



Khachkar Studios Masterclass #1: Growing the “Faithful”

Short-Form Relative Retention Quiz (8 Questions)

Each question is worth up to 12.50 points, for a total possible score of 100 points. Unlike a traditional retention quiz, partial – relative – credit is awarded based on how close your answer is to the correct one. The correct answer receives 100% (12.50 points), while the four incorrect answers receive 62.5%, 25%, -12.5%, or -50% credit, depending on how close they are to the correct answer. This approach rewards both knowledge and informed judgment. This is an open-book quiz.

Part A: Special Session – Transforming Barriers to Change Within the U.S. Armenian Christian Ecosystem

Question 1: What is one of the greatest barriers to transformational change?

- A. Money
- B. Shortage of volunteers
- C. Shortage of good intentions
- D. Conflicting self-interest
- E. Inability to accurately assess reality

Question 2: Out of every 1,000 female U.S. Armenians aged 18–29, how many attend church on a non-holiday Sunday? (“Faithful” – KPI #1)

- A. 300
- B. 7 or less
- C. 70
- D. 150
- E. 200



Question 3: Out of every 1,000 female U.S. Armenians aged 18–29, how many do NOT attend church on a non-holiday Sunday? (“Faithful” – KPI #1)

- A. 100
- B. 200
- C. 300
- D. 400
- E. 993

Question 4: How does the U.S. Armenians’ Sunday attendance for females aged 18 to 29 compare to that of U.S. Catholics and Protestants?

- A. Higher
- B. About the same
- C. A tiny fraction
- D. About half
- E. About twice as high

Question 5: How did U.S. Armenian Sunday attendance rank among the 23 benchmark U.S. Orthodox Christian churches in 2020?

- A. Bottom Quartile
- B. 22nd - Next-to-last and bottom decile
- C. Median
- D. 1st place
- E. Top Quartile



Question 6: From a review of almost 100 Armenian churches during 2024 to 2026, what percentage has little, no, or negative financial transparency?

- A. 95%
- B. 75%
- C. 50%
- D. 25%
- E. 10%

Question 7: What accurately and currently describes the most common level of Transparency, Accountability, and Performance (T•A•P) among the 164 Armenian churches in the U.S.?

- A. Little financial transparency
- B. Negative financial transparency
- C. No financial transparency
- D. Good financial transparency
- E. Excellent financial transparency

Question 8: Which accurately and currently describes the most common Dunning-Kruger stage among the 164 Armenian churches in the U.S.?

- A. Peak of Mount “Worst Practices” --- Stage one
- B. Valley of Reality --- Stage two
- C. Slope of KPI Improvement --- Stage three
- D. Pinnacle of Continuous Improvement --- Stage four