

The Edge Committee Report to June 2, 2019

Inspired by a declining attendance and annual giving, a committee was defined by the council of SDUC based on the guidance and consultation between UCC Presbytery, UCC Toronto and a selected few SDUC members. Several EDGE examples were studied then work began toward the goal of understanding WHO we are, WHERE we are and WHAT we can be.

We know that we are an aging congregation. The survey discovered that our average age is 17 years greater than the average age of the adult population of Calgary. The often-asked question is, "What can we provide that will result in young families being attracted to our facility?"

The survey was conducted during late 2018 and early 2019. Comments, observations and recommendations were collected from the members of our congregation on their personal definition of SDUC's PAST, PRESENT and FUTURE.

The resulting conversations resulted in over 600 statements containing over 1000 observations and suggestions. The analysis began by classifying the results into groupings based on the respondent's appetite for change. The responses fell into the are of:

- RETREAT (5%) reduce our service to the community
- FREEZE (25%) do not change
- EXPLORATION (46%) find new avenues of service to our community or
- LEAP (24%) into dynamic change.

The responses were also grouped by subject based on common word searches. This resulted in hundreds of suggestions, but the most common suggestions, based on repeated "key words" fell into 25 + definable areas of service that we as a church could embrace. Many were thinly supported. However, using a cut-off of at least 80 individual responses on the same subject, we defined 3 areas of interest that are clearly the hot topics for action. These comments included encouragement as well as critical analysis but also clearly pointed toward the necessity for evolution of what we are providing to our community. These topics are:

- Grouping of FAMILIES, CHILDREN and YOUTH must be our highest priority
- Enhancement and evaluation of our MUSIC programs
- Guidance to our LEADERSHIP including staff, council and volunteers.

We are now beginning a new phase of our work involving UCC-EDGE, Toronto.

- We have been assigned a coach to guide us.
- We have been introduced to an array of consulting services available to us.
- We have grant money available to us to help us achieve more analysis and to develop mechanisms for expanding our awareness into the surrounding communities of NW Calgary.

In the words of our UCC-EDGE coach, Rob Dalgleish, we have been challenged with the responsibility to discover “what are the needs of the neighbourhood that are breaking God’s heart?”

submitted by the EDGE Chair, Colin Outtrim