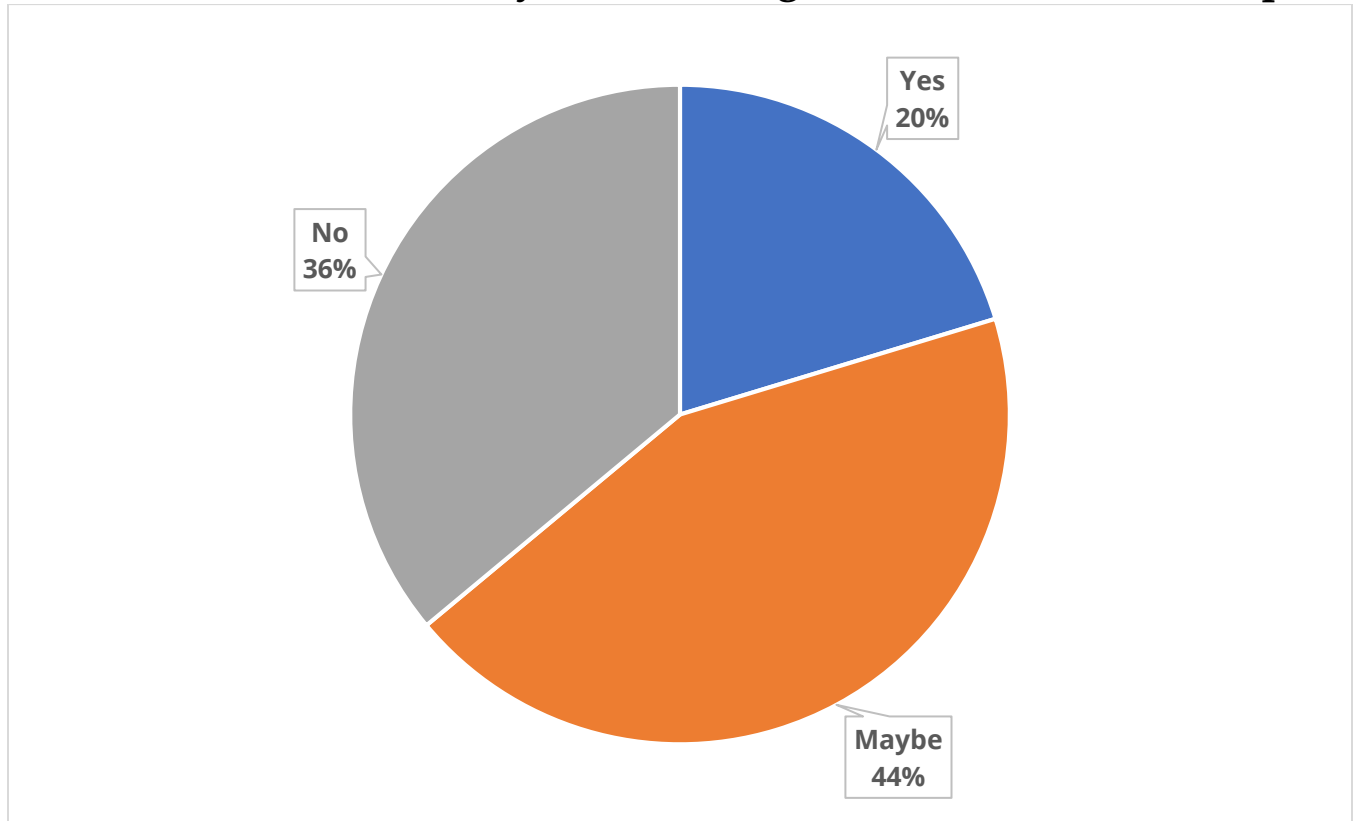
## How important are each of the proposed components to the future well-being of OLG?



**\* 5 = Very Important, 4 = Important, 3 = Somewhat Important, 2 = Not Important, 1 = No Opinion**

- Deferred Maintenance – 4.35
- Priests' Residence – 4.34
- Campus Enhancements – 4.27
- Kitchen Expansion – 4.00
- Innovative Learning Spaces – 3.96
- Gym – 3.92
- Parish Offices – 3.85
- Parish Life Center – 3.75
- Commons Expansion – 3.68
- Performing Arts Stage – 3.61
- Preschool – 3.50
- Early Childhood – 3.48
- Nurse Enhancements – 3.39

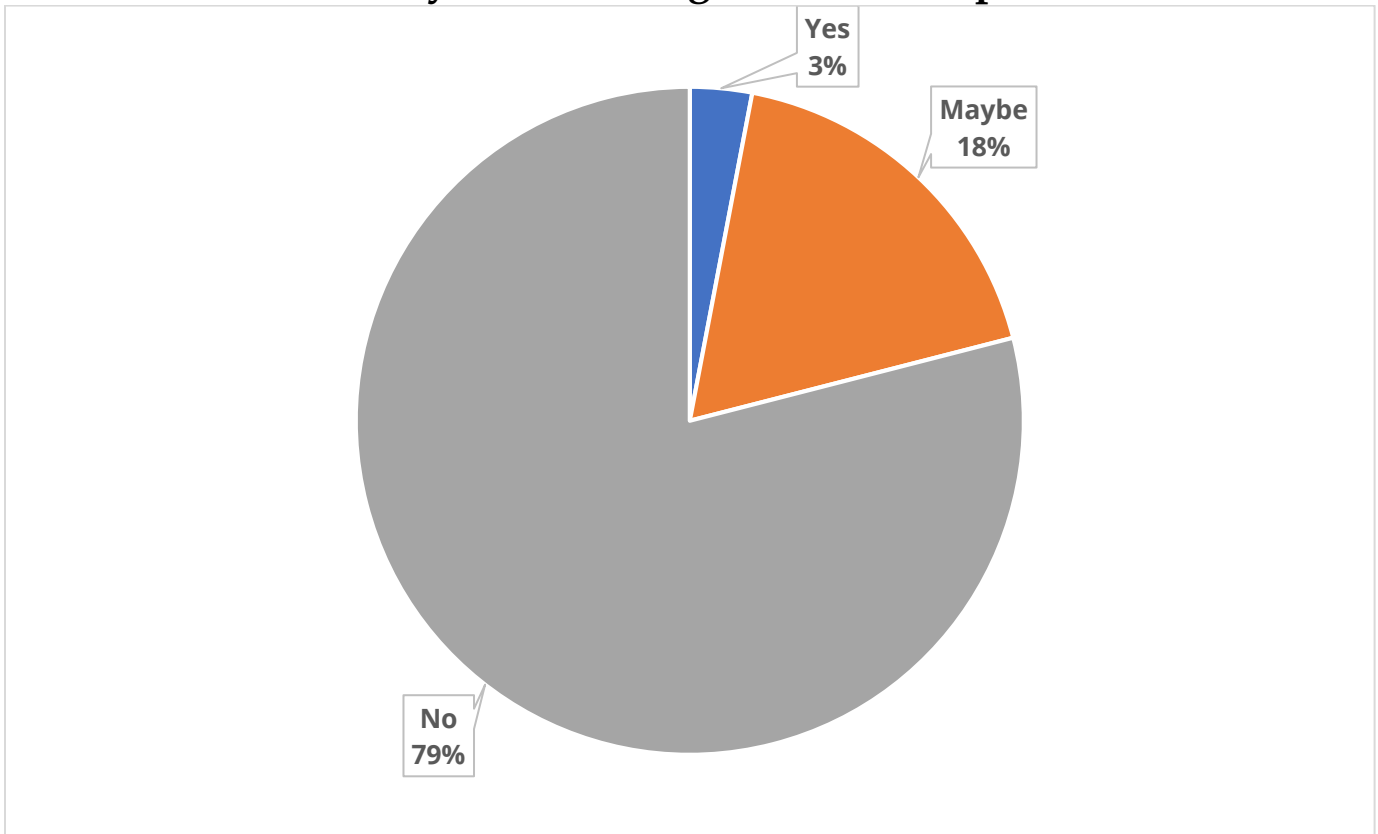
**A capital campaign would require the participation of many people to ensure its success. Would you be willing to volunteer in some capacity?**



- Yes – 20%
- Maybe –44%
- No – 36%

The AOM Core Team will reach out to respondents who indicated that they would or may be interested in volunteering.

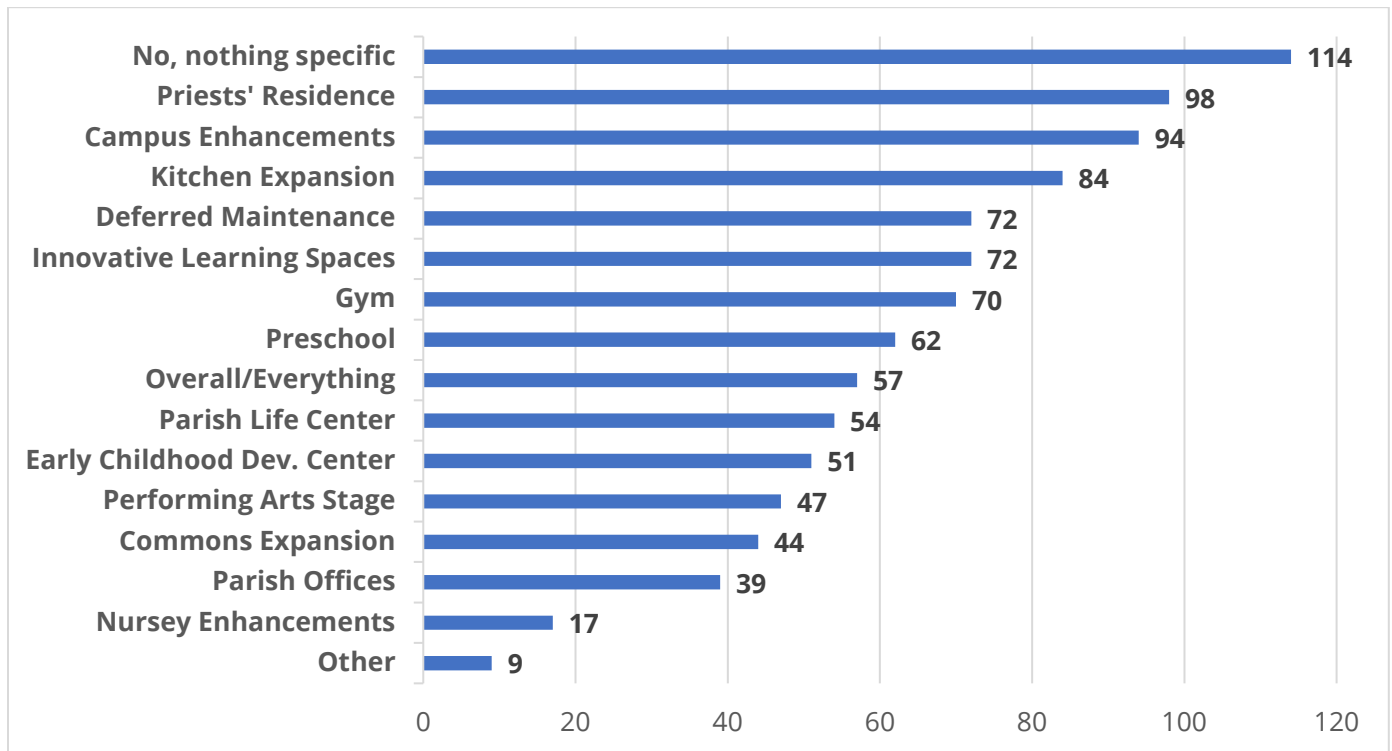
## Would you be willing to host a reception?



- Yes – 3%
- Maybe – 18%
- No – 79%

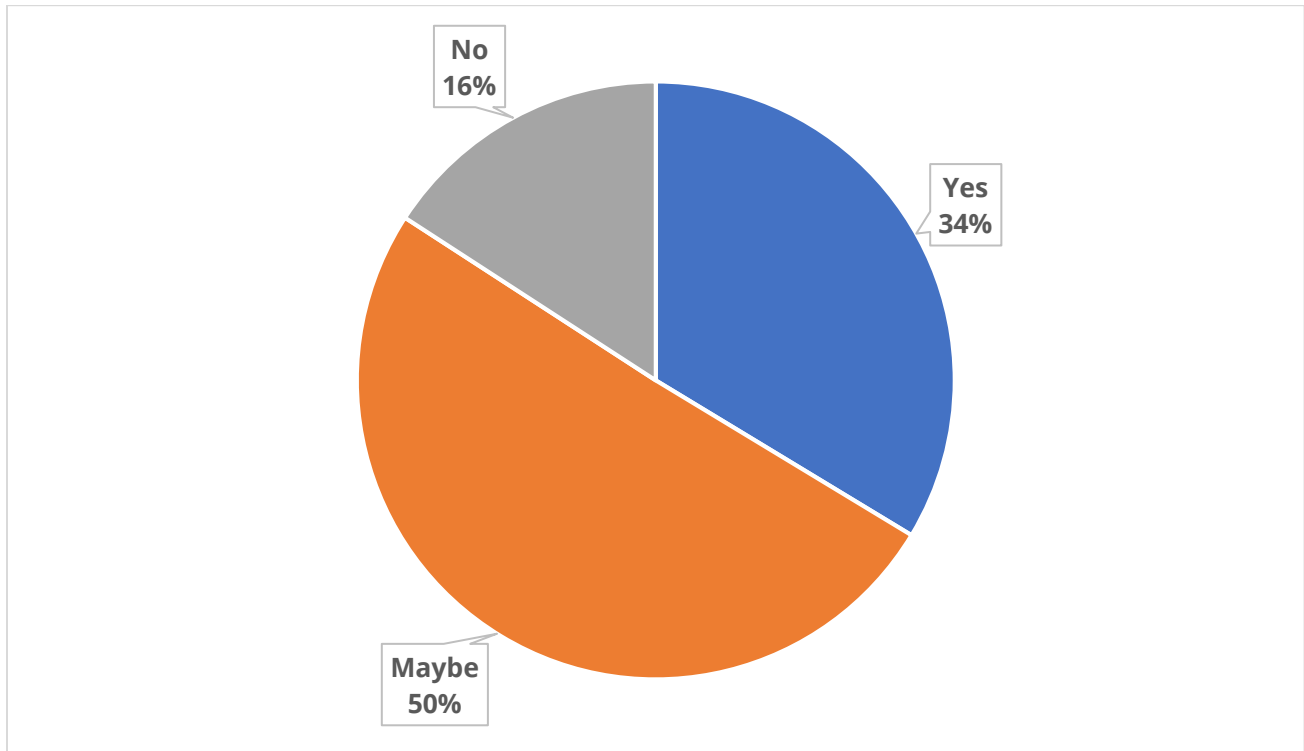
The AOM Core Team will reach out to respondents who indicated that they would or may be willing to host a reception.

## Is there a specific component of this potential campaign that is of special interest to you or your family?



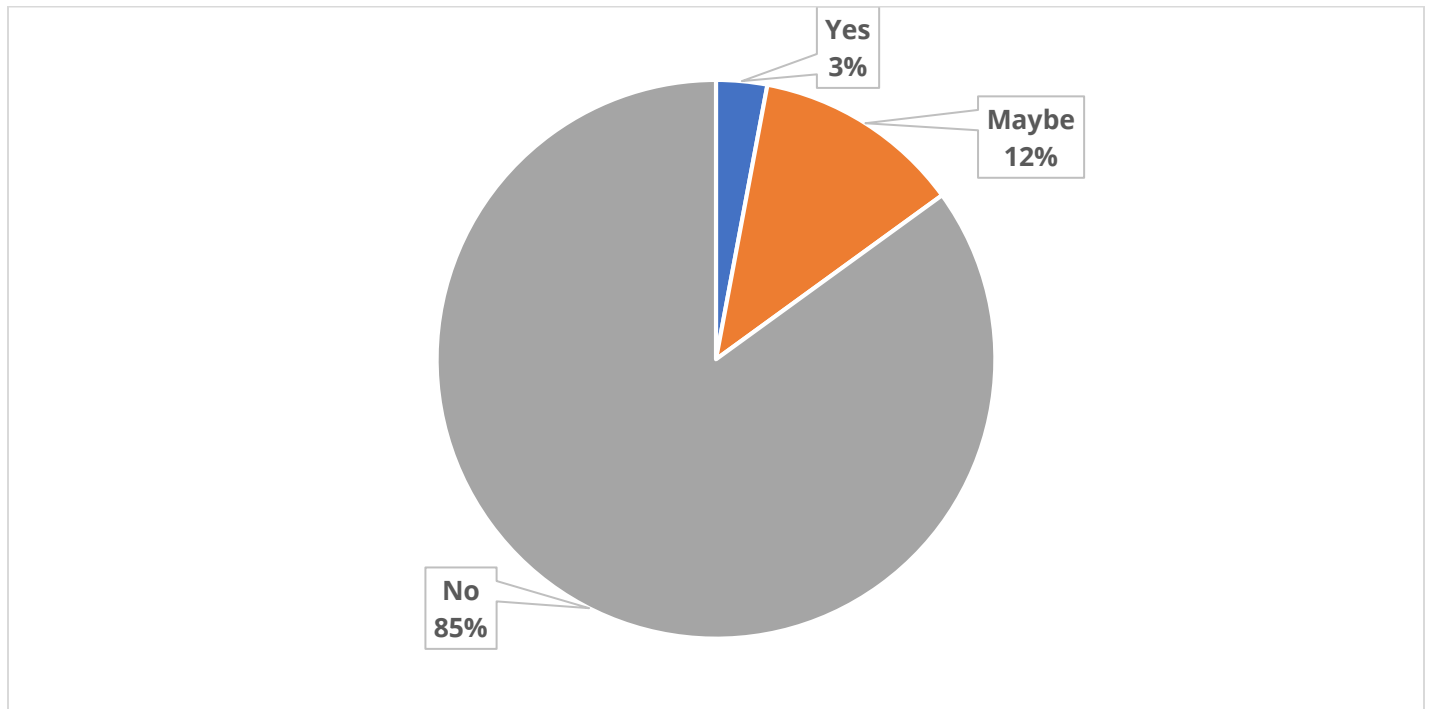
- No, nothing specific – 114
- Priests' Residence – 98
- Campus Enhancements – 94
- Kitchen Expansion – 84
- Deferred Maintenance – 72
- Innovation Learning Spaces – 72
- Gym – 70
- Preschool – 62
- Overall/Everything – 57
- Parish Life Center – 54
- Early Childhood Dev. Center – 51
- Performing Arts Stage – 47
- Commons Expansion – 44
- Parish Offices – 39
- Nursey Enhancements – 17
- Other – 9

**Would you consider making a gift to a capital campaign, over and above your ordinary giving, payable over a 3 to 5-year period?**



- Yes – 34%
- Maybe – 50% - *accumulative 84%*
- No – 16% - *accumulative 100%*

**Do you know of individuals who are not parishioners  
or of a business or foundation that may be willing to contribute  
to all or a component of an OLG campaign?**



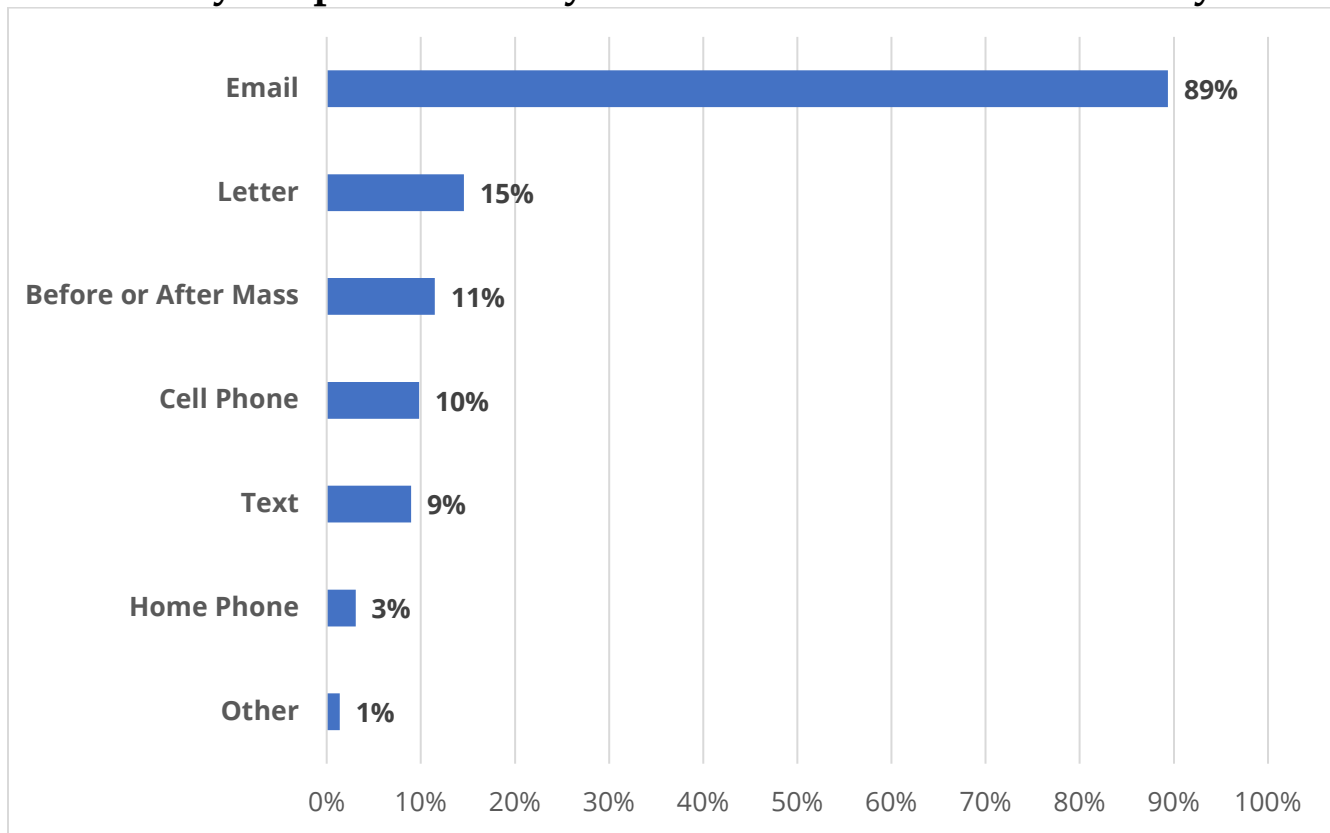
- Yes – 3%
- Maybe – 12% - *accumulative 15%*
- No – 85% - *accumulative 100%*

The AOM Marketing & Communications Team will reach out to respondents who indicated that they have or may have knowledge of a business or foundation that may be willing to contribute to all or a component of "Advancing Our Mission".

Please contact the Parish Office if you are aware of a business or foundation that may be willing to contribute, and someone from our AOM Core Team will contact you.



## What is your preferred way for OLG to communicate with you?

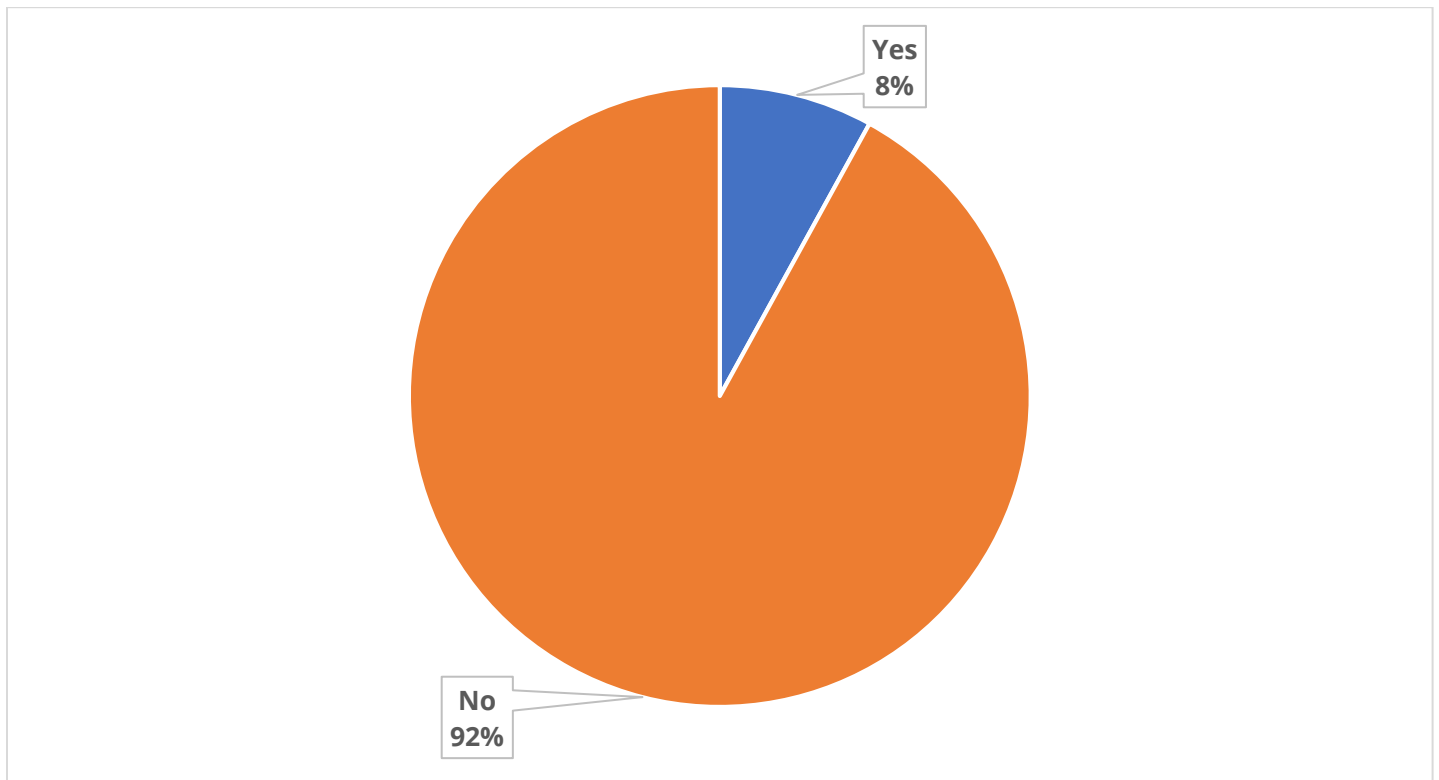


- Email – 89%
- Letter – 15%
- Before or After Mass – 11%
- Cell Phone – 10%
- Text – 9%
- Home Phone – 3%
- Other – 1%

If you want to stay connected with "Advancing Our Mission", please ensure that you have subscribed to our weekly eNews list at [www.olgparish.org/contact-us](http://www.olgparish.org/contact-us).



**Would you like someone on our Planning Team to call you to further discuss the feasibility of Advancing Our Mission?**



- Yes – 8%
- No – 92%

## CONCLUSION

The overall message that we've heard from survey respondents has been: "Yes, we need to do something, but more precisely, what will our proposed new and repurposed spaces look like?" To that end, our Master Planning Steering Committee will spend the next several months defining precisely our campus space and enhancements. That plan should indicate what to build and/or improve. We will do so thoughtfully, in the most fiscally responsible way and in stages. Once that important process is complete, we will have a better idea of the scope and look of what we may undertake. This will be the Master Campus Plan that we submit to the City of Edina for approval.

## MORE INFORMATION

Visit our "Advancing Our Mission" website page at [www.olgparish.org/aom](http://www.olgparish.org/aom) to view the results of our Feasibility Study and more as we proceed in our next steps. On this page is an opportunity to send our team your comments. Please also join us in prayer by using the "Advancing Our Mission" Discernment Prayer found on that web page.

