

# 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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### Advent-Christmas Leadership Caring for the People Who Are Not There

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



The seasons of Advent and Christmas will soon be upon us. These seasons always require a great deal of energy and preparation, but this year that is even more the case. There are all the extra things to think about for the people coming – extra Masses, social distancing, disinfecting between Masses, space limitations, how to sing, extra priests, and all the rest.

To plan for all of this is a very tall order indeed. It requires leadership vision, coordination of volunteers, maximizing resources, creative problem-solving, and on-the-spot innovation. All of these are important leadership skills. Parish leaders should rally around the pastor or parish director to make all of this happen during this holy time in the Church Year.

There is another kind of leadership that we need at this critical time as well. It is strategic leadership focused on those who are not there. This aspect of pastoral leadership is often neglected because the people we are leading are invisible. We fall victim to the old adage: “Out of sight, out of mind.” But leadership toward the invisible is essential, not optional.

The invisible people are only as far away as your parish roster. He’s the 94-year-old who, because of advanced age, will not attend for fear of large Christmas crowds. She’s the 62-year-old who is staying away because of diabetes. They are the family with the vulnerable child going through chemotherapy because of cancer.

It’s the woman whose committee or ministry has not met for seven months; so she is feeling disengaged and unvalued. It’s the elderly couple who have been sending in their monthly pledge faithfully, but have not received communion for more than a half a year.

It is these people, and many others like them, who may be feeling isolated, disengaged, and invisible. They may be feeling emotionally anxious and spiritually lost, in an especially heightened way, during the Advent and Christmas Seasons. Just as Jesus came to “seek and save the lost” (Luke 19:10), we need a leadership strategy for the invisible people.

So as we enter the seasons of Advent and Christmas, and the long dark cold of a pandemic winter, pastoral councils and staffs are urged to have regular conversations about how to reach their invisible parish members with the hope of the Gospel and the healing presence of Jesus Christ. Let’s make that a regular agenda item, both now and forever!

## MissionInsite Musings

### Create an Opportunity Scan

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

An Opportunity Scan assists you in locating areas of opportunity within the community for selected data variables, such as household wealth, ethnic trends, Mosaic household group, or others. It gives you both numbers and a map.



1. On the main page, choose *Create Opportunity Scan cube*.
2. For Type of Geography, choose either *Predefined Boundaries* (e.g. zip codes or counties) or *Radius* or *Polygon I Draw* (most popular for a parish).
3. If you chose *Radius* or *Polygon I Draw*, type in the address, and then click *Next*.
4. Next choose *Radius* or *Polygon*. The map with your address marked with a pointer appears. For *Radius* choose the radius and radius units. Example: 2.5 miles. For *Polygon*, draw your polygon. Either way, click *Next*.
5. Check the variable you want to scan from the many available options. However, you can only choose one option per Opportunity Scan. For example, under *Overview*, you could choose *Racial/Ethnic Trends* OR *Population/Households Forecast*, but not both. Check out the different choices. Depending on your choice, you may be given another choice to narrow the field. Example: Under *Overview*, if you choose *Summary: Families in Poverty*, you can then choose either *Below Poverty Level* OR *Above Poverty Level*. Once you have made your choice, click *Next*.
6. This takes you to Review and Summary where you make more choices. Scan By: Census Blockgroups, which is the smallest area; specific school groups (elementary, middle school, high school) is also a possibility. You have the option to change your color palette. Click *Next*.
7. The map appears and summarizes your geography option. If all is fine, click *Finish*.
8. The Opportunity Scan Report comes up. On the left side, by ID # if you click on boxes, that will place a marker on your map. When looking at the columns, you can change how it is ranked. Example: Instead of *Scan Variable*, you want to rank by *Variable %* or *2019 population*. Click on the heading in the

blue bar and it will change how it is ranked. Click so that it is either from high to low or low to high – your preference.

Id #	Blockgroup	Scan Variable H	Variable %	Scan Variable	Var Change %	2019 Pop	2024 Pop	Pop Change	% Pop Change	
<input type="checkbox"/>	1	550790006004	264	51.4	0	0	2,298	2,313	15	0.65

9. Download the information to an Excel sheet by clicking in upper right hand column. I always prefer to open it and then save it.
10. You can also download the map and legend. Currently, the downloaded map is not showing any markers. On the left bar, click on *Export Map Image* (icon fifth from bottom). I like to insert the map at the bottom of the Excel sheet.

Check out the expanded version of the [Opportunity Scan instructions](#), which includes some additional points on our [MissionInsite web page](#).

**NOTE:** The cube, Create a Thematic Map, covers much the same. However, this only gives you a visual (map); and not the numbers to be downloaded to Excel.

As always, if you have any questions or would like to see a MissionInsite topic covered, contact Susan Skibba, Project & MissionInsite Coordinator, at either 414-769-3355 or [skibbas@archmil.org](mailto:skibbas@archmil.org).

### Talk Back Question

**“Who are the invisible people in your parish and how are you reaching them?”**

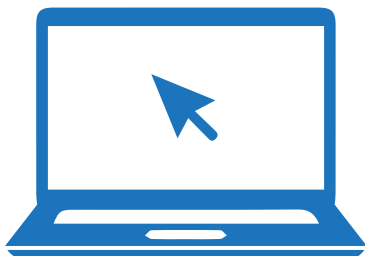
We hope to hear from you. Email your answer, however short or long, to [planningcouncils@archmil.org](mailto:planningcouncils@archmil.org). **NOTE:** If any answers are posted in a future issue, no source will be listed. All answers are anonymous.



## 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 writing by Rich Harter to assist you with the Post-2020 planning process.

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



## Synod Anniversary Event Will be Celebrated in 2021

The Synod Anniversary Event, originally scheduled in May of this year – and then rescheduled for December 5, 2020 – will now be celebrated next year: June 5, 2021 (back-up date, October 23, 2021). The event will be held at the Mary Mother of the Church Pastoral Center, St. Francis, and is targeted to key leaders from parishes, schools, and Catholic institutions and organizations. Archbishop Jerome ListECKi and Bishop Donald Hying will both serve as keynote speakers for this event. You may register at [2021 Synod Anniversary](#). Contact Rosalita Villa, [villar@archmil.org](mailto:villar@archmil.org) or 414-758-2217, should you have questions or wish additional information.



## Updated Census Lists are on MissionInsite

The latest census reports are now uploaded onto MissionInsite. Every fall (around September and October), Susan Skibba uploads the new census lists for parishioners for every parish in the Archdiocese so that when you either plot your parishioners or run the ComparativeInsite report, you have the latest list of parishioners. Two things to note:

- The list is only as good as what you send to the Development Office.
- Parishes with multiple sites have the same list uploaded to each site; there is no way to distinguish parishioners by the usual site they visit. So, if you have multiple sites, when you plot parishioners you only need to choose one site for plotting.



## Prayer Resources for the Christmas Season

Check out the [Office for Worship web page](#) for prayer resources for the upcoming Christmas season that were presented in a recent webinar, "Anticipating Christmas with Joy and Careful Planning!" The links were referenced in the webinar and include music resources and ways to celebrate the season of Christmas in the domestic church.



## 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

## Catholic Comeback Enters Phase 2

The Archdiocese of Milwaukee has entered Phase 2. To keep on top of all of the information check out the [Catholic Comeback web page](#) for its many useful resources, including:



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

## Parishes and Schools: Are Your MissionInsite Users Accurate?

As stated on page 3, the latest census of parishioners have been uploaded into MissionInsite. Whenever there were five or more post office box numbers only for addresses, the MissionInsite users for a parish were informed. I heard back from a couple of parishes that people we had as MissionInsite users were either no longer staff or parish members.

Now is a good time to review your registered MissionInsite users. If any have changed, please let me know so that I can update the records, not only on MissionInsite, but in the Arch database. Also, if some have left and you would like new people registered to become a new MissionInsite user, contact me and I will send you the registration handout. Just send me, Susan Skibba, an email at [skibbas@archmil.org](mailto:skibbas@archmil.org).

## Missionary Planning and Leadership Contact Information

For questions or to request services, please contact:

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*Know that you can always come to us.*

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*.

