

2023 Calendar Year-End Stakeholder Survey



Report Submitted

November 27, 2023

John McGee

Chief Development Officer

The purpose of the Calendar Year End (CYE23) survey was to seek input from the external stakeholder audience about the perceptions related to the institution's mission. The reason for the survey extends to changes in the administration in the past ten years, and with each change, a different direction and focus was pursued.

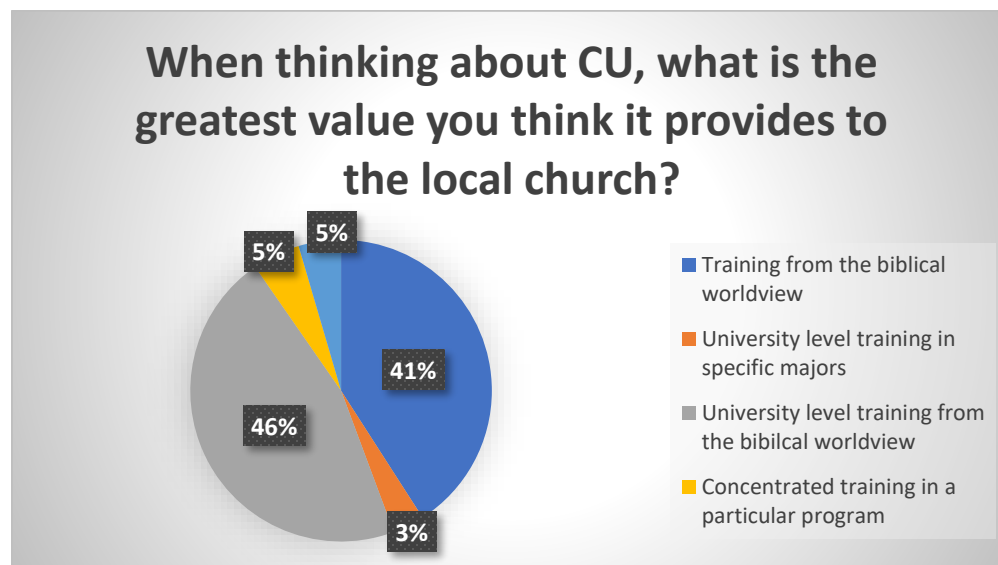
How well does the current stakeholder audience understand the overarching missional direction of the institution? What does the stakeholder audience believe is the functional purpose of the institution? In the current societal climate with all the changes in teaching modality, how does the stakeholder audience perceive the importance of an in-person education?

Survey instruments were distributed via email on November 3, 2023, to 8,389 who were invited to participate. The survey instrument was opened by 245 respondents and completed by 178, giving a 2.12 percent response rate to the survey invitation.

The majority (74 percent) of responses to the survey came from those who are either paid vocational staff or volunteer staff currently working in the church (Question 5). In addition, two out of three respondents are alumni of the institution (Question 4). These two data points provide a small window into a preconception of the respondents as potentially having a natural inclination to both understand and resonate with the mission and purpose of the institution.

The following charts provide the responses of the respondents.

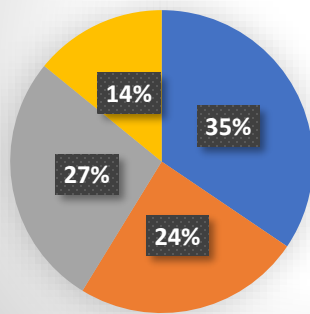
Question 1.



The data here in Question 1 indicates an expectation by more than 87 percent of respondents that the value Calvary provides is “from the biblical worldview”.

Question 2.

## How Should Calvary University contribute to the growth of the local church?



- By grounding men and women in the biblical worldview
- by training men and women for service/ministry
- by providing the church with equipped servant leaders
- by developing relevant curriculum rooted in faithful doctrine

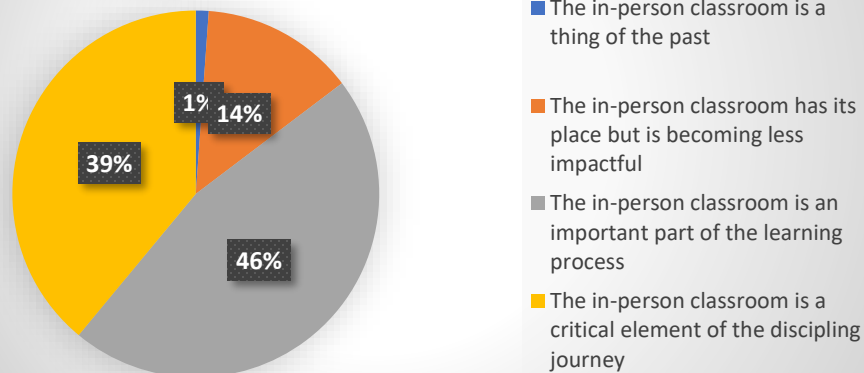
Calvary's publicly stated purpose is to “build up the body of Christ”. As such, the intent is that the core function of the institution is to be a contributing force to the growth of the local church. The perception of how Calvary meets this expectation is key to understanding the even split between the idea of providing training or university-level training as identified in question 1.

With only a 14 percent response rate – the expectation of creating a curriculum is least important to the stakeholder audience.

The highest value response aligns with perceptions reflected in questions 1 and 2, which are that “the biblical worldview” has the most significance. But in this context, it shares that value more evenly with the idea or training for service and providing equipped leaders for the church.

Question 3.

## How Important is an in-person educational experience?

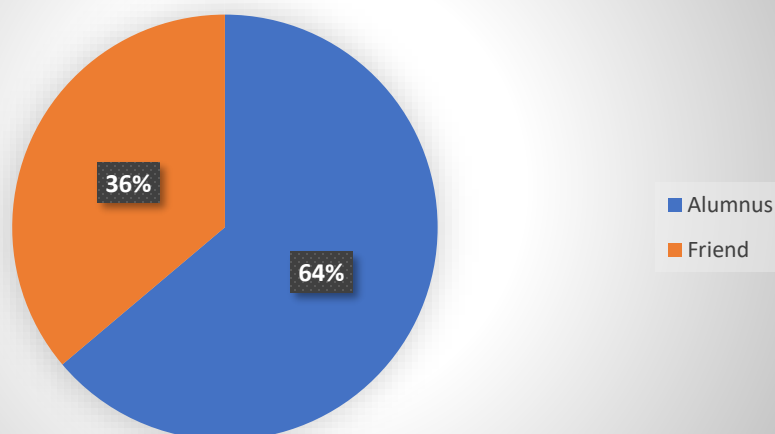


The dormitory on campus can hold more than 200 students, and in recent years, the resident population has been declining. Relative to the undergraduate population, the percentage of undergraduate students that live on campus is about 40 percent. This percentage has been relatively stable in the past three years. This data creates the question of how the stakeholder audience perceives the importance of the on-campus educational experience.

The chart above shows that 87 percent of respondents believe it is either important or critical to the educational experience.

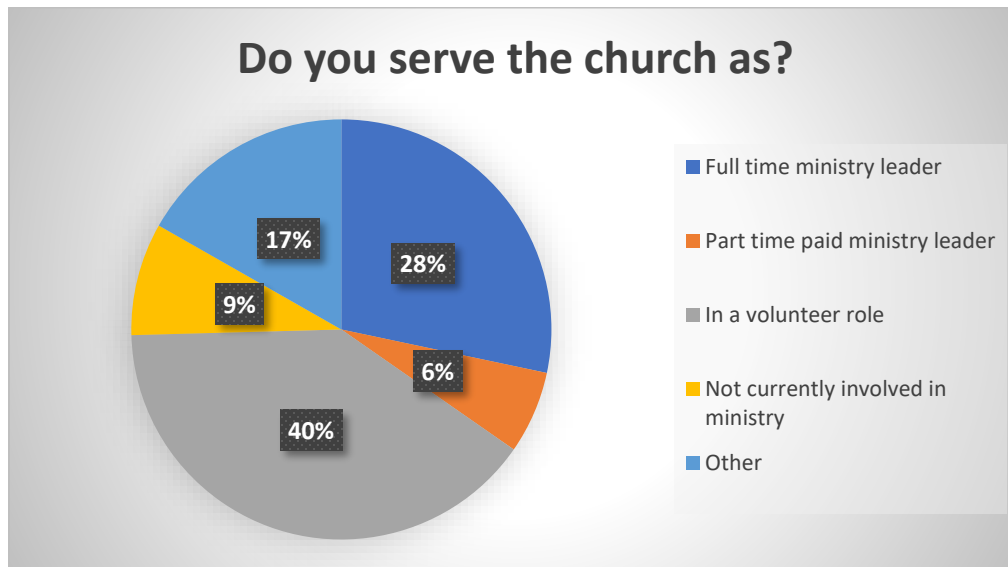
Question 4.

## Are you an Alumnus?



Understanding who the respondents are is a key question. The chart in question 4 demonstrates that two-thirds of the respondents are alumnus of the institution.

Question 5.



The last question was meant to provide an additional understanding of who is responding to the survey instrument. The largest group identified as a volunteer, but those marking "other, included: Retired Pastor, Missionary, Deacon, Parachurch ministry, Hospice Chaplain, Music Ministry, Board of Trustees, Elder, Business Owner, Christian School, Professor of Counseling.