## QuickInsite Worksheet

Instructions: This worksheet should be provided for each participant in a leadership team workshop. The Quicklnsite 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.

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

## Population and Households Theme

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?

## Households

Households Change
Percent Change

## Population

Population Change
Percent Change

Age Theme

## Phase of Life

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?

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?



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 D-Suburban Style
Group G - Young City Solos
Group J- Autumn Years
Group M - Families in Motion
Group P - Cultural Connections
Group S-Economic Challenges

Group B - Flourishing Families
Group E - Thriving Boomers
Group H - Middle Class Melting Pot
Group K - Significant Singles
Group N - Pastoral Pride
Group Q - Golden Year Guardians

Group C-Booming With Confidence
Group F- Promising Families
Group I - Family Union
Group L - Blue Sky Boomers
Group 0-Singles and Starters
Group R-Aspirational Fusion
(Note: See separate handout for brief descriptions of the 19 Mosaic Groups)

## Financial Resources Theme



What is the Average Household Income?

Is the Ave. Household Income Growing or
Declining? $\qquad$
What percentage of the households are Below Poverty Level? $\qquad$

## Example

## Step Two: DISCOVER the "Story" of your study area.

- 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) $\qquad$ (2) $\qquad$ (3) $\qquad$
2. What are the ways that our congregation is like the people of our study area?
(1) $\qquad$ (2) $\qquad$ (3) $\qquad$

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) $\qquad$ (2) $\qquad$ (3)
$\qquad$
How might we strengthen these ministries?
$\qquad$
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)
$\qquad$
(2) $\qquad$
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.
$\qquad$
$\qquad$
$\qquad$

