STAR Series

For Congregational Leaders

MEASURE AND ASSESS

TASK: Data isn't just about Excel formulas and calculations—it's about creating programming that truly serves your young adults and proving the value of your ministry to stakeholders. Effective **measurement and assessment** help you understand what's working, what needs improvement, and how to tell your ministry's powerful story.

Beyond the Numbers: How Assessment Transforms Young Adult Ministry

1 USE THE FOUR-LEVEL KIRKPATRICK FRAMEWORK

Assess your programs by answering four key questions: Did they like it? (Level 1: Reaction), What did they learn? (Level 2: Learning), Are they applying it? (Level 3: Behavior), and What's the long-term impact? (Level 4: Results). Level 1 measures immediate satisfaction through short surveys and feedback. Level 2 evaluates knowledge gain using pre- and post-program questions to show growth over time. Level 3 tracks behavioral changes through follow-up conversations and testimonies weeks or months later. Level 4 examines overall ministry impact, like increased attendance, volunteering, or community engagement.

2 BALANCE FORMAL AND INFORMAL ASSESSMENT

Formal assessment includes structured surveys, quizzes, and interviews that provide consistent, measurable data over time. Informal assessment involves casual conversations, observations, and spontaneous feedback that offers rich, real-time insights. Use both approaches—formal tools help track trends and make data-driven decisions, while informal feedback reveals heart-level experiences that surveys might miss. Stand in hallways between sessions to listen for authentic reactions or ask registration desk volunteers to share what they're hearing.



3 DESIGN EFFECTIVE SURVEYS

Keep surveys simple with 3–4 multiple-choice questions and 2–3 open-ended responses to avoid participant fatigue. Create pre- and post-test surveys to measure success over time—showing percentage growth demonstrates program value. Ask one thing at a time to avoid confusion and use consistent 1–4 scales with clear labels like "Very Dissatisfied" to "Very Satisfied."

4 SHARE YOUR STORY STRATEGICALLY

Collect both quantitative data and anecdotal stories to paint a complete picture of your ministry's impact. Combine survey results with testimonies and behavioral observations to create compelling reports for leadership. Good data helps secure support, guides future programming decisions, and provides valuable information for fundraising and staff transitions.

5 DOCUMENT EVERYTHING FOR MULTIPLE BENEFITS

Assessment isn't just for leadership reports—it helps you create better programming, supports fundraising efforts, and provides the next ministry leader with accurate information. Taking time to capture and share your ministry's story through numbers and narratives demonstrates the powerful impact young adult ministry has on your entire congregation.

Remember: doing great work matters, but making sure people know about it matters too.

s.t.a.r. FOR YOUNG ADULT MINISTRY

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ROADMAP

Curriculum Domain, Competency and Task Constellations

STAR Domain:	Listening
Associated Competency:	Relationship building and Compassion
Associated Task:	Equanimity

STAR Domain:	Young Adult Leadership
Associated Competency:	Resourcefulness and Communication
Associated Task:	Recruiting

STAR Domain:	Faith Journey
Associated Competency:	Creating Trust
Associated Task:	Spiritual formation

STAR Domain:	Culture
Associated Competency:	Adaptability
Associated Task:	Embracing failure

STAR Domain:	Intergenerational Connections
Associated Competency:	Mentorship
Associated Task:	Generational literacy and Digital literacy

STAR Domain:	Community
Associated Competency:	Authenticity and Inclusivity
Associated Task:	Managing conflict

STAR Domain:	Church Leadership
Associated Competency:	Influence and Purpose
Associated Task:	Creating buy-in

STAR Domain:	Frameworks, Programs, & Events
Associated Competency:	Learning
Associated Task:	Sticky programs and **Measure and assess**