# MISSION INSITE
### Community Engagement Specialists
### For Faith & Nonprofit Groups

# QuickInsite Worksheet

**Instructions:** This worksheet should be provided for each participant in a leadership team workshop. The QuickInsite Report is built upon informational Themes and the workshop questions follow these Themes. In Step One, Individuals answer each question with their current perception of the study area, without viewing the QuickInsite Report. In Step Two, participants share common held perceptions, comparing them to the information in the QuickInsite Report. In Step Three, given the reality of what is perceived and learned about the study area, leaders will list mission opportunities supported by the QuickInsite Report.

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## Step One: DESCRIBE the "Story" of your study area.

### Population and Households Theme

**Population**
Population Change
Percent Change

**Households**
Households Change
Percent Change

**Given your knowledge of the study area, without consulting the QuickInsite Report, answer the following questions. If you are in a group, please answer without consultation with other participants.**

What is the population of your study area?  _____

Is the population projected to grow or decline?  _____

By what percentage?  _____

### Age Theme

What is the average age in the area?  _____

What % of population is 0 to 4 years old?  _____

What % of the population is under age 35?  _____

What "Phase of Life" group is largest?  _____

**Phase of Life**

Before Formal Schooling: 0 to 4
Required Formal Schooling: 5 to 17
College/Career Starts: 18 to 24
Singles & Young Families: 25 to 34
Families & Empty Nesters: 35 to 54
Enrichment Yrs Singles/Cpls: 55 to 64
Retirement Opportunities: 65 & over

### Education and Career Status Theme

**Education Level of Adults 18 Years and Older**

Less than 9th Grade
Some High School, No diploma
High School Graduate (or GED)
Some College, No degree
Associate Degree
Bachelor's Degree
Graduate or Professional school degree

What % of the adults 18 years
and older have college education?  _____

What % of the adults 18 years
and older are high school graduates?  _____

What % of adults 18 years
and older have not completed high school?  _____

What is the % of current year racial ethnic population by group?

% Asian _____

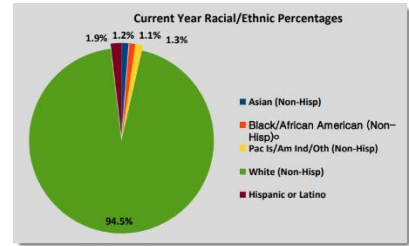% Black/African American (Non-Hispanic) _____

% White (Non-Hispanic) _____

% Hispanic or Latino _____

% Pac Is/Am Ind/Other (Non-Hispanic) _____

What group has the highest projected growth? _____

What group has the highest projected decline? _____

**Current Year Racial/Ethnic Percentages**

1.9%  1.2%  1.1%  1.3%

- Asian (Non-Hisp)
- Black/African American (Non–Hisp)o
- Pac Is/Am Ind/Oth (Non-Hisp)
- White (Non-Hisp)
- Hispanic or Latino

94.5%

Example

*Race and Ethnic History and Trends*

**Racial/Ethnicity by Year**

Asian (Non-Hisp)

Black/African American (Non-Hisp)

White (Non-Hisp)

Hispanic or Latino

Pac Is/Am Ind/Oth (Non-Hisp)

**Mosaic Lifestyle Segmentation Types**

Mosaic Lifestyle/Household Types provides insight into the behaviors, attitudes and preferences of the households within the Study Area. The result is a fuller multidimensional understanding of a community, neighborhood, zip code or other geography. What do you believe are the top Mosaic Groups in your area?  **Circle at least three.**

*Group A – Power Elite*        *Group B – Flourishing Families*        *Group C – Booming With Confidence*

*Group D – Suburban Style*        *Group E – Thriving Boomers*        *Group F – Promising Families*

*Group G – Young City Solos*        *Group H – Middle Class Melting Pot*        *Group I – Family Union*

*Group J – Autumn Years*        *Group K – Significant Singles*        *Group L – Blue Sky Boomers*

*Group M – Families in Motion*        *Group N – Pastoral Pride*        *Group O – Singles and Starters*

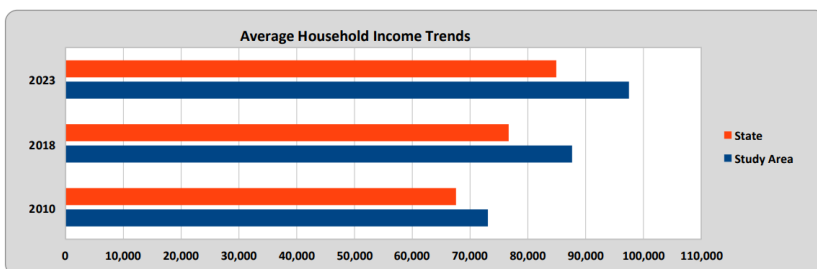*Group P – Cultural Connections*        *Group Q – Golden Year Guardians*        *Group R – Aspirational Fusion*

*Group S – Economic Challenges*        (Note: See separate handout for brief descriptions of the 19 Mosaic Groups)

**Financial Resources Theme**

**Average Household Income Trends**

| | | State | Study Area |
|---|---|---|---|
| 2023 | | | |
| 2018 | | | |
| 2010 | | | |

(x-axis: 0, 10,000, 20,000, 30,000, 40,000, 50,000, 60,000, 70,000, 80,000, 90,000, 100,000, 110,000)

Example

What is the Average Household Income?

_____

Is the Ave. Household Income Growing or Declining? _____

What percentage of the households are Below Poverty Level? _____

- In small groups of no more than 5 persons, create a group perception of the study area THEMES based upon the individual responses to the questions in Step One.

- Please record your small group's THEMES perception for sharing with the full group.  Your report should include **POPULATION AND HOUSEHOLDS THEME, AGE THEME, EDUCATION AND CAREER STATUS THEME, COMMUNITY DIVERSITY THEME & FINANCIAL RESOURCES THEME**.

- Each small group should share their Perception Report with all participants gathered.  Recording small group Perception Reports on newsprint (or other media options) following each small group presentation is valuable - allowing everyone in the room to experience the diversity of small group perceptions about the study area.

- Return to the small groups and distribute the study area QuickInsite Report to each participant.

- Using the QuickInsite Report and the small group Perception Report, each small group should spend 10 minutes reflecting upon the discussion questions provided below.

- Following the small group discussion, each group will move on to STEP THREE in the process.

Discussion Questions:

1. Are there any surprises after comparing the group Perception Reports to the QuickInsite Report?

   _____

2. Are there any confirmations of what was perceived to be true about the study area?

   _____

**Step Three:** *DETERMINE Your Mission Opportunity*

Regardless of theological tradition, God's people are called to *"Go into all the world and preach the good news to all creation."* Mark 15:15 NIV.  Discovering mission opportunity begins by asking "Who is my Neighbor?"  In Step One, we discovered the "story" of our mission area.  In Step Two, we began to think about ways to connect to the ministry area around us.

Continuing in your small group, answer the following questions.

1. **Reflecting on the "Story" of the people living within your study area, create a list of at least 3 significant "life concerns" that might likely be present in the population represented.  Another way to ask the question might be; "What are their needs?" or "How might we engage them?"**

Examples:

- Our community has a large number of families with children, but with seemingly low income.  They may have need for low cost daycare services or help with finding employment.

- Our community has a growing number of more affluent retirement age families.  There may be opportunities for senior ministries around leisure issues including travel.

- Our community shows a five year trend of increasing Hispanic population. There may be opportunities for the development of Hispanic ministries such as Spanish speaking worship or classes that teach "English as a second language."

**List 3 Significant Life Concerns in your community:**

(1) _____ (2) _____ (3) _____

2. **What are the ways that our congregation is like the people of our study area?**

   (1) _____ (2) _____ (3) _____

   **If this question resulted in easily identifying a significant number of ways in which our congregation is like our community, which of our present ministries might best engage people in our study area?**

   (1) _____ (2) _____ (3) _____

   **How might we strengthen these ministries?**

   _____

3. **What are the ways that our congregation is different from the people of our study area?**

   (1) _____ (2) _____ (3) _____

   **If this question resulted in identifying a significant number of ways in which our congregation is different than our community, name at least 2 potential new ministries that might best engage the people in our study area?**

   (1) _____ (2) _____

4. **Given the Discoveries above, list the next steps necessary to integrate these discoveries into the ministry of our congregation.**

   a. _____
   b. _____
   c. _____
   d. _____
   e. _____
   f. _____