

MISSIONARY LEADER *Update*

**Archdiocese of Milwaukee
Office of Missionary Planning & Leadership**

The *Update* is sent monthly via email. It 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.



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God Has Plans for Your Parish – Are you Leading Accordingly?

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

One of the great blessings of my job is travelling to parishes throughout the archdiocese and connecting with the various pastors and lay leaders. It’s a beautiful thing to hear the passion and pride when they talk about “their parish.” They personally identify with that particular place, and feel a deep sense of belonging. They feel profound ownership over what happens there.



This sense of parish ownership is, indeed, a beautiful thing! But it does have a potential dark side. Ownership can lead us in the direction of things like **possessiveness, control, and a kind of tribalism**. Let me explain. The dark side of taking possession of “our parish” is to think that it “belongs to us.” We can forget that every parish belongs first and foremost to Jesus and His Universal Church.

Parish ownership can also tempt us to think that we are the primary “drivers” of the parish. We think that we are the leaders, and we need to move the parish in the direction we think it should go. After all, someone has to lead! This temptation supplants the truth that Jesus is the only leader, and he has unleashed his Holy Spirit to guide, drive, and move the parish according to the Father’s will.

Thirdly, the dark side of ownership is the exclusivity associated with tribalism. This is the idea that there are “insiders” and “outsiders.” You are either one of us or you are not, and if you are not, we do not want you. This creeps into our hearts in the subtlest of ways. “Why are you in my pew?” “That’s not how we do it around here.” “Those Christmas-only people don’t know what they are doing.”

Tribalism creates a closed community of the “local chosen,” and subverts the essential mission of the Church, which is to be evangelical. Like Jesus, we are called and sent to be on mission, reaching out to everyone, especially the lost, with the joyful saving news of his Gospel. The Church of Jesus is “outwardly oriented,” not a carefully curated and safely enclosed museum piece.

So what are the leadership implications of all of this? How do we lead to counteract these ownership temptations of possessiveness, control, and tribalism? **I would recommend special attention and discipline be given to our language, our prayer, and our focus.**

Regarding our language, we can get in the habit of saying things like “Jesus’ Church here in Beaver Dam,” or “Jesus’ life and mission at St. Mary Parish,” or “Jesus calling us

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MissionInsite Data and How to Get It!

By Laura Engel, Associate Director
Missionary Planning and Leadership

Data from MissionInsite, a demographic tool provided to our parishes at no cost, helps create a picture of our communities and parishes – where they’ve been, where they are, and where they’re going. Application of this data can give your parish team direction in your data-informed, mission-driven planning process.



We use data in planning, not to provide the answer or solution, but as a tool to begin conversations. Data can help guide your missionary planning decisions. When we use data in planning, we use a simple 3-step process: Analyze, Interpret and Apply.

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. Lastly, we apply what we’ve learned to our planning and vision for our ministries, outreach and parish growth.

Features in MissionInsite, one source of data to use in planning, give you customized data reports to begin the process of analyzing, interpreting and applying data by plotting your parish members on its map and defining the planning area for your parish.

PLOTTING PARISH MEMBERS

Every fall, the Office of Missionary Planning and Leadership uploads into MissionInsite the latest census lists of all parish members, or congregants, provided to our Development Department, so parish members can be plotted. Plotting your parish members instantly provides a visual reality of where your members live across the community to discover the “reach” of your parish. The MissionInsite legend on the map shows how far your members travel to your church. This map can be downloaded, with or without the legend showing distances traveled to church.

DEFINING YOUR PLANNING AREA

Before generating any reports, a study area must be defined. Only the ComparativeInsite report requires you to plot your membership prior to running the report. There are multiple ways you can define your study area to research demographics, including county or city boundaries, or even

census tracts or block group. Or if you plan on doing a mailing to neighborhoods surrounding your parish, you may want to research the profile of zip codes near you.

Two other ways to define your parish study area are to identify a mile radius or draw a polygon around your parish. Although you don’t need to plot your parish members to run demographic reports for all households and individuals in your community, it can help you better define the area to study. In fact, when we run reports to compare our parish members to the community at large, you should target to include at least 75% of your members in your study area.

GENERATING REPORTS

MissionInsite reports can give you insight into profiles and trends, such as:

- What type of households live in your area?
- Which neighborhoods are growing?
- What is the diversity in your community?
- Do your parish members and your mission reflect and serve your community?

Once you have your study area defined, you can generate multiple pre-defined reports. FullInsite is the most comprehensive report, with more than 30 pages of charts and graphs. Although it’s a big report, I start with this one since it delivers the most data to choose from when developing a parish or community story. QuickInsite and ExecutiveInsite provide some of the same data, sometimes in different chart or graph format, and are considerably shorter in length.

When you begin to explore the data, review the various reports to see which data elements are most critical for your planning purposes. The reports are very visual in their presentation of data. Many data elements offer five or 10-year trend estimates. Four useful data sets are population growth rates by age category, family structure data, economic status and poverty levels, and race and ethnicity trends.

The ComparativeInsite report, generated after parish members are plotted, compares some key demographic indicators, like age and income, among total households and individuals in your study area to those who are parish members. The last section of the report, as with the FullInsite report, lists Mosaic segments to help better describe your community and your parish members. Experian Marketing Services has compiled more than 300 data points to develop these Mosaic segments,

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and classifies consumers across the country into one of 71 demographic and lifestyle types and 19 groups. You can learn more about the Mosaic segments in the Help section of MissionInsite, or by calling our office.

The Office of Missionary Planning and Leadership is available to help you, not only with generating these reports, but also with understanding them better, and how you can interpret and apply them to your missionary planning. We will walk with you through any portion of your planning, when you are ready, and at a rate you are comfortable with. And, if you are not already registered to use MissionInsite at your parish, we can help with that, too.

I invite you to contact me with any questions regarding MissionInsite at engell@archmil.org.

Check Out G3 Presentation

Laura Engel, Associate Director of Missionary Planning and Leadership, presented a pre-recorded session, *How to Generate the MissionInsite Reports You Need for Planning: A Step-by-Step Demonstration* for Gigs, Geeks & God 2021.

The link to the presentation is available on our [MissionInsite web page](#). Scroll to the bottom of the page, and click on the PowerPoint Presentations drop down box.



Talk Back Question

What is the one thing that challenged or inspired you in the article, *God Has Plans for Your Parish – Are You Leading Accordingly?*

We hope to hear from you. Email your answer, however short or long, to planningcouncils@archmil.org.

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

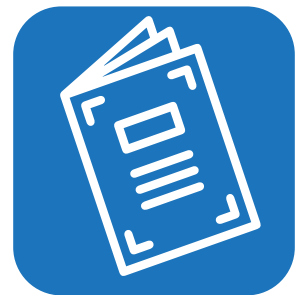


Have You Submitted Your Updated Pastoral & Finance Council Appendices?

Because Archbishop Jerome E. Listecki approved the new Norms for the Finance Council and Pastoral Council on March 2, 2020, all parishes are required to submit new Pastoral Council and Finance Council appendices so that they match up to the Norms.

Access the templates (in both English and Spanish) on the [Finance Council and Pastoral Council Norms web page](#). We suggest that you print a hard copy for your parish files. As of February 2, 45 parishes have submitted both updated appendices, and 19 parishes have submitted one of the two Council appendices. If you haven't already submitted the appendices, please work on them now.

Contact Susan Skibba, Project & MissionInsite Coordinator with any questions (including problems in opening the documents) at either skibbas@archmil.org or 414-769-3355. Also, submit your appendices to her.



Deanery Maps & Parish Lists by Deanery

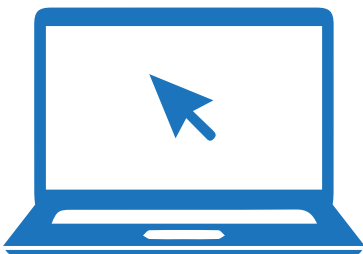
In case you didn't realize it, [deanery maps](#) that list parishes and their multi-parish configurations are available online. Scroll to the bottom on the same page, and you can access a document that lists all parishes and multi-parishes under each deanery. The maps and lists are updated annually with any revisions, usually in July.



Missionary Planning and Leadership's Resources

- The Office of Missionary Planning and Leadership is here to help you. Be sure to take advantage of the many resources that are already on the Archdiocesan website. Check out the [Missionary Planning and Leadership web page](#) and then click on the box that can best help you.
- [Strategic Missionary Planning](#) includes PowerPoint presentations, deanery maps and reports, such as Mass Attendance, Parish Baptism, and more.
- [MissionInsite Data](#) includes PowerPoint instructions, data use and analysis articles, and PowerPoint presentations.
- [Transition and Organization Health Coaching](#) includes a merger manual, future parish models and future parish leadership models.
- [Pastoral Councils, Norms, and Guidelines](#) includes the Pastoral and Finance Councils norms, appendices, parish councils manual, parish trustee manual, parish commissions and committees manual, as well as Missionary Leader Update, and more.
- [Archdiocesan Pastoral Council](#) includes the eleven deaneries, as well as information on the next parish deanery meeting and past deanery reports.
- [Post-2020 Planning](#) includes articles written by Rich Harter to assist you with the Post-2020 planning process.

When you have a chance, check out these pages and resources.



Gift of Sunday

Archbishop Listecki recently announced a Sunday Mass Initiative, a three-year plan to reenergize our local Church and reconnect to the top priorities from the 2014 Archdiocesan Synod - Evangelization and the Sunday Mass. This plan will focus on Sunday Mass, the Real Presence of Christ in the Eucharist, and reclaiming Sunday as the Lord's Day. Different aspects of this endeavor include:



[The Gift of Sunday – Theological Reflection and Study Guide](#) - the foundational document for this endeavor and study guide for parish staffs and parish and school leaders to read, study, and discuss the document

[Lenten Prayer Card](#) – parishes and Catholic high schools are invited to distribute the prayer cards on Ash Wednesday and throughout Lent

[The Gift of Sunday Lenten Missions](#) – Wednesday, March 3, 2021 – 7-8:30 pm - taking place at 18 parishes throughout the archdiocese – based off of The Gift of Sunday

Pray, Reconcile and Rejoice: Lenten Day of Reconciliation – Wednesday, March 24, 2021 – the Sacrament of Reconciliation will be offered at designated parishes throughout the archdiocese

The Gift of Sunday Easter Booklet – parishes will be invited to hand out these booklets on Holy Saturday and Easter Sunday

[Synod Anniversary Event](#) - Saturday, June 5, 2021 (Backup date – October 23, 2021) – Acknowledging what we have accomplished and goals for the future, including launching future plans for the Sunday Mass Initiative.

For more information: Randy Nohl, nohrl@archmil.org or 414-758-2216.

Ash Wednesday Information

To keep on top of all of the information, periodically check out the [Catholic Comeback web page](#). Updates for [Ash Wednesday](#) are now available, as well as many useful resources, including:

- [Updates for Parishes](#) – check back for upcoming information on Lent and Easter
- [Updates for Schools](#).

MissionInsite Musings

Resources to Help You Help Yourself

By Susan Skibba, Project and MissionInsite Coordinator
Missionary Planning and Leadership

We are always here to help you, but what if you are working on a weekend or evening – or when I was unexpectedly on medical leave for four weeks? Both our office and MissionInsite have resources to help you help yourself.

Available Resources on Archdiocesan [MissionInsite web page](#).

Scroll to the bottom for three categories, each with useful information, and click on the one that will help you. Here is what you can access:

PowerPoint Instructions – click on the one that will help you.

- Instructions to run Quadrennium Reports
- Instructions to plot parish congregants and draw map
- Instructions to run Predefined Reports
- Instructions to run ComparativeInsite Report
- Instructions to run Opportunity Scans
- Instructions to run a Travel Polygon
- Instructions to plot students and run reports
- Instructions to create a custom demographic report
- Instructions to create a personalized congregant download
- Instructions to purchase address lists (for mailings)
- Instructions on helpful hints (6 different hints)
- Instructions to access Mosaic USA and its different resources

Data Use and Analysis Articles

- Mind the Gap, March 2020 – data gaps, demographic differences
- A Tale of Two Stories, April 2020 – time gaps, time intervals
- How Can I Use My ComparativeInsite Report, June 2020 – ComparativeInsite analysis
- What Can Population Trends Mean to Our Parish?, July 2020 – analyze population trends



- Why Should We, and How Do We Use Data in Planning?, August 2020 – using data in planning

PowerPoint Presentations

- Presentations made since 2017 at Gigs, Geeks & God; Parish Council Congress, and Planning for the Future of Catholic Schools.

Available Resources on MissionInsite

To access the resources on MissionInsite, go to the Map page, click on Help on the Navigation (bottom bar), to bring up:

Documents, including

- Quadrennium White Paper
- Mosaic References, including handbook and segment descriptions
- System & Reports:
 - Demographics Reference
 - Ministry Benefits of PeoplePlot
 - QuickInsite Worksheet
 - ExecutiveInsite Worksheet
 - 10 Effective Ministry Applications
 - Keyboard Shortcut Cheat Sheet

Overview Videos, most under five minutes; the longest is just over 11 minutes:

- Where to Begin
- How to Upload People for People Plot
- Navigation Bar Overview
- Toolbar Overview
- Shapes – Drawing a Polygon
- How to Read and Understand a Mosaic Portrait
- Understanding Mosaic Portraits for Ministry Planning
- Neighbor Center Introduction (*presently not available to schools and parishes*)

The videos are not only great for new users, but a good review if you haven't been on MissionInsite lately. As always, if you have any questions or would like to see a MissionInsite topic covered, contact Susan Skibba, MissionInsite Coordinator, at either 414-769-3355 or skibbas@archmil.org.

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
- 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

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to discipleship through the Waukesha Catholic Community.” Words have the power to create a culture in the parish that points more toward Jesus than to us. Let’s always focus on Jesus as our ultimate leader.

How we pray as leaders can help us resist the temptation to see ourselves as in control. Let’s storm the heavens with prayers like these: “Jesus, show us what direction you want for this parish,” and “Jesus, form us as your disciples so we can lead well,” and “Into your hands we surrender this parish, let it be done unto this parish according to your word.” As we pray is how we actually believe and lead.

Our best antidote to tribalism is embracing a primary leadership focus on those not in our pews. This is a game changer because it redirects how we foster an evangelizing stance among those inside our walls, and challenges us to identify bridge-building strategies to those who are outside. Then we fully embrace the missionary call of Jesus to “Go, therefore, and make disciples” (Matthew 28:16-20).

Schools Annual Report

A couple weeks ago, physical copies of the Archdiocese of Milwaukee 2019-2020 Catholic Schools Annual Report were mailed to parish and school leaders. We are now happy to share with you a [digital version](#) for your colleagues, parishioners and communities.



As noted by the theme, “Stronger Than Ever,” we are proud of how our schools continue to adapt and evolve in these unique times to ensure that high quality Catholic education is provided for all. Each school is providing hope, security and safety for children and families at a time when it is needed most. Please use this report to tell that good news!

Missionary Planning and Leadership Contact Information

For questions or to request services, please contact:

Rich Harter, Director of Missionary Planning and Leadership harterr@archmil.org, 414-758-2215

Laura Engel, Associate Director of Missionary Planning and Leadership engell@archmil.org, 414-769-3354

Susan Skibba, Project and MissionInsite Coordinator skibbas@archmil.org, 414-769-3355

Know that you can always come to us.

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

