



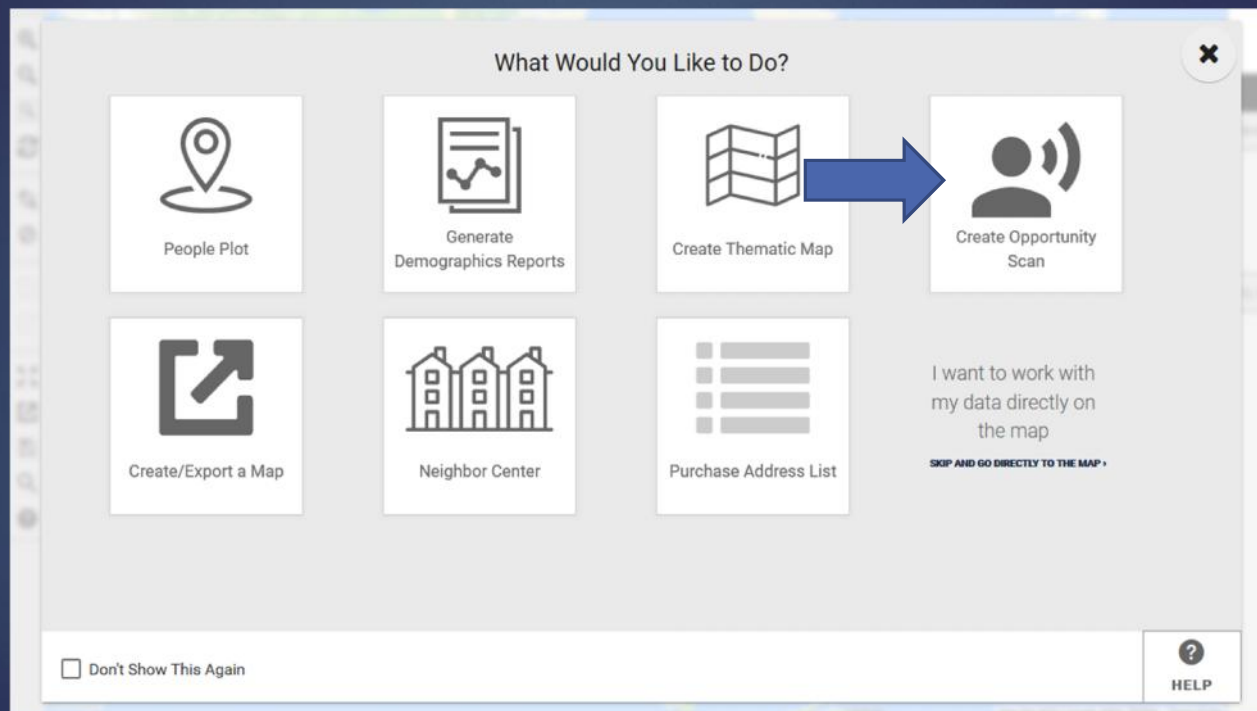
PeopleView
MissionInsite
Instructions

OPPORTUNITY SCAN

Opportunity Scan

- **Opportunity Scan** – Assists parishes and in locating areas of opportunity within the community with selected data variables, such as household wealth, ethnic trends, Mosaic household groups, or others. It provides you with both numbers and a map.

Go to PeopleView
Click on *Create Opportunity Scan*



Click on *Predefined Boundaries* or *Radius or Polygon I Draw* (most popular for parish or school). Complete necessary information and click *Next*.

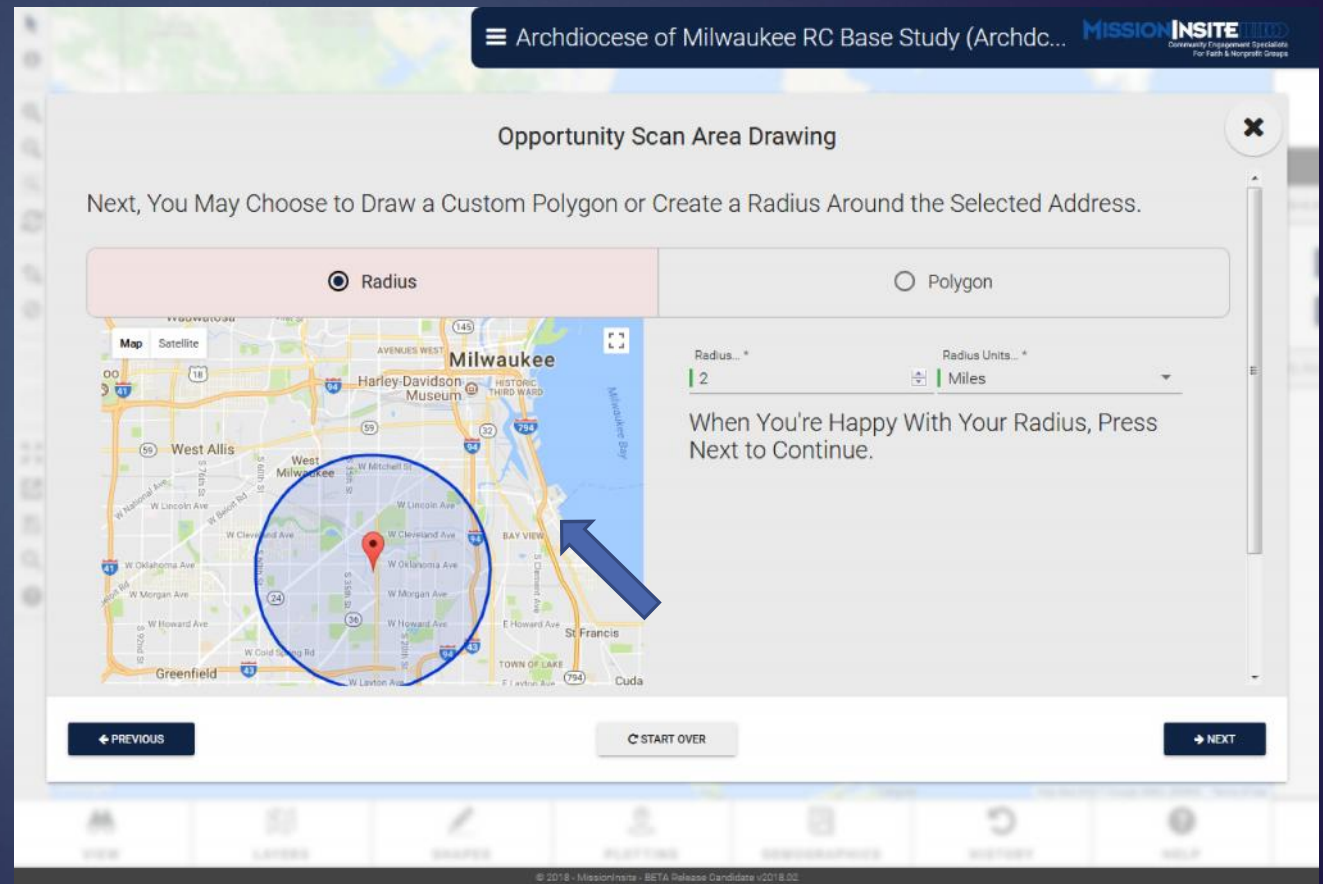
First, We Need To Decide What Type of Geography You Want to Scan On. ✕

Predefined Boundaries (e.g. Zip Codes, Cities, Counties, etc.) Radius or Polygon I Draw

We need your address in order to know where in the US to focus. For a polygon, the address indicates the general area.

Address...*

Next choose *Radius* or *Polygon*. The map with your address marked with a pointer appears. For *Radius* choose the radius and radius unit. For *Polygon* draw your polygon. Either way, then click *Next*.



Check the variable you want to scan from the many available options. Depending on your choice, you may be given another choice to narrow the field. Click *Next*.

Note: You can only choose one option per Opportunity Scan.

Archdiocese of Milwaukee RC Base Study (Archdc...)

MISSION INSITE
Continuing Engagement Opportunities for Faith & Holywell Groups

Great! Now Lets Select the Variables You Want to Scan For.

Overview	Demographic Trends	Below poverty level
People	Racial/Ethnic Trends	Above poverty level
Households	Voting Age Census 2010	
Families	Population/Households Forecast	
Diversity	Phase of Life Forecast	
Housing	Average Income Trends: Households and Per Capita	
Work	Summary: Population 5+: Language Spoken at Home	
	Summary: Phase of Life	
	Summary: Population by Household Type	
	Summary: Families in Poverty	
	Summary: Housing Units	
	Mosaic	

← PREVIOUS

START OVER

→ NEXT

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Review and Summary Make your choices. Based on what you choose, you may get different year options.


You can now choose a color palette (see some examples). Once satisfied, click *Next*.

Note: Under *Scan by* Census Block is the smallest area; specific school groups (elementary, middle, high school) is also a choice.




The map appears again and if all is fine, click *Next*.


Review and Summary

 Study

Archdiocese of Milwaukee RC Base Study (Archdcsof16Base)

 Geography Options

Geography Type: **Radius or Polygon I Draw**
Geography Selections:
Details: **2 mi around 3222 South 29th Street, Milwaukee, WI, USA**



← PREVIOUS **START OVER** **▶ FINISH**

The Opportunity Scan (partial view) comes up.

On the left side by ID #, by clicking on a box, it will place a marker on the map.

To change how the report is ranked, click on the heading on the blue bar. Additional clicks will flip the ranking from *high to low* or *low to high*.

Church Presence Analysis

Number of churches inside a scan geography

Number of scan geographies with no churches

Agency Average Population per Church

Scan Area Average Population per Church

Comparative Index

Analysis:

Heavy Church Presence: The scan area contains a fairly high church to population density.

Scan Geography Factors

Scan Geography

Average pop per church per scan geography

Scan Variable: Summary: Families in Poverty Below poverty level
Base Area: WI
Percent of State Summary: Families in Poverty: 8.18%

Filter Index

Id #	Blockgroups	Scan Variable H	Variable %	Index	Scan Variable	Var Change %	2018 Pop	2023 Pop	Pop Change	% Pop Change	2018 HH	2023 HH	
<input checked="" type="checkbox"/>	28	550790174002	180	67.1	599	0	0	1,476	1,471	-5	-0.34	413	411
<input checked="" type="checkbox"/>	80	550791866002	156	56.7	593	0	0	1,304	1,312	8	0.61	392	395
<input checked="" type="checkbox"/>	17	550790181001	152	70.7	664	0	0	940	936	-4	-0.43	272	271

Download the Opportunity Scan to Excel by clicking on upper right hand icon.

Church Presence Analysis

Number of churches inside a scan geography	22
Number of scan geographies with no churches	74
Agency Average Population per Church	7,470
Scan Area Average Population per Church	4,089
Comparative Index	183

Analysis:
Heavy Church Presence: The scan area contains a fairly high church to population density.

Scan Geography Factors

Scan Geography	Blockgroups
Average pop per church per scan geography	793

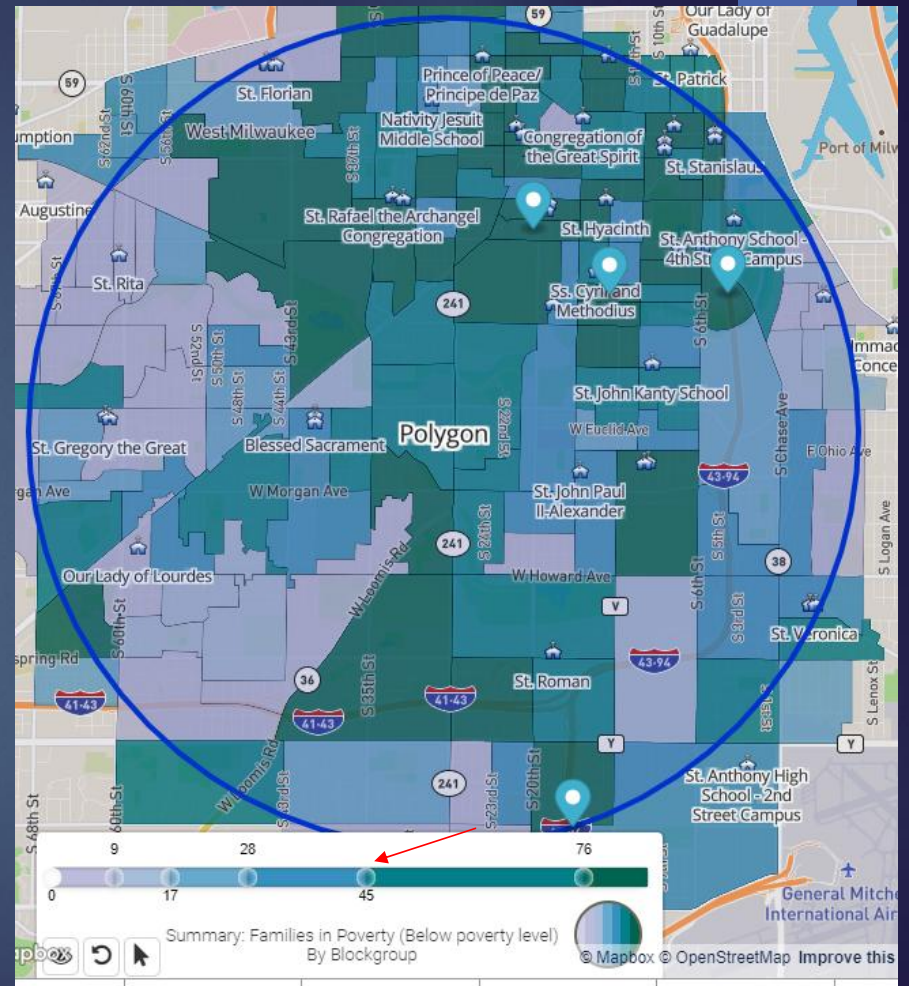
Scan Variable: Summary: Families in Poverty Below poverty level
Base Area: WI
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Filter Index

Id #	Blockgroups	Scan Variable H	Variable %	Index	Scan Variable	Var Change %	2018 Pop	2023 Pop	Pop Change	% Pop Change	2018 HH	2023 HH	HH Change	% HH Change	Number Of Chs	Pop Per Church	Pop Per Church Index	Church Presence
<input checked="" type="checkbox"/>	28 550790174002	180	57.1	699	0	0	1476	1,471	-5	-0.34	413	411	-2	-0.48	0	0	0	No Church

Here is just the map image, with the legend hidden.

You can change the range by clicking on a number and sliding it to where you want. The map will reset itself



You can also export the map image and legend. Click on *Export Map Image*.

Note: I like to insert the map at the bottom of my Excel sheet.

The screenshot shows a web mapping application interface. On the right is a map with a blue polygon overlay. On the left is a sidebar with several panels:

- Selection Information:** Shows "Selecting From Layer: Agency Boundary".
- Selections and Drawings:** Contains a "Polygon" button with a red 'X' icon.
- Geographic Details:** A collapsed panel.
- Options:** Contains icons for edit, print, and download.
- Legend:** A collapsed panel.
- Layers:** Shows "Agency Boundary" as the active layer.
- Churches:** Shows "326 Churches Plotted (284 Not Contained)". Below is a table:

Item	# Contained	% Contained
Churches	42	100.00 %
Total / % of All	42	12.88 %

At the bottom of the sidebar, there is a "Legend" section with a color scale for "Families in Poverty (Below poverty level) By Blockgroup". A red arrow points to the "Export Map Image" icon in the "Options" panel.

Under *Options*, you have three buttons you may want to try out. From left to right:

- Edit selected shapes
- Build custom reports – Allows you to build a Demographics or Quadrennium Report based on your shape
- Create plot list – Allows you to download a church list in Excel (all church sites and their address in the Archdiocese)

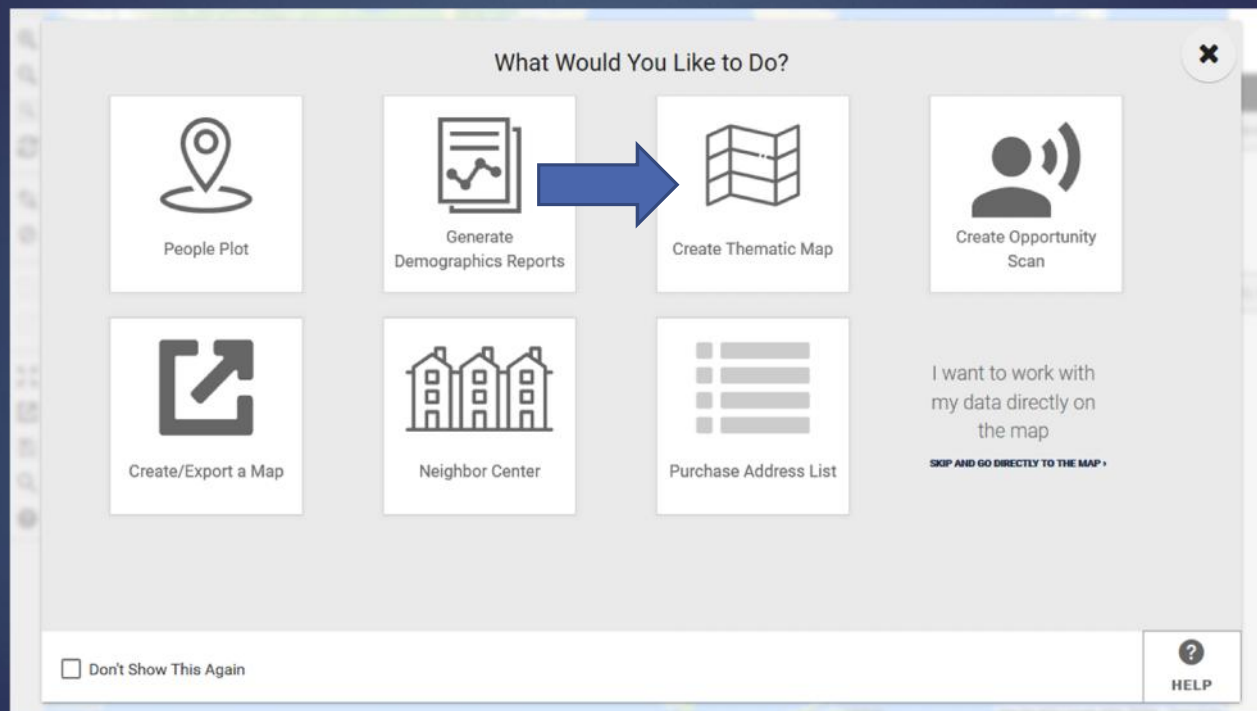
The screenshot shows a GIS application interface. The main panel displays a map with a blue polygon overlay. The interface includes a sidebar with various tools and a main panel with the following sections:

- Selection Information**: Selecting From Layer: **Agency Boundary**
- Selections and Drawings**: Polygon button
- Geographic Details**
- Options**: A red arrow points to this section, which contains three buttons: Edit, Report, and Download.
- Legend**
- Layers**: Agency Boundary (checked)
- Churched**: 326 Churches Plotted (284 Not Contained)

Item	# Contained	% Contained
Churches	42	100.00 %
Total / % of All	42	12.88 %

At the bottom of the main panel, there is a legend for 'Families in Poverty (Below poverty level)' by Blockgroup, with a scale from 28 to 76. The map shows various streets and landmarks, including St. John Paul I-Alexander, St. John Kenty School, and St. Anthony High School - 2nd Street Campus.

Note: The cube, *Create Thematic Map*, covers much the same information. However, it only gives a visual (map) and not the numbers to be downloaded to Excel.





Try out several Opportunity Scans to see the different available information.

Remember: Reports are **only saved for 30 days** on MissionInsite. For this reason, it is strongly recommended that you save your reports immediately to your computer.