



The Failing U.S. Armenian Christian Ecosystem: 12 Body Parts Currently Underperforming with Extraordinary Potential

- Only ~3% of U.S. Armenians – approximately 13,000 individuals – attend church on non-holidays (the "Faithful") – ranking them as a bottom decile performer among major religions and peer groups, and metastasizing underperformance across the entire ecosystem.
- A highly destructive massive systemic misconception – perpetuated by zero transparency – among U.S. Armenians is that non-holiday church attendance is 30% or higher, not 3% or less. Many falsely believe they are the best, when they are a bottom decile performer.
- The U.S. Armenian Christian ecosystem is a textbook example of the Dunning-Kruger “Peak of Mount Worst Practices”, where a highly destructive massive systemic misconception – bottom decile performance masked as excellence – corrupts a system without transparency, without accountability, and without a world-class benchmarking and management excellence “Framework” to improve performance.

(2) 1% of U.S. Armenians aged 18 to 29 are “Faithful”, a small fraction of the 10% who attend accredited Armenian schools – KPI #2

(3) 1% transparency of church Sunday attendance – KPI #3

(4) 1% public transparency of financial information – KPI #4

(5) 1% have outreach plans to increase church Sunday non-holiday attendance – KPI #5

(6) 0% of Leaderships' work hours of world-class benchmarking and management excellence training – the "Framework" – KPI #6

(7) 0% of Church Role Models' non-work hours of world-class benchmarking and management excellence training – the "Framework" – KPI #7

(1) 3% Armenians “Faithful” – KPI #1
Only 3% of U.S. Armenians attend church on non-holidays (the "Faithful") – ranking next to last (22nd of 23) among U.S. Orthodox groups in 2010 and 2020. This is a small fraction of the 20% top quartile Orthodox and 30% Catholic/Protestant averages.

(8) 0% read the Bible daily – KPI #8

(9) 3.7x SROI, which is 39% of the U.S. Orthodox median SROI of 9.4x – KPI #9

(10) 2% of major Armenian philanthropist donations go to Armenian religious activities (2001 to 2023) – KPI #10

(11) 4% of advertisements and articles have religious content in 18 Armenian English language news outlets (2024 sample) – KPI #11

(12) 4% religious content in Armenian theme major international films and documentaries (1930 to 2024) – KPI #12

TRANSPARENCY • ACCOUNTABILITY • PERFORMANCE