Parish Mission Planning
User Guide to Mission Insite

MISSION INSITE
Community Engagement Specialists
For Faith & Nonprofit Groups

Diocese of
Green Bay

Parish Planning & Pastoral Services

From your web browser, Go to
www.missioninsite.com

Click **Clients** from the menu
Then **Client Center** at the top right to
  Log in,
Enter your specific log & password.
Click **Go** at the "Welcome to Peopleview
  screen
Choose "**Skip and Go directly to the Map**"
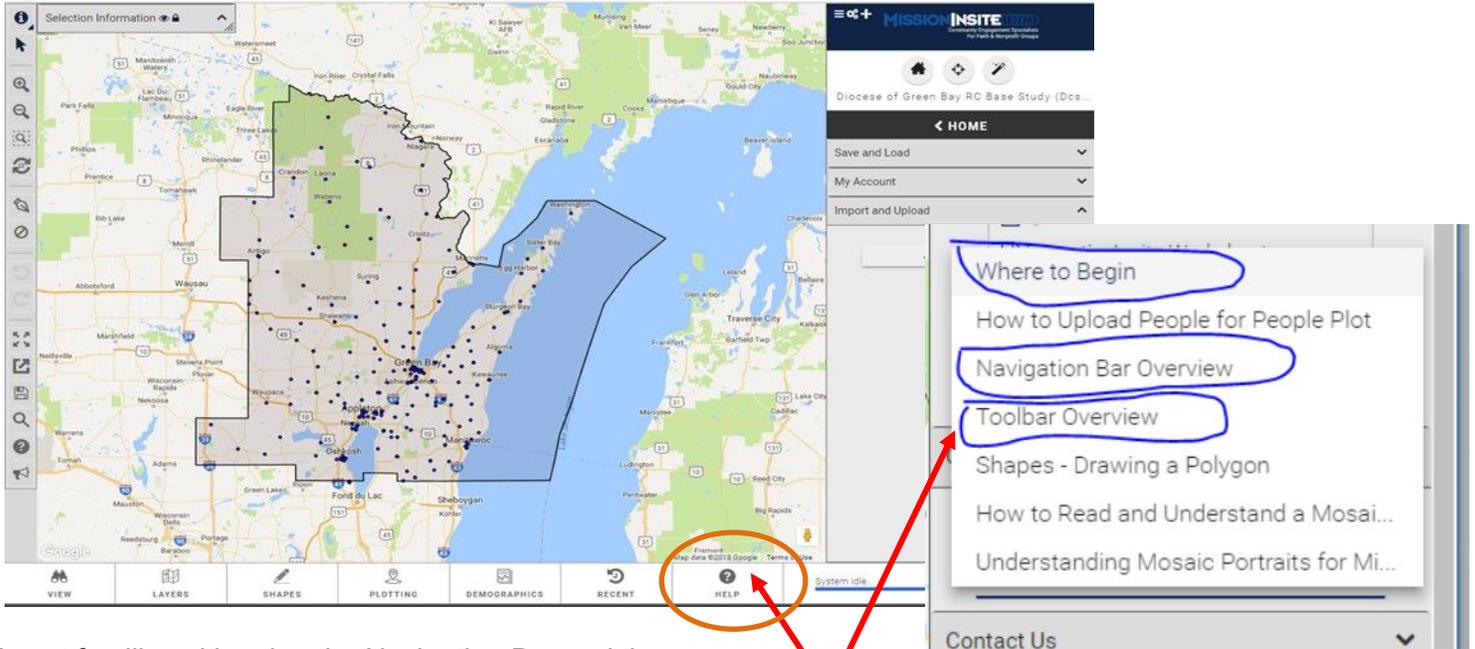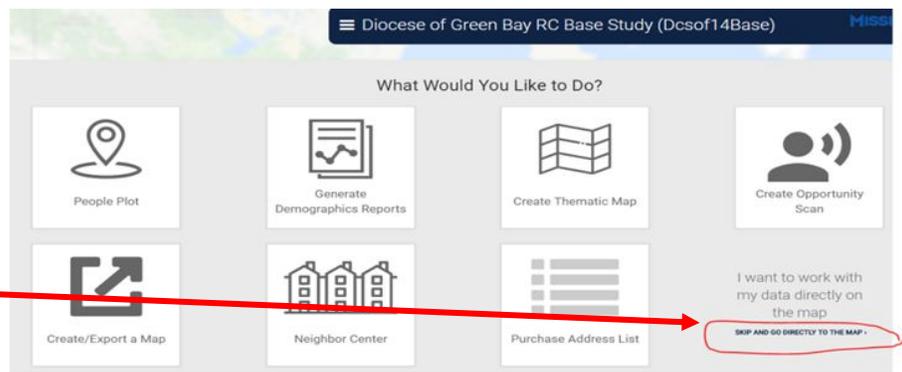
To get familiar with using the Navigation Bar and the
Toolbar it is recommended you view the Overview videos.
      At the bottom right of the screen - Click the ? help icon,
Click the arrow next to Overview Videos, click in Select Topic. Each video is about 5 minutes.

To get started, click Layers
from the bottom navigation
bar. Click Parishes and all
the parish boundaries will
appear as a layer.
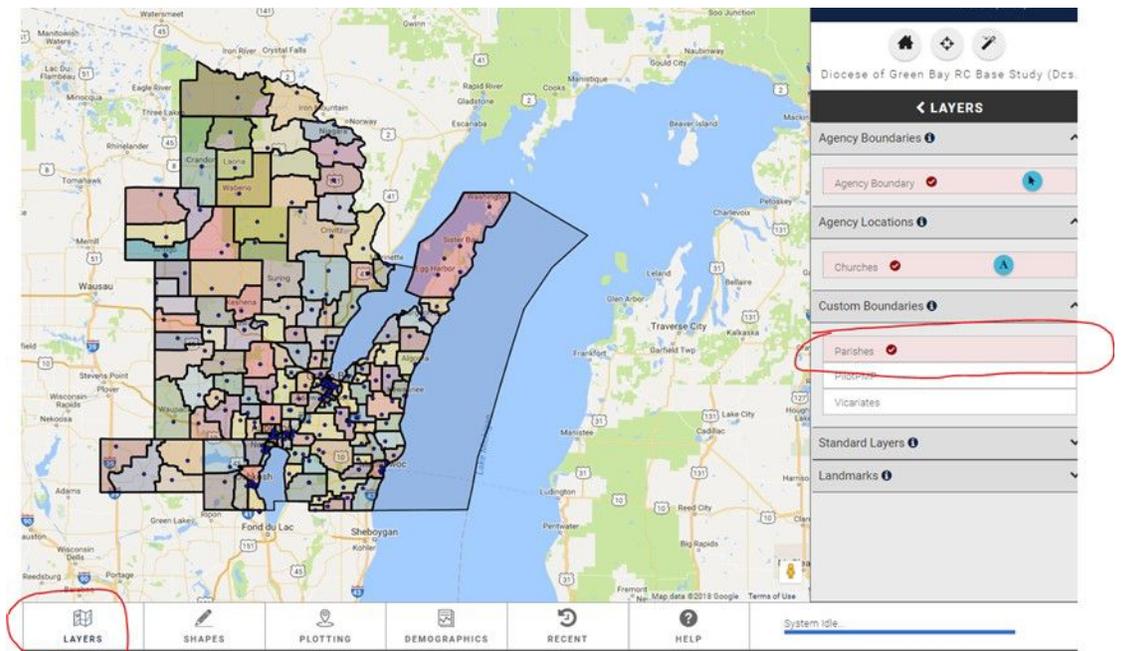
Zoom into the Map to view your parish (use Rectangle zoom tool or the +Zoom tool.

Hover over the "Parishes" layer on the right to get additional menu options and click the symbol.
This will allow you to point to your parish to select it from the Map.
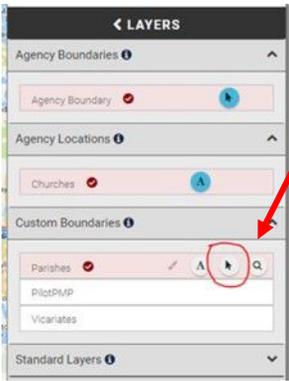
Click on the parish you want to work with, the boundary will turn Blue.
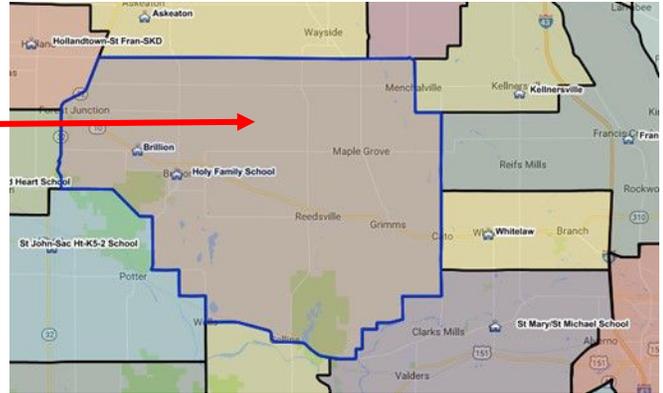
From here - you can do a multitude of things, reports, search community data, search addresses, map parishioners, etc.

Plotting

In the Plotting section – you can People Plot your parishioners (congregants).
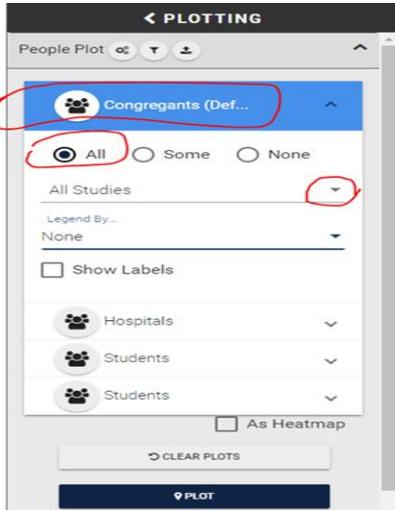
We've downloaded your parish households into your parish for the purposes of parish mission planning. We call the results of this people plot your "scattergram." You'll see a sample of this in Tab 6.

Choose Congregants "All", and click the arrow next to "All Studies", then uncheck "All Studies" so you can choose your parish name from the list of studies. Then click "Plot." You can snip a picture or use Export the Map Image to download it.
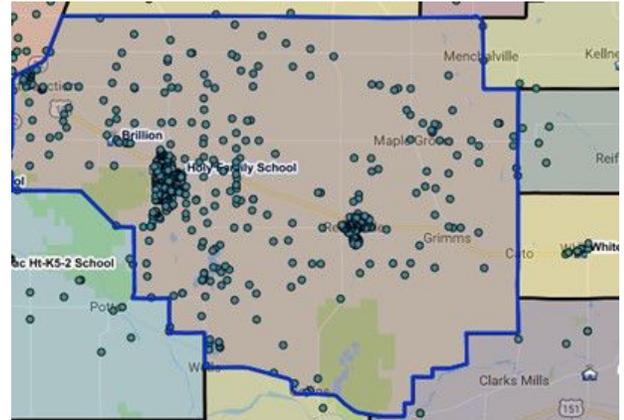
Draw a Shape
You may want to select a different shape to study than your parish boundary. You can draw a shape to generate more specific demographics reports.

To draw a shape click the Shapes toolbar from the bottom of the screen

You can choose to draw a polygon, a square, a circle, or chose a Radius of so many miles around a specific point. To draw any of these, choose the shape, click on the map your starting point, and drag the mouse to your next point, click, drag again, and continue until you've formed your shape.

You can now use the new shape to pull reports and get demographics from this specific area.
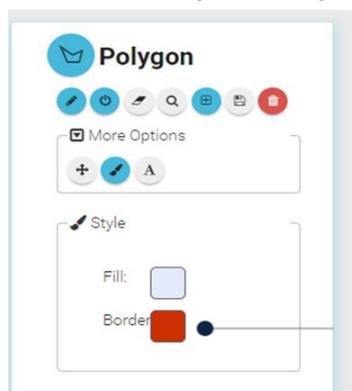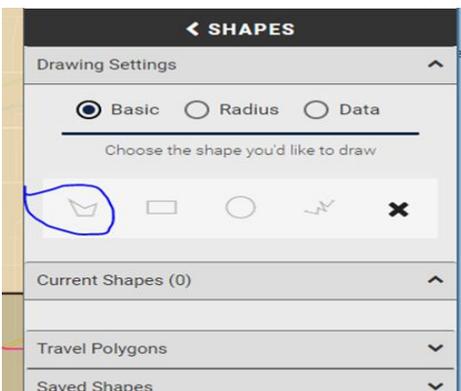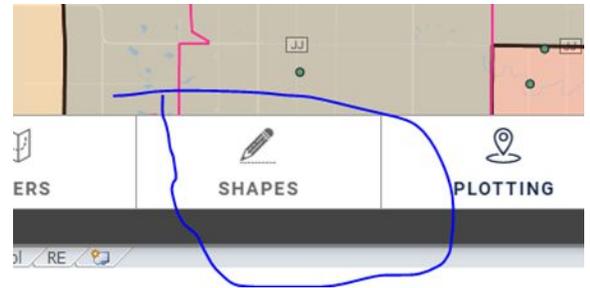
Reports:

To print a **predefined report**: from the parishes layer you've selected in blue, (or the shape you drew) **Click Demographics** from the toolbar. Click the arrow next to Select a predefined report and choose your report. Click Generate Report and wait. When it's ready to view – it will appear as a PDF at the bottom left of your screen.
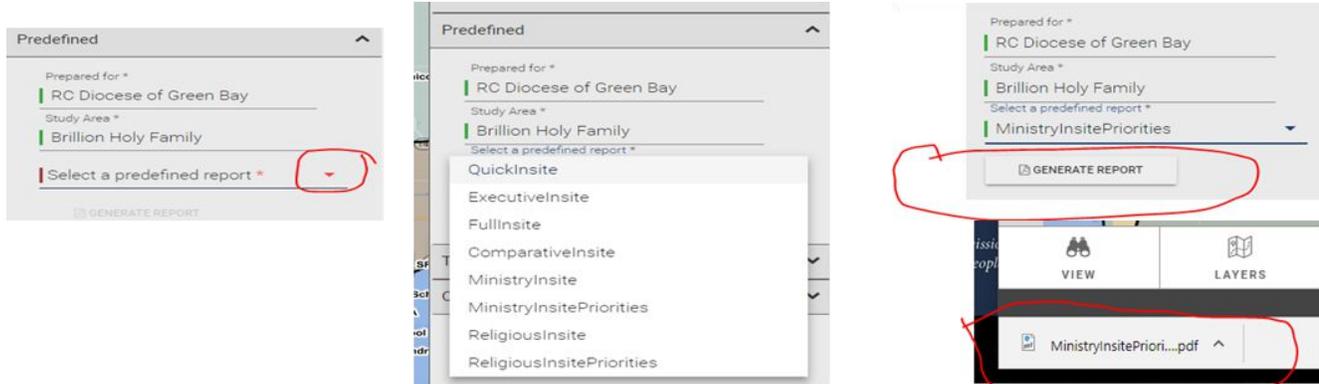
Click the pdf and the document will open. Here is a sample of the Executive Insite report.

The Mosaic segments will help you understand the common themes for your population, how they like to communicate, spend their time and money, charities they donate to, leisure activities, how they want to be communicated with in terms of mail, email, social media, etc.

More info on these mosaics can be found as links on any of your reports.

The ExecutiveInsite Report

Prepared for:	RC Diocese of Green Bay
Study area:	Luxemburg Immaculate Conception, Polygon
Base State:	WI
Current Year Estimate:	2018
5 Year Projection:	2023
Date:	6/3/2019
Semi-Annual Projection:	Fall

THE STUDY AREA

INSITE #10: MOSAIC Segments

Mosaic is a geo-demographic segmentation system developed by and for marketers. Instead of looking at individual demographic variables, a segmentation system clusters households into groups with multiple common characteristics. Demographic variables that generally cluster together would include income, educational levels, presence of children and occupations among others.

This database is developed by Experian. Some find the information helpful because it presents a multi-dimensional view of a community.

In the report below, the top 15 Mosaic Segments of the study area are provided. (If less than 15, rows will be blank.)

NOTE: For a full description please see the DI Demographic Segment Guide (Mosaic) under the Help menu on the Documents gallery.

Mosaic Segments	2018	2018%	State %	Comp Index	Relative to the WI State Ave.
I30 Family Union - Stockcars and State Parks	684	34.0%	4.8%	701	Well above the state average
E21 Thriving Boomers - Unspoiled Splendor	334	16.6%	7.2%	230	Well above the state average
O51 Singles and Starters - Digital Dependents	194	9.6%	5.9%	163	Well above the state average
D15 Suburban Style - Sports Utility Families	189	9.4%	2.5%	377	Well above the state average

Learn about your Mosaic Households

To access Mosaic Portrait data click on:

Mosaic USA E-Handbook by Experian (To open in a new Tab hold Control key when you click on the link)
Handbook includes Mosaic Overview and two graphic pages for each of the 19 Groups and 71 Segments.

How to Read and Understand a Mosaic Portrait - Video

Understanding Mosaic Portraits for Mission Planning - Video

Faith based clients: To access the Mosaic application guide click on:
Mission Impact Mosaic Application Guide by Bandy (To open in a new Tab hold Control key when you click on the link)

To pull a Custom Report – choose either Build Demographics or Build Quadrennium report.
With these reports you are able to generate the report as a pdf or download as an excel spreadsheet.

For a custom demographics report you can choose the categories (from the left) and sub categories for the data you prefer.

When you click the sub-categories, your choices will appear on the right.
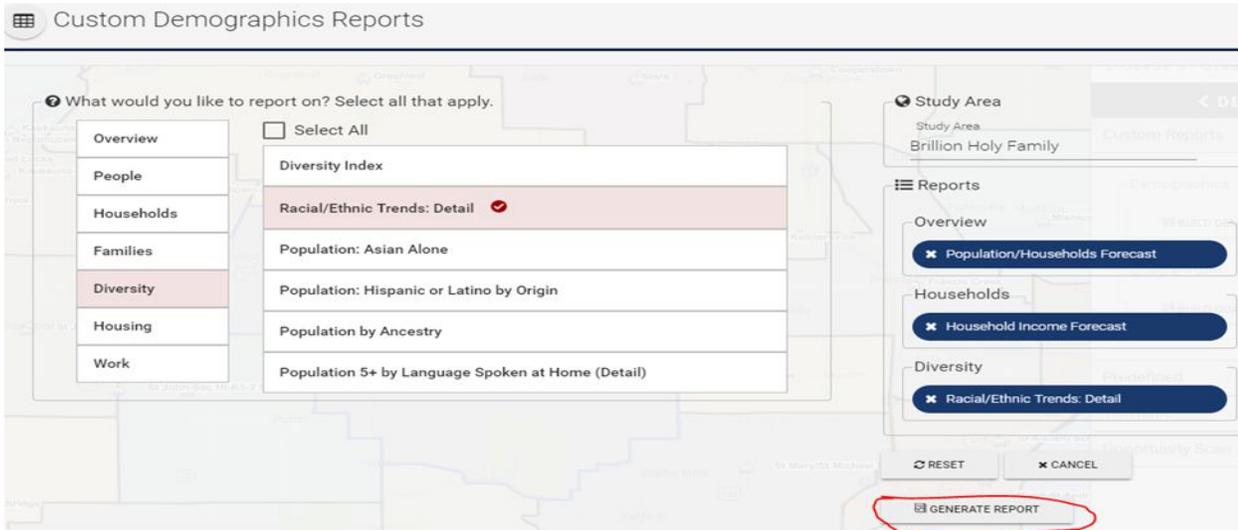
When finished selecting your categories, click Generate Report at the right.

(If you encounter a pop up blocker error, just close the window. The report will appear in the "output" section under the custom reports. From there you can view the report and choose to download to excel or pdf, or generate charts.)

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A sample of a report downloaded as an Excel document ,

Neighborhood Center allows you to plot addresses with various demographics, or all demographics. The closer you zoom in, the more specific the plot. My sample is for the Mosaic Group of "Thriving Boomers." Once you've chosen your demographics, click PLOT.
From a distance – you'll get a heat map.

Mosaic Code   Select Optio... ▼

Mosaic Group   E - Thriving B... ▼
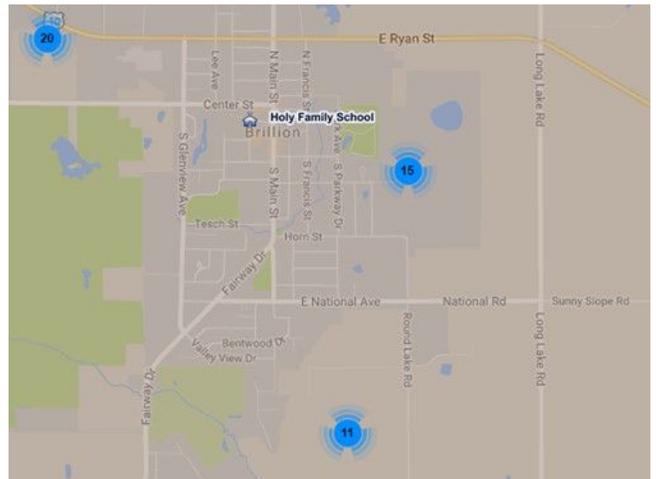
Zoom in and you'll be able to pin point locations, and click on their location to identify the address.
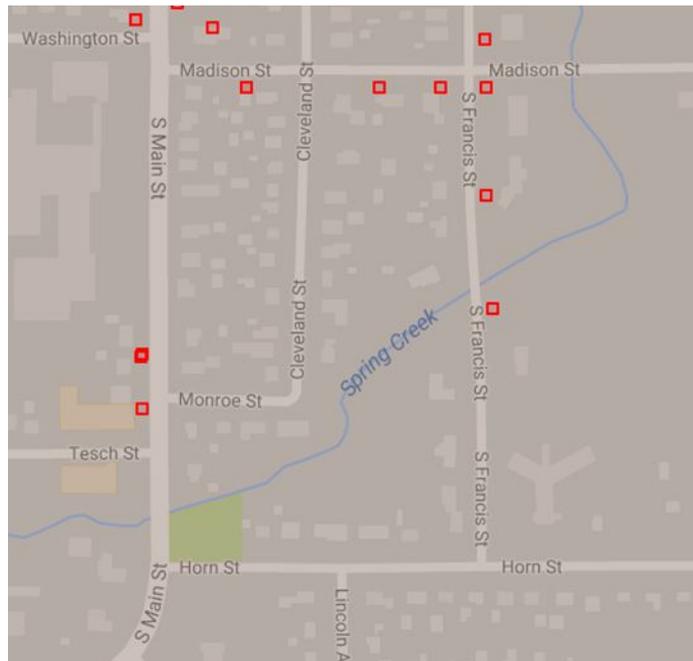
BRILLION WI 541101531

HouseholdID:	125082510
Gender:	Male
Marital Status:	Married
Children:	0
Education:	High School
Head of HH Age:	65-74 years old
Own/Rent:	Definite Owner
Mosaic code:	E20 No Place Like Home
Ethnicity:	German

To learn more about the mosaics, what they mean, how to use the information, go to the Help ? section and pull one of the Mosiac References.

The Mosaic group Segment descriptions provide a 2-page at a glance profile.

The Mosaic USA E-Handbook provides a more comprehensive overview of each mosaic segment.

The Mission Impact Guide by Bandy is in reference to religion, leadership, hospitality, worship, outreach, finances and includes discussion questions.

Quadrennium White Paper

Mosaic Reference
Mosaic USA Group - Segment Descriptions by Experian
Mosaic USA E-Handbook by Experian
Mission Impact Mosaic Application Guide by Bandy

System and Reports
MI Demographics Reference (2018)
Ministry Benefits of PeoplePlot
QuickInsite Worksheet

If you want to get a mailing list based on your Neighborhood Center information, please contact Patty Young at pyoung@gbdioc.org to have the permission to pull a list added to your access. There is a fee for these mailing lists.

<u>View</u>:

Using <u>Search</u> allows you to search by an address, location type, or keyword. It defaults to "address", but click the arrow next to address and you have multiple choices to search.

To search for an <u>address</u>

To search by <u>keywords</u> (which will <u>help you gather Community Services and Organizations</u>)

For example: if you wanted to know where all the nursing homes are in your mission field, you could search using the keyword "Nursing home" or "Senior" or "assisted living". <u>Choose from "search type" other, and type in your "search value" the category, then click SEARCH</u>. You can only search for one keyword at a time. If you want to get <u>details</u> on each Pin, check "with Details." Pins will drop on your map indicating the location. You can click the pin to identify the place pin.
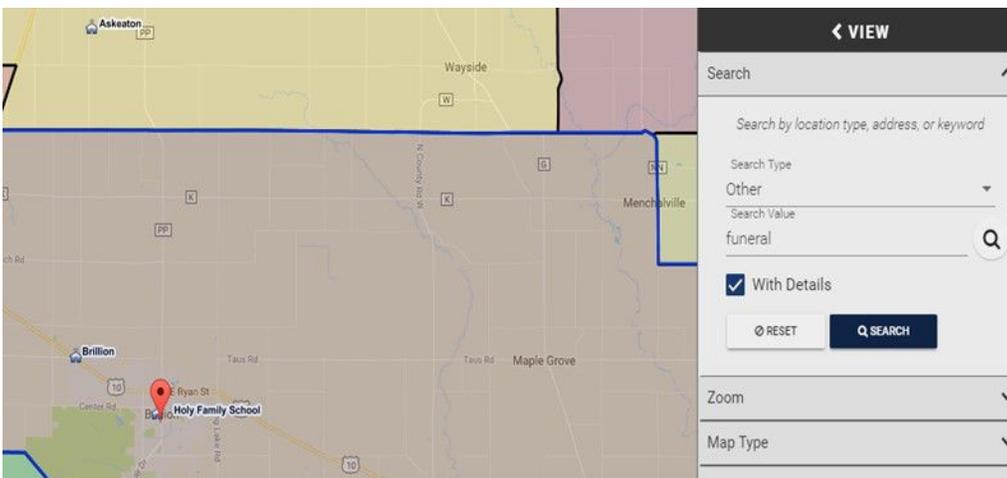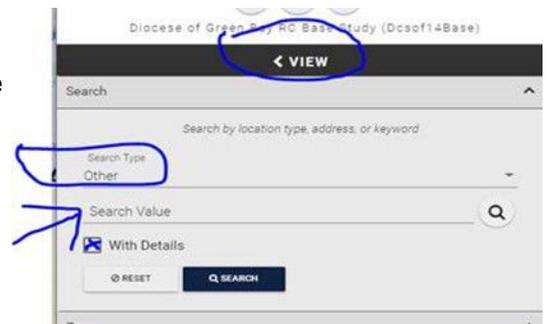
In this sample I searched for "funeral". To see the details, click the pin.

Community Data: The pink section on page 3 of your data-set is to help you get a handle on what community services are in your mission field. The purpose is really to look at the goals your team sets, and seek ways in which you can approach or partner with other community services to help you reach your goals in regards to the greater community.

I wouldn't worry too much about the "numbers" of organizations, as you probably have a pretty good handle on which charitable services are available in your mission field. I found the search option in Mission Insite to be incomplete as it's using primarily Google search for its info, and offers services that don't always fit the category.

Another better resource you can use is http://www.211now.org/

You can pin point by zip code, categories, etc., and it maps it out for you.
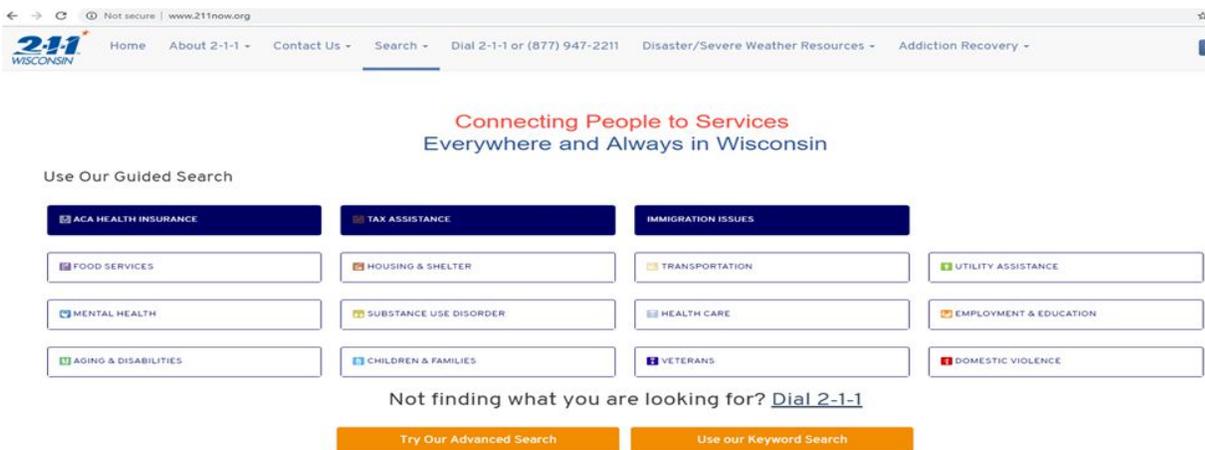
Basically – the numbers aren't important as much as how your goals for your parish(s) factor into what's already available in the greater community.

To get your community data (based on the criteria in your data packet) we used the following criteria in the "search value":

Community Data: provided by MissionInsite and based on multiple national census and survey sources.

Community Services & Organizations

Day Care/Child Care		Mental Hlth/Crisis		Thrift Store/SVDP	
Youth programs		Job Search Assist		Shelters	
Parks/Museum		Government Offices		Low Income Housing	
Schools		Health Care		Nursing Homes	
Churches		Funeral Homes		Food Pantry/Meals	
				Prison/Jail	

Instructions to collect community data using Mission Insite were presented at the workshops and materials provided to the Tech Reps, for more info contact pastserv@gbdioc.org. Plot your parishioners, draw a share around them, pull Executive Insite Rpt.

Total possible community interfaces: 0

- Day Care, Child care
- Youth, 4-h, soccer, baseball, sports, ymca, gymnastics, martial, martial arts
- Parks, museum, historical, playground, library
- Schools, preschool, head start
- Churches, Worship, Jewish, Islam, congregation, Baptist, Methodist, Protestant, Mormon, Christ, Lutheran, Pentecost
- Mental, behavioral, abuse, crisis, rehab, psychology
- Job, Temp, employment, staffing, placement
- Government, court, fire, police, sheriff
- Health, doctor, medical, clinic, physician, rehab,
- Funeral, cremation
- Thrift, dollar, resale, consignment
- Shelter, homeless, housing partnership, warming
- Low income, housing authority, subsidized, hud, section 8
- Nursing Home, Senior, assisted living, rehab, elderly, home health, hospice
- Food pantry, community meals, senior meals
- Prison, Jail, correction, juvenile

For questions, assistance, please contact Patty Young at pyoung@gbdioc.org or pastserv@gbdioc.org or call (920) 272-8295.