

# What makes a difference to your field staff?



will help you find out!

Register your agency at  
[www.bcwinstitute.com/engage](http://www.bcwinstitute.com/engage)

*Engage!* is the one-of-a-kind cooperative annual survey of North American field missionaries. Since 2006, more than 1,800 full-time cross-cultural missionaries from 20 sending agencies have given their leadership valuable feedback.

Here is what mission agency leaders are saying about *Engage!*:

With the feedback from the *Engage!* survey we were able to develop and implement a comprehensive action plan tailored to meet the issues raised. The result for OMS will be a more fulfilled and effective missionary team.

-David Long, President  
OMS International, Inc.

This has given us a fresh look at how our people are really seeing things.

After seeing the results and what has come out of it for us, I would strongly encourage organizations to participate in *Engage!* A very valuable tool for our leadership team.

- Greg Gripentrog, President,  
OC International



*Engage!* provides participating agencies with customized, action-oriented results. And because *Engage!* is a collaborative effort involving many agencies, results can be viewed in comparative context - enabling both costs and benefits to be shared.

*Engage!* enables you to:

- identify and celebrate your agency's strengths
- identify your priorities for member care
- let your missionaries know their opinions matter
- show your board that you are measuring things that matter
- demonstrate the impact of field and administrative leadership on retention
- see how your progress compares to that of other agencies
- establish benchmarks that can be tracked in the future



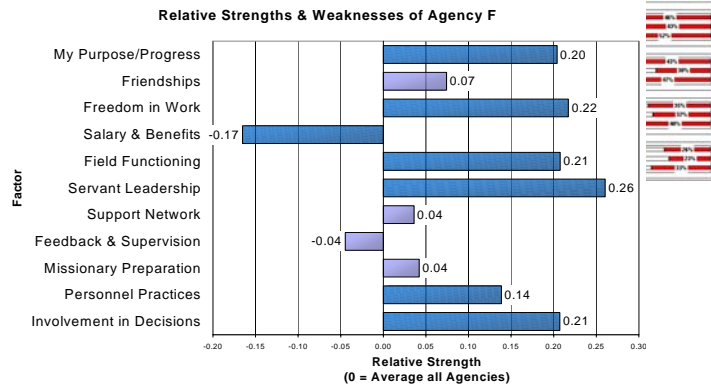
In addition, analysis of aggregate data has identified key factors across agencies that directly correlate with retention rates! Think about how valuable it would be for your leadership and board not only to see how you are doing in a particular aspect of member support, but also to know how important that area is in terms of keeping your missionaries on the field?

## Benefits

Join other mission agencies who benefit from...

- Survey questions specifically designed for field missionaries with the involvement of mission agency personnel directors
- The use of Best Christian Workplaces' unique, easy-to-use online reporting structure
- Procedures that reflect awareness of those in areas of political sensitivity and technological challenge
- The opportunity to add custom questions at no extra charge
- An option to receive a comprehensive report by your agency's regions/divisions
- The option to track results over time
- The opportunity to receive input from former missionaries about their reasons for leaving

Category	Group	Number of Organizations	Average Response	Percentage Engaged
Attraction & Retention	All Engage participants	1,005	3.34	80%
	Upper Half of Mission Organizations	503	3.34	75%
	Lower Half of Mission Organizations	502	3.33	85%
Motivation & Commitment	All Engage participants	1,005	3.38	80%
	Upper Half of Mission Organizations	503	3.38	80%
	Lower Half of Mission Organizations	502	3.38	80%
Engagement & Relationships	All Engage participants	1,005	3.23	80%
	Upper Half of Mission Organizations	503	3.23	80%
	Lower Half of Mission Organizations	502	3.23	80%
Rewards & Benefits	All Engage participants	1,005	3.35	80%
	Upper Half of Mission Organizations	503	3.35	80%
	Lower Half of Mission Organizations	502	3.35	80%



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*Engage!* is a cooperative effort initiated by the WEA Mission Commission and led by professional researchers from Global Mapping International, Best Christian Workplaces Institute and Generating Change.



## How does *Engage!* work?

### 1. Register Your Agency Online

Go to [www.bcwinstitute.com/engage](http://www.bcwinstitute.com/engage) and register your agency. Payment can be made by credit card or check.

### 2. Invite Your Missionaries to Participate

Your agency will receive invitation text and a survey link to send to active field missionaries that have served for more than one year. You email the invitation to your missionaries, who use the survey link to access a 15-20 minute survey customized for the mission community by Best Christian Workplaces. Text for a reminder email will also be provided to agencies to encourage a strong, representative response.

In addition, you will receive instructions for identifying and contacting a small number of current and former missionaries, inviting them to complete the more in-depth, *Your Story* form describing their missionary experience.

### 3. Complete an Agency Profile

Your agency leadership completes a profile to provide key data about organizational trends and activities. This enables survey results to be interpreted in light of organizational trends.

### 4. Receive Results

In the Summer your agency will receive a report with results from the Best Christian Workplaces study, including specific results for your agency. A few weeks later, a comparative report follows showing how your results compare to aggregate results from all participating agencies. Aggregate results will also be used to support statistical modeling to measure the degree of influence of key factors on key engagement measures - findings placed into a presentation of results available to many agencies.

In the Fall your agency will receive a copy of qualitative results from the *Your Story* initiative for the U.S. mission community.

*Engage provided a thorough, objective survey of our staff without over burdening our administrative staff or breaking our budget. Our missionaries appreciated having their opinions valued.*

-Blaine Horst  
Mobilization Coordinator,  
Grace Brethren Intl missions



## What topics are covered?

### Quantitative Survey

The quantitative survey contains 76 multiple-choice items, plus a handful of open-ended questions and demographics, and takes 15-20 minutes to complete. Several items are retained from the respected Best Christian Workplaces survey. Others have been added or adapted based on input from experienced mission leaders.

A few of the items in the survey (rated on an agree-disagree scale) include:

- My Organization helps ineffective field staff become effective
- My daily work is connected to an exciting and important vision
- In my country, field staff have good relationships & effective teamwork with nationals
- Field staff at my Organization are encouraged to experiment and to be innovative
- My Organization acts on the suggestions of its field staff
- My supervisor helps me to solve work-related problems
- I am satisfied with my retirement plans
- My Organization makes effective leadership placements

### Qualitative Survey

The qualitative *Your Story* survey contains approximately 70 questions, many of them open-ended, plus an additional set of 10 questions designed for missionaries who have left the field. The emphasis is on encouraging missionaries to describe - in their own words - their pre-field, on-field and (if applicable) post-field experiences. It requires approximately 1-2 hours to complete; therefore, a relatively small sample is selected to complete it, and results are aggregated across all agencies.

A few of the questions included in the form include:

- What motivated you to go into mission?
- What are/were the main causes of stress on the field?
- Which factors contribute/d to you remaining on the field and being effective?
- Were your expectations of mission close to reality? If no, in what ways did they differ?
- How would you describe your relationship with your mission agency?

*What we have learned and continue to learn... will be a helpful tool for CAM (and our sister organizations) to grow.*

- Phil O'Day,  
Director of Mobilization  
CAM International

