

HOUSE OF DEPUTIES

Communications Survey 2026

Results & Analysis

86 respondents | February 2026

Respondent Group	Count
Deputies	55
Former Deputies	16
Alternate Deputies	10
Not Yet Elected	3
Friends of the House	2

Executive Summary

This report presents findings from the House of Deputies Communications Survey conducted in February 2026. Eighty-six members of our community responded. Their responses reflect a range of experience and perspective, and taken together they offer a clear picture of what the House needs in this season.

The results speak with remarkable clarity: our community hungers for substantive, practical information delivered through accessible formats. At the same time, the responses reveal a deep desire for connection—for hearing one another’s stories and for feeling part of a shared journey, even between sessions of General Convention.

Key Findings

Written governance updates are the most valued content—ranked first by a wide margin across both deputies and non-deputies, with an overall average rank of 1.71 out of 7. Practical guidance on governance and General Convention was a close second at 2.71.

Email newsletters are universal. Every single respondent (100%) selected email newsletters as a preferred format. Short videos (54%) and social media (42%) round out the top three.

There is a strong appetite for a podcast. Only 15% said they would not listen. The most desired podcast topics were short General Convention updates (72%) and conversations on pressing issues facing the church (70%).

Personal stories resonate. Nearly 79% of respondents expressed at least some interest in hearing personal stories from deputies, with 39% indicating they are “very” or “extremely” interested.

Content Priorities: What Our Community Values Most

Respondents were asked to rank seven types of House of Deputies content from 1 (most valuable) to 7 (least valuable). The results reveal a clear hierarchy of need—one that speaks to where our community is in this season of preparation for General Convention.

Content Rankings by Group (Average Rank)

Content Type	Overall	Deputies	Others
Written updates on governance & GC planning	1.71	1.78	1.58
Practical guidance on governance & GC	2.71	2.45	3.16
Reflections from President, VP, Chaplains	3.99	4.24	3.55
Churchwide developments & opportunities	4.36	4.36	4.35
HoD podcast	4.59	4.56	4.65
Short videos from leadership	5.01	4.98	5.06
Personal interest stories	5.63	5.62	5.65

Scale: 1 = most valuable, 7 = least valuable. Lower numbers indicate stronger preference.

A noteworthy difference: deputies placed a higher value on practical guidance (avg. 2.45) compared to non-deputies (3.16), reflecting the pragmatic orientation of those preparing for the floor of General Convention. Non-deputies showed a stronger affinity for reflections from leadership (3.55 vs. 4.24), suggesting a desire to stay connected to the vision and direction of the House.

Preferred Formats: How Our Community Engages

Understanding not just what to communicate but how to deliver it is essential to faithful stewardship of our shared communications.

Format Preferences by Group

Option	Overall	Deputies	Others
Email newsletters	100%	100%	100%
Short videos (under 5 min)	53.5%	52.7%	54.8%
Social media posts (linking to content)	41.9%	45.5%	35.5%
Podcasts (audio)	29.1%	38.2%	12.9%
Longer written reflections/essays	24.4%	29.1%	16.1%

Deputies showed notably higher interest in podcasts (38% vs. 13%) and longer written reflections (29% vs. 16%) compared to non-deputies, suggesting active deputies seek multiple channels to stay informed while others prefer a more streamlined approach.

Interest in Personal Stories from Deputies

We asked how interested respondents are in hearing personal stories from deputies connected to their ministry, vocation, or leadership.

Level of Interest in Personal Stories

Option	Overall	Deputies	Others
Extremely interested	12.8%	16.4%	6.5%
Very interested	25.6%	21.8%	32.3%
Somewhat interested	40.7%	43.6%	35.5%
Not so interested	15.1%	12.7%	19.4%
Not at all interested	4.7%	3.6%	6.5%

Combined, 79% of all respondents expressed at least some interest, rising to 82% among deputies. People want governance information first, but they also want to know one another.

Podcast Preferences: Shaping a New Voice

With 85% of respondents open to a House of Deputies podcast, we asked what content would make it most worthwhile.

Podcast Content Preferences

Option	Overall	Deputies	Others
Short updates on GC-related work	72.1%	80.0%	58.1%
Conversations on pressing church issues	69.8%	69.1%	71.0%
Interviews with deputies	34.9%	40.0%	25.8%
Theological or leadership reflections	30.2%	27.3%	35.5%
Would not listen to a podcast	15.1%	9.1%	25.8%

Deputies are particularly enthusiastic: 91% expressed willingness to listen, compared to 74% of non-deputies. The strongest demand is for practical General Convention updates (80% of deputies) and conversations on pressing issues. Several open-ended comments specifically praised the podcast from the last General Convention cycle and urged its continuation.

What We Heard: Themes from Open-Ended Responses

Practical, Actionable Information

The overwhelming theme was a clear and consistent request for practical, forward-looking information. Deputies want to know what is on the horizon: which resolutions are likely to be significant, what activities are being organized for General Convention, and how to sign up for them. For those preparing to serve on the floor, this kind of anticipatory guidance is not a nice-to-have—it is essential to fulfilling their role faithfully.

First-time deputies voiced this need, asking for information on what to expect and how to prepare. Veterans of General Convention echoed this in a different key, reminding us that communications should be geared to both newcomers and experienced deputies alike. The wisdom here is worth heeding: we serve a community with a wide range of experience, and our communications should honor that range.

On format, the message was equally clear: keep it concise, keep it time-efficient, and provide links to deeper content for those who want to explore further. The previous General Convention podcast was specifically praised by multiple respondents as a model—particularly the episodes featuring chairs of interim bodies walking through Blue Book reports. Several deputies asked that this format be revived.

Recommendations

Drawing from the data and the voices of our community, we offer four recommendations for shaping House of Deputies communications in 2026:

1. **Lead with governance and practical content.** Written updates on General Convention planning and practical “what you need to know” guidance are the community’s top priorities by a significant margin. Newsletters should include this substantive information, delivered through email as the primary channel and supplemented by short videos and social media that link to richer content.
2. **Formation and information around processes, budgets, and legislative work.** Deputies are asking for visibility into the church’s financial life and the work happening between and leading up to Conventions.
3. **Renew a House of Deputies podcast.** The demand is clear: 85% of respondents are willing to listen, and the previous podcast was praised by name. Focus on short General Convention updates and conversations on pressing church issues—the two topics with the broadest appeal.
4. **Equip deputies for General Convention—especially newcomers.** Provide forward-looking, actionable information on upcoming resolutions, Convention logistics, and sign-up opportunities. Develop resources that serve both first-time deputies and veterans alike, so that all who serve on the floor are prepared to do so faithfully and with confidence.

This survey reflects the seriousness with which members of the House approach their role. The responses are clear, practical, and thoughtful. As we shape communications for 2026 and beyond, we will do so with this feedback in view.