

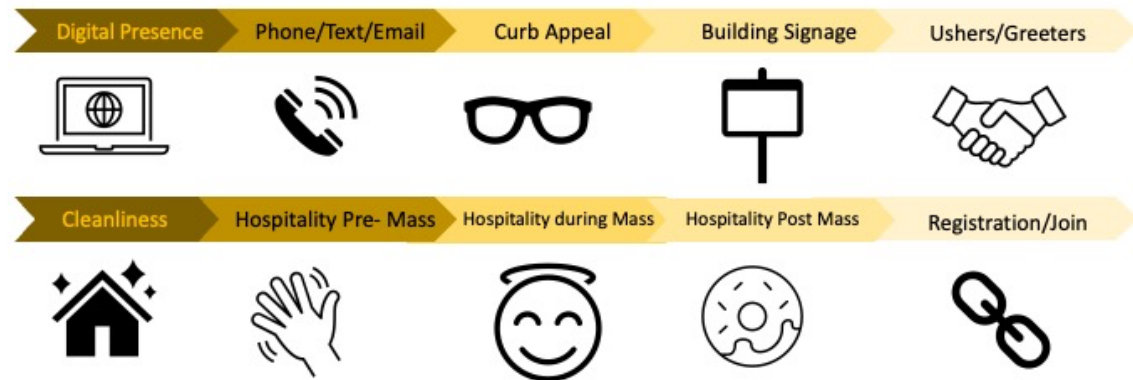


10 Touchpoints Hospitality ASSESSMENT TOOL

This tool is meant for Pastors, Principals, Parish Staff, and Parishioners to use as an assessment for Welcoming and Hospitality at your parish or school. After several of you have completed your assessment, sit with one another and compare notes. Create action items and persons or ministries responsible to improve the overall quality of Welcoming & Hospitality.



The Guest/Newcomer Journey: 10 Touchpoints



Sincerely,

Andrew Brown & Steve Milligan

CRITERIA:	ASSESSMENT STATEMENT:	OVERALL SCORE: <div style="display: flex; justify-content: space-around; font-size: small;"> Excellent, Satisfactory, Needs Improvement, Immediate Concern </div>		
STEP 1: DIGITAL PRESENCE (WEBSITE, SOCIAL MEDIA)	1. Mass times are visible on the home page.	Agree	Disagree	Comments:
	2. There is “hospitable” verbiage such as “Hello, Welcome, Join, You Belong, we’re glad you’re here.	Agree	Disagree	Comments:
	3. There is a link/tab/button for “NEWCOMER/JOIN/CONNECT/REGISTER.	Agree	Disagree	Comments:
	4. There are images of people in the parish involved and expressing joy, prayer, and happiness.	Agree	Disagree	Comments:
	5. The digital presence has multilingual adaptability or posts <i>(if applicable)</i> .	Agree	Disagree	Comments:
	6. There are social media accounts.	Agree	Disagree	Comments:
	7. There are non-livestream content posted to social media at least 3x a week.	Agree	Disagree	Comments:
	8. The ministries for baptisms, funerals, and weddings are found in on your website in “two clicks” or less.	Agree	Disagree	Comments:
	9. Your Parish Church and School digital presence link to one another and are there shared content, posts, images, or links <i>(If applicable)</i> .	Agree	Disagree	Comments:
COMMENTS/PHOTO EVIDENCE:				

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STEP 2: TELECOMMUNICATIONS (PHONE/TEXT/EMAIL,)	1. There are posted available office hours to speak to a staff.	Agree	Disagree	Comments:
	2. Your phone messaging service is easy to follow for a new person or guest (i.e. <u>not</u> Last Name mailbox only)	Agree	Disagree	Comments:
	3. The staff is positive and enthusiastic when someone calls.	Agree	Disagree	Comments:
	4. The staff practice empathy with the caller using phrases such as (i.e., new to the area, "Welcome", Funeral, I'm sorry for your loss", Baptism, "Congratulations etc.)	Agree	Disagree	Comments:
	5. Responses to emails and phone messages are returned within 24 hours.	Agree	Disagree	Comments:
	6. Contact information is available and up to date for your ministry leaders.	Agree	Disagree	Comments:
	7. Your parish has a dynamic text alert system and utilizes it (i.e., Flocknote, Constant Contact)	Agree	Disagree	Comments:
COMMENTS/PHOTO EVIDENCE:				

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STEP 3: DRIVE UP CURB APPEAL	1. The driveway entrance displays a welcome sign, parish sign, or fresh foliage/landscape.	Agree	Disagree	Comments:
	2. The Church building distinguish itself from other neighboring buildings by using sacred art, images, icons, or words for a spiritual encounter? (i.e., large cross, stain glass, religious statue, etc.)	Agree	Disagree	Comments:
	3. The exterior of the buildings, parking lot signs and curbs give clear directions.	Agree	Disagree	Comments:
	4. There are clearly marked "Visitors" parking spaces available at the School.	Agree	Disagree	Comments:
	5. There are greeters, attendants or guides in the parking lot directing traffic.	Agree	Disagree	Comments:
COMMENTS/PHOTO EVIDENCE:				

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STEP 4: EXTERIOR AND INTERIOR BUILDING SIGNAGE	1. The campus is large enough that it utilizes a well-lit Map/Sign/Directions.	Agree	Disagree	Comments:
	2. There are exterior signs on each of the buildings that are clearly marked and visible.	Agree	Disagree	Comments:
	3. Posters, events and promotions are up to date and frequently changed (Vestibule, Parish Office, Wall boards).	Agree	Disagree	Comments:
	4. There are signs directing people to the Restrooms.	Agree	Disagree	Comments:
	5. There is consistency with the color, font, and style of your signs? For example, your parish/school logo are on the signs as part of 'branding' identity.	Agree	Disagree	Comments:
	6. If applicable, the signs multilingual.	Agree	Disagree	Comments:
COMMENTS/PHOTO EVIDENCE:				

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STEP 5: GREETERS/ USHERS	1. Greeters/Ushers are at every entrance.	Agree	Disagree	Comments:
	2. People comment that the parish is warm and welcoming.	Agree	Disagree	Comments:
	3. The Parish offers at least once a year Greeter/Usher recruitment and training.	Agree	Disagree	Comments:
	4. Staff and/or clergy present as Greeters	Agree	Disagree	Comments:
	5. Greeters/Ushers are clearly identified with a name badge, sash, lanyard or other identifier.	Agree	Disagree	Comments:
	6. The Ushers smile and express gratitude when taking the collection.	Agree	Disagree	Comments:
	7. The Greeters/Ushers distribute bulletins after Mass.	Agree	Disagree	Comments:
COMMENTS/PHOTO EVIDENCE:				

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STEP 6: CHURCH CLEANLINESS	1. The parish grounds are clean from debris, clutter, and dead shrubbery.	Agree	Disagree	Comments:
	2. The vestibule is not overcrowded and it clearly conveys the parishes clarity and mission.	Agree	Disagree	Comments:
	3. There are no cobwebs, dust, or messy items that take away from the beauty and sacredness of the sacred space.	Agree	Disagree	Comments:
	4. There are not flowers or plants that are wilting or dying are in the sanctuary.	Agree	Disagree	Comments:
	5. The Church windows are clean.	Agree	Disagree	Comments:
	6. There are modern light fixtures and light bulbs and all the bulbs working and operable.	Agree	Disagree	Comments:
	7. The Restrooms are clean, fully stocked and smell pleasant and have changing tables in both sexes.	Agree	Disagree	Comments:
COMMENTS/PHOTO EVIDENCE:				

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STEP 7: HOSPITALITY PRE- MASS	1. The presider is present to the assembly before Mass.	Agree	Disagree	Comments:
	2. There are other parking lot greeters or greeters outside the Church building.	Agree	Disagree	Comments:
	3. If technology provides the worship slides display welcome.	Agree	Disagree	Comments:
	4. The commentator, lector, cantor, or presider welcome people before the opening song.	Agree	Disagree	Comments:
	5. The commentator, lector, or cantor, introduces himself/herself and/or the presider is introduced.	Agree	Disagree	Comments:
COMMENTS/PHOTO EVIDENCE:				

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STEP 8: HOSPITALITY DURING MASS	1. There is literature that is inviting and engaging in the pews.	Agree	Disagree	Comments:
	2. Children, even crying ones, celebrated and honored? Are people grateful that, “the sound of angelic singing” (Pope Francis) are with us at Mass?	Agree	Disagree	Comments:
	3. The songs are made available to sing through either a projection screen, worship aid, or music books. If using slides or worship aids, the responses for Mass are included.	Agree	Disagree	Comments:
	4. Your parish recognizes and celebrates cultural festivities, birthdays, anniversaries, or other milestones (Lunar New Year, School Children, Scouts, Rites, Baptisms, etc.) during the Liturgy.	Agree	Disagree	Comments:
	5. Elders and those with disabilities, are welcomed, given extra support, care, and affection by the Ushers, EM’s, or the larger community	Agree	Disagree	Comments:
	6. There are technologies that aid the hearing impaired through your sound system.	Agree	Disagree	Comments:
	7. If applicable, the announcement slides are welcoming and inclusive with pictures, graphics, and letting that relates to the diversity in your community.	Agree	Disagree	Comments:
	8. There are safe areas for parents to support the needs of their children (cry room, play area outside, vestibule with TV monitor) while still trying to engage in the Liturgy.	Agree	Disagree	Comments:
	9. The presider occasionally shows appreciation to the ministers or guests for their presence and participation.	Agree	Disagree	Comments:
COMMENTS/PHOTO EVIDENCE:				

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STEP 9: HOSPITALITY POST-MASS	1. Your parish facilities allow for indoor or outdoor spaces to gather and congregate after Mass, [i.e. benches, tables, shade, etc.]	Agree	Disagree	Comments:
	2. Your parish often celebrates diversity through cultural celebrations and food sharing.	Agree	Disagree	Comments:
	3. Your parish offers complimentary food/beverage after Mass with a free-will offering.	Agree	Disagree	Comments:
	4. The Hospitality after Mass not only emphasizes the food being served but the time for people to gather and be in community.	Agree	Disagree	Comments:
	5. The presider is present to the assembly after Mass.	Agree	Disagree	Comments:
COMMENTS/PHOTO EVIDENCE				

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		Excellent	Satisfactory	Needs Improvement	Immediate Concern
STEP 10: REGISTRATION PROCESS	1. The registration process for a New Parishioner is easily accessible via the digital presence and/or is able to be sent via email.	Agree	Disagree	Comments:	
	2. The parish hosts quarterly in-person gatherings for people looking to join or learn more about the parish/school	Agree	Disagree	Comments:	
	3. The parish hosts quarterly in-person gatherings for new members of the parish.	Agree	Disagree	Comments:	
	4. There is a 'Newcomer Brochure/Package' is available with Introductions of the Staff/Ministry leads and contains upcoming events.	Agree	Disagree	Comments:	
	5. After a New Parishioner registers communication is made to that household via email, phone call, or letter.	Agree	Disagree	Comments:	
	6. The Parish Registration Form seeks information about Time, Talent, Treasure and/or the spiritual Needs/Wants of the newly registered?	Agree	Disagree	Comments:	

Community culture (How do people think, feel, act, or express while at your parish before, during, or after Mass):

- 1.
- 2.