



**ResourceUMC**

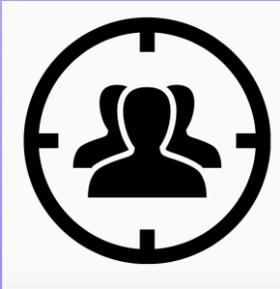
# Website Evaluation

*August 2020*

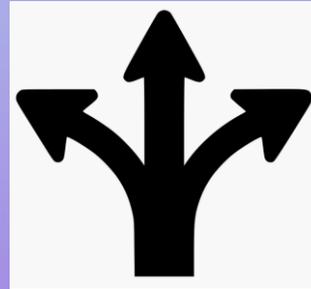
# RESEARCH BACKGROUND

- ❖ United Methodist Communications (UMCom) developed ResourceUMC.org to create a consolidated, one-stop shop for resources for church leaders, pastors, and staff.
- ❖ Launched in the fall/winter of 2019, ResourceUMC is an effort to make content easier for leaders to find online and is managed by UMCom.
- ❖ UMCom commissioned What They Think Research to conduct a quantitative research study with church leaders and staff.

# RESEARCH OBJECTIVES



- ❖ Gather demographic and profiling information to better understand who is/ isn't using site.



- ❖ Is site providing relevant, useful information and resources?
  - Most helpful resources
  - What needs not being met



- ❖ Is site intuitive and easy to use?

# RESEARCH METHODOLOGY

## ONLINE SURVEY

- ❖ 27 questions: including screening, demographics, & five open-ends.

## DISTRIBUTION

- ❖ Link via email by UCom to randomized list of 41,000 pastors and local church leaders.

## TIMING

- ❖ August 17-31, 2020

## COMPLETES

- ❖ 1,881 Total
- ❖ +/- 2.2% Margin of Error

75% Awareness

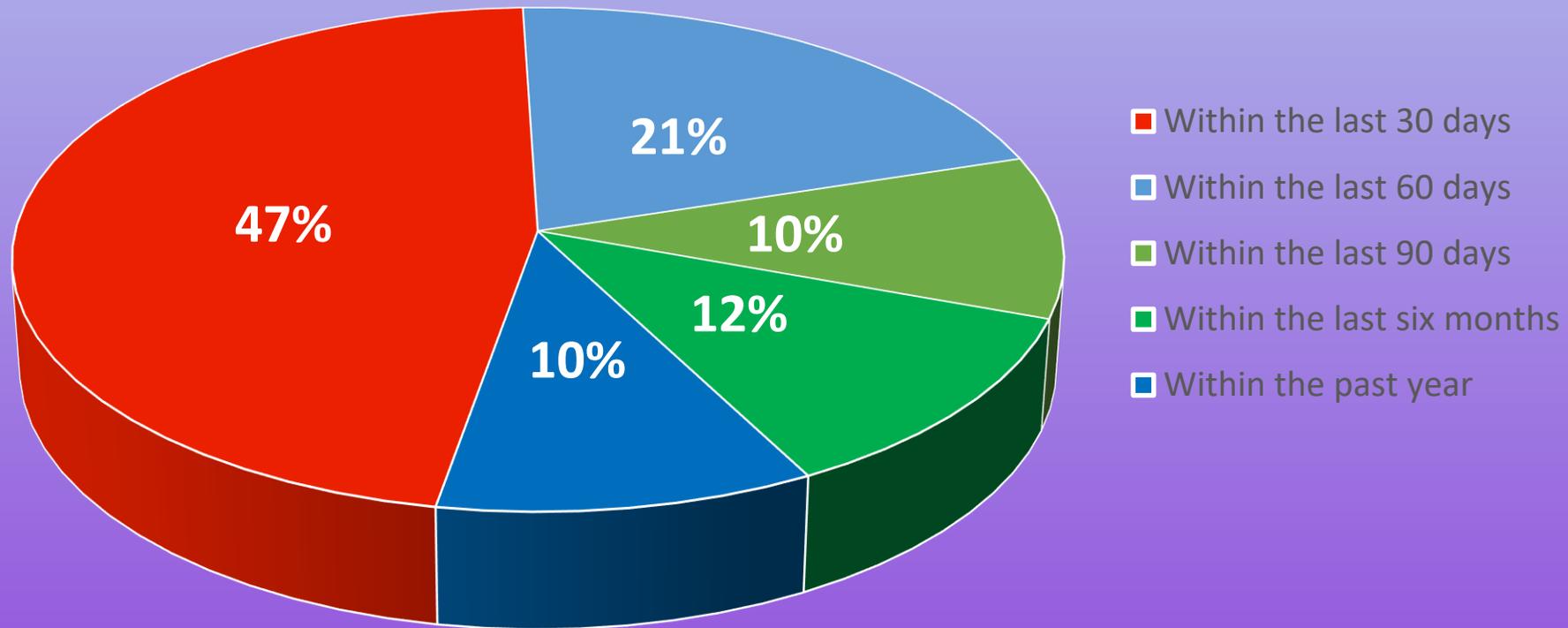
50% Have Visited Site



**ResourceUMC**

Website Evaluation

# FREQUENCY OF VISITING



One-half of users  
said the **site**  
**meets their**  
**needs.**

**1/2**

# TOP REASONS FOR VISITING

	<b>Very + Somewhat Important</b>
To look for current United Methodist Church news	89%
To look for holiday or special event resources	87%
To learn "how to" do something versus ideas on "what to" do	85%
To learn about upcoming events in the United Methodist Church	85%
To provide content that can be used "as is" in our materials	83%
To generate ideas for communication materials	83%
To look for ways to increase member engagement with community service	82%
To get information about current events that affect our communities	81%
To look for ready to use resources	81%

Nearly three-fourths of users are likely to recommend the site.



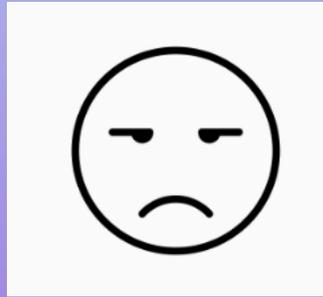
# WEBSITE USABILITY

	Excellent + Good	Poor + Very Poor
Relevant Information	69%	3%
Useful Content	69%	3%
Comprehensive	61%	3%
A one-stop resource that aids me in my UMC responsibilities	57%	7%
Graphics enhance my experience	58%	5%
Easy to find the information I need	56%	8%
Has resources from all the UMC boards and agencies	57%	3%
An efficient tool to make my work better	56%	6%

# WEBSITE USABILITY



Two-thirds of users say the site contains relevant information as well as useful content.



Users are least satisfied with being able to find the information they need.

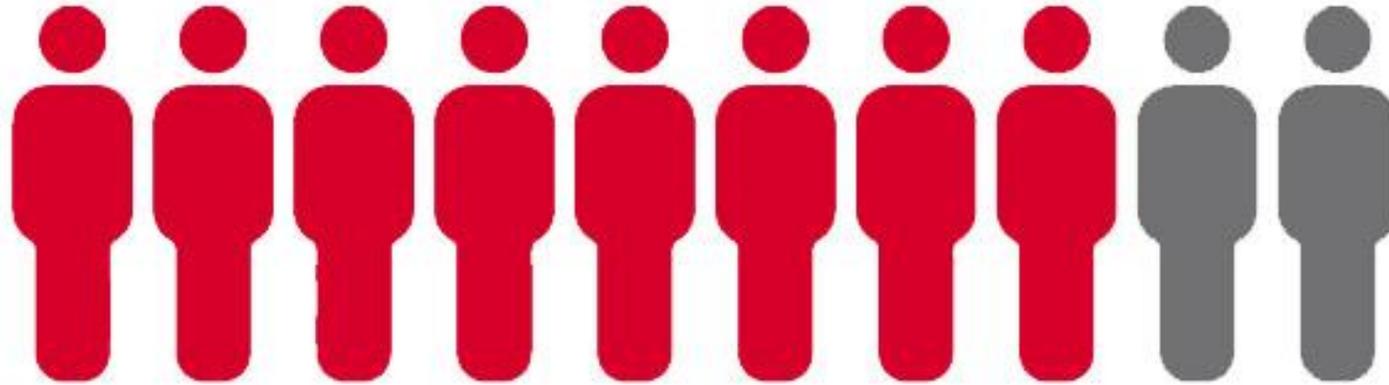


Low numbers of problem areas; most no comments or don't know.

# MISSING FROM THE WEBSITE



- Better index, search function or way of finding information
- Links to specific resources and/or sites
- Information for small churches
- Videos, webinars, graphics & PDFs
- More resources in other languages, specifically Spanish



Eight in ten say it is important that all the boards and agencies' information is on the site.

# BOARDS & AGENCIES ACCESSED

**Discipleship Ministry: 55%**

**Communications: 52%**

**Church & Society: 31%**

**Finance & Admin: 27%**

**Wespath: 27%**

**Global Ministries: 26%**

**Religion & Race: 26%**

**Archives & History: 23%**

**Higher Education & Ministry: 23%**

**United Methodist Publishing House: 21%**

**Role of Women: 18%**

**United Methodist Women: 17%**



# BOARDS & AGENCIES ACCESSED



Those who have not used the website are unaware of it or do not understand its purpose.

These non-users suggest more promotion of the site and explanation of its purpose.

# REASONS FOR NOT VISITING

~**31%** = Don't Know/Not sure/Didn't know about it/Not sure what it is or its purpose

~**24%** = No need or reason to visit/Haven't felt the need to do so/Just haven't

~**10%** = Busy/Lack of time

~**9%** = Finding information & resources elsewhere

~**7%** = Not impressed with the content/Don't like the materials provided/Not helpful/Didn't think content would be applicable for me/my role



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**RESEARCH TEAM**