

# MISSIONARY LEADER

## Update

Archdiocese of Milwaukee  
Office of Missionary Planning & Leadership

The *Update* is sent monthly via email. The Newsletter is designed to inspire, inform, engage, and empower leaders in the Archdiocese of Milwaukee so that they are equipped for mission-driven/data-informed planning and leadership.



ARCHDIOCESE  
of MILWAUKEE  
**INSIDE:**

### Pages 1

] Post 2020 Planning Process Update

### Page 2

] Post 2020 *cont.*  
] Why Should We, & How Do We Use Data in Planning?

### Page 3

] Use Data in Planning? *cont.*

### Page 4

] Talk Back & Responses  
] Need Help with Fundraising Ideas?  
] New Deanery MissionInsite Reports  
] Updated Deanery Maps

### Page 5

] 15-Year Summary Reports  
] MissionInsite Figures  
] Disciple Make Index Surveys  
] Help Us Help You  
] Office Contact Info

### Page 6

] Office Contact Info *cont.*  
] Update Parish Lists on Extranet  
] Catholic Comeback

### Page 7

] MissionInsite Musings

## Post 2020 Planning Process Update

By Rich Harter, M.T.S.  
Director of Missionary Planning and Leadership

### Work Continues

Despite the Covid 19 pandemic, the Post 2020 Planning Process continues in earnest. Specifically, we continue our task of articulating a faithful, courageous, and visionary plan for parishes and schools of the Archdiocese of Milwaukee that is anchored in the mission of the Church. This ten-year direction includes recommendations, both short and immediate term, as a roadmap for the future.

### Mission-Driven

The deliberations and recommendations of our prayerful planning process are driven by and tested against our “Eight Guiding Principles,” which keep us anchored in a “data informed – mission driven” approach. In keeping with those principles, we are planning toward a Church stronger in Catholic identity and more on fire for Evangelization through the Stewardship of ordained and lay leaders accompanied and equipped for mission.

### Team Approach

To accomplish our task and achieve the vision of our guiding principles, we have assembled an interdisciplinary planning team that is collaborative in approach and rich in pastoral wisdom. This team brings direct experience in ordained ministry, lay leadership, Catholic schools, parish life, evangelization, youth and young adult ministry, marriage and family ministry, and demographic analysis.

### Strategic Process

The planning team pursues its task using a strategic approach. Focusing on one deanery at a time, the process unfolds in the following fashion:

1. **Pray for wisdom and guidance from the Holy Spirit.**
2. **Examine the deanery through a broad lens.** What are the non-parish pastoral needs within the territory of the deanery, such as hospitals, correctional facilities, colleges, cultural groups, etc.? Where are the gaps in Catholic presence or the need for increased Catholic presence? What are the key demographic realities and trends?
3. **Examine each parish in depth and in relation to neighboring parishes.** Is there a school or school system and what are the strengths and needs? Who are the ordained and lay leaders and how can we better support them? What leaders do we need for the future? What are the trends relative to membership growth, sacramental vibrancy, financial stability, Mass attendance, and formation vitality?

*Continued on next page*

## Post 2020 Planning Process Update - *continued*

What cultural groups are present and how are they being served? Is there a commitment to and pathway for making adult disciples? How does the parish reflect the population profile where it resides? What unique opportunities and challenges does the parish face in its mission to evangelize? Does this parish stand alone or does it collaborate or cluster with neighbors for mission vibrancy and growth?

4. **Make specific recommendations for mission vibrancy based on research and pastoral wisdom.** What recommendations need to be made for individual parishes? What recommendations are necessary for collaborating and clustering parishes? What recommendations apply to the deanery as a whole? What recommendations emerge for the whole diocese? What recommendations for the Pastoral Center are necessary to support the parish, deanery, and archdiocesan recommendations?
5. **Consult with the Vicar, Dean, and Priest Council Representative.** What affirmations and revisions are recommended from the Vicar's pastoral experience? How can the recommendations be strengthened by the local perspectives of the Dean and Priest Council representative? Revise the recommendations in light of these consultations.
6. **Present the recommendations to the archbishop for approval.** What affirmations and revisions are recommended by the archbishop? Revise the recommendations accordingly.
7. **Upon final approval from the archbishop, move into the next phase of implementing the recommendations.**

For additional information, visit the [Post 2020 Planning Process web page](#).

## Why Should We, and How Do We Use Data in Planning?

By Laura Engel, Associate Director  
Missionary Planning and Leadership

Whether you've been engaged in planning at your parish for a while or are deciding to embark on a new planning journey, data should play a significant role in the planning process. Data available to you and your team can provide valuable insights and paint a clearer picture of what is going on in your parish and surrounding community. Some resources can provide an overwhelming amount of data; so it's advantageous to identify and collect the relevant data that will assist you in your mission-driven planning.

### Why Use Data

Without identifying and collecting key data that can affect your planning, decision-making might be driven by emotion, history or gut feelings. And without data to provide a current snapshot of your community along with future trends, your starting point may not be realistic, making it more difficult to achieve vision.

### How to Use Data

Using data can be broken into three steps: analysis, interpretation and application. Analyzing your data critically examines what you've collected, sorting it into key indicators that can affect your planning and vision. Interpreting those key indicators identifies relationships between data variables, comparing them and recognizing differences to form conclusions and begin telling a story.

The chart on the next page shows an interpretation of relevant data points from MissionInsite's FullInsite reports that identifies major data themes and begins to tell the story of two geographical areas in the Archdiocese.

*Continued on next page*

**Why Should We, and How Do We Use Data in Planning? – *continued***

**Sample Interpretation of FullInsite’s Key Data Points**

Demographic Indicator	Study Area A	Study Area B	Deanery	Archdiocese	
Population Growth: 2019-2029	11%	9%	10%	6%	Population
Age 0-4 Growth: 2019-2029	27%	39%	32%	4%	
Age 5-17 Growth: 2019-2029	-9%	-8%	-8%	-4%	
Age 25-34 Change: 2019-2029	63%	47%	55%	13%	
Age 65+ Growth: 2019-2029	57%	60%	59%	41%	
Median Age: 2019	44	45	45	39	Household Structure
Median Age: 2029	43	44	43	40	
Kids Present in Total HH	31%	31%	31%	28%	
Single mother, of Kids HH	11%	9%	10%	26%	
Growth in Kids Presence: 2019-2024	3%	--%	2%	1%	
Married, of Family HH	87%	89%	88%	74%	Economic
Median HH Income	\$88,596	\$95,532	\$90,358	\$60,252	
Households with Income < \$35,000	16%	14%	15%	30%	
Households with Income > \$75,000	58%	60%	59%	39%	
HH Below Poverty	2%	2%	2%	9%	
White Collar	74%	69%	71%	62%	Race/Ethnicity
White	94%	95%	94%	74%	
Hispanic	3%	3%	3%	9%	
Hispanic Population Growth: 2019-2024*	16%	14%	15%	4%	
Black	1%	1%	1%	12%	
Black Population Growth: 2019-2024*	7%	3%	5%	--%	
Asian	2%	1%	1%	3%	
Asian Population Growth: 2019-2024*	12%	8%	11%	8%	
*Population Growth: 2019-2024	6%	4%	5%	3%	

The data and trends reveal these major themes: moderate population growth, significant growth among young families, strong family household structure, higher incomes, and very homogeneous areas. Further exploration of Census data revealed that household incomes fell lower than originally estimated in some areas because of a significant percent of stay-at-home moms compared to dual-income households, adding more insight into the data story.

After interpreting the data, application of this data could help give a parish team direction in their missionary planning process. What ways are our parish profiles similar to, or different from profiles of the community? How can we prepare for growth? Does our parish membership reflect growth in key age groups? How will these trends affect sacramental life at our parish? Does our evangelization include outreach for effectively attracting millennials, young families with children, and singles? Do our faith formation programs need to change? How does the discovery of stay-at-home moms change our volunteer recruitment and participation? What does the income data suggest regarding economic resources available for our ministries?

Data helps us see where we’ve been, where we are now, and the potential of where we could go in the future. Let me know how I can help you analyze, interpret, and apply the data you’ve collected for your planning process. I look forward to hearing from you; I can be reached at [engell@archmil.org](mailto:engell@archmil.org).

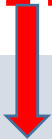
### Talk Back

This issue we have a two-part-question. Feel free to answer one or both parts.

**With festivals, bingos and other usual fundraising and community-building activities cancelled due to the pandemic, 1) What creative ideas do you have to recoup lost revenue and 2) How are you helping to feed the spiritual needs of your people?**

**Talk Back** is a new addition to *Missionary Leader Update*. Each month we will list a new question and we hope to hear from you. Email your answer, however short or long, to: [planningcouncils@archmil.org](mailto:planningcouncils@archmil.org).

**NOTE:** If any answers are posted in a future issue, no source will be listed. All answers are anonymous.



### Talk Back July Responses

*Here are responses from last issue's articles.*

Hi Laura,  
I read with interest the questions you pose and data you used from MissionInsite. This info available provides a pragmatic and sensible way for leaders to start thinking about both current and future mission in the Catholic faith. Thank you.

Hi Rich,  
Listening, listening, listening .... so simple, yet so difficult! Good reminder.

*We appreciate all comments!*

### Need Help with Fundraising Ideas?

These past several months have been hard for parishes, their parishioners and leaders. Cancellations. Changing information, changing ways of doing things. It must seem overwhelming at times.

If you need help with creating ways and ideas to raise funds to help replace lost revenue, contact Andy Gaertner, Development Director, at either (414) 769-3322 or [gaertnera@archmil.org](mailto:gaertnera@archmil.org). He and his staff are more than willing to help you out.

### New Deanery MissionInsite Reports on Website

As promised, each year we update the Deanery ExecutiveInsite report on the Arch website. The new reports are now available on the [Archdiocesan Pastoral Council](#) webpage. Once on that page, scroll to the bottom and click on your deanery. Next, click on the MissionInsite Deanery Report.

**Remember:** You can also view the [ExecutiveInsite report](#) for the entire Archdiocese; this report is also updated annually with the latest version on the website. Once on the [Missionary Planning and Leadership home page](#), click on the report in the *Strategic Missionary Planning* box.

This is the perfect time to run an ExecutiveInsite for your parish or multi-parish community. If you need a reminder on how to do it, go to the Archdiocesan [MissionInsite page](#) and click on *Instructions to Run Predefined Reports*.

### Updated Deanery Maps and Listings on Website

Annually, we update the deanery maps and multi-parish listings. As always, you can access the deanery maps and parish by deanery list on the [Archdiocesan website](#).

## Parish 15-Year Summary Reports Available – Request your copies now!

As we stated in the July issue, the 2019 parish summary report for each parish and multi-parish community in the Archdiocese is now available by request. The summary report gathers 15-years of figures that have been submitted to the Archdiocese, giving insight from the comparison with last year's data or trends over the full 15-years. Along with the report are eight graphs that give you a visual of some of the data.

Already 38 reports have been sent to parishes. Some parishes made multiple requests (for example: business manager and pastoral council chair).

**Pastors, business managers or council chairs** must request these as the information is submitted in confidence. Contact Susan Skibba – [skibbas@archmil.org](mailto:skibbas@archmil.org) – to receive your report(s) electronically.

### MissionInsite Figures

The Archdiocese of Milwaukee has had access to [MissionInsite](#) for over four years. In that time:

- J 265 (including Pastoral staff) have registered with MissionInsite
- J More the 2,100 reports have been run, including
  - o 516 QuickInsite
  - o 413 ExecutiveInsite
  - o 245 FullInsite
  - o 470 ComparativeInsite
  - o 271 Quadrennium four different reports

If your parish or school is not taking advantage of MissionInsite and its powerful demographic tools to bridge the gap from data to decision, consider having two or three people register with MissionInsite. All you need do is send an email to Susan Skibba, Project & MissionInsite Coordinator, at [skibbas@archmil.org](mailto:skibbas@archmil.org) requesting the registration handout.

*MissionInsite is provided to you at no cost thanks to your generous support of the Catholic Stewardship Appeal.*

## Disciple Maker Index Survey Results Are In!

Results from the Disciple Maker Index survey administered at your parish in March and April are now available. The Office of Missionary Planning and Leadership can help you access your parish data, develop a strategy for diving into your results, interpret your parishioner feedback, and identify next steps in using the data in your planning processes. Contact Laura Engel, Associate Director of Missionary Planning and Leadership, at [engell@archmil.org](mailto:engell@archmil.org) with your questions.

### Help Us Help You

You can help us better support you by providing answers to a quick survey about MissionInsite and its features. The short survey will help us understand how you use MissionInsite so we can increase understanding of the reports, show the value of using the data in planning, and share application ideas.

Look for a link to the survey in next month's *Missionary Leader Update!*

## Missionary Planning and Leadership Contact Information

For questions or to request services, please contact:

Director of Missionary Planning and Leadership  
Rich Harter, [harterr@archmil.org](mailto:harterr@archmil.org), 414-758-2215

Associate Director of Missionary Planning & Leadership  
Laura Engel, [engell@archmil.org](mailto:engell@archmil.org), 414-769-3354

Project and MissionInsite Coordinator  
Susan Skibba, [skibbas@archmil.org](mailto:skibbas@archmil.org), 414-769-3355

## Office Services of Missionary Planning and Leadership

The Office of Missionary Planning and Leadership serves parishes in the following ways:

- Provide vision and training for centering a parish on mission
- Provide training to equip leaders for missionary leadership
- Provide coaching on organizational best practices and team-building
- Provide strategic missionary planning for parishes
- Walk parishes through the Building Commission proxy process
- Provide parishes with MissionInsite “Big Data” reports
- Walk with leaders through mergers, multi-parish configurations, and transitions
- Provide norms for parishes on Pastoral Councils, Finance Councils, and Parish Committees
- Provide manuals and training to Pastoral Councils, Finance Councils, and Trustees

The Office of Missionary Planning and Leadership serves the archdiocese in the following ways:

- Articulate and implement a parish and school plan for Post-2020
- Coordinate the Archdiocesan Pastoral Council

Contact Susan Skibba at [skibbas@archmil.org](mailto:skibbas@archmil.org) if you know someone who would be interested in receiving the *Missionary Leader Update*.

## Update Your Parish Lists on the Extranet

We’ve said it before in previous *Missionary Leader Updates*, but it bears repeating. Too often we hear that the wrong person is receiving information from the archdiocese. To ensure that the right person receives the correct information, it is the responsibility of the parish to update its lists on the Extranet. This includes adding current Pastoral and Finance Council members, updating deanery representatives, removing people who have finished their terms, etc.

Someone in your parish should be designated to update the names on the Extranet. Changes are made by logging into [www.archmil.org](http://www.archmil.org) and selecting “Names.” Here is a [PDF](#) that gives instructions on entering information. Or you can watch a video at [Editing Names on archmil.org](#). Many other useful video tutorials are on that site. **Please note** that you must first log onto the website to watch the video.

Should you need assistance to log in the first time or further assistance with online updating, please contact Dale Klein at [kleind@archmil.org](mailto:kleind@archmil.org) or 414-769-3440. If you are already logged in, you can also contact Susan Skibba, Project & MissionInsite Coordinator, at either [skibbas@archmil.org](mailto:skibbas@archmil.org) or 414-769-3355 for assistance. She can help with some questions.

## The [Catholic Comeback](#)

The times they are a-changing. At times, it must seem like you cannot keep on top of all of the information. This is why you should periodically, check out the [Catholic Comeback web page](#)

This page has many useful resources, including:

- ) [Updates for Parishes](#)
- ) [Updates for Schools](#).

## MissionInsite Musings Create a Customs Demographic Report

Besides predefined demographic reports (which takes under five minutes to run), you can also set up a custom demographics report easily.

You can either do it from the main page (with cubes) or from the Map page. **If using the cubes:**

- ) Click *Generate Demographics Report*.
- ) Choose *Predefined Boundaries* (such as a city or zip code) or *Radius or Polygon I draw*. Depending on what you choose, either select your boundary or type in the address. Click *Next*.
- ) Choose *Radius or Polygon*. Example: Radius comes up with a default of 2.5 miles, but you can change that. For *Polygon*, draw your shape. Once you have what you want, click *Next*.
- ) Click on *Custom* and *Demographics* buttons.
- ) This brings up your *custom report options*. You can choose as many options as you want from areas such as Overview, People, Households, Families, Diversity, Housing, Work, etc. Once you have what you want, click *Next*.
- ) Review your options, and if happy, click *Finish*.
- ) The report will come up. The first portion of the report are figures, but below it you can generate Charts by clicking on the icon in the upper right hand corner.
- ) You can download the figures to Excel or PDF and the charts to PNG, JPEG, PDF or SVG..

**If you work from the Map page**, you can either:

- ) Choose a shape you have already saved and have it drawn on map *or* draw a polygon.
- ) Click on *Demographics* on the Navigation Bar (bottom). That will bring up *Custom Reports* on the right hand side.
- ) Choose *Build Demographics Report* and you will again get the options to make it your own specific report.
- ) Once you are happy with your results, at the bottom of the options, click on *Generate Report* button. You may have to scroll down to see it.
- ) Like above, the report will come up and you can download it if you wish.

If you haven't already tried it, check out this great tool!

*Next issue* – How the QuickInsite worksheet can assist staff and pastoral council members. If you have questions or would like to see a topic as part of MissionInsite Musings, just contact me, Susan Skibba, at either [skibbas@archmil.org](mailto:skibbas@archmil.org) or 414-769-3355.

### Check Out All MissionInsite Instructions

Don't forget, for fuller PowerPoint instructions with graphics, check out the [MissionInsite web page](#). Past PowerPoint presentations are also on this web page.