
Media Impact International



INDEPENDENT AUDIT:

**Mission Media University
Visual Story Network**

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Overview:

VISUAL STORY NETWORK

Visual Story Network is part of a movement of visual storytellers taking the life and kingdom of Jesus to the ends of the earth. As part of this storytelling movement, VSN seeks to provide leadership to various sectors and geographies in the movement. Media Mission University is an outworking of VSN's desire to lead other story tellers into greater effectiveness and impact for the Kingdom of God.

MEDIA MISSION UNIVERSITY

The purpose of the Mission Media University is to develop an online learning platform to distribute short- format curricula to missionaries and church leaders worldwide. These leaders will be better evangelists, disciple-makers and church planters as they develop their skills in using media, story and mobile in their mission. Courses will be developed for each area of ministry focus (visual communication, story, mobile ministry). This platform will enable scaling to multiple courses and levels of training over time. Students will learn to be more effective in the creation and use of media for the sake of evangelism and discipleship. This project will develop the hardware, software and networking platforms for the next seven years of growth within the global network.

Media Impact International is honored to partner with Visual Story Network for the independent audit of the achieved outcomes following the initial session of Visual Story Network's Mission Media University (MMU). The invitation to audit the MMU *Foundations of Media Strategy* and *Story in Mission* course outcomes aligns perfectly with the vision, strategic focus and stakeholder commitments held by MII.

FOUNDATIONS OF MEDIA STRATEGY

The *Foundations of Media Strategy* course will provide students with a foundational overview of field-driven media strategy philosophy and encourage and equip missional people and teams to develop an intentional outreach strategy using new media.

23 students completed the course, participating in five one-hour live sessions together during the course. The live sessions were held in a webinar-style online room where use of video, audio and whiteboards were used to facilitate interaction and connection.

This course was facilitated by Tom Khazoyan, a missionary video producer serving with 10X Productions, a ministry of Pioneers.

STORY IN MISSION

The *Story in Mission* course will provide students with the ability to develop a theory of story and it's power to draw people to Christ and to create compelling stories from idea to pitch.

18 students completed the course, participating in five one-hour live sessions together during the course. The live sessions were held in a webinar-style online room where use of video, audio and whiteboards were used to facilitate interaction and connection.

This course was hosted by Jeremy Casper, a writer/director/producer from Los Angeles.

MII VISION

MII exists to see more people brought into God's Kingdom and growing in their faith, through the effective utilization of media. MII identifies, assesses and comes alongside partner ministries to strategically increase their media projects.

MII STRATEGIC FOCUS

Media Impact International is focused on equipping media ministries with the tools and expertise to maximize their effectiveness. MII utilizes key Christian consultants and contractors, who are recognized as media industry experts. These consultants also represent a larger network of media, communications, IT and security experts from around the globe that can be called on to address any issue. All have global business and ministry experience, and are committed to using their gifts and expertise to see more people brought into the Kingdom.

MII EXTERNAL COMMITMENTS

Media Impact International makes the following commitments to those we serve:

- **Christ-centeredness:** We are committed to demonstrating our faith in God and living out Christian values

- **Integrity:** We are committed to Christ-like behavior in all aspects of our operation.
- **Objectivity:** We are committed to demonstrate objectivity in decision making and other business activities
- **Stewardship:** We are committed to the wise and honorable use of human and financial resources.

It is our prayer that the data and analysis contained in the following pages will be a blessing to Visual Story Network and the students benefiting from Mission Media University now, and in the future.

Objective:

VSN TRAINED LEADER BENCHMARKS

MMU recently offered two courses, *Story in Mission* and *Foundations of Media Strategy*. VSN's original grant application listed the following goals as benchmarks for success in Year 1:

- 50 will be trained
- 15-30 will describe themselves as more effective in evangelism.
- 25-50 will use story more effectively in reaching and teaching people for Christ.
- 5-10 will train others in story
- 1-2 will create more effective media.
- 1-2 will train his/her team in story
- 100-200 people will begin new life in Christ

At the request of VSN, MII conducted an audit of course outcomes. As ministries begin to implement strategies offered through MMU training, students and their respective organizations will be engaging in behavioral change and change management practices involving leadership and other stakeholders. However, these organizational changes to processes, structures and systems take time. Most of the MMU outcomes would best be measured over time as these outcomes will take some time for ministries and/or individuals to develop in a healthy way. MII suggests ongoing measurement by VSN. Further more, MII suggests auditing students again 9-12 months following the completion of the course.

The courses ended during the week of March 21st. MII's audit began less than 3 weeks later. Due to the limited timeframe between the student's completion of the

MMU's first session and the required delivery date of the desired audit, MII recommended approaching the audit with the following objectives:

- MII will measure the general impact of MMU on the participating student's improvement of skills, motivation, knowledge, and ability to develop action plans following the course.
- Determine whether the ministries and/or individuals participating have begun the design and/or implementation of strategies, processes and initiatives that will enhance the Kingdom and desired outcomes of VSN. (Certainly, MII will look for outcomes already fulfilled in the research sample.)
- Determine if the MMU's overall curricula, presentation and approach are resulting in a significant role in the reaching of the aforementioned strategy, process and initiatives.
- Recommend proactive steps which MMU can take to ensure the success of students who have completed the offered courses.

Of the original VSN goals for MMU, MII is able to provide initial feedback and estimates on:

- Will students describe themselves as more effective in evangelism?
- Do students intend to use story more effectively in reaching and teaching people for Christ?
- Have they, or are they planning to train others in story?
- Have they or are they planning to train their team in story?

Answering questions about the "creation of more effective media" and "people reached beginning a new life in Christ" will require the diligent measurement by VSN over time.

Review of Approach:

MII proposed the following process to determine the impact of MMU and meet the audit objectives.

Anonymous Questionnaire

An anonymous survey was created for each course to be evaluated. All students were encouraged to participate in the survey. The surveys were available to students from April 15th through the end of the month. Survey reminders were sent to students who had not yet responded on April 20th and 25th.

To determine how effective MMU's curriculum, processes and approach was in the area of equipping students for kingdom impact, survey questions focused on five key areas; Skills, Motivation, Strategy, Knowledge and Action Plan Development.

Student Interviews

MII conducted 8 phone interviews of randomly selected students. No more than one student from any one ministry was interviewed. A ministry was not required to complete the anonymous questionnaire to participate in the phone interview.

The phone interview conversation covered the same five areas listed above, with the addition of asking followup questions seeking detail about specific outcomes, accomplishments and implemented strategies in the few weeks following the completion of the courses.

VSN Supplied Data

At the beginning of our process Clyde Taber, Director of VSN, supplied MII with course evaluations that had been previously submitted by students upon completion of the course. The data supplied by VSN has been included in the results below and informs the findings in this report.

Results:

This section explores the results of MII's data gathering and analysis. While full survey details are included in the Appendix, we have chosen to highlight some of the findings, both positive and negative, that have a material impact on the stated objectives of this MII audit.

Anonymous Questionnaire

Story in Ministry Survey

Of the 19 total invitations sent to students, 10 students responded. A full summary of the survey and answers can be found in the Appendix.

Foundations of Media Strategy Survey

25 total invitations were sent to students who completed the course. Of these, 16 total responses were received.

A note about Sample Size

MII and contributing consultants recognize that the small sample size of both the participating students, and the number of those responding to the survey and interviews presents challenges to making statistically valid conclusions from the data received. However, Dr. James Engel of Wheaton College has suggested that such surveys can serve as a “windsock” - showing some indicators of the terrain. These surveys accomplish that, and show us the direction of impact following the MMU course participation.

We chose to use a 1 to 10 scale for questions that asked students to rank their experience. To account for negative sentiment, or the possible degradation of skills or impact following the course, 1 is considered maximum negative impact possible, while 5 represents “No Change” and 10 equals maximum positive impact possible.

Student Interviews

We were encouraged to find that the responses from all 8 individuals interviewed were 100% positive in every category of questioning. All candidates rated 5 and above on every question that required a 1-10 rating response. Answers were consistent among the candidates on what they enjoyed about MMU and ways MMU could improve results.

Combined results of MII research is provided below and separated into categories relating to MII’s four objectives for this audit listed above in the Objective section.

- While giving consideration to curricula, presentation and approach, MII will measure the general impact of MMU on the participating student’s improvement of skills, motivation, knowledge, and ability to develop action plans following the course.
- Determine whether the ministries and/or individuals participating have begun the design and/or implementation of strategies, processes and initiatives that will enhance the Kingdom and desired outcomes of VSN. (Certainly, MII will look for outcomes already fulfilled in the research sample.)
- Recommend proactive steps which MMU can take to ensure the success of students who have completed the offered courses.

GENERAL IMPACT OF MMU ON PARTICIPATING STUDENTS

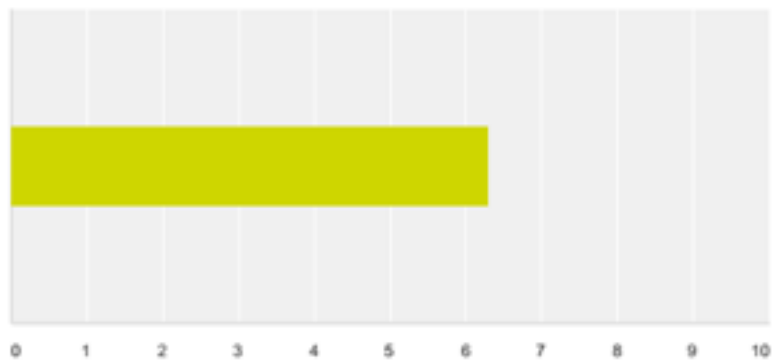
Evaluating the general impact of MMU on the participating student's improvement of skills, motivation, knowledge, and ability to develop action plans following the course was a positive and encouraging experience for our team. Overall, students continue to be very optimistic about MMU, their experience and how their mission has been positively impacted by their participation in MMU.

Evangelism Effectiveness

Of the 24 students responding to the online survey, 83% reported positive change in evangelism effectiveness following the MMU courses. The remainder reported "no change". When given the option, 0 students reported that they are less effective in some way.

The average score given when asked, "How much more effective are you in evangelism after taking this course?" was 6.8, with students participating in the *Story as Mission* course reporting an average score of 6.3, and the *Foundations of Media Strategy* students reporting an average score of 7.13

Q1 How much more effective are you in evangelism after taking this course?



The phone surveys helped to expand our understanding of how participation in MMU is translating into greater effectiveness in student's lives and ministry.

Students reported that they believe the training will have a great impact on future Kingdom efforts that they are directly involved in. On a 1-10 scale, the average score was a solid 9.

Mission Effectiveness

In an effort to directly address VSN's goal of building leaders to be better evangelists, disciple-makers and church planters as they develop their skills in using media, story and mobile in their mission, we asked the question, "How much more effective are you, personally, in the fulfillment of your mission as a result of taking this course?"

An important part of MII's objective is to determine if students are coming away from the experience with the proper motivation, and equipping to fulfill the mission to which they've been called.

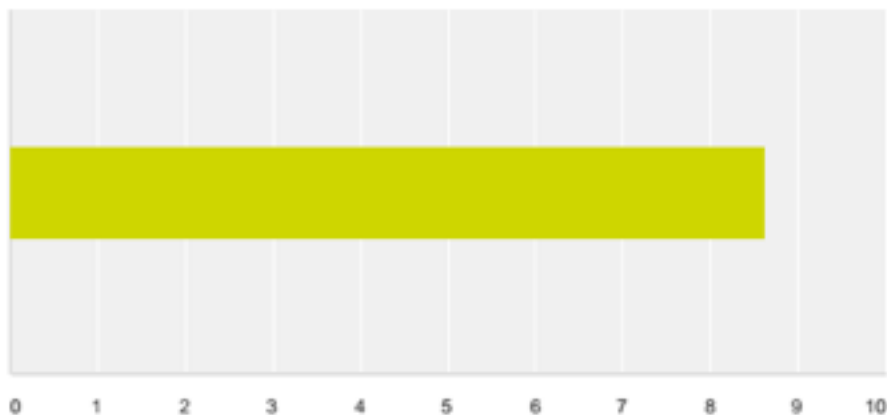
91.6% of students responding reported that they are personally more effective in the fulfillment of their mission as a result of taking the MMU course.

When asked if you "feel better equipped to accomplish your mission after taking this course?", the same 91.6% (22 of 24) reported positive change. The question "how do you feel" helps us understand a student's current motivation.

Between these two questions about Mission effectiveness, the results skewed higher when asking students about their feelings toward being equipped. While the average score given when asked "do you feel better equipped" was 8.2, the Mode (most frequent answer given) was a 9 with 8 students reporting this score. Another 4 reported a score of 10, "Very Effective."

Between the two courses offered, the Foundations class had the higher average score of 8.57. In fact, no students reported less than 7 when asked if they felt better equipped to accomplish their mission. The Story in Mission course had an average rating of 7.7. Scores from the students participating in Story in Mission ranged from a low of 5 to a high of 10. These results were nearly a perfect bell curve with the Median and Mode answer of 8.

Q4 Do you feel better equipped to accomplish your mission after taking this course?



Through phone interviews, students reported that they believe the training will have a great impact on future Kingdom efforts that they are directly involved in. On a 1-10 scale, the average score was a solid 9.

Students reported that the course's practical emphasis on follow up, and strategy developed around content creation lead to a higher score on this question.

88.89% of students surveyed reported that they feel the *Story in Mission* training has improved their ability to communicate story, and 100% of these students reported improvement in their ability to recognize good story practices vs. bad story practices.

Action Plan Development

Students were asked directly about their confidence in their ability to develop a strategic plan for new media in their respective ministries. Like motivation, we feel that confidence is a good leading indicator to future success in this area.

On a scale of 1 - 10, 1 being "no confidence" and 10 being "I'm a superstar!", the survey results received a weighted average of 7.94. The most common answer, was 9 with 56% of students reporting a high level of confidence in their ability to develop a strategic plan.

Students in the *Foundations* class were segmented by whether they employ social media or new media in their role in their organization. Of the 16 total responses, 14 answered "Yes" and 2 answered "No". Curious about the ability, or improvement in the ability to develop an action plan, we then asked the following questions based on their role:

For students using social media in their current role:

Students reported a 2.35 point increase (on a 1 - 10 scale) of confidence in their ability to develop a strategic plan for their social media ministry.

Confidence Before: 5.79

Confidence After: 8.14

For students not using social media in their current role:

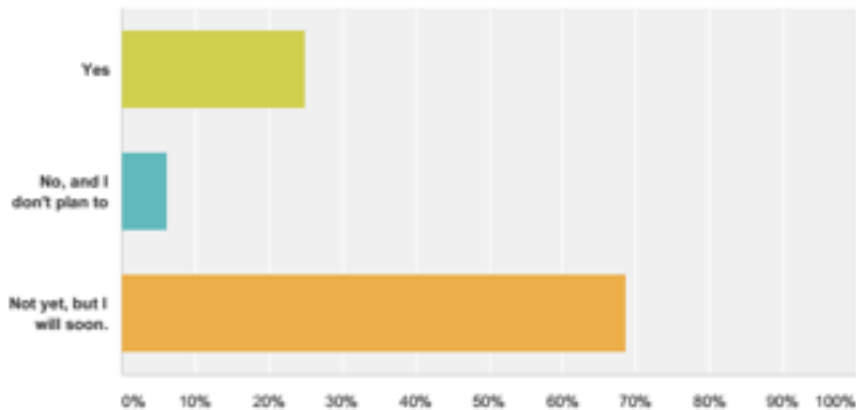
Students reported an average score of 7 (on a 1 - 10 scale) of confidence in their ability to develop a strategic plan for social media in their ministry.

BEGINNING DESIGN AND/OR IMPLEMENTATION

Students completing both courses were asked about current implementation, or existing plans for implementation of strategies in both the survey and the phone

interviews. Given that these surveys were conducted less than 30 days after completing the course, MII believes that inquiring about future plans is a good indicator of future follow through.

Q11 Have you built your own detailed Personas for use in your ministry after taking this course?



Personas are fictional, generalized characters that encompass the various needs, goals, and observed behavior patterns among your real and potential audience. In business terms, personas help you understand your customers better.

Students were trained on persona development strategies and encouraged to implement them in their ministries to increase impact and follow up outcomes.

As seen in the chart above, 93.75% of students attending the *Foundations of Media Strategy* course indicate that they have already built detailed personas for use in their ministry, or intend to do so soon. One (1) person out of 16 total responses indicated that they have no plans for implementing this strategy in their ministry.

Of those who have already begun implementing personas in their ministry, (4 students) little to no change has been observed in audience engagement, though it may be too early and the sample size is likely too small to know conclusively if this is due to the persona, the training or the process of implementation.

12 of 16 students reported that they had not yet implemented use of persona in their ministry, or do not plan to do so.



When asked “what has kept you from building your own personas for use in your ministry following this course?” the students cited personas being “Difficult to implement” as the number one reason for delay.

Implementation of story elements presented in the *Story in Mission* course will best be evaluated over a longer period of time. To understand student’s current motivation to implement these best practices and strategies learned, we asked students about any possible training that they may have passed onto others. Understanding that people retain what they share at a much greater rate, we see the sharing activity between students and their peers as an indicator that implementation of these strategies will follow.

88% of students surveyed reported already having passed along course learning to someone else in their circle of influence. Additionally, and perhaps a stronger indicator of future implementation, 55% of students completing the course committed to conducting a story training session with their team.

During phone interviews MII learned that students had the perception that the MMU course material was “stronger on philosophical [concepts] rather than on modeling in the area of practical examples.” It was also reported that implementation has already begun across the 8 organizations represented. One student reported that “yes” implementation has already begun and this is proving to be a “big shift for our network.”

Students reported implementation of strategy into a church context saying that he “likes the nugget of ‘Don’t tell people what to think, tell them what to think about in the form of questions.’” This is already being adopted into his “church’s DNA.”

100% of students interviewed reported that the design of and/or implementation of strategies learned through MMU has already begun in their context. However, the majority of those interviewed also expressed that they would have liked more time spent discussing direct application of principles, or help designing strategies to implement.

During the interview process some students reported that they found courses too focused on individual skill sets like video production. Students working in areas of marketing or social media reported that these portions weren’t valuable to them and led to questions about implementing story through channels like email marketing.

Conclusions:

The short timeline and limited sample size of the classes should be considered when reviewing both results and conclusions reached by MII. We feel that the information listed here is more than anecdotal, but recognize that over time adding additional data points will only help prove some of the trends that seem to be appearing in these early days.

The audit produced some positive responses from the participants of MMU’s first courses. We also gathered many suggestions based on student feedback that we believe will improve the experience and long-term return on investment for MMU.

DETERMINING EFFECTIVENESS

MMU equaled or exceeded success benchmarks in 3 of the 6 'VSN Training Leader Benchmarks' that we were able to assess through this audit. 2 of those equaled VSN's 'hoped for' goals. (N/A refers to goals that MII was not able to address due to original terms of audit citing short timeline between the close of the course and the start of the audit)

Actual	Goal
43	50 will be trained
24	15-30 will describe themselves as more effective in evangelism.
N/A	25-50 will use story more effectively in reaching and teaching people for Christ.
10	5-10 will train others in story
N/A	1-2 will create more effective media.
2	1-2 will train his/her team in story
N/A	100-200 people will begin new life in Christ

GENERAL IMPACT OF MMU ON PARTICIPATING STUDENTS

MMU is in its beginning stages but there are positive signs for meeting VSN's objectives, as well as the student's objectives. We see a significant movement towards Kingdom impact, with strong potential for long-term fruit and sustainability.

The MMU courses are clearly beneficial for the students involved. Participants provided high marks for the presentation, style and substance of the course material. Students also reported overall improvement in their personal equipping to accomplish mission, and their organization's ability to accomplish its mission.

The strategies and methods being taught through MMU take time to develop and take time to measure for impact. The feedback from the first launch of MMU was positive, with all of the participants reporting that MMU was well worth the investment of time and money. When asked on a scale of 1 - 10, "would you recommend MMU to others", the average score reported by the 8 interviewed candidates was 9.5. A number of them have already recommended MMU to other people within their ministry and networks.

From this data our audit has determined that the long term return on investment is highly favorable.

BEGINNING DESIGN AND/OR IMPLEMENTATION

One key observation was that many people were excited about doing persona, but generally found it "difficult to implement". Even though those who implemented saw it to be a powerful tool, some experienced challenges inside their specific situation. This ties into what was communicated from a number of surveyed students; that the training was weak on next steps and practical application.

Many of the students said that they needed more discussion and question time inside of the sessions to improve in this area. More discussion and question time equals more insight into personal application and how to implement next steps in their specific areas of ministry. This also directly contributed to the significantly lower rating (6.5) in the 'Action Plan Development' part of the survey.

MMU can benefit students and VSN by considering the feedback given in the Course Evaluations, the MII Online Survey and the Phone Interviews. Creating a stronger path to implementation for students will help the transfer of concepts to action happen more quickly.

RECOMMENDED STEPS FOR IMPROVEMENT

Measuring long-term impact is, and will continue to be important for VSN and its stakeholders. MII recommends regular and expanded follow up with participating students. Checking in with students 6 months and 1 year following course participation would give a much better view of overall impact on the ministries being served by the MMU. Measurement of this type will also help improve course materials for future students, resulting in greater and greater impact over time.

Higher levels of absorption and implementation happen in the areas that students find most valuable and relevant to them in their specific situation. MII would recommend considering adding more discussion time or Q/A to the courses to allow students to explore implementation options collectively.

Impact for the Kingdom will not be achieved without implementation of the strategies and processes being taught through MMU. MII suggests the following modifications for your consideration to improve implementation among future students:

- Provide practical next steps for students upon course or module completion
- Direct communication upfront on course expectations relative to VSN goals for MMU
- Consider splitting courses into two parts: foundational concepts relevant to all, followed by specialized breakout sessions based on skill or context

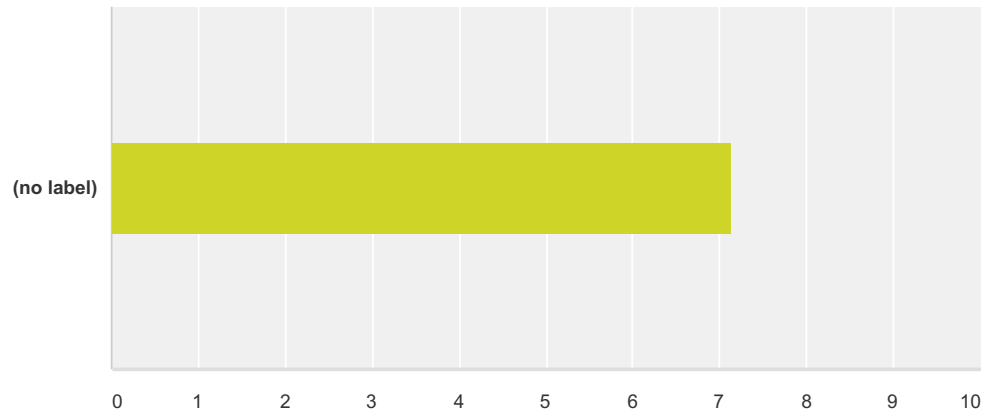
allowing participants to choose from relevant lanes of study

- Higher ratio of discussion to content in each session that will allow time to address students specific application needs
- Increase the length of each individual sessions to allow students additional time for processing and discussion
- Have condensed podcast content “homework” that provides students with a basic overview of the content for the next session, in preparation for more of a discussion weighted, interactive session
- Immediate online survey upon class completion, followed by a series of pre-arranged interviews at the 6 month mark with a random sampling of students to evaluate implementation success.

Appendix:

Q1 How much more effective are you in evangelism after taking this course?

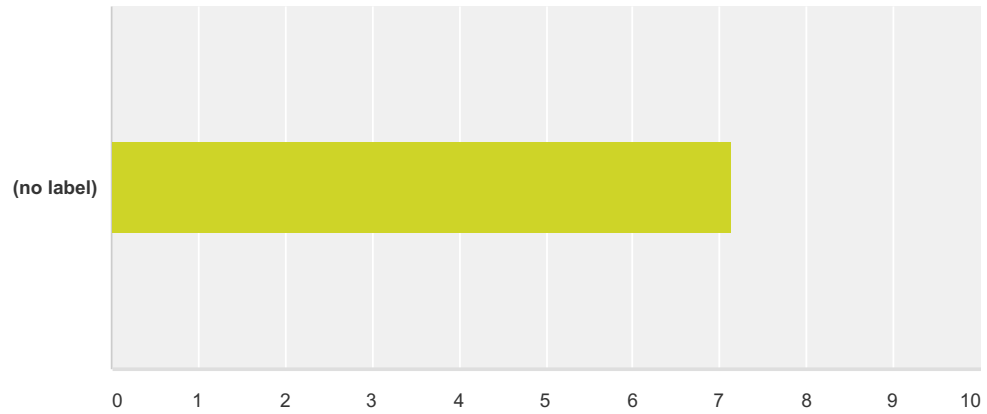
Answered: 16 Skipped: 0



	Less Effective	(no label)	(no label)	(no label)	No Change	(no label)	(no label)	(no label)	(no label)	Very Effective	Total	Weighted Average
(no label)	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	25.00% 4	43.75% 7	25.00% 4	6.25% 1	0.00% 0	16	7.13

Q2 How much more effective is your organization in the fulfillment of its mission as a result of your participation in this course?

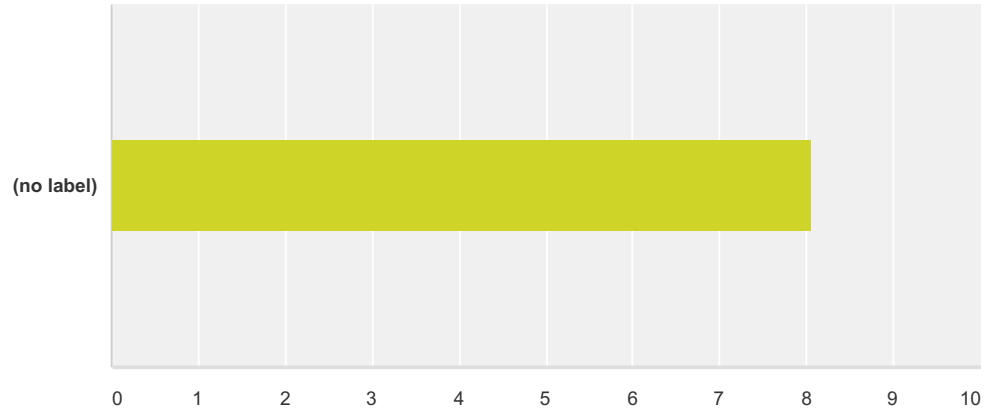
Answered: 16 Skipped: 0



	Less Effective	(no label)	(no label)	(no label)	No Change	(no label)	(no label)	(no label)	(no label)	Very Effective	Total	Weighted Average
(no label)	0.00% 0	0.00% 0	0.00% 0	0.00% 0	6.25% 1	25.00% 4	25.00% 4	37.50% 6	6.25% 1	0.00% 0	16	7.13

Q3 How much more effective are you, personally, in the fulfillment of your mission as a result of taking this course?

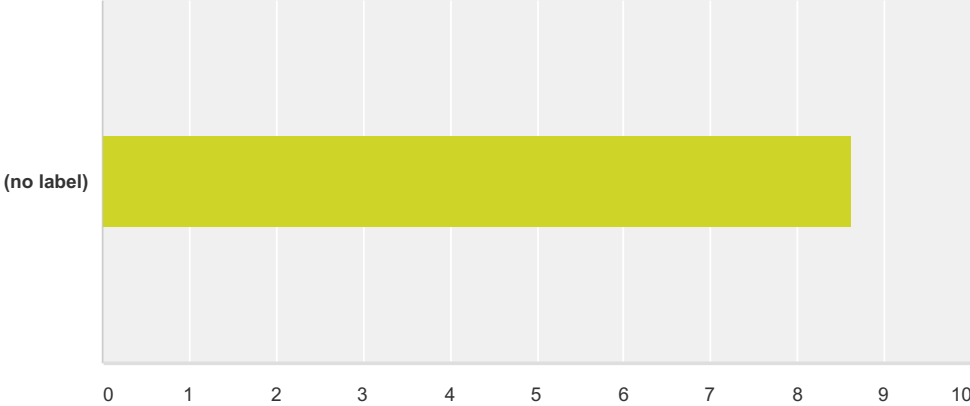
Answered: 16 Skipped: 0



	Less Effective	(no label)	(no label)	(no label)	No Change	(no label)	(no label)	(no label)	(no label)	Very Effective	Total	Weighted Average
(no label)	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	12.50% 2	12.50% 2	37.50% 6	31.25% 5	6.25% 1	16	8.06

Q4 Do you feel better equipped to accomplish your mission after taking this course?

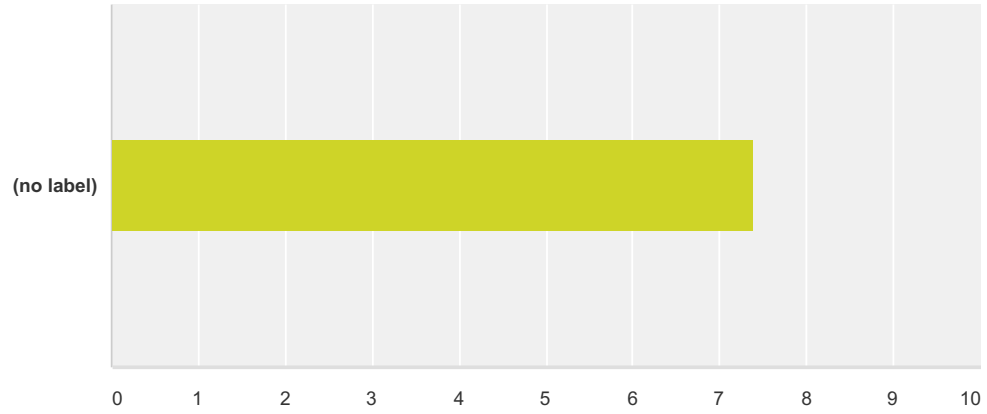
Answered: 16 Skipped: 0



	Less Equipped	(no label)	(no label)	(no label)	No Change	(no label)	(no label)	(no label)	(no label)	Much More Equipped	Total	Weighted Average
(no label)	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	18.75% 3	12.50% 2	56.25% 9	12.50% 2	16	8.63

Q5 How much has your understanding of “high-level conversion” improved because of taking this course?

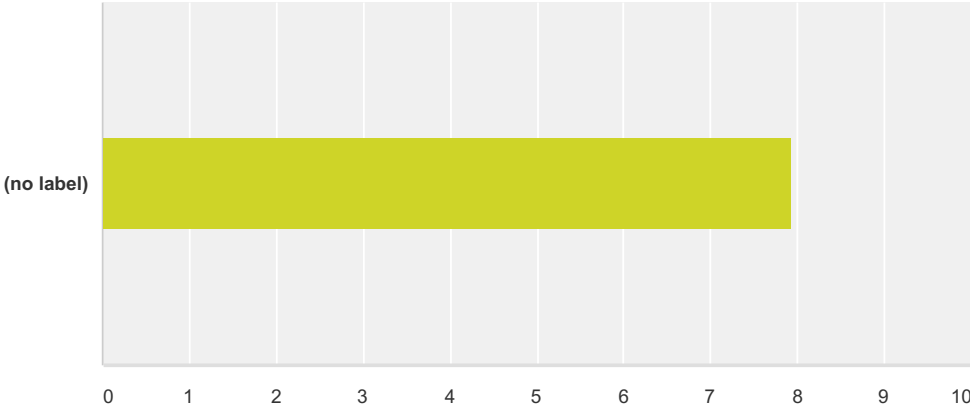
Answered: 16 Skipped: 0



	No Change	(no label)	(no label)	(no label)	(no label)	(no label)	(no label)	(no label)	(no label)	Wow - This was a paradigm shift!	Total	Weighted Average
(no label)	0.00% 0	0.00% 0	0.00% 0	6.25% 1	6.25% 1	18.75% 3	6.25% 1	37.50% 6	25.00% 4	0.00% 0	16	7.38

Q6 How confident are you in your ability to develop a strategic plan for new media in your ministry?

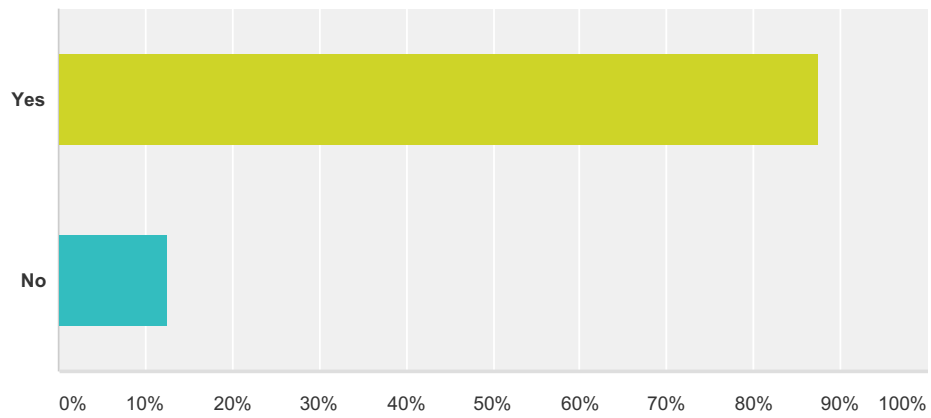
Answered: 16 Skipped: 0



	No Confidence	(no label)	(no label)	(no label)	(no label)	(no label)	(no label)	(no label)	(no label)	I'm a Superstar!	Total	Weighted Average
(no label)	0.00% 0	0.00% 0	0.00% 0	6.25% 1	0.00% 0	0.00% 0	25.00% 4	25.00% 4	43.75% 7	0.00% 0	16	7.94

Q7 Do you employ social media or new media in your role in your ministry?

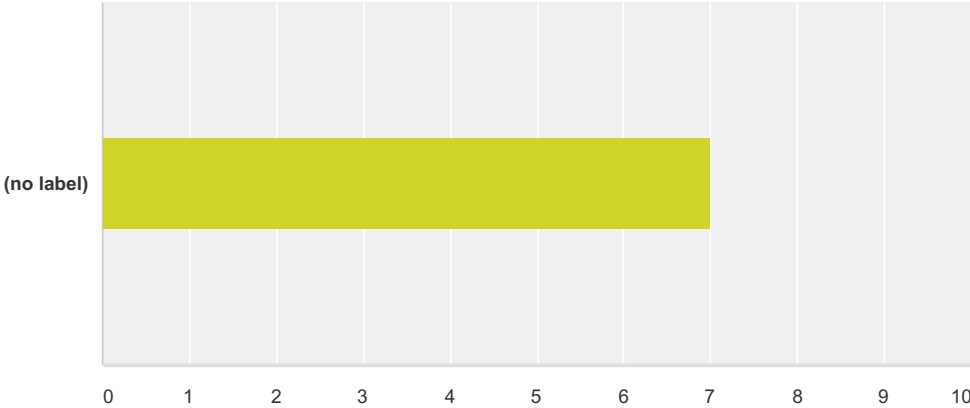
Answered: 16 Skipped: 0



Answer Choices	Responses	
Yes	87.50%	14
No	12.50%	2
Total		16

Q8 How confident are you in your ability to develop a strategic plan for use of social media in your ministry?

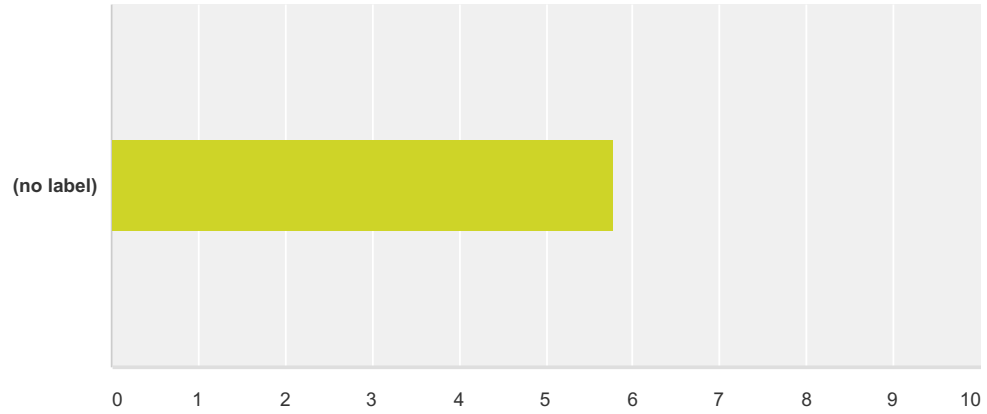
Answered: 2 Skipped: 14



	No Confidence	(no label)	(no label)	(no label)	(no label)	(no label)	(no label)	(no label)	(no label)	(no label)	I'm a Superstar!	Total	Weighted Average
(no label)	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	100.00% 2	0.00% 0	0.00% 0		0.00% 0	2	7.00

Q9 How confident were you in your ability to develop a strategic plan for your social media ministry before taking this course.

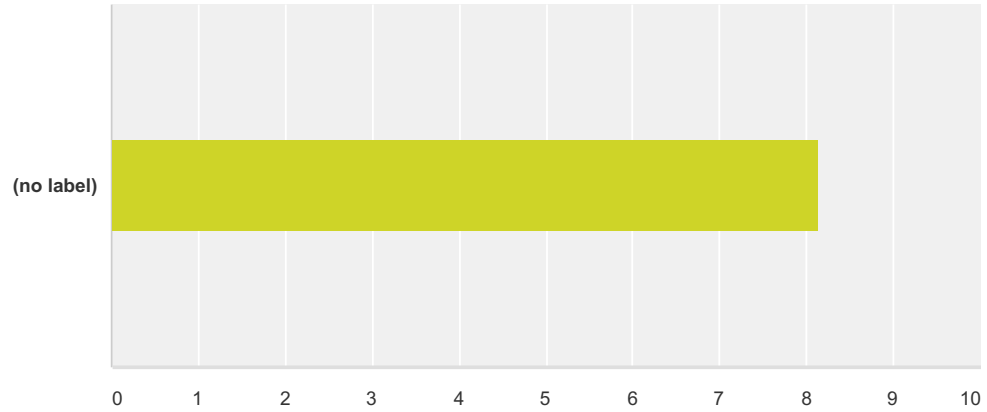
Answered: 14 Skipped: 2



	No Confidence	(no label)	(no label)	(no label)	(no label)	(no label)	(no label)	(no label)	(no label)	(no label)	I'm a Superstar!	Total	Weighted Average
(no label)	7.14% 1	0.00% 0	7.14% 1	14.29% 2	14.29% 2	0.00% 0	42.86% 6	7.14% 1	7.14% 1	0.00% 0		14	5.79

Q10 After taking this course, how confident are you in your ability to develop a strategic plan for your social media ministry?

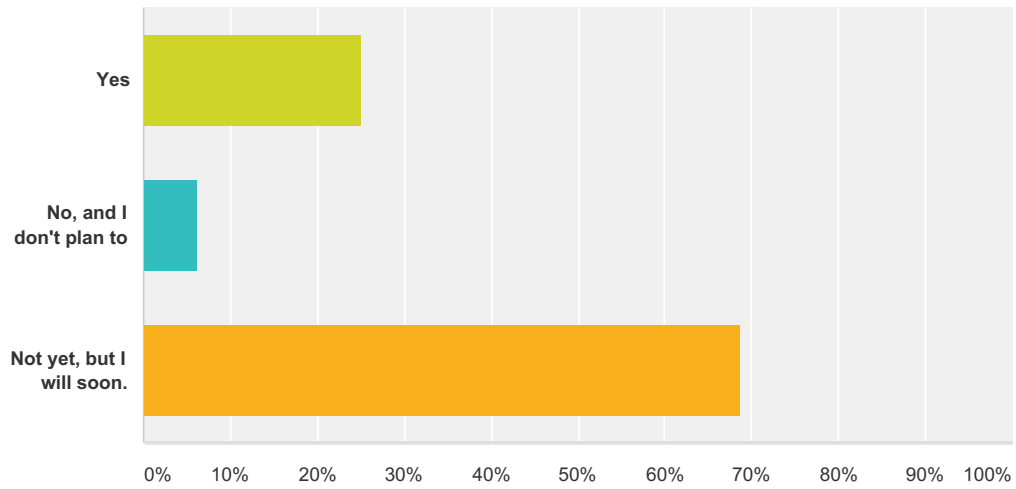
Answered: 14 Skipped: 2



	Less Confidence	(no label)	(no label)	(no label)	No Change	(no label)	(no label)	(no label)	(no label)	I'm a Superstar!	Total	Weighted Average
(no label)	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	14.29% 2	57.14% 8	28.57% 4	0.00% 0	14	8.14

Q11 Have you built your own detailed Personas for use in your ministry after taking this course?

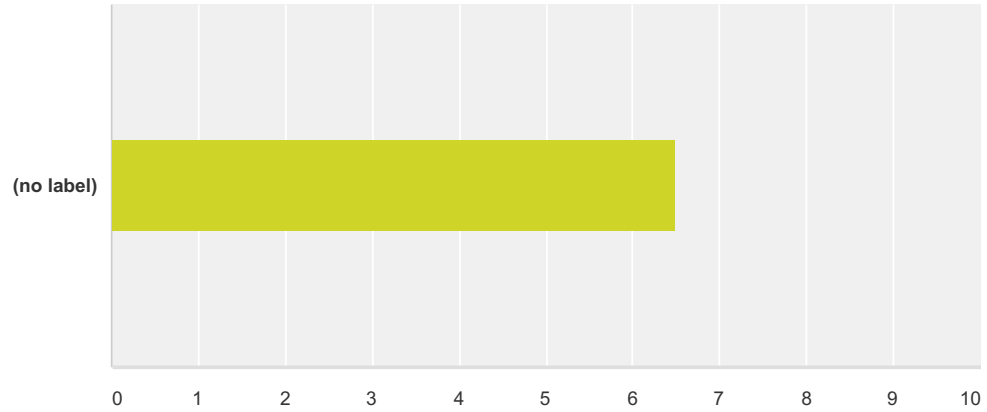
Answered: 16 Skipped: 0



Answer Choices	Responses	
Yes	25.00%	4
No, and I don't plan to	6.25%	1
Not yet, but I will soon.	68.75%	11
Total		16

Q12 How much has your audience engagement improved since implementing the Persona(s)?

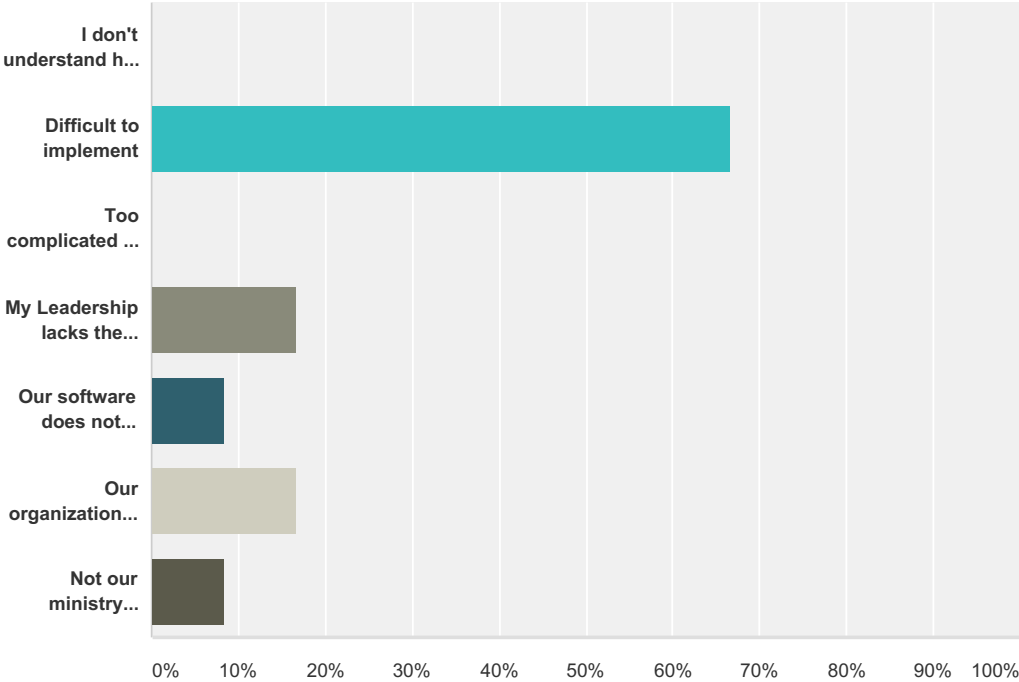
Answered: 4 Skipped: 12



	Engagement is worse	(no label)	(no label)	(no label)	No Change	(no label)	(no label)	(no label)	(no label)	Better than I could have imagined!	Total	Weighted Average
(no label)	0.00% 0	0.00% 0	0.00% 0	0.00% 0	50.00% 2	25.00% 1	0.00% 0	0.00% 0	0.00% 0	25.00% 1	4	6.50

Q13 What has kept you from building your own Personas for use in your ministry following this course?

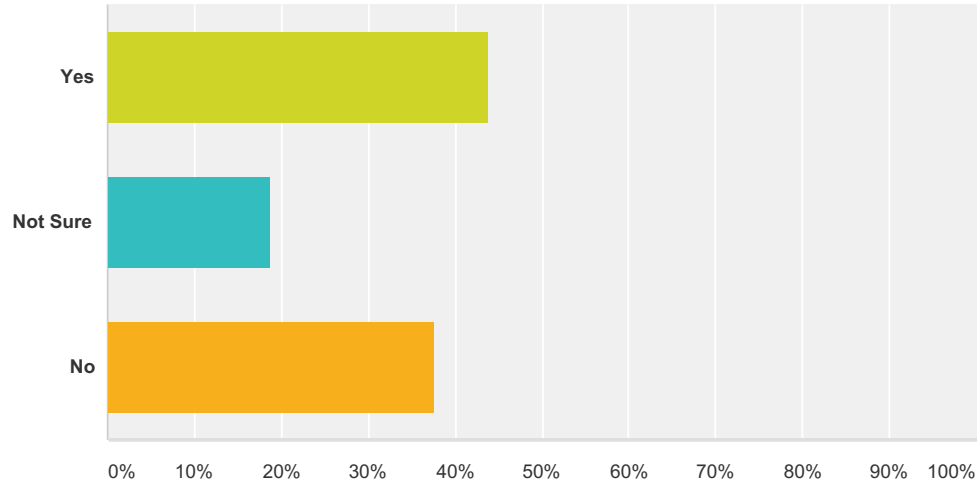
Answered: 12 Skipped: 4



Answer Choices	Responses
I don't understand how Persona is useful	0.00% 0
Difficult to implement	66.67% 8
Too complicated for our work	0.00% 0
My Leadership lacks the vision for use of persona	16.67% 2
Our software does not support it	8.33% 1
Our organizational systems do not accomadate it	16.67% 2
Not our ministry purpose	8.33% 1
Total Respondents: 12	

Q14 Have you built or improved your own follow-up plan for use in your ministry after taking this course?

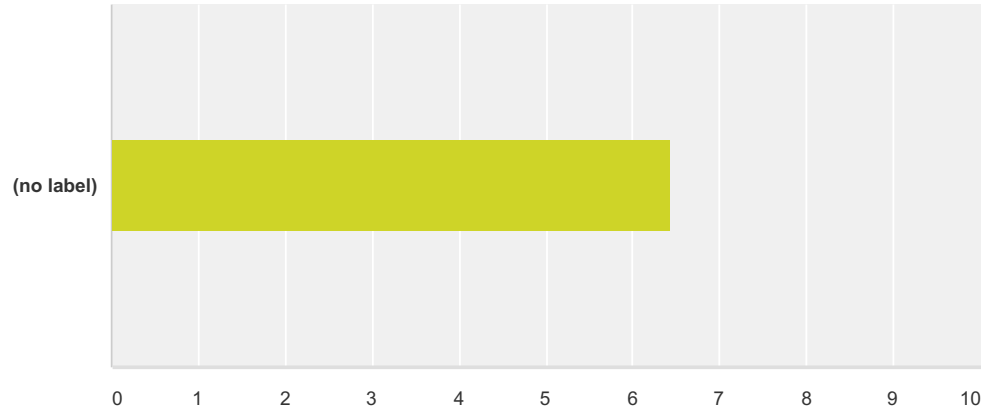
Answered: 16 Skipped: 0



Answer Choices	Responses	Count
Yes	43.75%	7
Not Sure	18.75%	3
No	37.50%	6
Total		16

Q15 How much has your audience engagement improved since implementing the follow up plan?

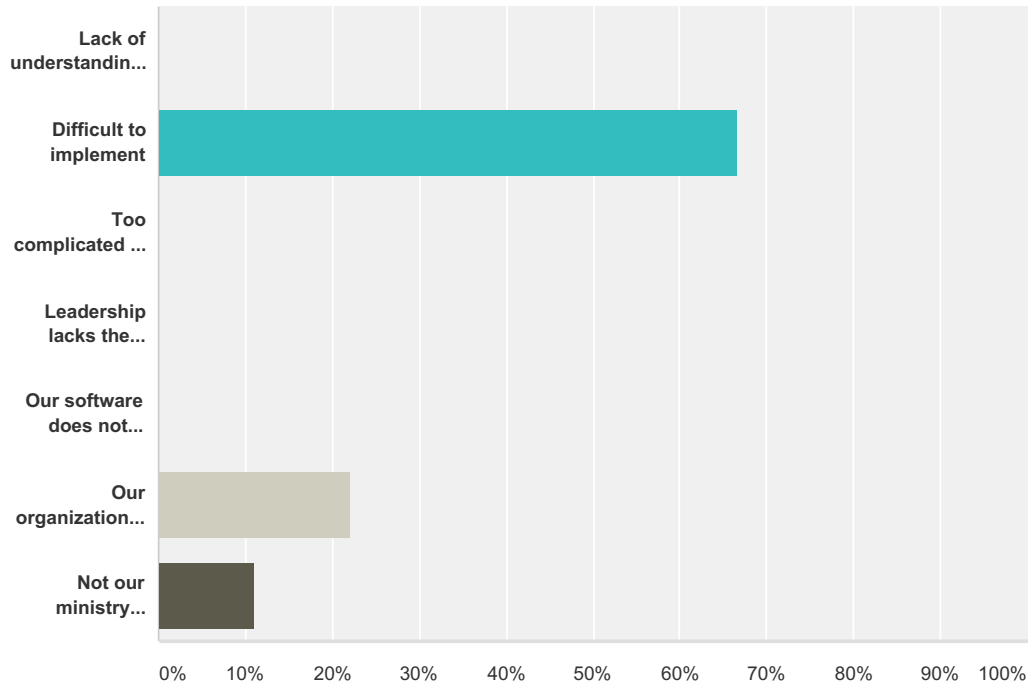
Answered: 7 Skipped: 9



	It is worse	(no label)	(no label)	(no label)	No Change	(no label)	(no label)	(no label)	(no label)	Better than I could have imagined!	Total	Weighted Average
(no label)	0.00% 0	0.00% 0	0.00% 0	0.00% 0	28.57% 2	28.57% 2	14.29% 1	28.57% 2	0.00% 0	0.00% 0	7	6.43

Q16 What has kept you from building your own follow up plan, or caused you to be unsure about a plan for use in your ministry following this course?

Answered: 9 Skipped: 7



Answer Choices	Responses
Lack of understanding of its usefulness	0.00% 0
Difficult to implement	66.67% 6
Too complicated for our work	0.00% 0
Leadership lacks the vision for its use	0.00% 0
Our software does not support it	0.00% 0
Our organizational systems do not accommodate it	22.22% 2
Not our ministry purpose	11.11% 1
Total Respondents: 9	

Q17 Has engagement with your audience changed since taking this course?

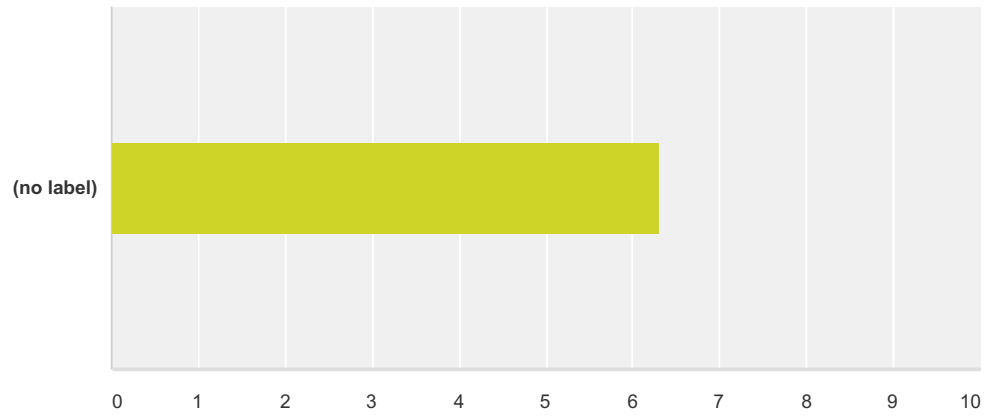
Answered: 0 Skipped: 16

! No matching responses.

	Much Worse Engagement	(no label)	(no label)	(no label)	No Change	(no label)	(no label)	(no label)	(no label)	Engagement is better than I could have imagined!	Total	Weighted Average
(no label)	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0	0.00

Q1 How much more effective are you in evangelism after taking this course?

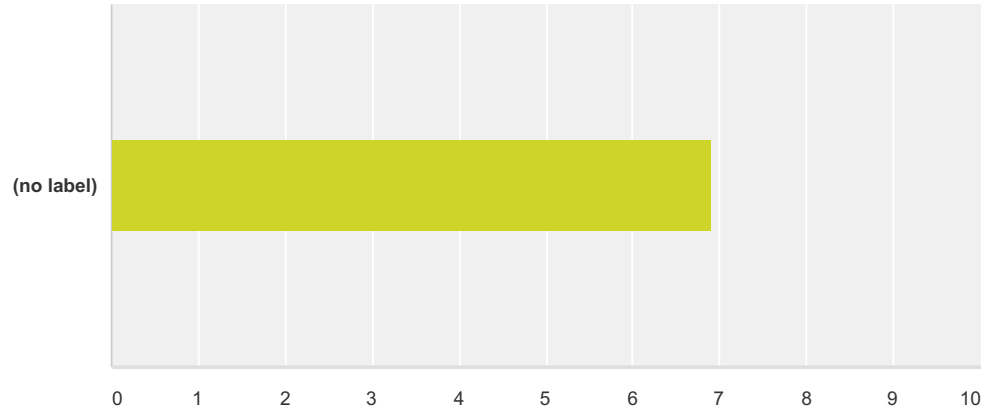
Answered: 10 Skipped: 0



	Less Effective	2	3	4	No Change	6	7	8	9	Very Effective	Total	Weighted Average
(no label)	0.00% 0	0.00% 0	0.00% 0	0.00% 0	40.00% 4	0.00% 0	50.00% 5	10.00% 1	0.00% 0	0.00% 0	10	6.30

Q2 How much more effective is your organization in the fulfillment of its mission as a result of your participation in this course?

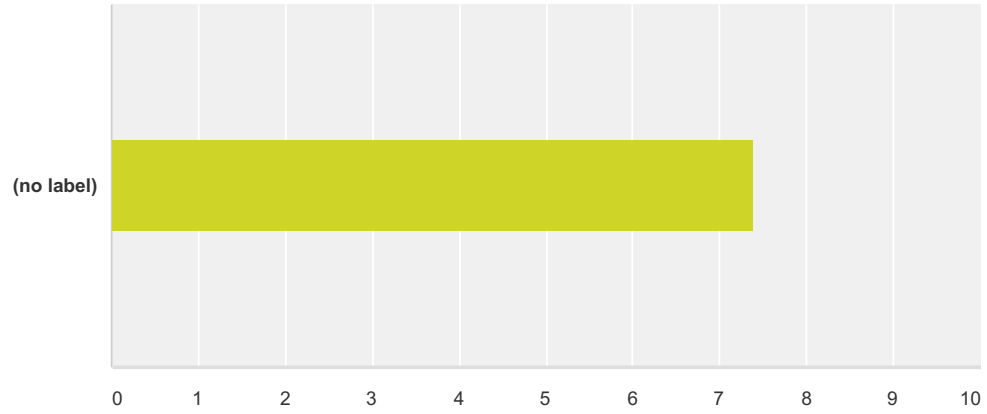
Answered: 10 Skipped: 0



	Less Effective	(no label)	(no label)	(no label)	No Change	(no label)	(no label)	(no label)	(no label)	Very Effective	Total	Weighted Average
(no label)	0.00% 0	0.00% 0	0.00% 0	0.00% 0	20.00% 2	20.00% 2	20.00% 2	30.00% 3	10.00% 1	0.00% 0	10	6.90

Q3 How much more effective are you, personally, in the fulfillment of your mission as a result of taking this course?

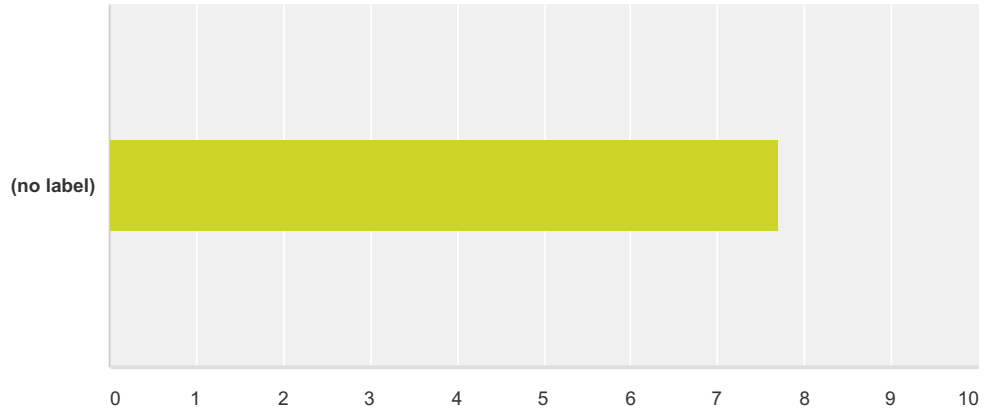
Answered: 10 Skipped: 0



	Less Effective	(no label)	(no label)	(no label)	No Change	(no label)	(no label)	(no label)	(no label)	Very Effective	Total	Weighted Average
(no label)	0.00% 0	0.00% 0	0.00% 0	0.00% 0	20.00% 2	10.00% 1	10.00% 1	40.00% 4	10.00% 1	10.00% 1	10	7.40

Q4 Do you feel better equipped to accomplish your mission after taking this course?

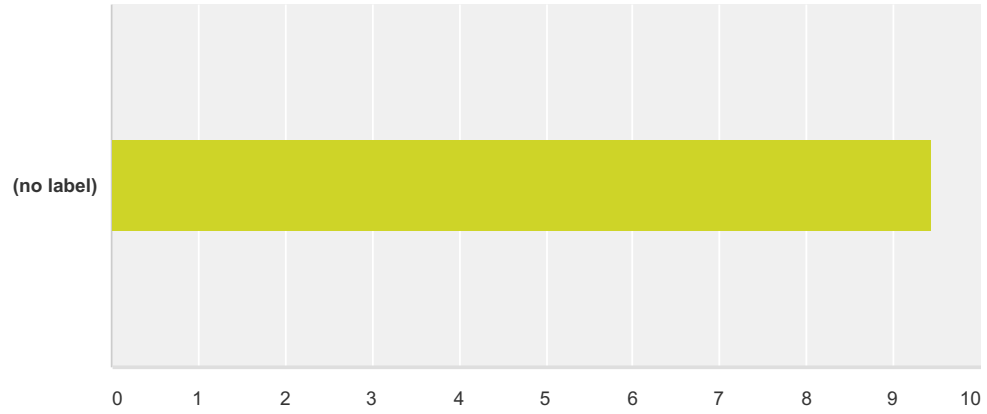
Answered: 10 Skipped: 0



	Less Equipped	(no label)	(no label)	(no label)	No Change	(no label)	(no label)	(no label)	(no label)	Much More Equipped	Total	Weighted Average
(no label)	0.00% 0	0.00% 0	0.00% 0	0.00% 0	20.00% 2	0.00% 0	20.00% 2	30.00% 3	10.00% 1	20.00% 2	10	7.70

Q5 How powerful do you believe it is to tell stories more often, and more effectively through your ministry?

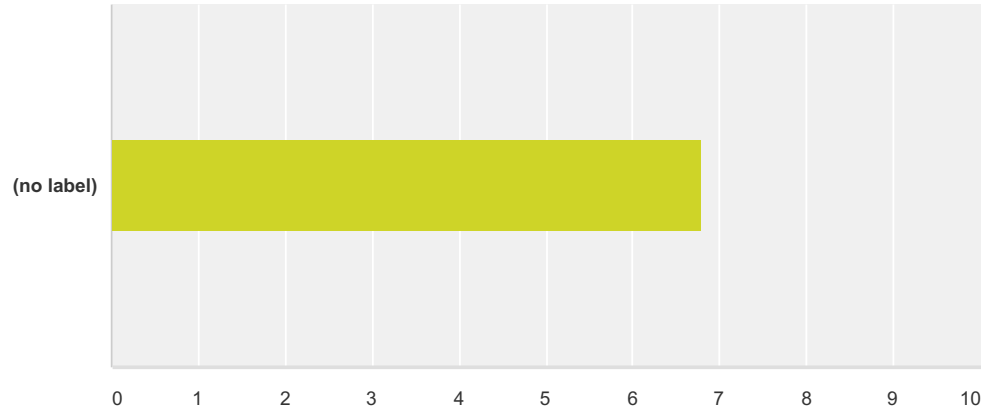
Answered: 9 Skipped: 1



	Not Useful	(no label)	(no label)	(no label)	(no label)	(no label)	(no label)	(no label)	(no label)	Very Powerful	Total	Weighted Average
(no label)	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	22.22% 2	11.11% 1	66.67% 6	9	9.44

Q6 How much has your understanding in the use of story changed as a result of taking this course?

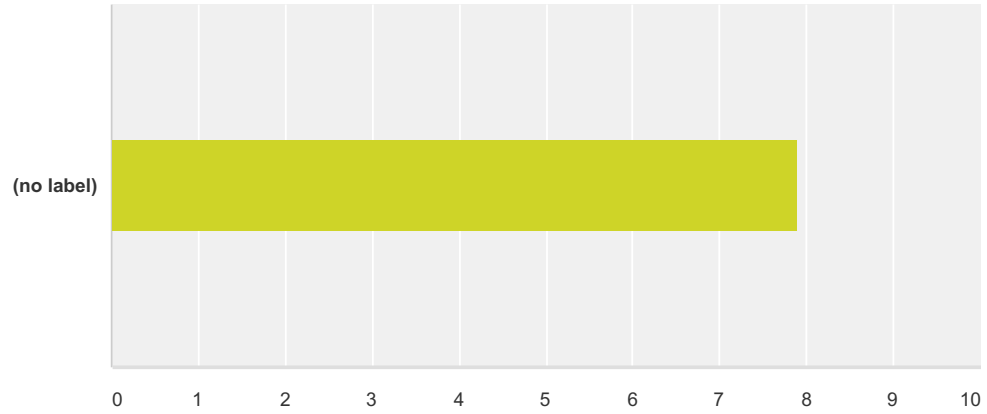
Answered: 9 Skipped: 1



	No Change	(no label)	(no label)	(no label)	(no label)	(no label)	(no label)	(no label)	(no label)	I Understand the True Power of Story	Total	Weighted Average
(no label)	22.22%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	55.56%	11.11%	11.11%	9	6.78
	2	0	0	0	0	0	0	5	1	1		

Q7 How much has your ability to communicate story improved as a result of taking this course?

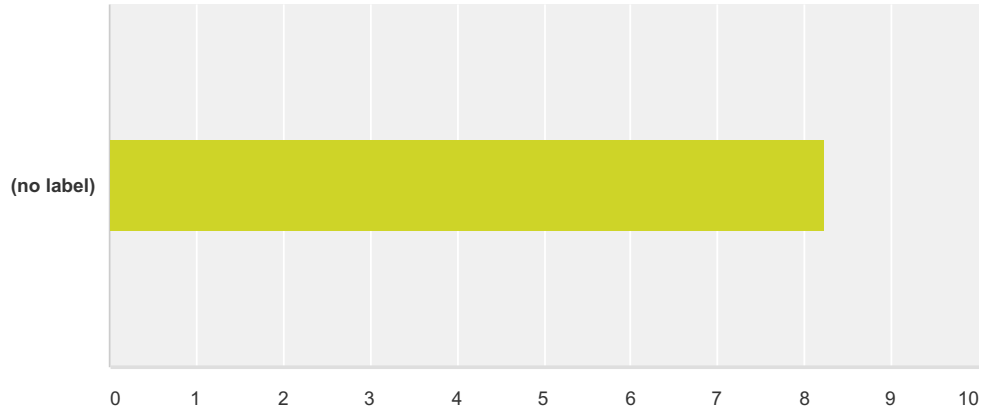
Answered: 9 Skipped: 1



	Less Ability	(no label)	(no label)	(no label)	No Change	(no label)	(no label)	(no label)	(no label)	Greatly Improved	Total	Weighted Average
(no label)	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	11.11% 1	22.22% 2	44.44% 4	11.11% 1	11.11% 1	9	7.89

Q8 As a result of taking this course, how much has your ability improved to recognize good story practices vs bad story practices?

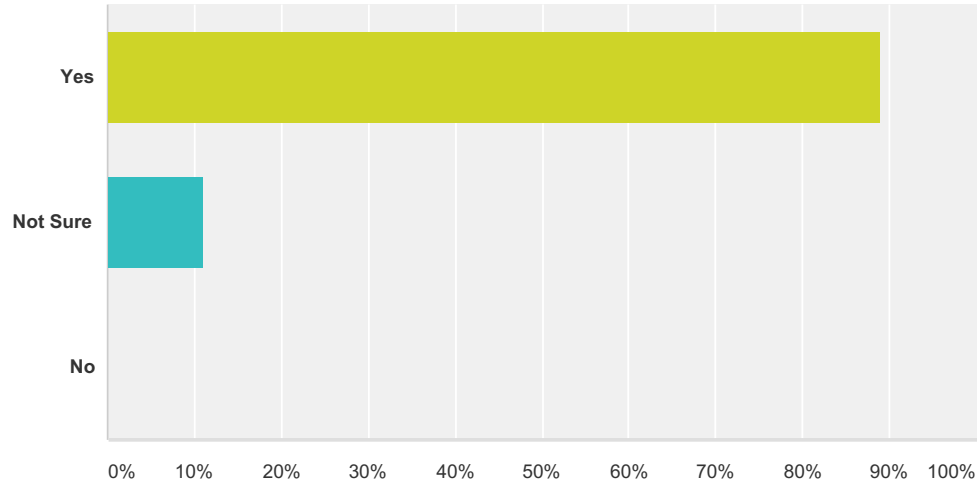
Answered: 9 Skipped: 1



	Less Ability	(no label)	(no label)	(no label)	No Change	(no label)	(no label)	(no label)	(no label)	Greatly Improved Ability	Total	Weighted Average
(no label)	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	22.22% 2	55.56% 5	0.00% 0	22.22% 2	9	8.22

Q9 Do you feel that the training you have received during this course has improved your ability to communicate story?

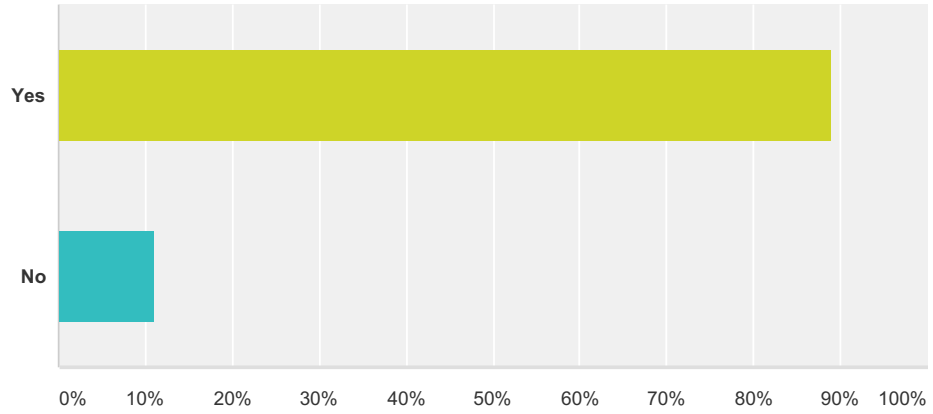
Answered: 9 Skipped: 1



Answer Choices	Responses	Count
Yes	88.89%	8
Not Sure	11.11%	1
No	0.00%	0
Total		9

Q10 Have you passed along what you have learned to anyone else since completing this course?

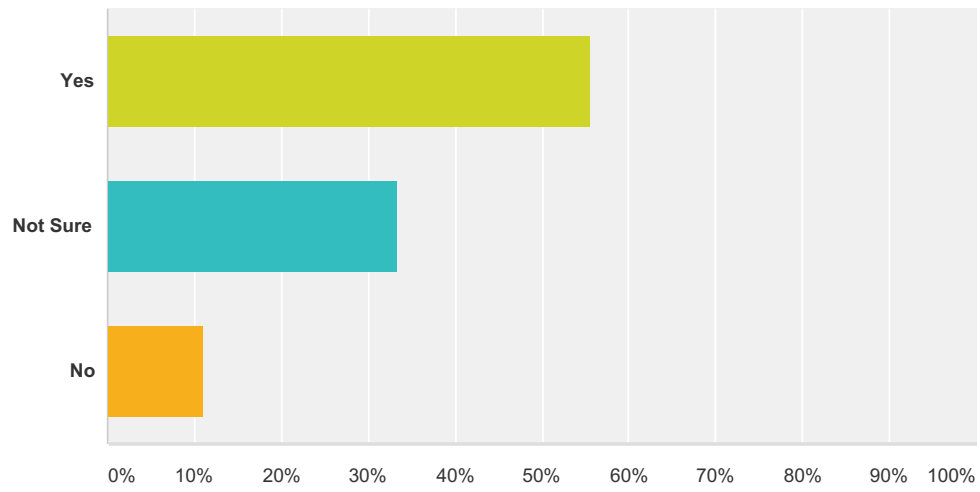
Answered: 9 Skipped: 1



Answer Choices	Responses	
Yes	88.89%	8
No	11.11%	1
Total		9

Q11 Will you conduct a story training session with your team?

Answered: 9 Skipped: 1



Answer Choices	Responses
Yes	55.56% 5
Not Sure	33.33% 3
No	11.11% 1
Total	9