

# Name Clarity Update

October, 2017

The Name Clarity Team has been busy at work. Their research is almost complete. They have met as a large group seven times and had additional project team meetings.

The team has connected with the Conference to identify important factors to consider. They have contacted other churches in the area who have considered name changes and read articles and obtained demographic data on the South Washington community. The Social Media Team also provided background on what elements are important in using social media such as Facebook, Twitter, Instagram and with the web. Most effective names are short, simple and easy to apply.

In order that each person in the church had an opportunity to share his/her voice, a survey was conducted September 15-25. Over 300 people provided input. The survey results showed some trends:

- Most people are not attached to our current name (74% don't feel strongly about it).
- Most people feel our name needs to be simplified to be more inviting to new and unchurched people (79%).
- Having the denomination in the name is important (72%).

The results indicated no agreement on whether the name should include the location, with no clear trend.

Regarding name suggestions: 49 of 302 suggested we return to a version of a previous name, Woodbury United Methodist. A majority of suggestions related to brand new names, and the top 3 contenders included variations of the following: Hope (38 of 302), Grove (33 of 302), and a hybrid (10 of 302) of the three previous names.

Full survey results can be found on our website ([beingthehope.org](http://beingthehope.org)) under Resources and MCCI.

On October 1, the Name Clarity Team had an afternoon of discernment where the team reviewed survey results and their research to narrow down the options for a final recommendation to the Core Team.

The team will now be distributing a short survey to the members of the other Sharing the Joy Teams to gain input about which name best supports the mission of making disciples of Jesus Christ for the transformation of the world.

On October 9, the team will meet again to finalize the materials to be shared with the Core Team.

On October 10, the Core Team will meet to review the Name Clarity Team's conclusions, determine whether to accept the recommendation, take appropriate steps for finalization, and start to assemble a transition team.

During November, this transition team will plan and facilitate some events that celebrate our heritage and connect it to the name. Stay tuned for the events!

## Name Clarity Timeline

### March and April, 2017

Received and approved MCCI Report with Name Clarity prescription.

### April-May

Name Clarity Team recruited by open invitation.

### June

17 members—representing a wide variety of demographics—were commissioned to the Name Clarity Project Team.

### July-September Team researched:

- Connected with Conference to identify important factors.
- Contacted churches in area who have considered name changes.
- Read articles on church naming.
- Obtained demographic data on South Washington community.
- Heard from the Social Media Team on important elements in a name when using social media.

### September and October

Whole church and the other Sharing the Joy teams surveyed.

### October 1 and 9

Team holds discernment meetings.

### October 10

Team's research materials go to Core Team. Core Team considers the recommendation.

### November

An assembled transition team will hold events that celebrate heritage and connect it to name.

### TBD

Core team's approval goes to the Minnesota Conference's Bishop and Cabinet for approval.