

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.



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Read Updated Mission Statement

Check out the revised mission statement above. As always, the *Update* is dedicated to assisting our leaders in the archdiocese.

Leading with Vision

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

During these times of radical change, fruitful leadership is now more important than ever. But in what direction are we leading? When what we know as “normal” is taken away, leaders can be tempted to lead back toward the way things always were. The status quo becomes king. We can, almost instinctively, see the new normal as bad and the old normal as good.

Leading toward the status quo is, in fact, not leadership at all. Moving toward what we have always done is the priority of maintenance managers. Maintenance managers maintain and administer, control and minimize risks, and focus on the short term. This is certainly not the recipe for a thriving Pentecost parish. Worse yet, maintenance management fails to inspire passion in current and potential members.

True faith-filled leadership is different. Leaders create and cast vision, inspire and motivate, weigh and take risks, and focus on the long term. This is Jesus’ daring vision of the Kingdom of God and the entrepreneurial riskiness of the Church in the Acts of the Apostles. Leaders imagine a future that is superior to what was and what is now. Leaders lead with vision.

A vision is not a mission statement. Mission statements define what a parish is, while a vision is where the parish is going. Mission is here, while vision is still out there. Now is a great time (actually all times!) to lead with vision. Now is a great time to paint a picture of your parish 3-5 years out that is clear, inspiring, and practical that arouses passion and buy-in from both current and future parish members.

If we know anything about the Holy Spirit, we know it cannot be maintained or managed. It is dynamic - burning passionately into a new day and blowing boldly into the future. The Holy Spirit is leading us with vision. Let’s pray our way into where the Holy Spirit is trying to take us!

Word Choice Is Important for Leaders

By Laura Engel, Associate Director
Missionary Planning and Leadership

Do you remember the last time you deliberated on choosing the precise words to describe something on your mind, or to convey an idea to someone? As leaders, we carefully consider choosing the right words because we know that vocabulary can determine the impact we have on our audience or how we are perceived. Words can convey attitude – positive or negative, confidence, purpose, vision and inspiration.

Consider these pairs of words. Which ones are in your vocabulary?

Crisis or Change

After enduring the challenges of the pandemic in the last several months, now we may find ourselves amid struggles some may identify as new levels of the crisis as we plan the comeback to Mass, reunite our Councils, and review finances. In times of crisis, we all must change; so why not call it a time of change instead of a time of crisis. The word change can demonstrate an element of positivity, a fresh start, compared to the negative situation of a crisis.

Count or Measure

To count is to record something in a moment in time. It is static. Something that is continuous, like actions toward a vision, can't be counted, but can be measured. Measure is time-driven, indicating there is movement, or at least anticipation of movement, such as growth in Mass attendance. Counting brings attention to numbers, but measuring gives attention to change.

Effective or Fruitful

Being effective is about doing the “right” or “needed” job and conveys the notion of activity. Being fruitful conveys the idea that something is actually produced by that activity. Effective ministries are not determined by which actions we take or how hard we work, but by the fruit it produces over time.

Change, measure and fruitful express movement, and are results-oriented. Words can create a vivid picture in your listeners' minds, can articulate a vision more clearly, and can influence the openness to or acceptance of a plan. Used repetitively, certain words can unite and align your team, who will begin to use those same chosen words.

Choose your words wisely to maximize your leadership effectiveness fruitfulness!

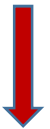
Talk Back

What new vision do you see for your parish?

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.

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

See our first response below:



Talk Back May Response

Here is a response from one of our parishes from last issue's question – In your experience, what leadership skill or training do you find most useful during a time of crisis?

One of the skills I find very helpful during a time of crisis is listening. People need to talk through fears and frustrations. They need interaction with familiar people, and when it can't be done in person, then it needs to be done on the phone or via e-mail. People need to be reassured that they are not alone in how they are feeling. Parishioners in grief are of special concern. During times of grief, they depend on support from their parish family. For those who are not connected electronically, not being able to come to Mass for spiritual and emotional support is devastating. If they call, it is important to listen and let them know you are there to listen, give support, and have some understanding of what they are going through.

How Can I Use My ComparativeInsite Report?

MissionInsite’s ComparativeInsite report compares a broad demographic profile of those who live in the study area defined by the shape you drew to that of the core households and people of your parish plotted within that study area. Data from this report can support the development of missionary opportunities in your parish. Here are some ways to evaluate and apply the data.

Simple Analysis

Looking at your parish demographic profile, how reflective is it of the area surrounding your parish? In what ways are your parish members like the people in your defined study area? How are they different? List the similarities and differences among the various demographic categories.

Interpretation

Below are portions of a ComparativeInsite report for two different parishes in Milwaukee’s Archdiocese.

In the Parish A example, composition percentages are similar for the study area and parish, and the index numbers are near 100. Household structure of Parish A membership is reflective of households in the area.

Parish A	Study Area Composition	Parish Composition	Index
Married Households	48.5% 17,824	52.3% 480	108
Households by Type with Children			
Married with kids in household	19.7% 7,251	20.6% 189	105
Single Parent with kids	10.3% 3,804	10.5% 96	101
Unknown marital status with kids	3.3% 1,225	3.5% 32	105
	33.4% 12,280	34.6% 317	104

In contrast, membership at Parish B does not closely reflect the neighboring area in these demographic categories. In fact, parish households are 35% more likely to be married and 21% less likely to have kids in the household (based on index numbers). Furthermore, the study area is more likely to have single parents in the households with kids compared to parish households with kids.

Parish B	Study Area Composition	Parish Composition	Index
Married Households	53.1% 23,649	71.6% 1,084	135
Households by Type with Children			
Married with kids in household	22.1% 9,866	24.1% 365	109
Single Parent with kids	8.9% 3,980	1.5% 23	17
Unknown marital status with kids	3.0% 1,332	1.5% 22	49
	34.1% 15,178	27.1% 410	79

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How Can I Use My ComparativeInsite Report?

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Application

After reviewing the profiles in your report, what can you learn from this information to strengthen your ministries? Which demographic groups are represented in your parish? Which groups are under-represented, such as singles and single parents shown above, and what are their needs? How might you reach out to those groups? How does your current hospitality, for example, or worship, welcome under-represented groups?

If you would like to explore the data in your ComparativeInsite report in more depth, contact me. Let me know how I can help and support you through your data analysis, interpretation and application. I look forward to hearing from you. I can be reached at engell@archmil.org.

Blessings,
Laura Engel, Associate Director
Missionary Planning and Leadership

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 Committee 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

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, 414-758-2215

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

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

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

MissionInsite Musings ComparativeInsite Report

In March, we had instructions on how to plot your congregants and strongly urged that you save your shape. It comes in very handy so that other reports are all based on the same area for your parish. You can also always do a radius if that is helpful.

ComparativeInsite is the only report that needs the congregants (parish or school) plotted on the map.

Once you have a saved shape, you can always go back to it and run several predefined reports. It's very easy. As an example, let's run a ComparativeInsite Report.

1. Plot your congregants (March 2020 issue)
2. Go to *Directly to the Map* page (main page; not the cubes)
3. Click on the "Shapes" icon on the Navigation Bar (bottom of the page). Then on the Control Center (right hand column), pull up your saved shape, and click on the "Draw" icon. That will bring up your shape on the map. **NOTE:** If you do not have a saved shape, go to the "Shapes" icon and draw one or if you need help, check out [Instructions to Run Predefined Reports](#). Once the shape is drawn, continue to step 4.
4. Click on the "Demographics" on the Navigation Bar. Then on the Control Center, click on the Predefined bar arrow (V) to expand it.
5. Now complete the information under:
 - a. Prepared for: Can leave it as is, or change as you choose
 - b. Study Area: (name of your parish or school)
 - c. Select a Predefined Report: Click on the drop down arrow & choose ComparativeInsite.
6. Click on *Generate Report*. It gives you the option to open or immediately save. I prefer to open it and then save the report.

That's it. From that same place, you can also choose other reports (QuickInsite, ExecutiveInsite, FullInsite, MinistryInsite, MinistryInsite Priorities, ReligiousInsite and ReligiousInsite Priorities). Just click the new report, and click *Generate Report*. You can easily run several reports in just a few minutes.

As always, if you have questions, please contact me, Susan Skibba, at either 414-769-3355 or skibbas@archmil.org.

Pastoral & Finance Councils Questions and Issues – Let us Help You

In May, we talked about rebooting the Pastoral and Finance Councils, and potential agenda items for the first council meeting after Safer at Home. When you have your first virtual meeting (via Zoom, Go to Meeting, etc. since we are in Phase 1), for many in June (in June for many), questions or issues that you had not considered may come up.

When those questions or issues arise, remember – You are not in this alone. We are here to help you. Contact us with your questions and concerns; let us help you and your parish community. Our direct office contact information is on page 4.

Mass Attendance Report

You can access the [15-Year Mass Attendance Summary](#) with the 2019 figures on the Archdiocesan website. With Mass again beginning in our parishes after being shut down because of COVID-19, you may want to review the two resources on the [Mass Attendance web page](#): *A Vision for the Future* and *Whispers in the Pew*. At least for the near future, Mass will look different with the guidelines. [The Updates for Parishes](#) is an excellent web page to check periodically for all updates. Besides the articles, you can also download the Return to Mass signage for your parish.