



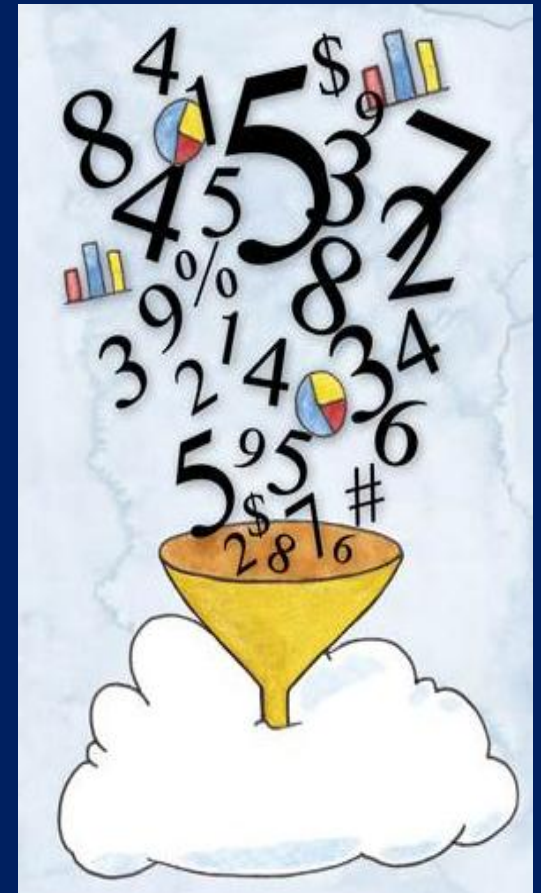
*MissionInsite Training– February 2,  
2018*

# For New Parish Users: Basics of MissionInsite

Presenter: Susan Skibba, Soon-to-be  
Project Coordinator for MissionInsite

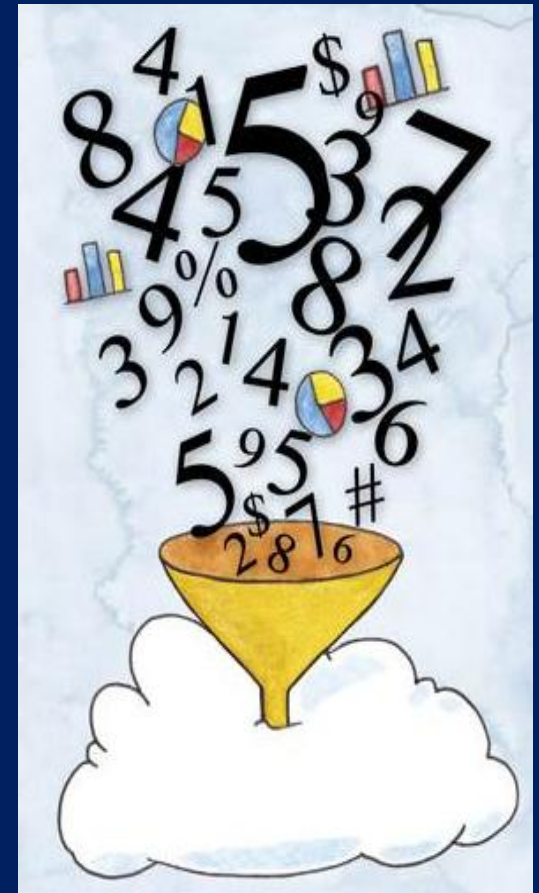
## Big Data

- Data from traditional and digital sources
- Data from inside and outside your church or the Archdiocese
- A source for ongoing discovery, analysis and mission planning



## Big Data – What is it?

- Community Data
  - ✓ Demographics
  - ✓ Psychographics
  - ✓ Mosaic HH Lifestyles
  - ✓ Religious Information



# Why Use Big Data?

Core Data

+

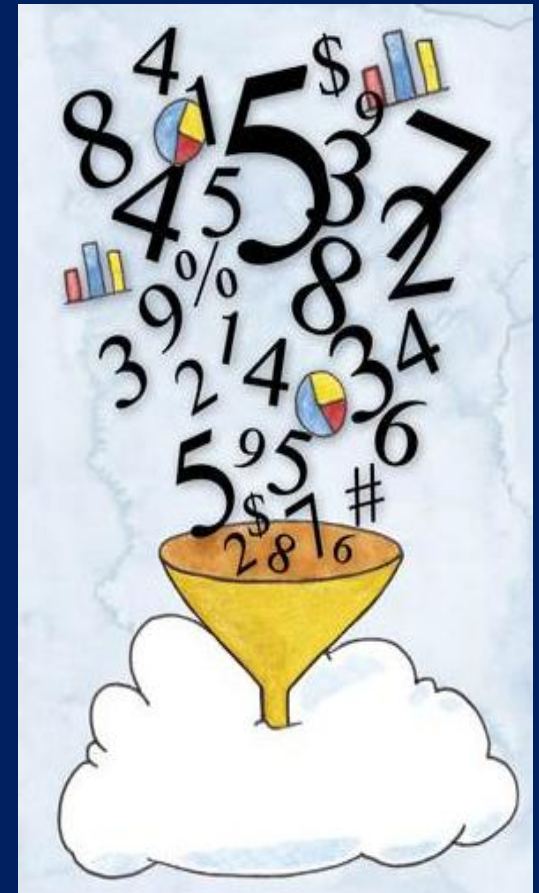
Community Data



=



**Advancing  
Mission**



## MissionInsite Data Sources – 4 Types

- (1) Synergos (Demographic Data)
- (2) Experian (Mosaic/Simmons Market Research – Behavioral Data)
- (3) Quadrennium (Religious Data)
- (4) Epsilon (Demographic Data HH Level)  
(Neighbor Center -Optional Addition)

## Current & New Platforms of MissionInsite

- Current Platform – What you will learn today. Still available for several months.
- New Platform – Available **February 6**. Learn more at Optional Session.
- What to Expect with New Version:
  - “User Assistants” that will make regular tasks much easier to accomplish.
  - Administrative Functions will remain available on current Legacy System during Beta testing period
  - No prior work will be lost – all custom shapes, plots and reports will be migrated to new Beta version.
  - Error Messages are to be expected as testing continues.
  - New 2017 Quadrennium Religious Data will be available **ONLY** on new version.

# Where to Find Information on MissionInsite

Welcome to the MissionInsite PeopleView System!

## Welcome to the MissionInsite PeopleView System

Click on the item below for quick directions or to be taken to the proper interface.

**BASIC SITE ORIENTATION – Support and Map Tools**



**ORGANIZATIONAL IDENTITY – Who Are We?**

**MISSION FIELD DIVERSITY – Who Is Our Neighbor?**

**MINISTRY SOLUTIONS – Engaging Mission**

**ESSENTIAL DOCUMENTS – Mosaic & MissionInsite**

Please do not show me this page again.

Documents

How To

Contact Us

Starting Point  
MI SupportNet Guide

← 5-page Tools

MI Demographic Reference Guide  
Quadrennium White Paper

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

Ministry Benefits of PeoplePlot  
How to Use Opportunity Scan  
Using Travel Polygons

QuickInsite Worksheet  
ExecutiveInsite Worksheet

← 2 good worksheets


**Advancing Mission Series**  
Organizational Identity  
Mission Field Diversity  
Ministry Solutions

# Report Wizard

- Go to: Tools Bar (top of page)
- Click on Report Wizard

- Follow Instructions

Set up report in one minute – have it in less than 3 minutes.

**MISSIONINSITE**   
Innovating the Standard in Church Demographics

Start **Location** Order Type Checkout Fulfilled

[Click Here To Start Over](#)

## Step One:


### Who & What

"Who" tells the MI System for whom the report will be prepared. This will be the title placed upon the header of your reports. "What" indicates the kind of geography about which you want a report (e.g. a zip code, radius, state, polygon). This will determine which wizard screens to present next.

---

**Begin here:**

Prepared for:

Select the type of geography:  

[Next](#)

**Choices:**

- Radius (up to 15 miles)
- Polygon (you set)
- Geographic List (zip codes)
- Custom (deaneries)



# Scatter Maps

## Map Tools

### Plotting

- Choose: Single Church or Multiple Churches
- Click on Plot

### Shapes

- Draw New Shape
- Choose shape – polygon, circle (2 most popular)
- Click once and move mouse
- Inside shape, Right Click and choose Export Image
- Keep PowerPoint as Format
- Click on Set Export Area – then in left, click on corner and pull (makes square) (will be on another page)
- Save Shape



**Info** [X]

975 congregants plotted. 945 congregants contained (96.9%).  
0 households plotted.  
316 churches plotted. 129 churches contained (40.8%).

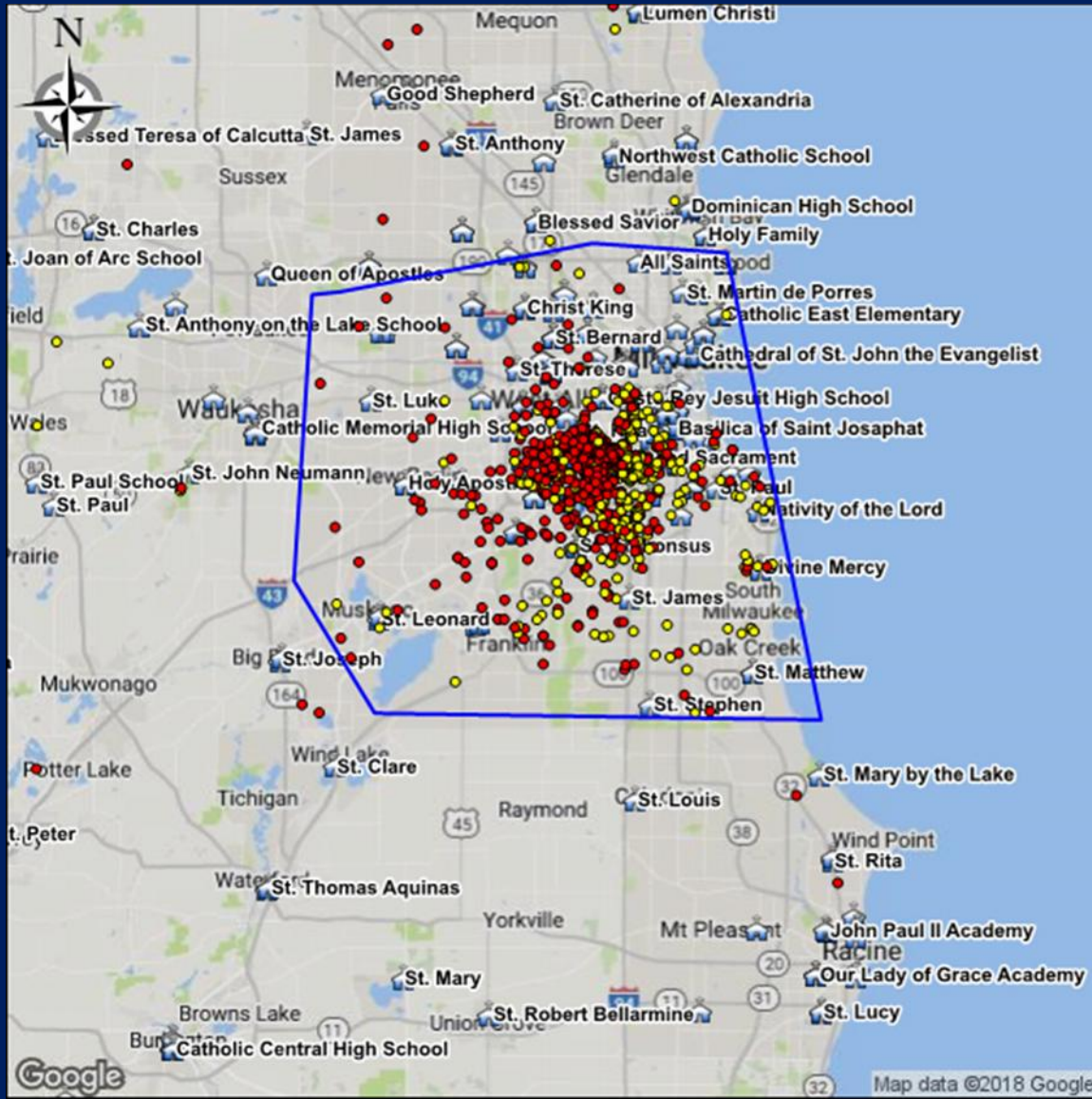
**About Shape**  
277.74 square miles  
(7742808347 square feet, 177750.42 acres)

**GIS Reports**

- Predefined Reports
- Build Report
- Opportunity Scan
- Purchase Address List

Edit this Shape  
Clear this Shape  
Save this Shape  
Make a List

# Example



## PeoplePlot Multiple Churches

975 congregants plotted.  
945 congregants contained (96.9%).  
0 households plotted.  
316 churches plotted.  
129 churches contained (40.8%).

- Blessed Sacrament : 599 (63.4%)
- Our Lady Queen of Peace : 346 (36.6%)

Source: MissionInsite

**MISSIONINSITE**

# Predefined Reports

- QuickInsight Report – Quick look at geography defined by you – **Best for most people**
- ExecutiveInsight – “Tells the demographic story” of a defined geographic area – **Best for staff, upper leadership**
- FullInsight – Provides an extensive demographic portrait of a geographic area. – **Best for those involved in planning**
- Impressions – Gives an impression of an area’s character in two parts – **Marketing report**
- Quadrennium – Provides a projection of likely religious beliefs, preferences and practices for a defined area
- ComparativeInsight – Provides a congregation with a broad comparison of the demographic profile of a defined area. – **Preferred report for church, better defines your service area**

# Theme Map or Opportunity Scan

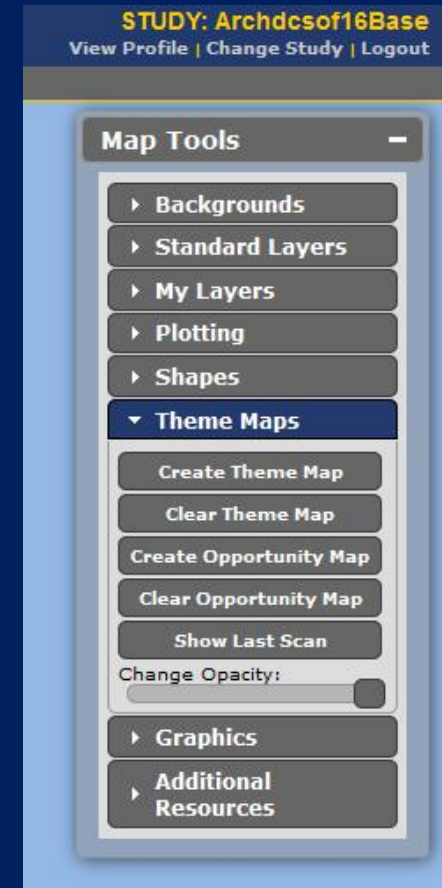
## Theme Map

### Plotting

- Map Tools
- Click on Theme Map
- No Shape needed – does for Wisconsin
- Map only

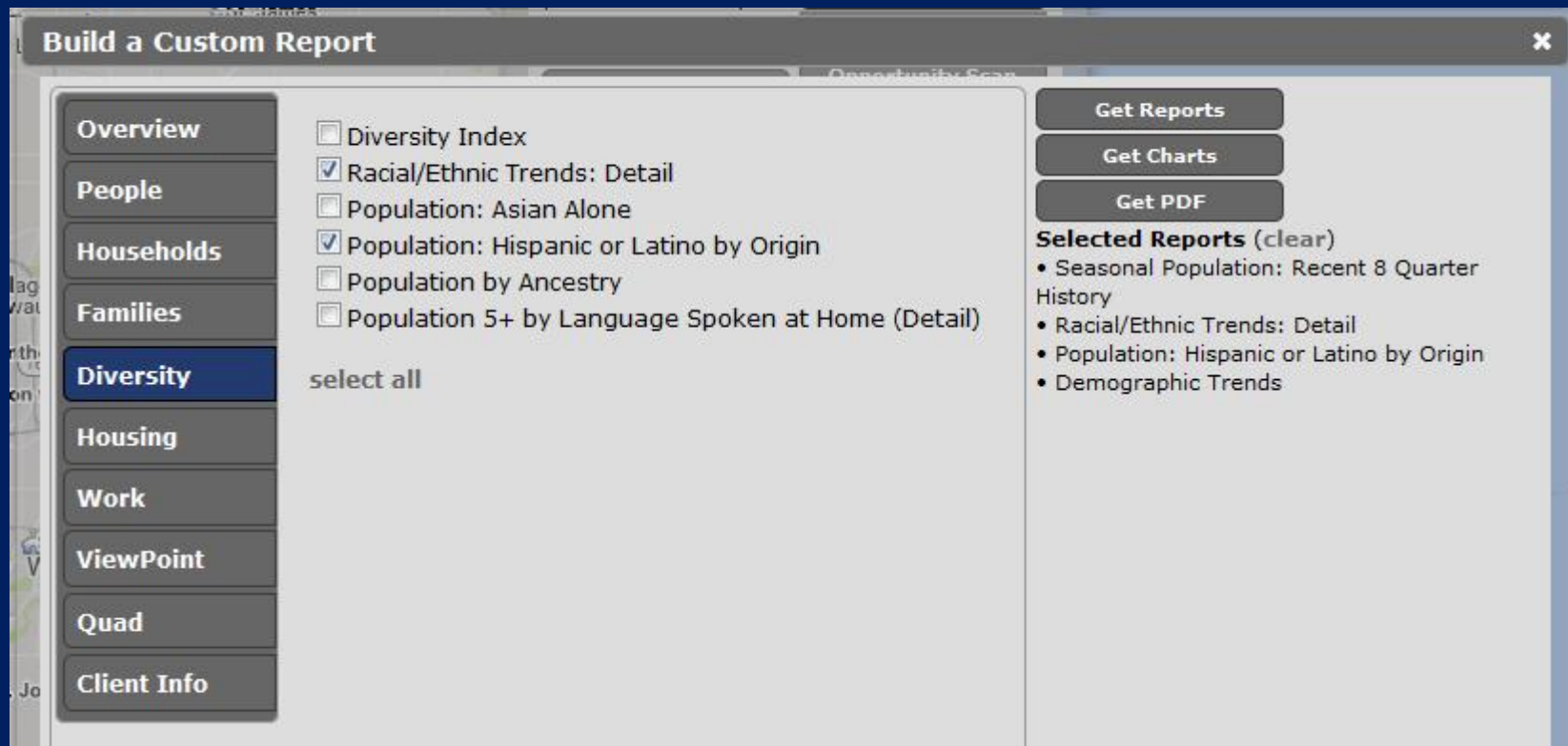
## Opportunity Map/Scan

- Plotting
- Draw or Choose Saved Shape
- Choose Opportunity Scan
- Brings up data to export to Excel
- Can click on top items for flags
- Right click to export picture (Save image & then paste of Excel sheet)



# Build a Custom Report

- Draw or Choose Saved Shape
- Click on Build Report
- Choose your demographics – can do more than one
- Choose Get Reports, Get Charts or Get PDF – can do each



# MissionInsite Tips

- When working on shapes, best button is **"Clear all"** – Perfect when practicing or just starting out.
- For Predefined Reports, when clicking on Report, be sure to update **Prepared For** and **Study Area**
- Be sure to **save report** on your computer – Reports are only saved for 30 days on MissionInsite



# Sneak Peak - New Platform of MissionInsite

## New User Assistants Window

What Would You Like to Do?

People Plot

Generate Demographics Reports

Create Thematic Map

Create Opportunity Scan

Create/Export a Map

Neighbor Center

Purchase Address List

I want to work with my data directly on the map

[SKIP AND GO DIRECTLY TO THE MAP](#)

# Sneak Peak - New Platform of MissionInsite

## New Mapping Interface

The screenshot displays the MissionInsite mapping interface. The central map shows a large area with numerous church locations marked as blue icons and a black outline representing an agency boundary. The interface includes a sidebar on the left with a legend and a table of church statistics, and a top-right navigation menu.

**Selection Information**  
Selecting From Layer: Agency Boundary  
No Selection

**Legend**

**Layers**  
 Agency Boundary

**Churches**  
601 Churches Plotted

Item	# Plotted	% Plotted
Churches	601	100.00%
Total	601	100.00%

**MISSIONINSITE**  
North Georgia UMC (NGAUMC)  
HOME  
Save and Load  
My Account  
Administration and Tools  
Import and Upload

**VIEW** **LAYERS** **SHAPES** **PLOTTING** **DEMOGRAPHICS** **RECENT** **HELP** System title

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# Questions and Answers

Questions?



**Questions?**

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