Dinner & Dialogue Event Research Report: Pastors

MKTG 363 - Market Research, Professor Julia Underwood

November 29, 2018

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Executive Summary

In this study, a sample of pastors were surveyed to determine their interest and desire to attend the Dinner & Dialogue event, while also measuring their knowledge of overall business concepts as well as business concepts within their field. We also posed questions to discern which specific business concepts these pastors would be interested in learning more about. The study found that 87.6% of respondents exhibited an interest in the proposed event. Further analysis into individual questions probing which aspects events the participants were interested in found that speakers and workshops discussing management strategies were most desired. Despite the conclusions drawn from our analysis, we recommend pursuing further survey methods, including another survey geared towards those only somewhat interested in the event to determine what aspects of the event would make them want to attend the event more. Additionally, our study recommends pursuing a focus group to get more in-depth answers of the questions above.

Introduction

Although this research project is part of our undergraduate education in market research at Azusa Pacific University, our professor, Julia Underwood, provided us the opportunity to apply our market research techniques to a real world client in the form of herself and her upcoming Dinner and Dialogue event.

The Dinner and Dialogue event is a regional conference that will work to bring together Christian business faculty, School of Theology faculty, local pastors, business constituents, alumni, university advancement and donors to discuss the meaning of scripture and its practical application in business. The purpose of the event is to help Christian business faculty integrate faith into classroom learning and scholarship through guided interactions with theologians and business constituents. The event consists of four parts: workshop, networking, dinner and dialogue, and applications. The workshop will take up most of the event, with business faculty working with theologians to unpack scripture and dialogue about applications to disciplines, classroom teaching, and scholarship. Afterwards, there will be an hour-long reception for the various participants (as listed above) to network with each other and engage in further discussion. Finally, the dinner and dialogue event will take place, with a theologian leading an in-depth discussion of a specific biblical passage, a panel of constituents applying theological conversation to specific aspects of the business workplace, and, of course, dinner and table discussions.

Julia Underwood, further known as 'the Client,' tasked us with creating a distributable survey to a single group of the aforementioned expected constituents and analyzing the responses of that survey. The client ultimately wanted to know of each groups' interest in the event, as well

as receive input on ways the event could be improved. Our assigned group was pastors in the regional area of the proposed event, and so our survey was created to evaluate that group specifically. Our survey objectives include the following: learn working pastors' current understanding of business concepts, discern which business concepts pastors want to learn more about, and measure the sample's interest in attending the event.

Research Methodology

In order to answer the questions mentioned above, our team developed a survey to distribute to a sample of regional pastors and gather research data. In the following sections, we explain the specific procedures and techniques used to identify, select, process and analyze the information gathered in this study.

Research Design

Our research design was both exploratory and descriptive. As the event hasn't yet happened, we are unable to measure any causal relationships as a result of the event. Our group considered different methods of gathering exploratory data, including focus groups and surveys. Although we were intrigued by the thought of convening a focus group and gathering in-depth analysis on our samples' views on the event, the client requested the report be completed by the end of November, and so time was a consideration to keep in mind. A focus group would have taken too long to gain any meaningful data from, so our group settled on survey method research through an online questionnaire administered through email.

Our survey utilized a variety of questions, including open-ended, closed-ended and rating-scale questions. Open-ended questions allowed for a greater variety of responses from our participants. Although difficult or impossible to analyze statistically, we believed these

open-ended responses would be valuable, especially when it came to our participants' expanding

on previous responses. Closed-ended questions are significantly easier to analyze statistically,

but they limit the responses that participants can give. So we utilized multiple Likert-type scales

in our survey to expand the amount of responses our participants could give, while keeping the

information easily codable, and therefore easier to analyze. Questions can be seen in Appendix A

in the copy of the questionnaire.

Secondary Data Used

No secondary data was used in our study.

Data Collection Process

The sample of pastors for this study was gathered by the client herself: a group of 150

pastors from the local Azusa area were contacted, and there was a 10.7% response rate. Although

the response rate was less than ideal (we expected at least 50% of the sample group to respond),

our response rate was 5.3% higher than the next highest group. The sample group was made up

of 150 randomly selected pastors within a 50 mile radius of Azusa Pacific University. The group

was provided to the client by the University Advancement department, which uses a software

program called Wufoo, an online form builder with cloud storage database. After extensive

research into regional demographics, we were unable to isolate pastor demographics around the

Azusa area, and therefore are unable to confirm whether our sample group made up of the

respondents match the overall population. The demographic section of our survey seeks to

characterize the demographics of the pastor population in the Azusa area. The survey

questionnaire was compiled into SurveyMonkey and the link was distributed via email to the

participants. The limitations of using such technology to gather research data is discussed in

Section 5: Conclusions and Recommendations, under Limitations of the Study.

Analytical Techniques

After the survey period closed, the responses to our survey was compiled into one

document and sent to all team members. Each question and each response was coded according

to our coding sheet (See Appendix B). The coded responses were transcribed into an Excel

spreadsheet. Open-ended questions were labeled "Content Question" and the answers were not

coded; rather, each individual response was copied from the survey itself and pasted into the

Excel spreadsheet. They were compiled and compared separately from the statistical analysis.

After coding each of the 16 responses, the data was entered into the SPSS Statistics program for

analysis.

Data Analysis Findings

To begin our data analysis, our team analyzed each coded question (excluding

demographics and open-ended questions) for frequency counts, and drew initial conclusions

from the distribution of responses from our participants:

Question 1

As shown in Appendix A, the first question asks respondents whether or not they feel their

ministerial training has prepared them for business operations, with five provided answer

options: two in favor, one neutral, and two against. As displayed in the bar graph of Appendix C,

the response for question one was normally distributed, with at least one respondent aligning

with each of the provided choices. A total of 31.3% of respondents agreed with this prompt, with

an additional 12.5% stating they strongly agree with this statement, creating a consensus of

43.8% in favor of the statement. A total of 18.8% disagree with this prompt with an additional

6.3% stating they strongly disagree with this statement, creating a consensus of 25.1% of pastors

feeling as though they are not prepared to engage within the business world. An additional

25.0% feel as though they cannot say whether they agree of disagree with this statement. The

purpose of this question was to gauge whether there was a need among ministerial staff, i.e.

pastors, to learn about business operations. Although the majority of the respondents answered in

favor of this prompt, that their ministerial training has, in fact, prepared them for business

operations, the question's neutral position, "Neither Disagree nor Agree," should be grouped in

with the disagree side of the answers. This is because while either side of the spectrum represents

the respondents' awareness of how their current education affects their effectiveness within

business operations currently, the neutral answer reflects respondents' unawareness to how much

they currently know, or even need to know. With the majority of respondents disagreeing or

remaining neutral, 50.1%, the question shows that there is indeed a need for business education

among pastors.

Question 2

As shown in Appendix A, the second question asks respondents whether or not they feel

understanding business concepts is important to their profession, with five provided answer

options: two in favor, one neutral, and two against. As displayed in the bar graph of Appendix E,

the response for question two was very skewed, with all respondents aligning with only two of

the choices. A total of 33.3% of respondents agreed with this prompt, with an additional 68.8%

stating they strongly disagree with this statement, creating a 100% consensus in favor of the statement. Analyzing these results, we know that the sample overwhelmingly understands the importance of business practices in a pastoral environment, and therefore, use this understanding to encourage the larger population of regional pastors to attend the DInner & Dialogue event.

Question 3

The third question, as seen in Appendix A, asks respondents about their current knowledge of business operations within their field, with five provided answer options. No participants answered that they had "None at all" which was reasonable considering these respondents are all currently working in their field. It's important to refer back to the wording of this question, referring to "business operations in my field" rather than "business concepts in general." As shown in the bar graph of Appendix G, this wording most likely attributed to 75.1% of respondents choosing either "A lot" or "A great deal." It's interesting when comparing this prompt to that of question one, which were similar in topic, but differentiate between the knowledge they already obtain and the knowledge they feel they need to know to do their jobs completely. The results to this prompt shows us that the event may want to introduce more specific business concepts into in order to expand on the knowledge that some of our respondents already obtain.

Question 4

An initial frequency analysis of the seven part question proved difficult to draw any supported or concrete conclusions, so the data was compared to each other through comparison of means. As a result of the comparison, as seen in Appendix J shows that potential attendees are most

interested in learning more about Management Strategy. This category had the highest mean at

4.9375 and also the highest percentage of participants choosing the "Strongly Agree" option.

This category's popularity makes sense as our sample group, pastors, tend to hold management

positions in their field of worry School may have taught them the spiritual and scriptural side of

being a church leader, they seem to lack an understanding of how to lead from a business

perspective. Business Technology had the lowest mean at 4.3750 and the highest amount of

"Neither Agree nor Disagree" option. From this data, we can interpret that Management Strategy

would be the most successful topic to discuss at the event. Marketing Strategy and Faith in the

Workplace also had a large volume of the "Strongly Agree" option selected. These would also be

topics to emphasize in the discussion. Because of the low mean from Business Technology and

the high amount of "Neither Agree nor Disagree", this category should have the least amount of

emphasis or removed from the discussion if needed. However, all categories had a mean higher

than a 4.00, which correlated to agree, which reinforces the respondents' interest in the event and

the topics that will be discussed.

Question 5

Because of the free response nature of Question 5, each respondent answered in a unique way.

However, we still coded the responses, in order to analyze how many respondents participated in

the open-ended questions. As seen in Appendix Y, only 13 out of the 16 individuals surveyed

provided responses which is a 81.3% response rate, which was lower than the non-open ended

questions. This is unsurprising given the fact that open-ended questions require more time and

energy than closed questions, however it's encouraging that a majority of the respondents still

participated. By limiting the amount of free response questions in our survey, we were respectful

of the respondents' time. Although Question 5 had a lower response rate, the information

gleaned is imperative to understanding what attendees expect and desire out of Dinner and

Dialogue. There was an overall theme within the responses to learn new business concepts and

how to implement a business mindset within the church. We also learned that the respondents are

primarily interested in learning about the business side of the church and how to be the most

effective, while ethical, as possible.

Question 6

An initial frequency analysis of the four part question proved difficult to draw any supported or

concrete conclusions, so the data was compared to each other through comparison of means. As

a result of the comparison, as seen in Appendix L shows that potential attendees have the most

desire to attend Seminars and Workshops with the highest mean of 4.8125. Networking with

Others in the APU Community had the lowest mean of 4.1250. Gaining New Strategies for

Preaching and Teaching About Work, which only had a mean of 4.5625, had the largest volume

of "Strongly Agree" responses, at least double the other categories. While the Seminars and

Workshops category had the highest mean, a deeper analysis of the individual data sets shows

that both categories would be beneficial to include in the event. With this data, it is evident that

this category is of high interest to the respondents. Seminars and Workshops should still be

considered when creating the program for Dinner and Dialogue, as well as incorporating

speakers into the event since the responses from the survey are very similar.

Question 7

The initial frequency analysis of the six part question proved difficult to draw any supported or concrete conclusions, so the data was compared to each other through comparison of means. As a result of the comparison, as seen in Appendix N, shows potential attendees' interest in networking and listening to topics of faith and work. The category Speaker on Topic of Faith and Work had the highest mean at 4.1250 as well as the highest frequency count for "Extremely Interested" responses. From this information, we can conclude that the respondents might favor having a speaker on faith and work over the other networking categories. Networking with APU Alumni had the lowest mean and was the only category with a "Not At All Interested" response. We can conclude that the respondents would prefer to network with Theology Pastors over the other groups because this category received the highest volume of "Very Interested" responses. The disinterest in networking with APU Alumni might come from how we phrased the answer, being very general, it could include any student who graduated from APU, rather than students who graduated from APU's seminary program, which the pastors may be more interested in networking with because they relate to the field they currently work in.

Question 8

As shown in Appendix A, the eighth question asks respondents whether or not they are interested in attending the event, with five provided answer options: two in favor, one neutral, and two against. As displayed in the bar graph of Appendix O, the response for question eight was skewed positively, with only two respondents responding negatively. A total of 18.8% of respondents were very interested, with an additional 18.8% stating they were extremely

interested with this event, creating a consensus of 37.6% in favor of the statement. A total of

12.5% were not at all interested in the event, however no respondents were "not so interested."

However, this could be due to the little difference between how the two answers were phrased.

An additional 50.0% were only somewhat interested. The purpose of this question was to gauge

the respondents' interest in the event, even after they were presented questions on what could be

available during the event. Although the majority of the respondents answered in favor of this

prompt, that there was some level of interest in the event, our comparison with Question 15

showed a more interesting relationship between interest and participation.

Question 9

Our second open-ended question asked the participant what the perceived value of the event to

them was. Although initially conceived to measure how much each respondent would be willing

to pay to attend such an event, only one answered monetarily. Instead, each participant measured

value in unique terms, mostly knowledge and skills they would gain. The question was coded

similar to question five, with whether or not a respondent participated in the open-ended

questions. According to Appendix Z, only 11 out of the 16 individuals surveyed provided

responses, which was a 68.8% response rate. This was less than the participation of the previous

open-ended question, and much lower than the non-open ended questions. Although unsurprising

given the fact that open-ended questions require more time and energy than closed questions, the

respondents' participation still provided important information to understanding what attendees

expect and desire out of Dinner and Dialogue. There was an overall theme within the responses

about the value of networking, applying business concepts to ministry, and gaining insight and

knowledge into operating within ministry better. We also learned that the respondents are primarily interested in the business side of ministry in order to better bring God's word to the congregation.

Question 15

As shown in Appendix A, the final question asks respondents whether or not they want to pre-register for the proposed event, with only two choices: a checked box or an unchecked box This question could have been problematic in what it was trying to communicate, as it didn't let the respondent to actually pre-register for the event due to limitations of the software distributing the survey. Despite this, 56.3% of respondents, as seen in Appendix T, were interested in pre-registering, which outnumbered those who were not, at 43.8%. Alone, this question is hard to interpret, especially because the confusion from how the question was formatted. However, we were able to gain more information when comparing it to a similar question: question eight. Comparing these two questions would highlight the differences between the respondents' interest level and their actual participation. To gain insight into the relationship between these two prompts, we used a cross-tabulation analysis. Appendix U shows the combined frequency tables of the two variables, with the dependent variable of interest, i.e. the interest in attending the event, is displayed in rows, and the classification variable of whether or not they pre-registered is displayed in columns. The corresponding graph shows the different interest levels relationship to pre-registering, the most significant categories being "extremely interested" and "somewhat interested." Of the 19% of respondents that indicated they were extremely interested in the event, 100% of them chose to pre-register for the event. This data indicates a strong correlation,

suggesting that the higher the interest level for attending the event increases the likelihood of

pre-registering to the event. However, this correlation doesn't hold up with the other end of the

spectrum. Within the "not at all interested" responses, 6% of respondents still choose to

pre-register for the event. This could be considered a mistake based on the respondent

misunderstanding the question. If not a mistake, it is confusing why an individual would

pre-register to attend an event that they are not at all interested in. Of the 50% of respondents

that indicated they were somewhat interested in attending the event, 31% of the participants

chose not to pre-register, and only 19% chose to pre-register. This indicates that participants

being intrigued by the event is not enough to encourage them to participate in the event.

　　　　With this in mind, we filtered the data by those who were only somewhat interested in the

event and compiled new comparison of means for question 4 (see Appendix V), question 6 (see

Appendix W) and question 7 (see Appendix X). By filtering the data input to just those

respondents who were only somewhat interested in the event, the priority of business concepts

outlined in question four is redistributed with the filtered data. With an average mean of 4.500,

Management Strategy maintains the top position when compared to the whole sample.

Surprisingly, the priority order of the seven business concepts remained the same. The only

recognizable difference was that the mean values decreased across all of the concepts. The same

can be seen for question seven measuring interest level of parts of the event; the priority order of

the six aspects remained the same, with only a decrease in the mean of each one. On the other

hand, filtering the data input for question six's measurement of desire to participate in certain

aspects of the event produced changes in priorities. Although the mean is much lower than that

of the entire sample, the "Somewhat Interested" respondents desired most, with a mean of 4.00,

to listen to speakers, followed by gaining new strategies for preaching and teaching about work

with a mean of 3.88.

Conclusions and Recommendations

According to analysis of our questions, there is definitely interest among pastors to attend

an event of this kind. However, there is definite hesitancy to the event, and there is a less than

ideal number of respondents interested in actually attending the event (as shown by question 15

results). This shows that the information provided through the survey has sparked somewhat of

an interest among the respondents, but not enough to spur action and attend the event. Our

subsequent analysis of that one group's isolated interest in the previous questions, mostly four,

six and seven, revealed that interest levels reflected similar results to that of the overall sample,

with a significant decrease in mean response. This means that respondents who are only

somewhat interested are only somewhat interested in the parts of the event presented in the

survey. Our analysis did not reveal any particular aspect of the event that sparked more interest

compared to the general population. This means that although focusing on the most popular

aspects of the event would bring in more people, it wouldn't significantly affect those who are

somewhat interested in the event changing their minds from not registering to registering.

Recommendations

To increase attendance of pastors and APU alumni, we recommend that the event focuses

on management strategies through seminars and workshops. There are countless pastors who

study theology or christian ministries in college and are then put into a managerial role with little

to no managerial experience. By providing more information on management strategies, the

different pastors that attend will walk away from the event with applicable knowledge and have

the ability to make a difference in the church. These areas were also the most valued by our

respondents, which means that the overall population may hold similar needs and will attend the

event as well.

The event could benefit even more by creating another survey to measure what would

make those respondents who were only somewhat interested even more intrigued in the event.

The survey could ask more questions that expand on what the participants want to actually see,

and what they feel they need in their professional careers. If time permits, a focus group could

also be a great way to explore what participants are looking for from an event like this one.

Limitations of the Study

Our study, despite our best efforts, had characteristics of design or methodology that

impacted and influenced the interpretation of the findings from our research. The biggest

limitation was the amount of respondents. With less than 15% of our initial sample size

responding to our survey, our data was not as comprehensive for analysis as we had hoped. This

could have been due to the survey's method of delivery to our sample contacts. With such a wide

range of respondents ages, it's possible that many of those contacted simply ignored the email,

either regarding it as spam, or getting lost in a sea of messages. Additionally, our sample size

may not have been representative of the overall population. Without a way to know the

demographics of pastors within the Azusa area, we have no idea whether the respondents we had

accurately represent all those that would be invited to such an event. Additionally, we know little

to none about how the sample pastors were chosen, their geographic location, or even their

experience in the church.

Appendices

APPENDIX A: Copy of Questionnaire

Dinner and Dialogue: A brief description of an exciting new event at Azusa Pacific University

At Azusa Pacific University, we have a passion for helping pastors and businesspeople to better understand each other and to work together effectively to advance God's kingdom. Understanding others begins with dialogue. To encourage and facilitate such dialogue, we are creating a new event called "Dinner & Dialogue".

This event will bring together Christian businesspersons, pastors, alumni, university advancement, and business and theology faculty to discuss the meaning of scripture and its practical application in work and business. Activities will focus on integrating faith into business practices starting with a particular scripture passage, informed commentary, observed dialogue with a panel, and participating in a roundtable discussion with structured questions.

We believe in the mission of bridging the Church and business with the hope that you can be part of the dialogue to this end. We greatly appreciate your time and value your participation in this survey.

To better prepare for and structure Dinner and Dialogue, the School of Business and Management is requesting your input. We have several questions to ask you that will help us shape the event to meet the needs of everyone in attendance--and your feedback is very important in this process. This survey will take no more than five minutes to complete. Your responses will remain anonymous and confidential.

1. My ministerial training prepared me for leading and administering church business operations.

◯ Strongly agree   ◯ Disagree

◯ Agree   ◯ Strongly disagree

◯ Neither agree nor disagree

2. Understanding business is important in my profession.

◯ Strongly agree   ◯ Disagree

◯ Agree   ◯ Strongly disagree

◯ Neither agree nor disagree

3. My knowledge about business operations in my field is

◯ A great deal   ◯ A little

◯ A lot   ◯ None at all

◯ A moderate amount

4. I am interested in learning about the following business concepts within an afternoon workshop setting, preceding the Dinner and Dialogue event:

	Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
Faith in the Workplace	○	○	○	○	○
Business ethics	○	○	○	○	○
Business Fundamentals	○	○	○	○	○
Administration	○	○	○	○	○
Management Strategies	○	○	○	○	○
Marketing Strategies	○	○	○	○	○
Business Technology	○	○	○	○	○

5. An afternoon workshop on these business concepts would be helpful to me in the following ways:

6. If I attended the Dinner and Dialogue event at APU, I would like to participate in

	Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
Seminars/workshops	○	○	○	○	○
Listening to speakers	○	○	○	○	○
Networking with others from the APU community	○	○	○	○	○
Gaining new strategies for preaching and teaching about work	○	○	○	○	○

7. As this event includes several activities, my interest level for each of the following is:

	Extremely interested	Very interested	Somewhat interested	Not so interested	Not at all interested
Speaker on the topic of faith and work	○	○	○	○	○
Networking with pastors	○	○	○	○	○
Networking with theology professors	○	○	○	○	○
Networking with business professors	○	○	○	○	○
Networking with business people	○	○	○	○	○
Networking with APU alumni	○	○	○	○	○

Other (please specify)

[   ]

8. I am interested in attending the Dinner and Dialogue event:

○ Extremely interested   ○ Not so interested

○ Very interested   ○ Not at all interested

○ Somewhat interested

9. To me, the perceived value of this event is:

[   ]

10. APU affiliation

☐ Full time faculty member in the School of Theology   ☐ Graduate student at Azusa Pacific Seminary

☐ Part time or adjunct faculty member in the School of Theology   ☐ Alumni from the Azusa Pacific Seminary

☐ Pastor

11. If a graduate of Azusa Pacific Seminary, please indicate the year of graduation and degree earned:

Year graduated & degree earned: [   ]

Year graduated & degree earned: [   ]

Year graduated & degree earned: [   ]

Other [   ]

12. Denominational affiliation, if any

[ ]

13. Gender

☐ Male

☐ Female

14. What is your age?

○ 18 to 24

○ 25 to 34

○ 35 to 44

○ 45 to 54

○ 55 to 64

○ 65 to 74

○ 75 or older

15. I am interested in pre-registering for the February 8, 2019 Dinner and Dialogue event. (The link below will direct you to the pre-registration form).

☐ https://goo.gl/forms/5aQBedPBrXV8ajiR2

APPENDIX B: Coding Sheet

Q1: My ministerial training...	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
	1	2	3	4	**5**
Q2: Understanding business...	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
	1	2	3	4	**5**
Q3: My knowledge about...	None at all	A little	A moderate amount	A lot	A great deal
	1	2	3	4	**5**
Q4: I am interested in...					
Faith in the Workplace	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
	1	2	3	4	**5**
Business ethics	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
	1	2	3	4	**5**
Business Fundamentals	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
	1	2	3	4	**5**
Administraton	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
	1	2	3	4	**5**
Management Strategies	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
	1	2	3	4	**5**
Marketing Strategies	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
	1	2	3	4	**5**
Business Technology	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
	1	2	3	**4**	5
Q5: An afternoon workshop...	CONTENT ANSWER				
Q6: If I attended...					
Seminars/Workshops	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
	1	2	3	4	5
Listening to Speakers	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
	1	2	3	4	5
Networking with Others from the APU Community	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
	1	2	3	4	5
Gaining new strategies for preaching and teaching about work	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
	1	2	3	4	5

Q1-6 Codes

Q7: My interest level for...					
Speaker on the topic of faith and work	Not at all interested	Not so interested	Somewhat interested	Very interested	Extremely interested
	1	2	3	4	5
Networking with pastors	Not at all interested	Not so interested	Somewhat interested	Very interested	Extremely interested
	1	2	3	4	5
Networking with theology professors	Not at all interested	Not so interested	Somewhat interested	Very interested	Extremely interested
	1	2	3	4	5
Networking with business professors	Not at all interested	Not so interested	Somewhat interested	Very interested	Extremely interested
	1	2	3	4	5
Networking with business people	Not at all interested	Not so interested	Somewhat interested	Very interested	Extremely interested
	1	2	3	4	5
Networking with APU Alumni	Not at all interested	Not so interested	Somewhat interested	Very interested	Extremely interested
	1	2	3	4	5
Q8: Interested in attending...	Not at all interested	Not so interested	Somewhat interested	Very interested	Extremely interested
	1	2	3	4	5
Q9: Perceived value...	CONTENT ANSWER				
Q10: APU affiliation					
Graduate student at Azusa Pacific Seminary	No	Yes			
	1	2			
Alumni from the Azusa Pacific Seminary	No	Yes			
	1	2			
Pastor	No	Yes			
	1	2			
Q11: year of graduation and degree earned	CONTENT ANSWER				
Q12: Denominational affiliation	CONTENT ASNWER				
Q13: Gender	Male	Female			
	1	2			
Q14: Age	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64
	1	2	3	4	5
	65 to 74	75 or older			
	6	7			
Q15: Pre-registeration	No Check	Check			
	0	1			

Q7-15 Codes

APPENDIX C: Frequency Table and Corresponding Bar Graph for Question 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	6.3	6.3	6.3
	Disagree	3	18.8	18.8	25.0
	Neither Agree nor Disagree	4	25.0	25.0	50.0
	Agree	5	31.3	31.3	81.3
	Strongly Agree	2	12.5	12.5	93.8
	No Answer	1	6.3	6.3	100.0
	Total	16	100.0	100.0	

Question 1: My ministerial training prepared me...
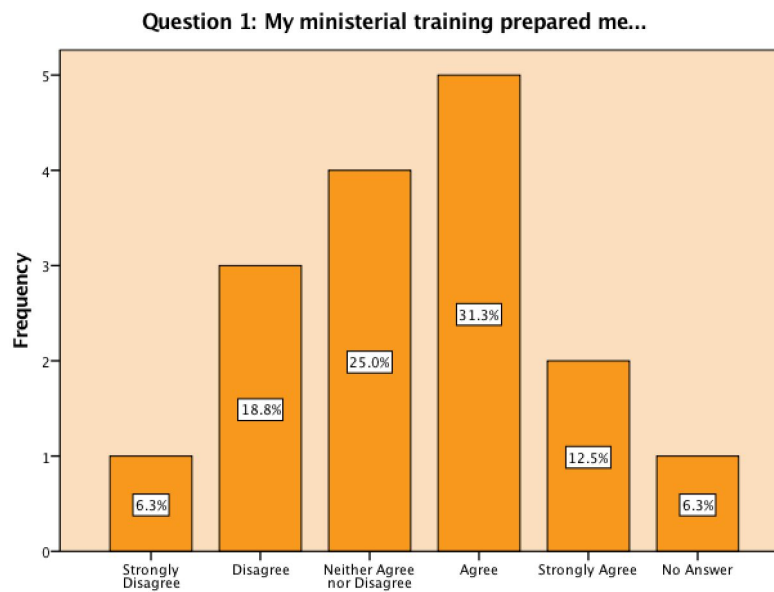
APPENDIX D: One Sample T-Test for Question 1

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
My ministerial training prepared me for leading and administering church business operations.	16	3.5625	1.63172	.40793

One-Sample Test

					95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
My ministerial training prepared me for leading and administering church business operations.	8.733	15	.000	3.56250	2.6930	4.4320

Test Value = 0

APPENDIX E: Frequency Table and Corresponding Bar Graph for Question 2

Understanding business is important in my profession.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	5	31.3	31.3	31.3
	Strongly Agree	11	68.8	68.8	100.0
	Total	16	100.0	100.0	
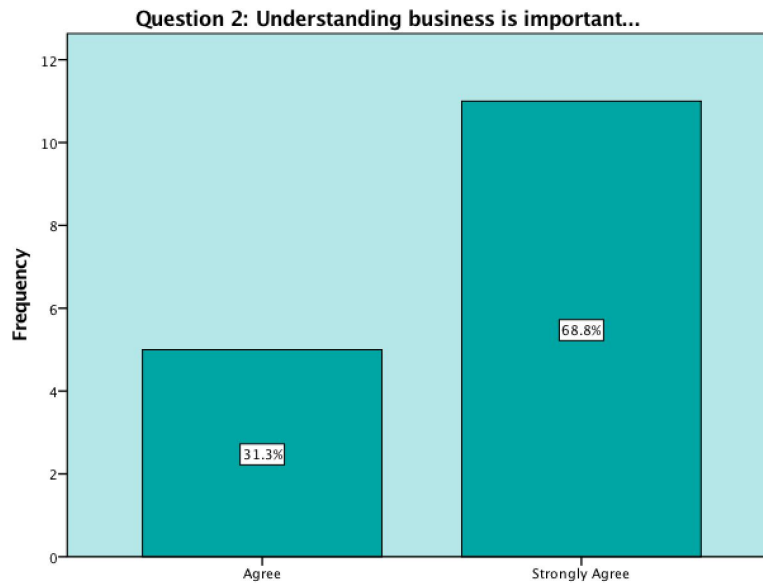
APPENDIX F: One Sample T-Test for Question 2

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Understanding business is important in my profession.	16	4.6875	.47871	.11968

One-Sample Test

	Test Value = 0					
					95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
Understanding business is important in my profession.	39.167	15	.000	4.68750	4.4324	4.9426

APPENDIX G: Frequency Table and Corresponding Bar Graph for Question 3

My knowledge about business operations in my field is

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A Little	1	6.3	6.3	6.3
	A Moderate Amount	3	18.8	18.8	25.0
	A Lot	7	43.8	43.8	68.8
	A Great Deal	5	31.3	31.3	100.0
	Total	16	100.0	100.0	

Question 3: My knowledge about business...
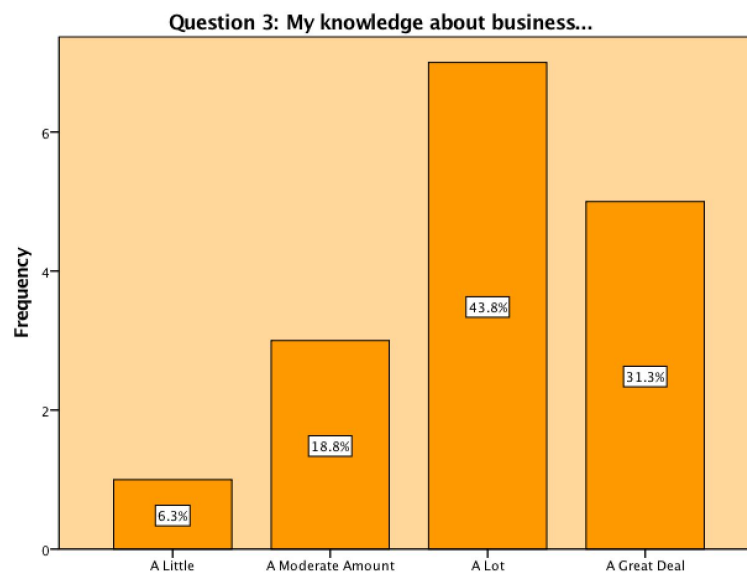
APPENDIX H: One Sample T-Test for Question 3

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
My knowledge about business operations in my field is	16	4.0000	.89443	.22361

One-Sample Test

			Test Value = 0			
					95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
My knowledge about business operations in my field is	17.889	15	.000	4.00000	3.5234	4.4766

APPENDIX I: Frequency Tables for Questions 4a-g

4a – Faith in the Workplace

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	6.3	6.3	6.3
	Neither Agree nor Disagree	4	25.0	25.0	31.3
	Agree	1	6.3	6.3	37.5
	Strongly Agree	9	56.3	56.3	93.8
	No Answer	1	6.3	6.3	100.0
	Total	16	100.0	100.0	

4b – Business Ethics

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neither Agree nor Disagree	3	18.8	18.8	18.8
	Agree	4	25.0	25.0	43.8
	Strongly Agree	8	50.0	50.0	93.8
	No Answer	1	6.3	6.3	100.0
	Total	16	100.0	100.0	

4c – Business Fundamentals

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	6.3	6.3	6.3
	Neither Agree nor Disagree	2	12.5	12.5	18.8
	Agree	2	12.5	12.5	31.3
	Strongly Agree	9	56.3	56.3	87.5
	No Answer	2	12.5	12.5	100.0
	Total	16	100.0	100.0	

4d – Administration

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neither Agree nor Disagree	2	12.5	12.5	12.5
	Agree	6	37.5	37.5	50.0
	Strongly Agree	7	43.8	43.8	93.8
	No Answer	1	6.3	6.3	100.0
	Total	16	100.0	100.0	

4e – Management Strategy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	4	25.0	25.0	25.0
	Strongly Agree	11	68.8	68.8	93.8
	No Answer	1	6.3	6.3	100.0
	Total	16	100.0	100.0	

4f – Marketing Strategy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neither Agree nor Disagree	1	6.3	6.3	6.3
	Agree	5	31.3	31.3	37.5
	Strongly Agree	9	56.3	56.3	93.8
	No Answer	1	6.3	6.3	100.0
	Total	16	100.0	100.0	

4g – Business Technology

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neither Agree nor Disagree	4	25.0	25.0	25.0
	Agree	5	31.3	31.3	56.3
	Strongly Agree	6	37.5	37.5	93.8
	No Answer	1	6.3	6.3	100.0
	Total	16	100.0	100.0	

APPENDIX J: Sample T-Test and Comparative Bar Graph for Questions 4a-g

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
I am interested in learning more about Faith in the Workplace	16	4.4375	1.41274	.35318
I am interested in learning more about Business Ethics	16	4.5625	1.20934	.30233
I am interested in learning more about Business Fundamentals	16	4.8125	1.55858	.38964
I am interested in learning more about Administration	16	4.5625	1.15289	.28822
I am interested in learning more about Management Strategy	16	4.9375	.92871	.23218
I am interested in learning more about Marketing Strategy	16	4.7500	1.06458	.26615
I am interested in learning more about Business Technology	16	4.3750	1.25831	.31458

One-Sample Test

	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
I am interested in learning more about Faith in the Workplace	12.564	15	.000	4.43750	3.6847	5.1903
I am interested in learning more about Business Ethics	15.091	15	.000	4.56250	3.9181	5.2069
I am interested in learning more about Business Fundamentals	12.351	15	.000	4.81250	3.9820	5.6430
I am interested in learning more about Administration	15.830	15	.000	4.56250	3.9482	5.1768
I am interested in learning more about Management Strategy	21.266	15	.000	4.93750	4.4426	5.4324
I am interested in learning more about Marketing Strategy	17.847	15	.000	4.75000	4.1827	5.3173
I am interested in learning more about Business Technology	13.908	15	.000	4.37500	3.7045	5.0455

Test Value = 0

Mean Response for Interest in Business Concepts

APPENDIX K: Frequency Tables for Questions 6a-d

6a – Seminars/Workshops

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neither Agree nor Disagree	2	12.5	12.5	12.5
	Agree	8	50.0	50.0	62.5
	Strongly Agree	3	18.8	18.8	81.3
	No Answer	3	18.8	18.8	100.0
	Total	16	100.0	100.0	

6b – Listening to Speakers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neither Agree nor Disagree	1	6.3	6.3	6.3
	Agree	10	62.5	62.5	68.8
	Strongly Agree	4	25.0	25.0	93.8
	No Answer	1	6.3	6.3	100.0
	Total	16	100.0	100.0	

6c – Networking with Others from the APU Community

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	6.3	6.3	6.3
	Neither Agree nor Disagree	3	18.8	18.8	25.0
	Agree	7	43.8	43.8	68.8
	Strongly Agree	4	25.0	25.0	93.8
	No Answer	1	6.3	6.3	100.0
	Total	16	100.0	100.0	

6d – Gaining New Strategies for Preaching and Teaching About Work

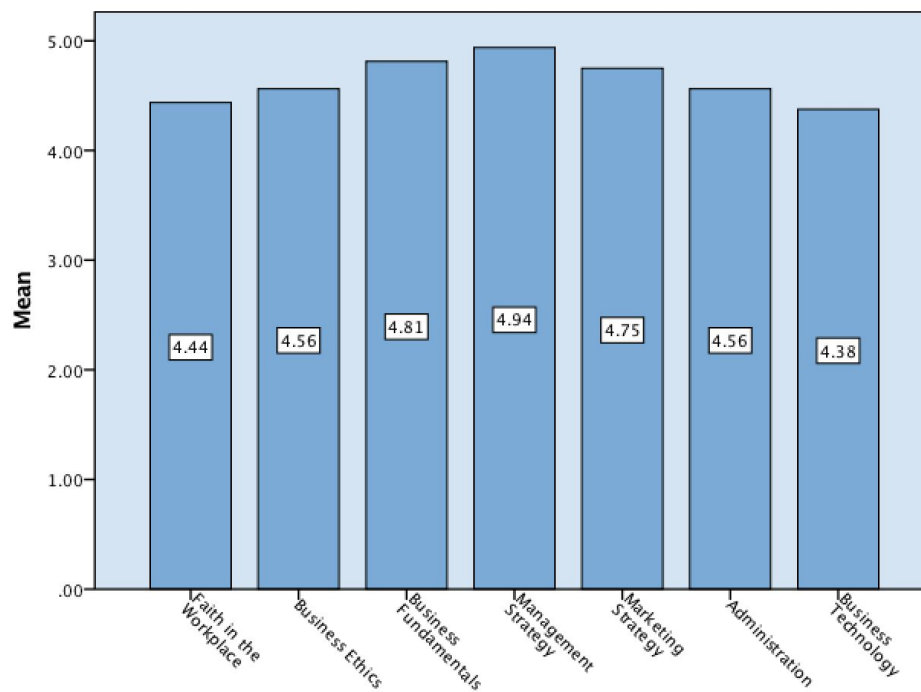|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	6.3	6.3	6.3
	Neither Agree nor Disagree	1	6.3	6.3	12.5
	Agree	5	31.3	31.3	43.8
	Strongly Agree	8	50.0	50.0	93.8
	No Answer	1	6.3	6.3	100.0
	Total	16	100.0	100.0	

APPENDIX L: Sample T-Test and Comparative Bar Graph for Questions 6a-d

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
I would like to participate in Seminars/Workshops	16	4.8125	1.68201	.42050
I would like to participate in Listening to speakers	16	4.4375	1.09354	.27339
I would like to participate in Networking with others from the APU Community	16	4.1250	1.45488	.36372
I would like to participate in Gaining new strategies for preaching and teaching about work	16	4.5625	1.26326	.31582

One-Sample Test

Test Value = 0

	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
I would like to participate in Seminars/Workshops	11.445	15	.000	4.81250	3.9162	5.7088
I would like to participate in Listening to speakers	16.232	15	.000	4.43750	3.8548	5.0202
I would like to participate in Networking with others from the APU Community	11.341	15	.000	4.12500	3.3498	4.9002
I would like to participate in Gaining new strategies for preaching and teaching about work	14.447	15	.000	4.56250	3.8894	5.2356

Mean Response for Desire to Participate in Aspects of the Event
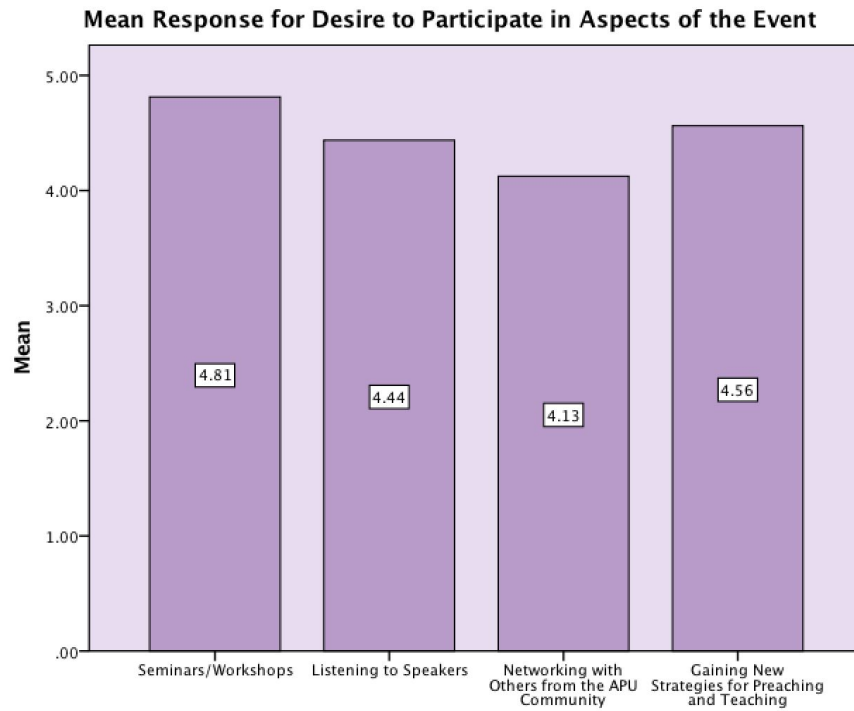
APPENDIX M: Frequency Tables for Questions 7a-f

7a – Speaker on the Topic of Faith and Work

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not so interested	3	18.8	18.8	18.8
	Somewhat interested	2	12.5	12.5	31.3
	Very interested	4	25.0	25.0	56.3
	Extremely interested	6	37.5	37.5	93.8
	No Answer	1	6.3	6.3	100.0
	Total	16	100.0	100.0	

7b – Networking with Pastors

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Somewhat interested	7	43.8	43.8	43.8
	Very interested	5	31.3	31.3	75.0
	Extremely interested	3	18.8	18.8	93.8
	No Answer	1	6.3	6.3	100.0
	Total	16	100.0	100.0	

7c – Networking with Theology Pastors

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not so interested	3	18.8	18.8	18.8
	Somewhat interested	2	12.5	12.5	31.3
	Very interested	9	56.3	56.3	87.5
	Extremely interested	1	6.3	6.3	93.8
	No Answer	1	6.3	6.3	100.0
	Total	16	100.0	100.0	

7d – Networking with Business Professors

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not so interested	3	18.8	18.8	18.8
	Somewhat interested	3	18.8	18.8	37.5
	Very interested	6	37.5	37.5	75.0
	Extremely interested	3	18.8	18.8	93.8
	No Answer	1	6.3	6.3	100.0
	Total	16	100.0	100.0	

7e – Networking with Business People

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not so interested	1	6.3	6.3	6.3
	Somewhat interested	5	31.3	31.3	37.5
	Very interested	6	37.5	37.5	75.0
	Extremely interested	3	18.8	18.8	93.8
	No Answer	1	6.3	6.3	100.0
	Total	16	100.0	100.0	

7f – Networking with APU Alumni

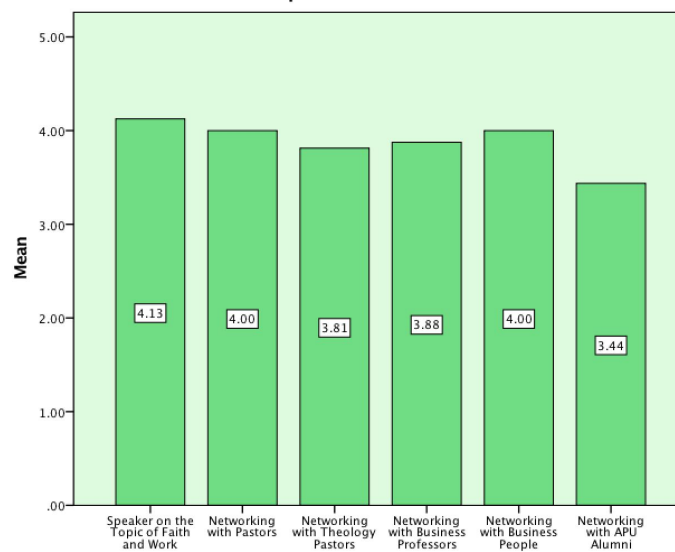|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all interested	1	6.3	6.3	6.3
	Not so interested	3	18.8	18.8	25.0
	Somewhat interested	6	37.5	37.5	62.5
	Very interested	3	18.8	18.8	81.3
	Extremely interested	2	12.5	12.5	93.8
	No Answer	1	6.3	6.3	100.0
	Total	16	100.0	100.0	

APPENDIX N: Sample T-Test and Comparative Bar Graph for Questions 7a-f

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
My interest level for Speaker on the topic of faith and work	16	4.1250	1.54380	.38595
My interest level for Networking with pastors	16	4.0000	1.31656	.32914
My interest level for Networking with theology pastors	16	3.8125	1.42449	.35612
My interest level for Networking with business professors	16	3.8750	1.50000	.37500
My interest level for Networking with business people	16	4.0000	1.36626	.34157
My interest level for Networking with APU Alumni	16	3.4375	1.63172	.40793

One-Sample Test

			Test Value = 0			
					95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
My interest level for Speaker on the topic of faith and work	10.688	15	.000	4.12500	3.3024	4.9476
My interest level for Networking with pastors	12.153	15	.000	4.00000	3.2985	4.7015
My interest level for Networking with theology pastors	10.706	15	.000	3.81250	3.0534	4.5716
My interest level for Networking with business professors	10.333	15	.000	3.87500	3.0757	4.6743
My interest level for Networking with business people	11.711	15	.000	4.00000	3.2720	4.7280
My interest level for Networking with APU Alumni	8.427	15	.000	3.43750	2.5680	4.3070

Mean Response for Interest Level

APPENDIX O: Frequency Table and Corresponding Bar Graph for Question 8

I am interested in attending the Dinner and Dialogue event

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all interested	2	12.5	12.5	12.5
	Somewhat interested	8	50.0	50.0	62.5
	Very interested	3	18.8	18.8	81.3
	Extremely interested	3	18.8	18.8	100.0
	Total	16	100.0	100.0	

Question 8: I am interested in attending...
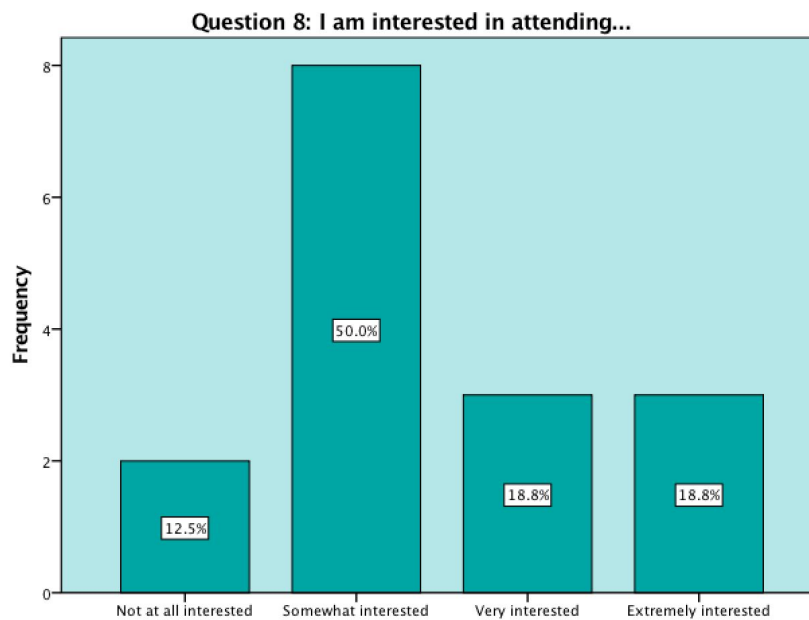
APPENDIX P: One Sample T-Test for Question 8

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
I am interested in attending the Dinner and Dialogue event	16	3.3125	1.19548	.29887

One-Sample Test

			Test Value = 0		95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
I am interested in attending the Dinner and Dialogue event	11.083	15	.000	3.31250	2.6755	3.9495

APPENDIX Q: Frequency Tables for Question 10

Are you a Graduate Student at Azusa Pacific Seminary

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	14	87.5	87.5	87.5
	Yes	2	12.5	12.5	100.0
	Total	16	100.0	100.0	

Are you an Alumni from the Azusa Pacific Seminary

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	8	50.0	50.0	50.0
	Yes	8	50.0	50.0	100.0
	Total	16	100.0	100.0	

Are you a Pastor

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	2	12.5	12.5	12.5
	Yes	14	87.5	87.5	100.0
	Total	16	100.0	100.0	

APPENDIX R: Frequency Table and Corresponding Bar Graph for Question 13

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	13	81.3	81.3	81.3
	Female	3	18.8	18.8	100.0
	Total	16	100.0	100.0	

Gender
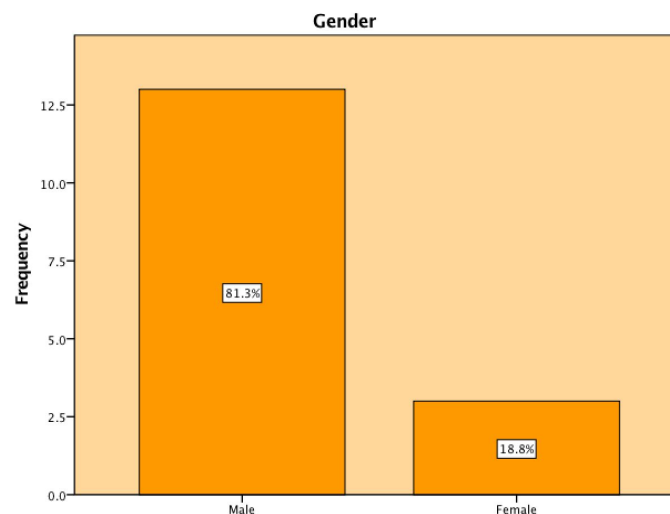
APPENDIX S: Frequency Table and Corresponding Bar Graph for Question 14

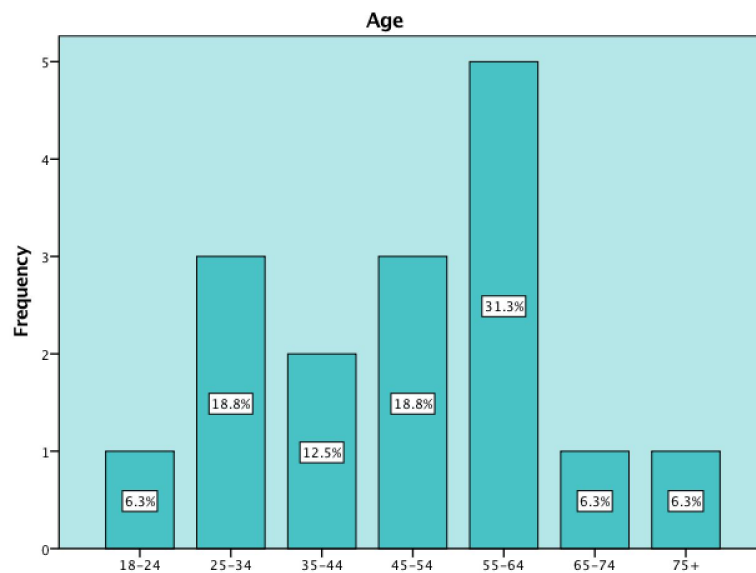**Age**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18–24	1	6.3	6.3	6.3
	25–34	3	18.8	18.8	25.0
	35–44	2	12.5	12.5	37.5
	45–54	3	18.8	18.8	56.3
	55–64	5	31.3	31.3	87.5
	65–74	1	6.3	6.3	93.8
	75+	1	6.3	6.3	100.0
	Total	16	100.0	100.0	

APPENDIX T: Frequency Table and Corresponding Bar Graph for Question 15

Interest in pre-registering for Dinner & Dialogue event

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Check	7	43.8	43.8	43.8
	Check	9	56.3	56.3	100.0
	Total	16	100.0	100.0	

Question 15: Interest in Pre-Registering...
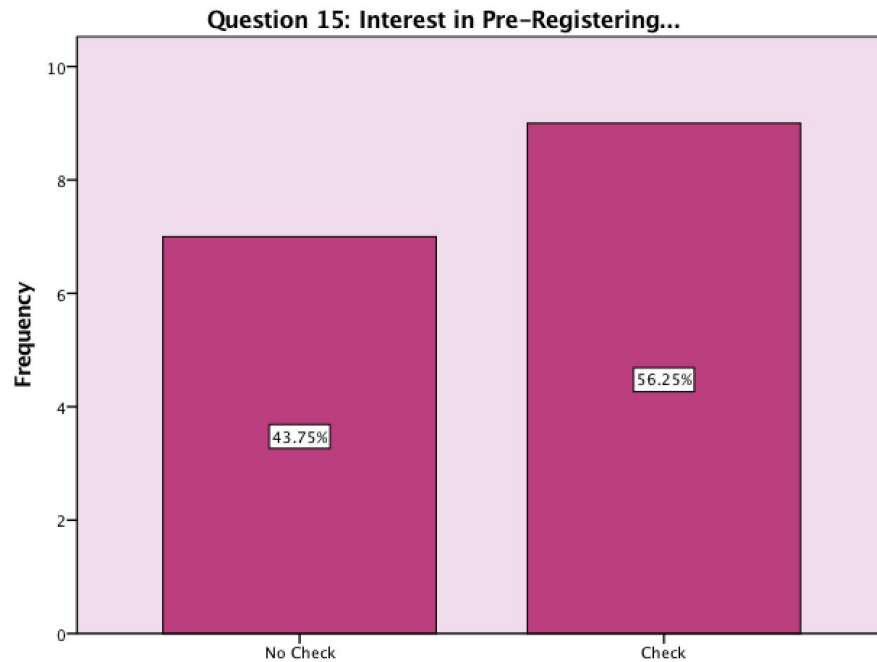
APPENDIX U: Cross-Tabulation Analysis of Question 8 and Question 15

I am interested in attending the Dinner and Dialogue event *
Interest in pre-registering for Dinner & Dialogue event
Crosstabulation

Count

		Interest in pre-registering for Dinner & Dialogue event		Total
		No Check	Check	
I am interested in attending the Dinner and Dialogue event	Not at all interested	1	1	2
	Somewhat interested	5	3	8
	Very interested	1	2	3
	Extremely interested	0	3	3
Total		7	9	16

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.640[a]	3	.303
Likelihood Ratio	4.753	3	.191
Linear-by-Linear Association	1.805	1	.179
N of Valid Cases	16		

a. 8 cells (100.0%) have expected count less than 5. The minimum expected count is .88.

Interest in Attending by Interest in Pre-Registering
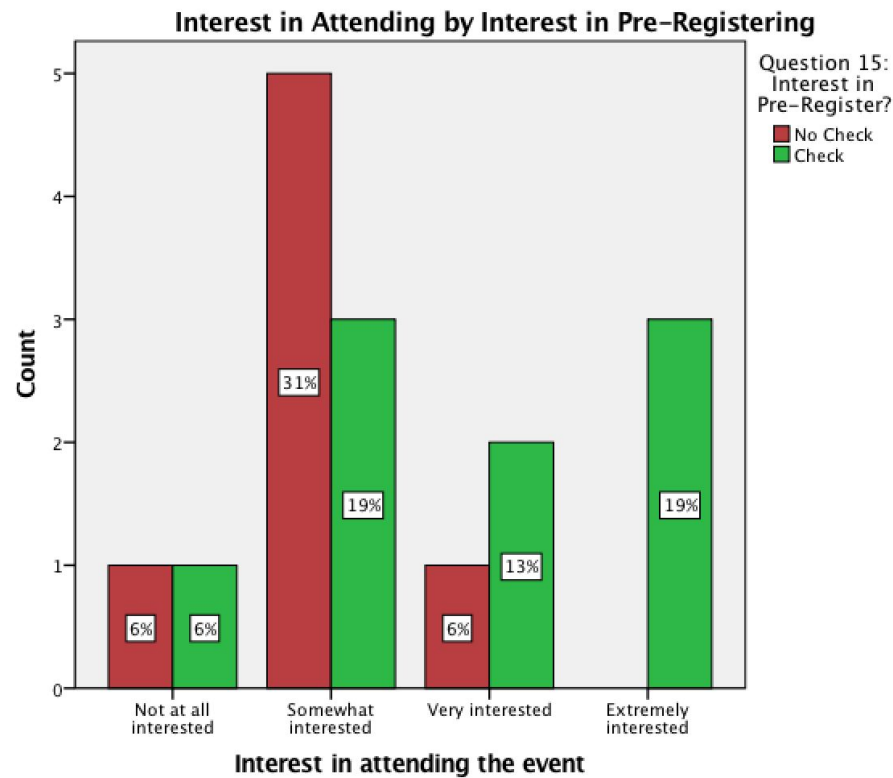
APPENDIX V: Sample T-Test and Bar Graph for Questions 4a-g with Filtered Data

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
I am interested in learning more about Faith in the Workplace	8	3.7500	1.16496	.41188
I am interested in learning more about Business Ethics	8	4.1250	.83452	.29505
I am interested in learning more about Business Fundamentals	8	4.3750	1.84681	.65295
I am interested in learning more about Administration	8	4.1250	.83452	.29505
I am interested in learning more about Management Strategy	8	4.5000	.53452	.18898
I am interested in learning more about Marketing Strategy	8	4.2500	.70711	.25000
I am interested in learning more about Business Technology	8	3.7500	.88641	.31339

One-Sample Test

Test Value = 0

	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
I am interested in learning more about Faith in the Workplace	9.105	7	.000	3.75000	2.7761	4.7239
I am interested in learning more about Business Ethics	13.981	7	.000	4.12500	3.4273	4.8227
I am interested in learning more about Business Fundamentals	6.700	7	.000	4.37500	2.8310	5.9190
I am interested in learning more about Administration	13.981	7	.000	4.12500	3.4273	4.8227
I am interested in learning more about Management Strategy	23.812	7	.000	4.50000	4.0531	4.9469
I am interested in learning more about Marketing Strategy	17.000	7	.000	4.25000	3.6588	4.8412
I am interested in learning more about Business Technology	11.966	7	.000	3.75000	3.0089	4.4911

Mean Response for Interest in Business Concepts for Those Somewhat Interested in the Event
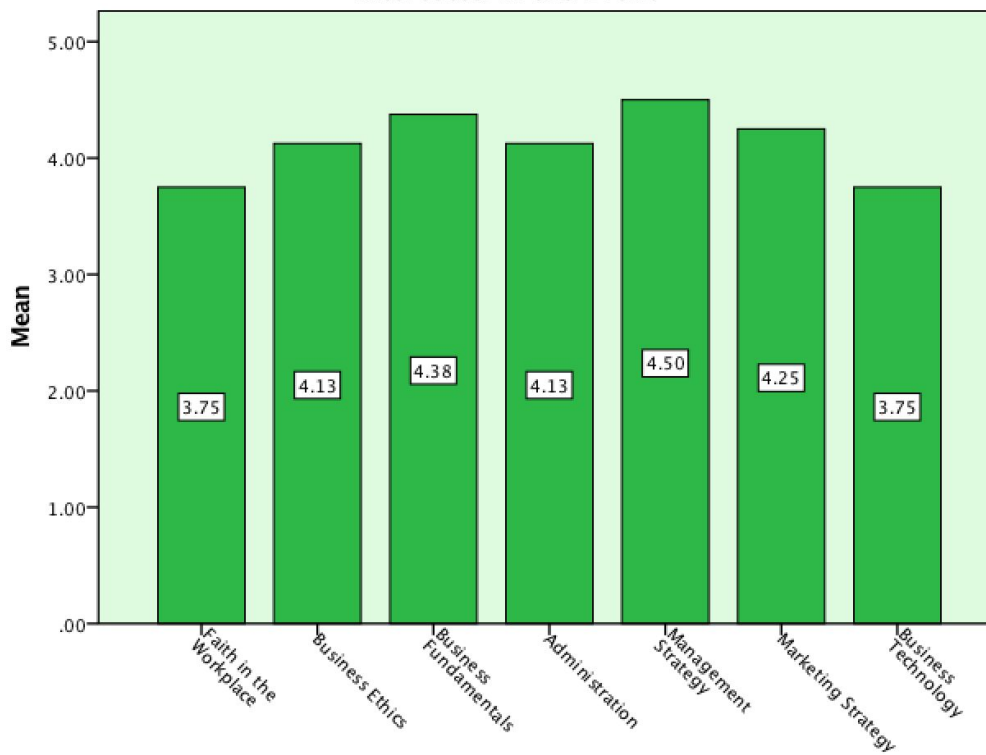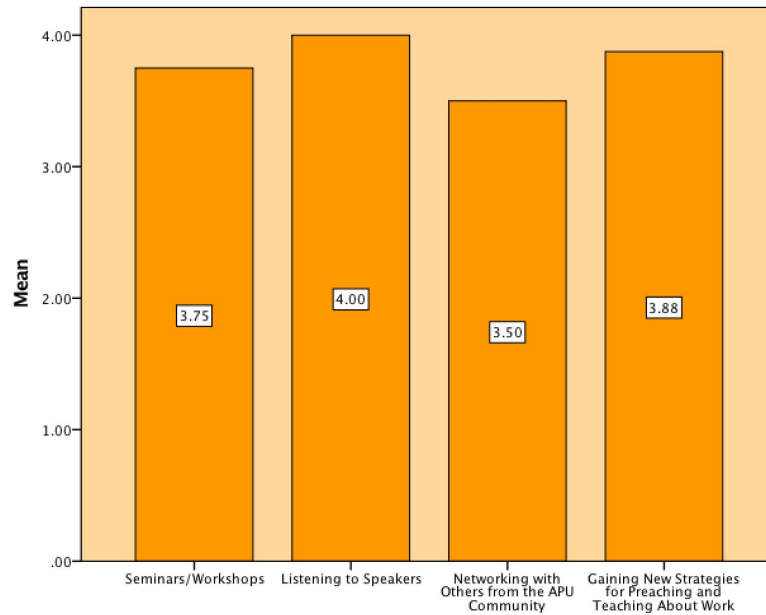
APPENDIX W: Sample T-Test and Bar Graph for Questions 6a-d with Filtered Data

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
I would like to participate in Seminars/Workshops	8	3.7500	.46291	.16366
I would like to participate in Listening to speakers	8	4.0000	.53452	.18898
I would like to participate in Networking with others from the APU Community	8	3.5000	1.06904	.37796
I would like to participate in Gaining new strategies for preaching and teaching about work	8	3.8750	.99103	.35038

One-Sample Test

					95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
I would like to participate in Seminars/Workshops	22.913	7	.000	3.75000	3.3630	4.1370
I would like to participate in Listening to speakers	21.166	7	.000	4.00000	3.5531	4.4469
I would like to participate in Networking with others from the APU Community	9.260	7	.000	3.50000	2.6063	4.3937
I would like to participate in Gaining new strategies for preaching and teaching about work	11.059	7	.000	3.87500	3.0465	4.7035

Mean Response for Desire to Participate in Event Aspects for Those Somewhat Interested in the Event

APPENDIX X: Sample T-Test and Bar Graph for Questions 7a-f with Filtered Data

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
My interest level for Speaker on the topic of faith and work	8	3.5000	1.19523	.42258
My interest level for Networking with pastors	8	3.5000	.75593	.26726
My interest level for Networking with theology pastors	8	3.2500	1.03510	.36596
My interest level for Networking with business professors	8	3.1250	1.12599	.39810
My interest level for Networking with business people	8	3.2500	.70711	.25000
My interest level for Networking with APU Alumni	8	2.7500	.70711	.25000

One-Sample Test

	Test Value = 0					
					95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
My interest level for Speaker on the topic of faith and work	8.283	7	.000	3.50000	2.5008	4.4992
My interest level for Networking with pastors	13.096	7	.000	3.50000	2.8680	4.1320
My interest level for Networking with theology pastors	8.881	7	.000	3.25000	2.3846	4.1154
My interest level for Networking with business professors	7.850	7	.000	3.12500	2.1836	4.0664
My interest level for Networking with business people	13.000	7	.000	3.25000	2.6588	3.8412
My interest level for Networking with APU Alumni	11.000	7	.000	2.75000	2.1588	3.3412

Mean Response for Interest Level for Those Somewhat Interested in the Event
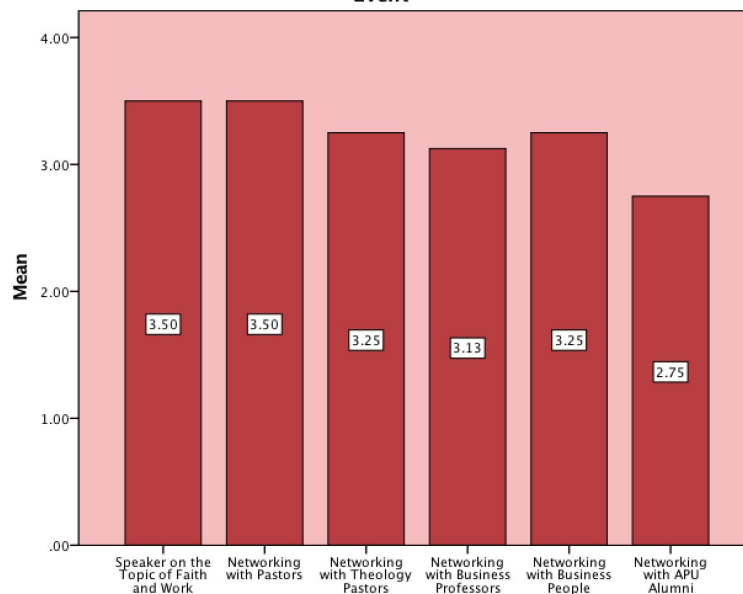
APPENDIX Y: Frequency Table for Open-Ended Question 5

An afternoon workshop on these business concepts would be helpful in the following ways

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Response Recorded	13	81.3	81.3	81.3
	No Response	3	18.8	18.8	100.0
	Total	16	100.0	100.0	

APPENDIX Z: Frequency Table for Open-Ended Question 9

To me, the perceived value of this event is:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Response Recorded	11	68.8	68.8	68.8
	No Response	5	31.3	31.3	100.0
	Total	16	100.0	100.0	