



To **Engage** Your Community

Dive Into the **Demographics**.

FaithConnect
for faith-based and
religious institutions

The logo for FaithConnect features a stylized church steeple at the bottom, with three orange signal waves rising from it. Above the waves are icons of a house, a person, another house, and a person with a graduation cap, all in a light blue color.

NPConnect
for nonprofits

The logo for NPConnect features two hands cupped together at the bottom, with three orange signal waves rising from them. Above the waves are icons of a house, a person, another house, and a person with a graduation cap, all in a light blue color.

How Do New Users Register?



Client Center ▶ Registration

Registration Information

If you have your "**How to Register Information Handout**" with your Agency Account Number, click here: [REGISTER](#)

If you are uncertain if your agency has an agreement with MissionInsight see our [client list page](#).

If your agency is a client and you do not have the agency "**How to Register Information Handout**", contact your regional agency to obtain your agency "**How to Register Information Handout**."

This includes the registration process, system orientation information and the agency account number. Then click on the Register button above.

NOTE: If you have issues when you attempt to register **please do not make multiple attempts at registration** contact MI SUPPORT.

How to Register



1. Open Your Browser

Navigate to: MissionInsite.com. Mouse over the Client Center button on the home page. Select Registration. On the new Registration Information page click REGISTER.

Enter Your Unique AGENCY ACCOUNT ID #:

2. Begin the Registration Process

- Select your city and your church.
- Complete boxes creating your unique User Name and Password
- Review terms, check the Accept Terms box and click Register. You will receive an email entitled "Confirm Your Email" asking to confirm your email address which contains a link to activate your account. This link will be valid for 24 hours. Following your account activation, a new window will open to enter your User Name and Password to login to the PeopleView™ System. Check your Spam/Junk box if the email does not appear in your Inbox.
- For future logins, hover over Client Center button on the MissionInsite Home Page and select "login" from the drop down menu.
- Do not make multiple attempts at registration. If a problem occurs, please contact us for support. 877-230-3212 Ext. 1011 or misupport@missioninsite.com
- Only one User Name and Password per user. For users with multiple agency relationships (i.e. a local church AND agency user), please contact your agency administrator to add additional study area options to your login.

3. Welcome Screen



The Welcome Screen provides a basic introduction to essential tools to gain full value of PeopleView™ System functions and resources for your congregation. Resources are organized in CoreView, CommunityView and FusionView. Click each button to view these key resources.

4. Introducing CoreView, CommunityView and FusionView.

CoreView

Who are We?
CoreView begins with People Plot. People Plot provides insight, organizational identity and reach of your congregation — these are your core assets.

CommunityView

Who is our Neighbor?
CommunityView informs you about your mission field diversity.

FusionView

How do we Engage Our Community?
FusionView employs discoveries and learnings from CoreView and CommunityView to assist in development of strategic solutions for mission and ministry.

5. Essential Support Resources

(Mouse Over the Help Tab on the Upper Left of the Map Screen)

Contains Videos, Documents and How To Information Including Live Chat. Review each tab to discover the wealth of material available to assist you in your use of the PeopleView System. Resources Include: **The Mosaic Household Portraits**

- Mosaic USA Group Segment Descriptions by Experian (71 Individual Segments & 19 Groups)
- Mission Impact Mosaic Application Guide by Bandy (Practical ministry application suggestions for each Mosaic segment: Leadership, Hospitality, Worship, Education, Small Groups, Outreach, Property and Technology, Stewardship/Financial Management and Communication)

6. Quick CommunityView Reports - Select Report Wizard

Mouse Over the Tools Tab (Top Left of Web Page)

The Report Wizard will assist users in rapid and easy creation & customization, for all geographies, of QuickInsite™, ExecutiveInsite™, FullInsite™, Impressions™ or Quad™ Reports.

7. Explore the Map Tools

All PeopleView™ System functions are selected from Map Tools. All reports are based upon geographic shapes. Shapes are created by selecting options in the Shapes tab. Create your first shape and access information with one of the Predefined Reports or Build Report. Build A Report is ideal for accessing data to answer specific questions such as "How many people live within a 20 minute walk of our location?"

Note: All Map Tools functions are described in the Basic Site Orientation on the Welcome Screen.

Archdiocese of Milwaukee

Agency Account # tX8F6

Three Essential Views to Advance Your Mission



Organizational Identity

Who Are We?



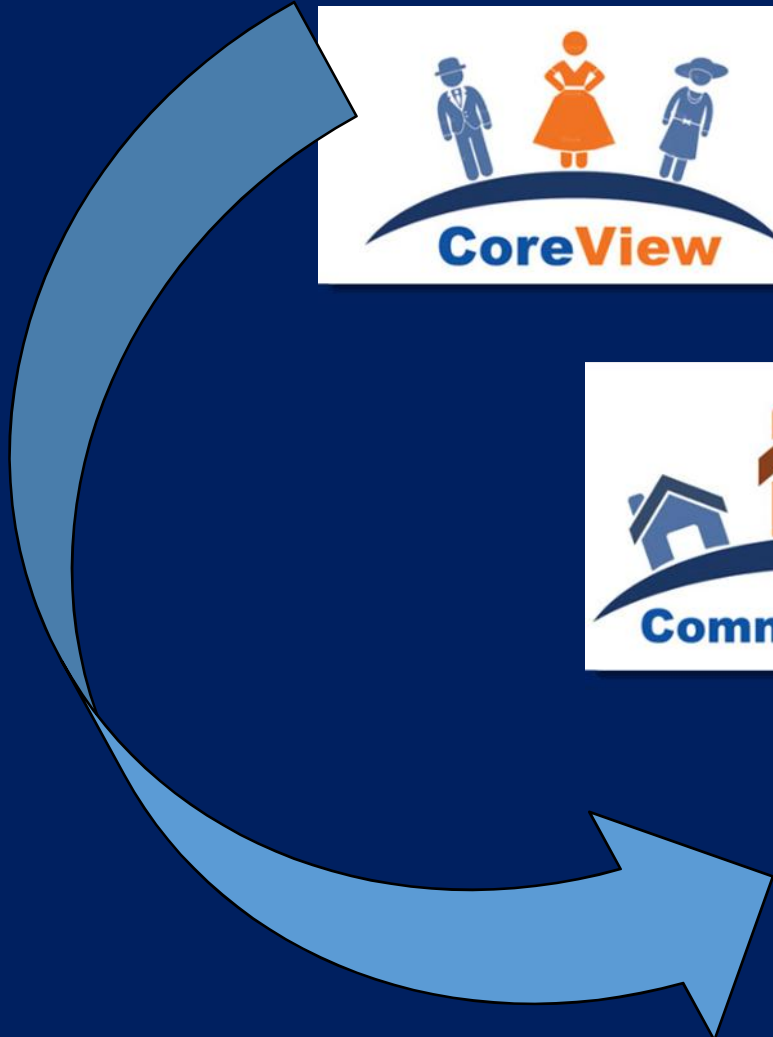
Mission Field Diversity

Who is Our Neighbor?



Ministry Solutions

Engaging Mission



Three Essential Views to Advance Your Mission

Listen

Who Are We?



Learn

Who is Our Neighbor?



Lead

Engaging Mission



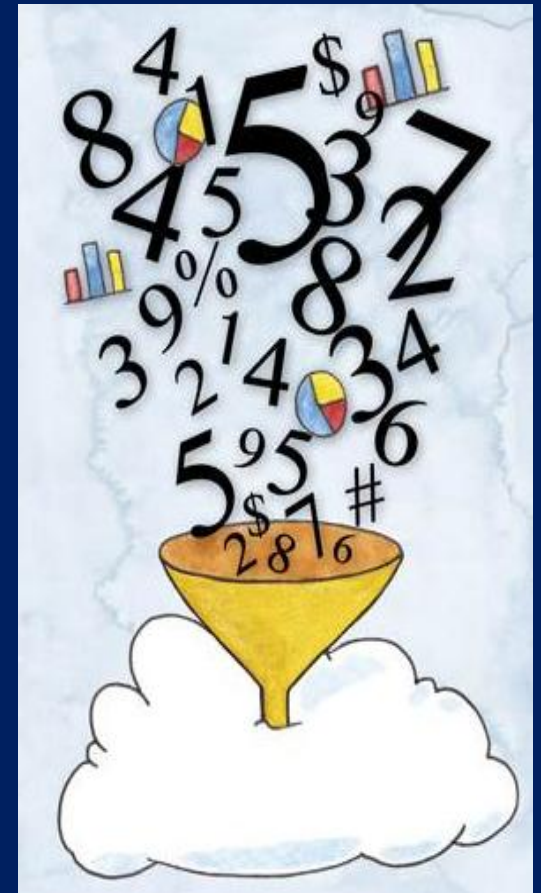
*Love
Them!*

*Love
Them!*



Big Data

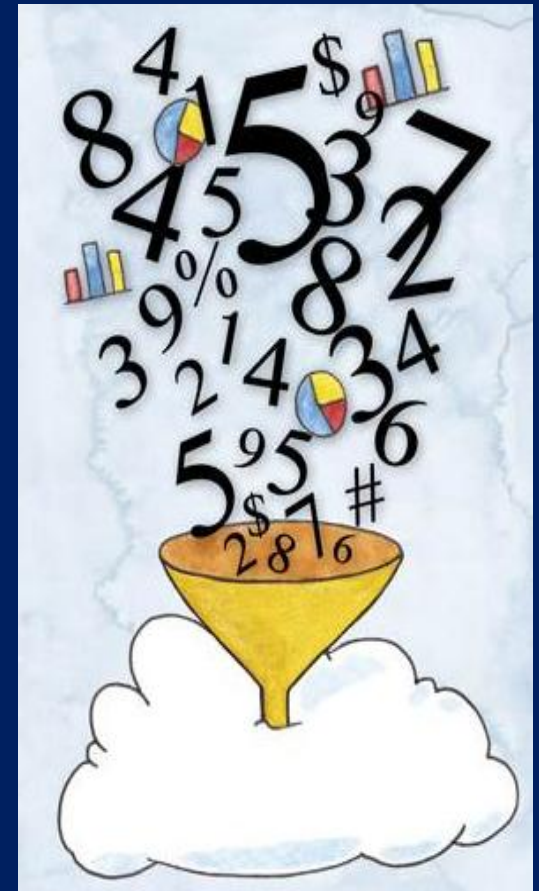
- Data from traditional and digital sources
- Data from inside and outside your church or the Archdiocese
- A source for ongoing discovery, analysis and mission planning



Big Data – What is it?

- Core Data (Client Provided)
 - ✓ Members
 - ✓ Visitors
 - ✓ Donors
 - ✓ Participants

Core Asset



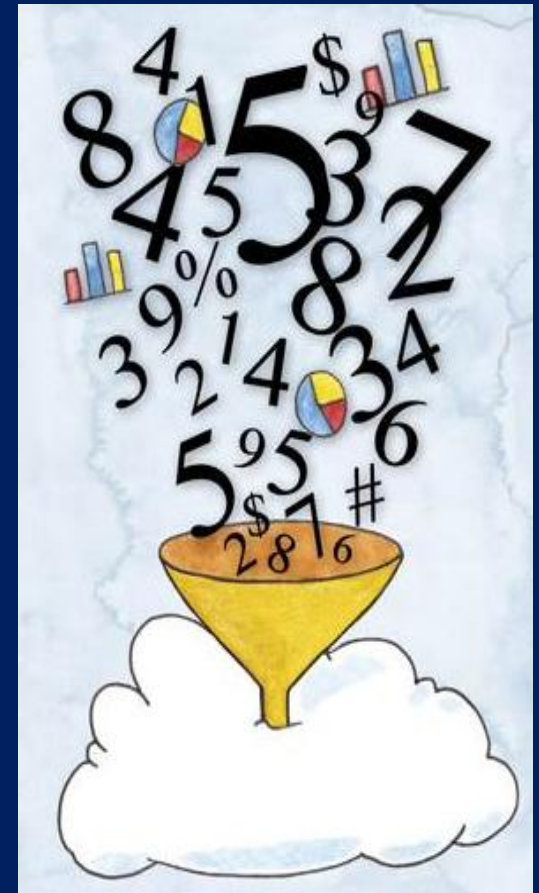
Big Data – What is it?

- Financial Information
 - ✓ Giving Frequency
 - ✓ Giving Amounts
- Attendance/Participation
 - ✓ Mass Attendance
 - ✓ Program Participation



Big Data – What is it?

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



3 Characteristics of Big Data Innovators

- (1) Leaders Believe Data is a **Core Asset**
- (2) Using Big Data Produces **Faster** and **Greater Missional Results**
- (3) **Budget** and **Leadership** Focus on Mission **Tied to Big Data Discoveries**

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)



ARCHDIOCESE
of MILWAUKEE

8,363 Square Miles
2,351,857 2016 Population

Population Per Church = 7,538

Population Projected to Grow by 2.3% by 2021
53,571 Population Increase

Households Projected to Grow by 2.4% by 2021
22,315 New Households



The STORY - From the Quadrennium Survey

Nationally 20.1 % Identified a Catholic Preference

In the Archdiocese 21.9 % Identify a Catholic Preference

Nationally 39.2 % Identified a Roman Catholic Affiliation

In the Archdiocese 39.3 % Identify a Roman Catholic Affiliation

Nationally 61 % Indicate No Faith Involvement

In the Archdiocese 58.7 % Indicate No Faith Involvement

In the Archdiocese Faith Involvement Declined by -7.2% Over 10 Years

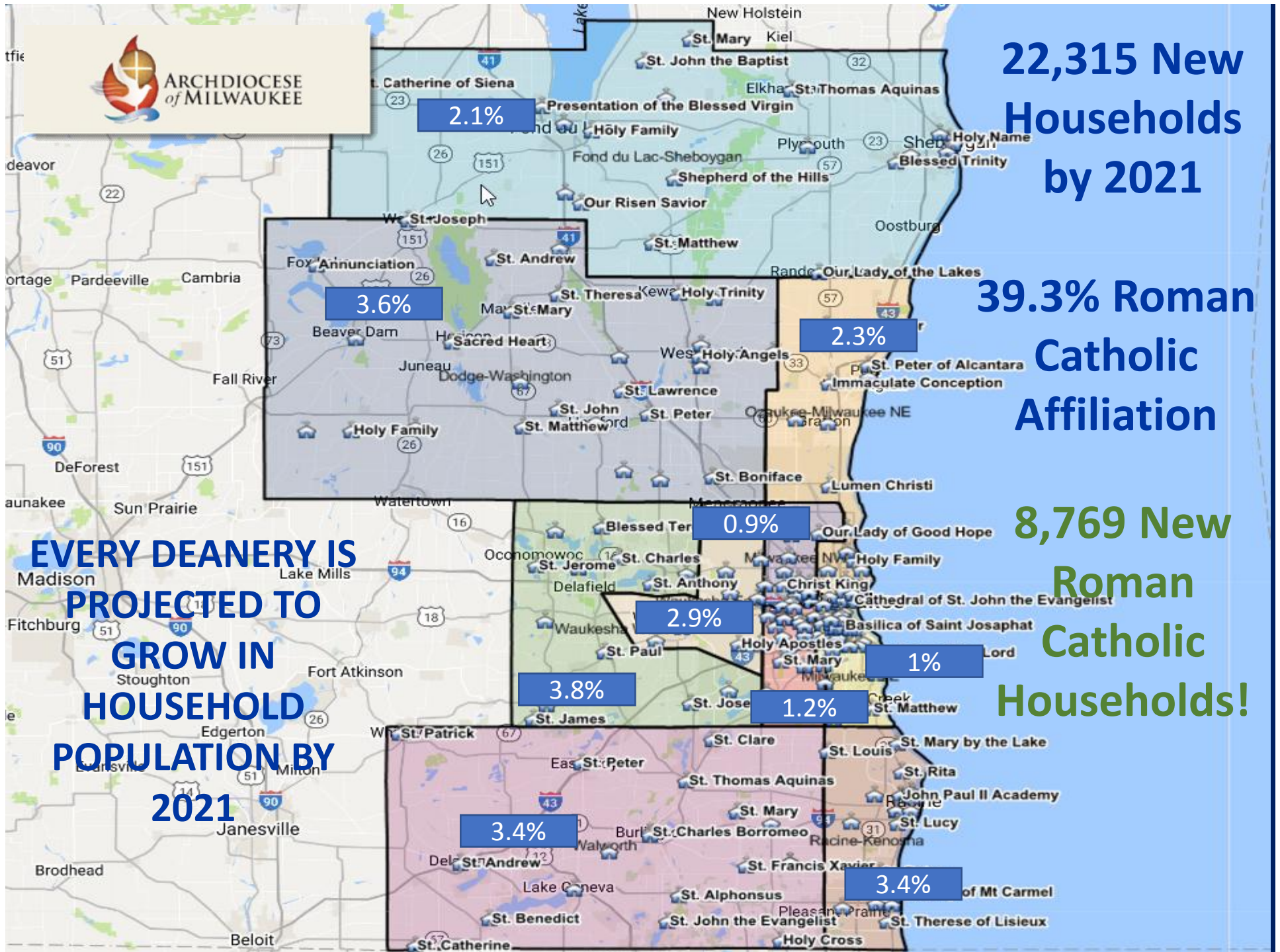


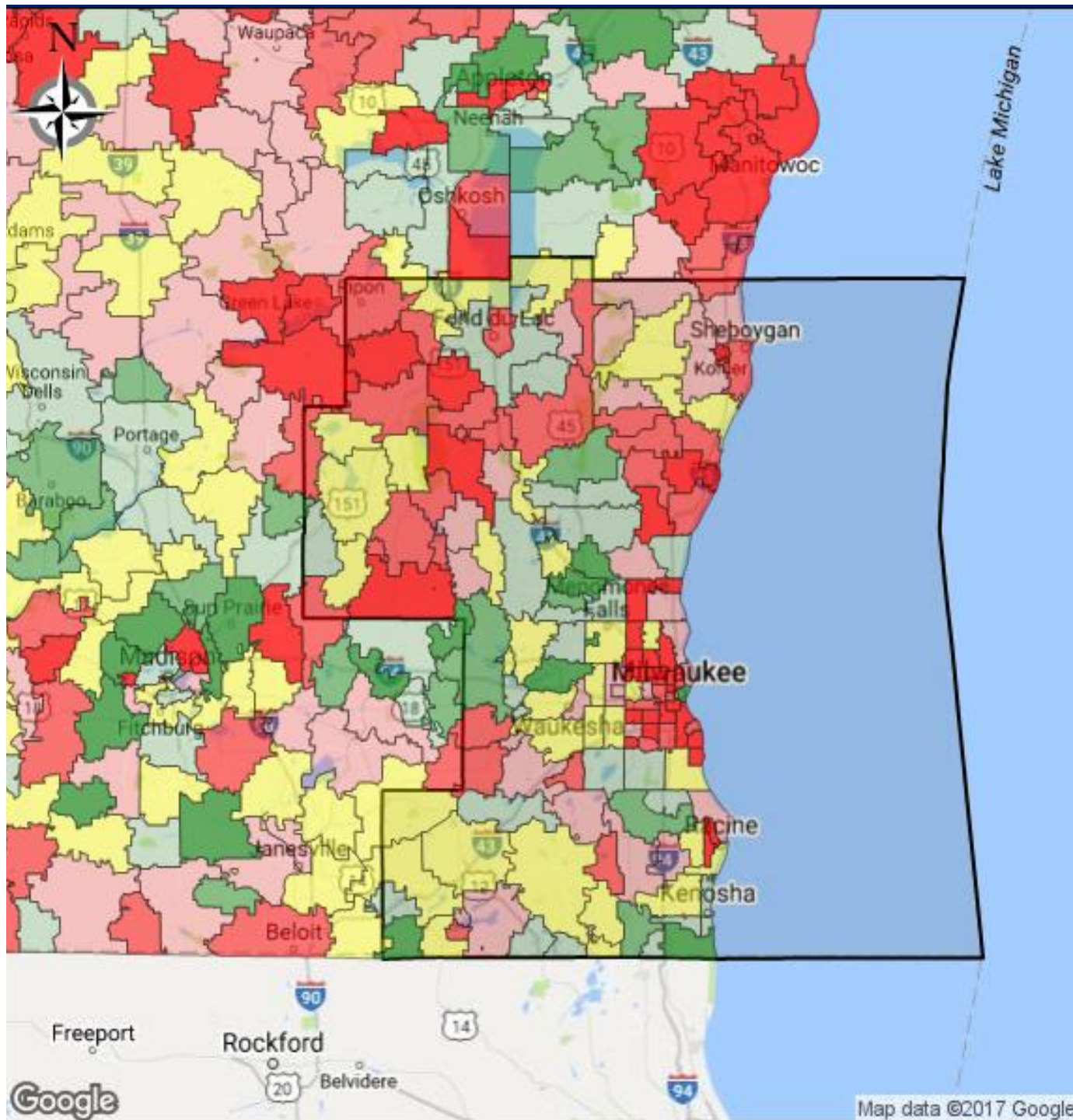
22,315 New Households by 2021

39.3% Roman Catholic Affiliation

8,769 New Roman Catholic Households!

EVERY DEANERY IS PROJECTED TO GROW IN HOUSEHOLD POPULATION BY 2021





Population 2016-2021

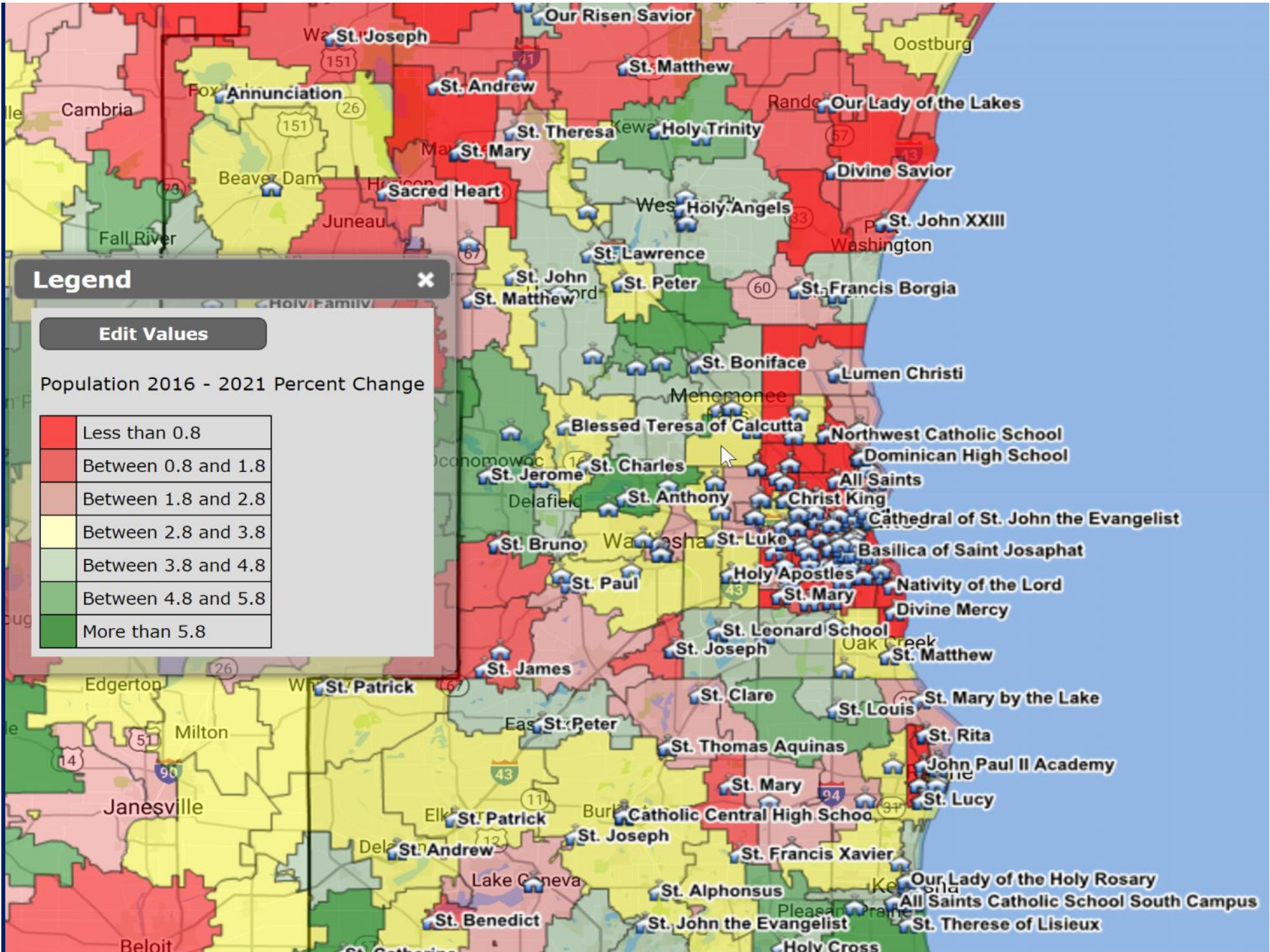
Geography Size: Zipcodes

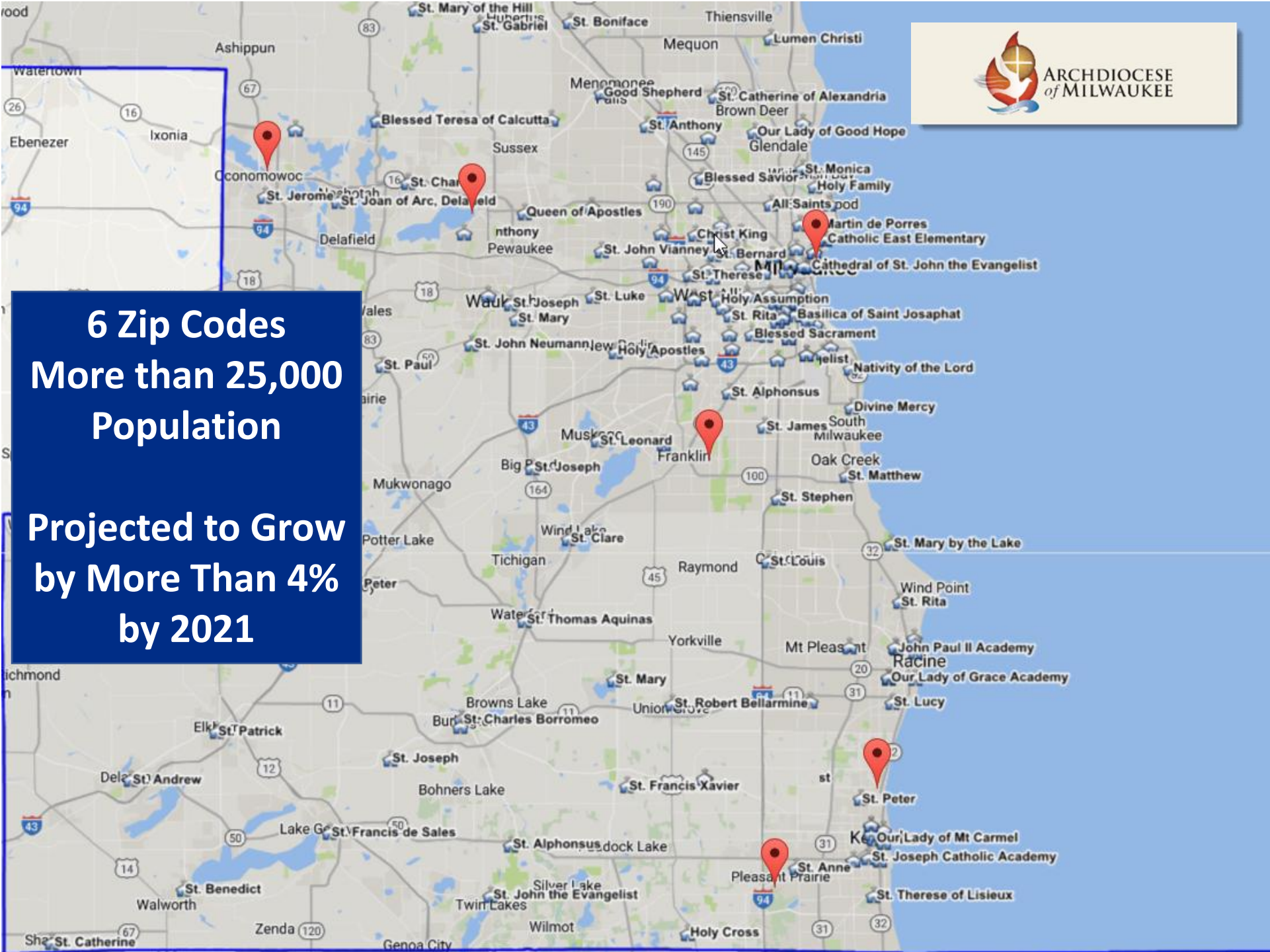
- Less than 0.8%
- Between 0.8% and 1.8%
- Between 1.8% and 2.8%
- Between 2.8% and 3.8%
- Between 3.8% and 4.8%
- Between 4.8% and 5.8%
- Greater than 5.8%

Source: US Census Bureau, Synergos Technologies Inc., Experian



Map data ©2017 Google





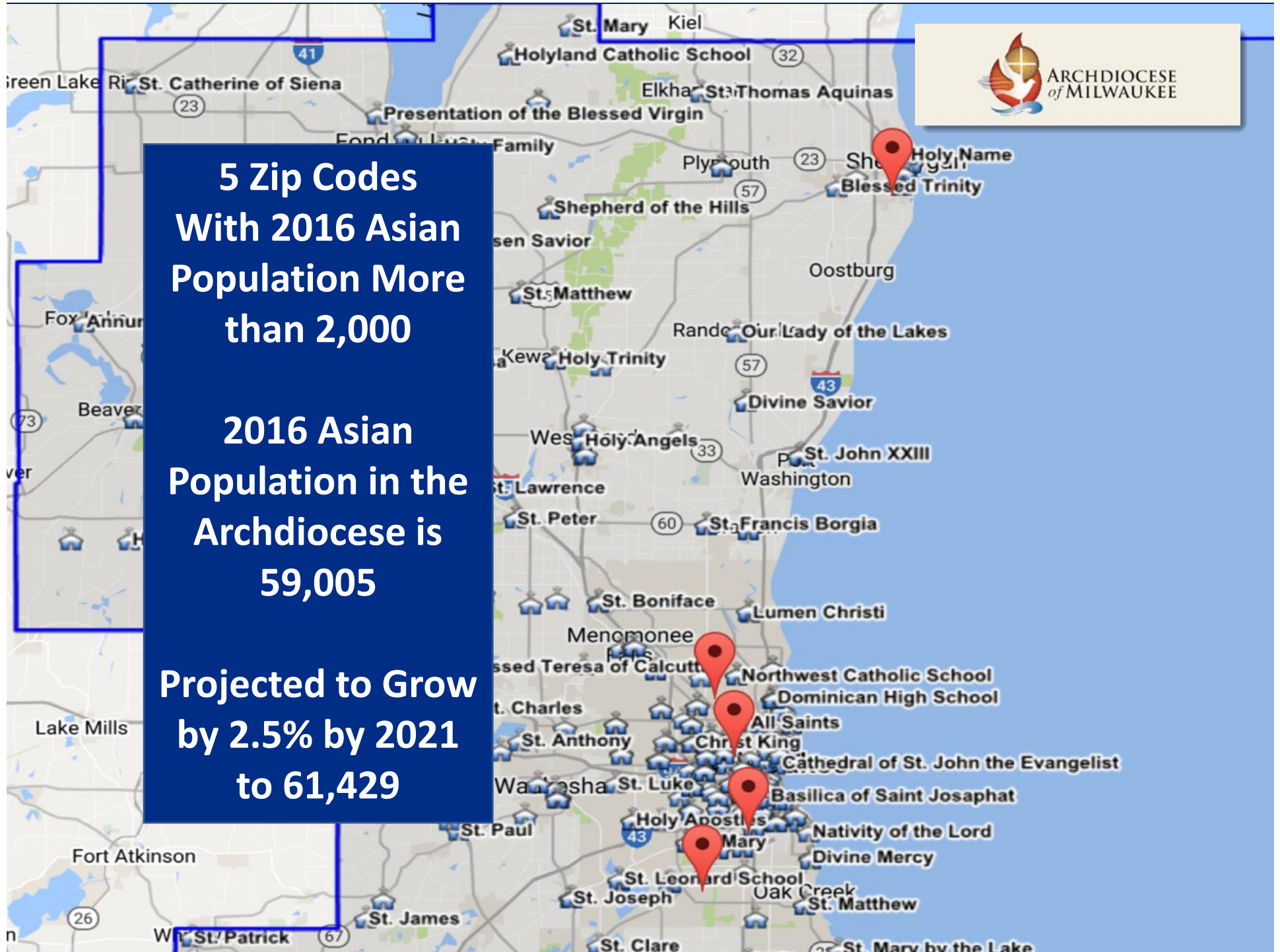
**6 Zip Codes
More than 25,000
Population
Projected to Grow
by More Than 4%
by 2021**



**5 Zip Codes
With 2016 Asian
Population More
than 2,000**

**2016 Asian
Population in the
Archdiocese is
59,005**

**Projected to Grow
by 2.5% by 2021
to 61,429**



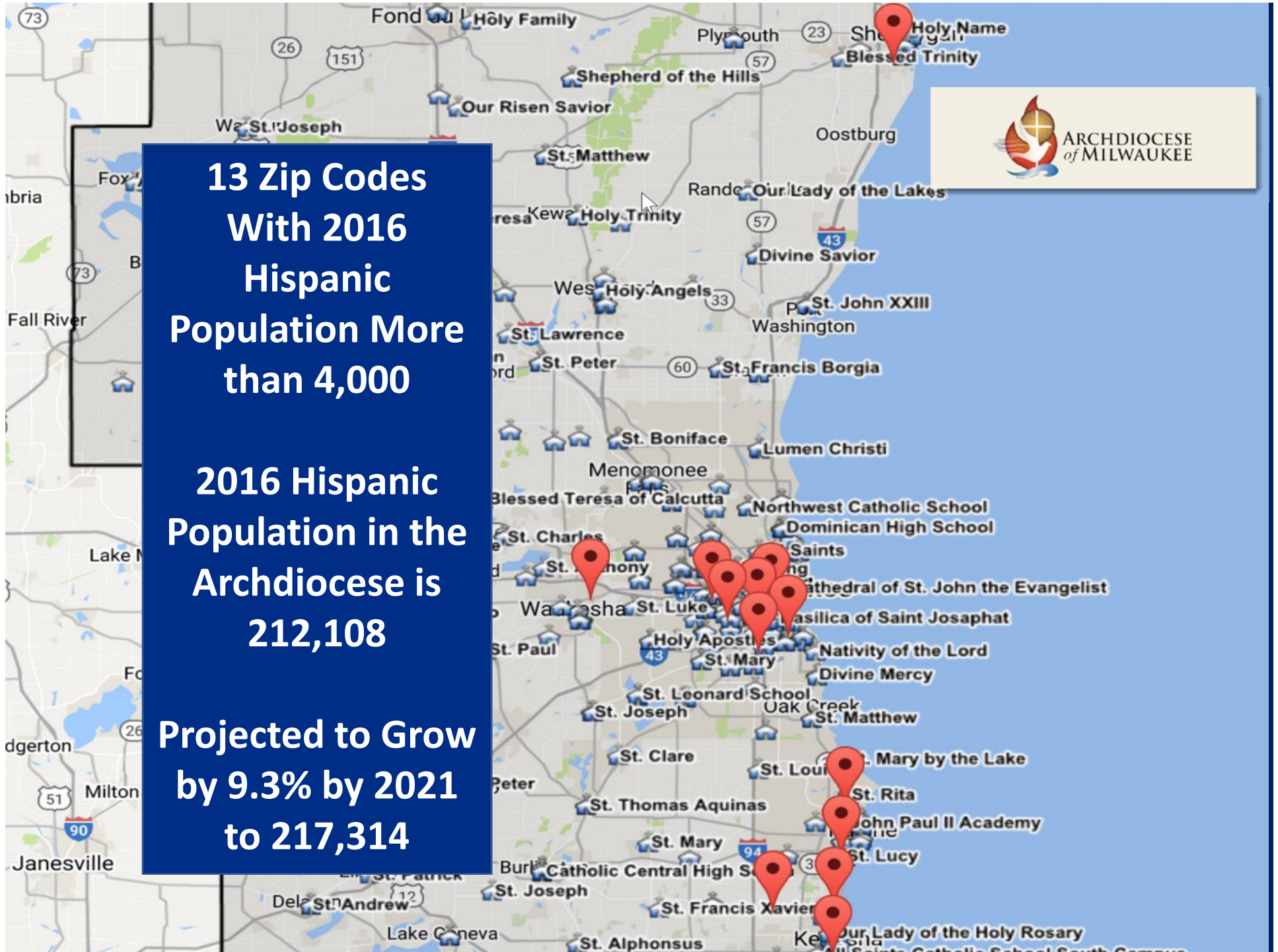


ARCHDIOCESE
of MILWAUKEE

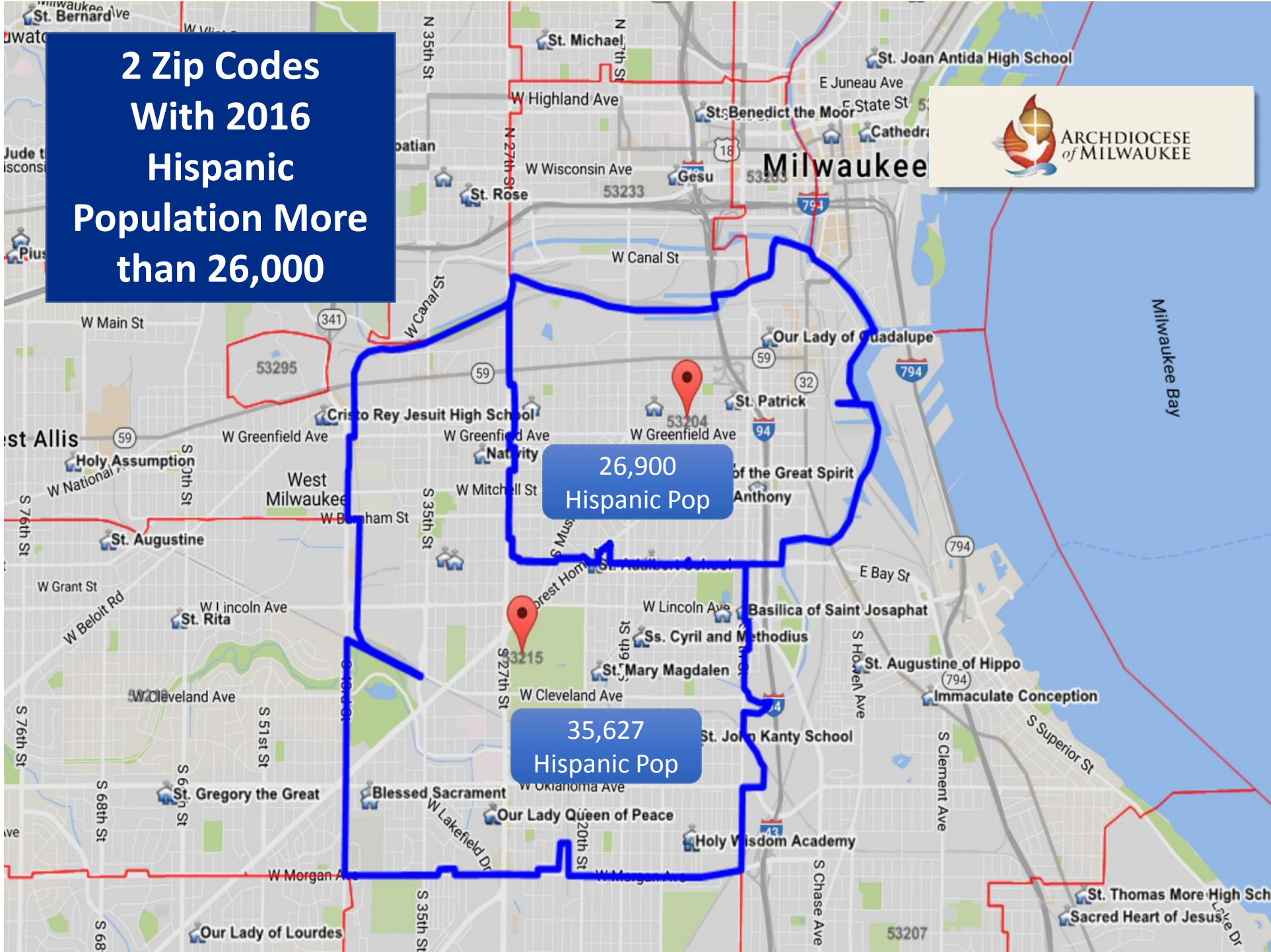
**13 Zip Codes
With 2016
Hispanic
Population More
than 4,000**

**2016 Hispanic
Population in the
Archdiocese is
212,108**

**Projected to Grow
by 9.3% by 2021
to 217,314**



**2 Zip Codes
With 2016
Hispanic
Population More
than 26,000**





What About Phase of Life?

<i>Phase of Life</i>	2010	2016	2021	2026	2010%	2016%	2021%	2026%	Estimated 10 Year %pt Change 2016 - 2026
Before Formal Schooling									
Ages 0 to 4	151,682	137,634	136,598	138,285	6.5%	5.9%	5.7%	5.6%	-0.2%
Required Formal Schooling									
Ages 5 to 17	416,798	389,770	369,765	358,659	17.9%	16.6%	15.4%	14.6%	-2.0%
College/Career Starts									
Ages 18 to 24	219,832	248,302	254,000	248,040	9.5%	10.6%	10.6%	10.1%	-0.5%
Singles & Young Families									
Ages 25 to 34	303,090	288,720	298,565	321,805	13.0%	12.3%	12.4%	13.1%	0.8%
Families & Empty Nesters									
Ages 35 to 54	658,673	605,426	580,597	570,108	28.3%	25.7%	24.1%	23.2%	-2.6%
Enrichment Years Sing/Couples									
Ages 55 to 64	276,490	324,876	336,265	314,214	11.9%	13.8%	14.0%	12.8%	-1.1%
Retirement Opportunities									
Age 65 and over	299,304	357,129	429,638	511,195	12.9%	15.2%	17.9%	20.8%	5.6%



What About School Aged Children?

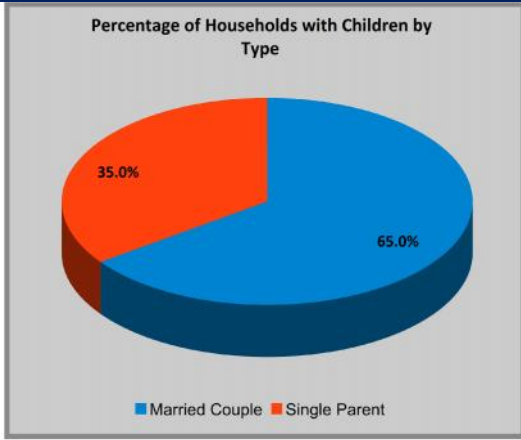
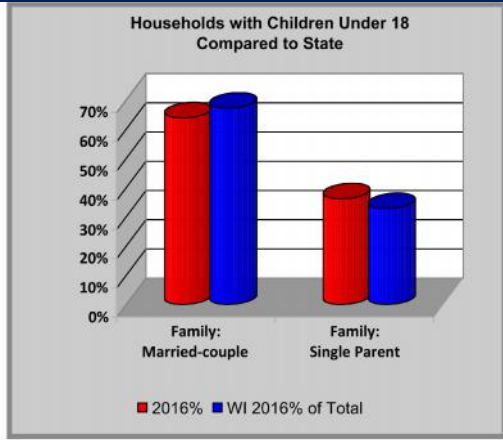
<i>School Aged Children</i>	2010	2016	2021	2010%	2016%	2021%	Estimated 5 Year %pt Change 2016 - 2021
Early Elementary							
Ages 5 to 9	156,204	145,711	136,873	37.5%	37.4%	37.0%	-0.4%
Late Elementary-Middle School							
Ages 10 to 14	160,223	148,809	142,634	38.4%	38.2%	38.6%	0.4%
High School							
Ages 15 to 17	100,371	95,250	90,258	24.1%	24.4%	24.4%	0.0%

While age level distribution remains somewhat consistent – the total number of School Aged Children is projected to decrease by 58,139 children or 13.9 percent from 2010 to 2021



What About Families With Children Under Age 18?

Households	2010	2016	2021	2010%	2016%	2021%	Estimated 5 Year %pt Change 2016 - 2021
Households with Children under 18							
Married Couple	185,388	176,234	176,418	63.8%	65.0%	64.5%	-0.5%
Single Parent	105,006	94,721	97,104	36.2%	35.0%	35.5%	0.5%



In 2016 65% of Families With Children Were Married Couples and 35% Were Single Parents
By 2021 Single Parents Will Increase to 35.5%



What About Income?

<i>Income Trends</i>	2010	2016	2021	2010%	2016%	2021%	Estimated 5 Year %pt Change 2016 - 2021
Households							
Less than \$10,000	55,986	56,853	51,276	6.1%	6.1%	5.4%	-0.7%
\$10,000 to \$14,999	48,258	46,507	44,948	5.2%	5.0%	4.7%	-0.3%
\$15,000 to \$24,999	97,869	101,070	94,731	10.6%	10.8%	9.9%	-0.9%
\$25,000 to \$34,999	97,998	96,066	95,276	10.6%	10.3%	10.0%	-0.3%
\$35,000 to \$49,999	131,259	126,072	124,563	14.3%	13.5%	13.0%	-0.5%
\$50,000 to \$74,999	180,613	175,354	176,876	19.6%	18.8%	18.5%	-0.3%
\$75,000 to \$99,999	125,766	123,598	128,225	13.7%	13.2%	13.4%	0.2%
\$100,000 to \$149,999	119,853	128,961	143,750	13.0%	13.8%	15.0%	1.2%
\$150,000 to \$199,999	34,001	49,824	54,062	3.7%	5.3%	5.7%	0.3%
\$200,000 or more	29,392	29,172	42,085	3.2%	3.1%	4.4%	1.3%
Totals	920,995	933,477	955,792				

The Average Household Income in the Archdiocese is \$72,511 and is projected to grow by 6.7% to \$77,340 by 2021.

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