

CAT Summary for Profile

A Congregational Assessment Tool (CAT) was conducted in the parish by Holy Cow Consulting, Inc. in January 2021. The full report of the survey results and a summary was prepared by Holy Cow. 127 members of the congregation participated which is 104% of the average Sunday attendance. The key indicators in the survey rated the overall satisfaction among parishioners as high, overall energy as very high, value of activity beyond worship as average and care for the church as very high. Drivers of that satisfaction and energy were engaging preaching and exceptional worship both in quality and spiritual content.

The CAT found Emmanuel to be a Transformational Church,¹ moderately progressive, of average theological diversity, with a flexibility equally balanced between settled and adaptive and valuing deep knowledge, open discourse, intellectual curiosity while embracing meaningful changes to engage a changing society. It found Emmanuel parishioners to be concerned with balancing intellectually open and reflective faith with structure and practices that provide stability for individual growth.

The parish demographics of the 127 members who responded to the survey show approximately 75% of parishioners are over age 65 with about 20% between ages 35 and 65 and 5% below age 35 with approximately 40% having lived in the area more than 20 years and 25% having lived here less than 4 years. This reflects in part the presence of the Heron Point Retirement Community and an increasing number of retirees locating in the Chestertown area.

Emmanuel's strengths are morale, conflict management, governance, readiness for ministry, worship and music, and educational engagement. Areas for improvement are hospitality and spiritual vitality. Financial support of the parish is good. Parishioners exhibit a strong desire to continue in the same overall direction and desire the next rector to have similar skills to the retiring rector.

Areas for future growth include attracting more younger families, developing a strategy to reach and integrate new people into parish life and developing outreach ministries to those living on the margins of society or broken by life circumstances.

¹ Transformational Churches are sources of meaning and purpose for their members. They have a distinctive mission, external focus, inspired worship, meaningful relationships and purposeful activity. The energy and satisfaction attracts new members.