

# 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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## Leadership – The Art of Simple Strategic Focus

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

It is an understatement to say that we are in unprecedented times. It’s 2020 and the world is different. We have a pandemic, economic turmoil, racial unrest, a polarized election season, wildfires, and hurricanes. Sometimes I am afraid to watch the news for fear of hearing about another biblical-like plague. What will it be next – killer locusts, water turning blood red, or something worse?



Yes, the times are different; so we need a whole new kind of leadership, right? It seems logical that if the situation is different, then the leadership needs to change. In fact, the opposite is true. The more the sands of change shift outside and inside our parishes, the more rock solid our leadership needs to be. The more complex the situation, the more our leadership needs to become simple and focused.

Aspiring to unchanging leadership in a time of change is promoted by our faith, as well as by leadership best practices. No matter what happens, Jesus Christ is always the King of the Universe. Of that we can be assured, no matter how crazy things get. And, in relation to the confusing world of the 613 Levitical Commandments, Jesus makes it simple: Love God completely and love your neighbor as yourself.

Our leadership is rooted in Jesus, the unchanging Lord, with a simple focus on loving God and neighbor. That’s the art of leadership with a simple strategic focus!

In a similar way, leadership consultants coach us to be solid, simple, and focused. To keep the parish ship afloat, they remind us that we need to focus 80% of our energy on day-to-day operations. We need to be solid in this regard lest the foundation of our work fall apart. And then, echoing the wisdom of Jesus, they teach us to focus 20% of our time on one or two clear and simple strategic goals.

You see the human instinct is to keep “doing more” in changing times and all times. But, Jesus teaches us to “do less.” Instead of 613 things, just put a simple focus on two. The leadership paradox is this: “If you want to do more – do less!” Stay the course in uncharted times. Practice the art of simple, strategic focus. You will be a happy leader. Your people will feel secure. And, you will actually bear more fruit.

**What is the one simple thing your parish leaders should focus on during the pandemic?**

For assistance in practicing the art of simple, strategic focus, contact me at [harterr@archmil.org](mailto:harterr@archmil.org) or 414-758-2215.

## Planning and Data During the Catholic Comeback

By Laura Engel, Associate Director  
*Missionary Planning and Leadership*

Thinking back six months, who would have imagined that we could still be so overwhelmed by the pandemic and all the challenges it brings. Although many events and meetings may have been canceled at our parishes, time originally allocated to plan for them most likely has been reallocated to planning for the Catholic Comeback in your parish and more.

Exploring new data can be a daunting endeavor at times like this with everything else that consumes our attention. Here's the good news – you and your parish have an abundance of data at your fingertips right now for team leaders to use in planning.

Aside from MissionInsite neighborhood and member data, and other proprietary information in external databases, your own database of information about new and existing parish members is a good source of data to assist you in your planning. More good news – no additional training needed, but a bit of creativity and thinking out of the box will help!

Knowledge you capture about new or prospective members during interactions at an information table after Mass or a one-on-one conversation in your parish office during new-member registration gives you great insight to increase engagement with them. Why did they choose to join your parish? What immediate prayer needs do they have? Are they seeking sacramental preparation? Did they tell you about their Catholic journey?

Consider data you already have and reflect on how to apply it in your ministries.

- Primary language spoken at home – Do you have worship aids for Hispanic or Hmong families? Do you have bilingual members on your hospitality team?
- Marital status – Are you starting a support group for those recently divorced? Do you have small faith-sharing groups for single parents?
- Sacramental history – Do you refer singles who are planning to wed, but haven't been confirmed, to sacramental preparation? Are new members looking for guidance on sacraments for their children?
- Occupation – Are you looking to recruit members to your finance council? Are you looking for those who work with children to teach youth faith formation classes?
- Religion – Do you invite non-Catholics into deeper conversation about their faith with potential for participation in your RCIA program?
- Email address, preferred method of contact – Do you have updated contact information for each member to inform them of activities of interest to them?

If it's not the right time to engage in deep planning for the future, simple data you already have can help your parish teams plan for ways to increase engagement with members during these difficult times. Let me know how I can help and support you through your data analysis, interpretation and application. I can be reached at [engell@archmil.org](mailto:engell@archmil.org). I look forward to hearing from you.



## Talk Back Question

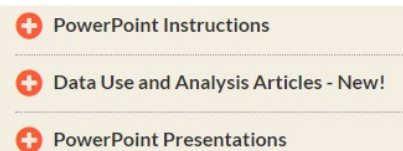
What is the one simple thing your parish leaders should focus on during the pandemic?

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.

## New Look & Section to MissionInsite Page

If you haven't been on the [MissionInsite web page](#) lately, please check it out. Besides PowerPoint instructions on how to run reports on MissionInsite and PDFs of presentations given on MissionInsite, we have added a new section: *Data Use and Analysis Articles*. This section lists the articles that Laura Engel has written for *Missionary Leader Update*. Now, rather than checking back issues for an article, it is in one spot.

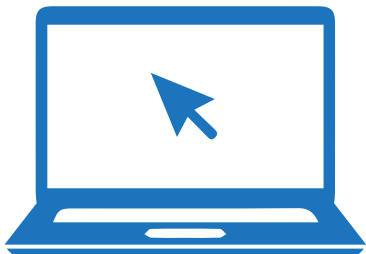
As you will see, rather than scrolling down a long page, each section is listed separately. Just click on the plus sign and scroll down.



Keep watching this site for new articles.

## 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.



## Highlights from the September 19, 2020, Archdiocesan Pastoral Council (APC) Meeting

The Council met with Archbishop Jerome Listecky via Zoom. These were the items discussed and the actions taken.

- **Urban Ministry** – Anne Haines ([hainesa@archmil.org](mailto:hainesa@archmil.org)) presented and stated that Urban Ministry includes pro-life urban ministry. With the pandemic, their work is split pre-Safer at Home, Safer at Home and Post Safer at Home. The ministry has been very active and includes items such as launching a pregnancy and parent room at North Division High School, compiling list of resources for mothers and families in need, improving central city relations by attending meetings with people in central city, government agencies and others to both collaborate with them and to give them resources. It provides emergency funds to help people through this difficult period of time, and collaborates with Catholic Charities to help with emergency response. The prison ministry has held two expos for people transitioning out of prison and helping to connect them with businesses. It secured a grant for prison ministry training and has a Friends through Pens program that connects prisoners with anonymous pen pals.
- **Safeguarding Training Updates** – Suzanne Nickolai ([nickolais@archmil.org](mailto:nickolais@archmil.org)), Safe Environment Program Manager, presented that her office handles a prevention program, particularly protecting children from sexual abuse. The program has been updated to focus more on creating a safe cultural awareness in every action, response, event and leadership involvement. The office has a centralized record keeping for safe environment records, and shares information with other dioceses and law enforcement as needed. It updated its Circle of Grace safe environment curriculum, and has hired two new positions for the office: victims abuse coordinator and bilingual administrative assistant.
- **Date to Mark Down** –
  - o June 5, 2021 – Synod Anniversary Celebration (rescheduled from December 5, 2020), with a back up date of October 23, 2021.
- **Sunday Mass Initiative** – Archbishop Listecky has called for a special initiative focusing on the importance of the Sunday Mass and the Eucharist. The three main objectives are: RETURN to Sunday Mass, RENEWAL of our understanding and devotion to the Real Presence of Jesus in the Eucharist, and REDEDICATION to Sunday as a day of rest and renewal with God, spouse, family and friends. Highlights of this endeavor will include Archbishop Listecky writing documents on the



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## MissionInsite Musings – Benefits of MissionInsite

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

As life in parishes and schools is returning to a new normal, you want to take advantage of information that is at your fingertips, and is already available.



MissionInsite is a valuable resource for all parishes and schools. As its website states “MissionInsite’s proprietary cloud-based technology platform is designed specifically for church, faith-based and nonprofit leaders. It bridges the gap between data and actionable information by answering the ‘where’ and ‘what about’ questions about your organization and community.” Just look at some of the benefits:

- Free to parishes and schools – the Archdiocese picks up the cost.
- Easy-to-use, geo-demographic mapping interface – Our MissionInsite web page includes instructions, data use and analysis articles and PDFs of previous presentations.
- No hardware or software for your parish or school to download.
- No limit to the number of users – We suggest two or three per parish or school so that if one of your users leaves, you still have someone who can use the system.

MissionInsite uses several data sources:

- Synergos (Demographic Data – a source of population and households estimates)
- Experian (Mosaic/Simmons Market Research – Behavioral Data, a household-based consumer lifestyle segmentation)
- Quadrennium Project (National religious survey of American beliefs, preferences and practices – Religious Data)
- American Community Survey – collects data on an ongoing basis
- United States Census Bureau – the new census data will be uploaded

- Epsilon [Demographic Data HH Level – Neighbor Center (currently not authorized for parish use by Archdiocese)]

The data sources can then be viewed by running either a predefined report (reports that you can run off in less than five minutes) or customized reports (what exactly do you want to know).

Some of the reports are:

- QuickInsite – a quick look at geography defined by you (best for most people)
- ExecutiveInsite – “Tells a demographic story” of a defined geographic area (best for staff and upper leadership)
- FullInsite – an extensive demographic portrait of a geographic area (best for those involved in planning)
- Quadrennium – split as four reports to provide a projection of likely religious beliefs, practices and behaviors for a defined area
- ComparativeInsite – provides a demographic profile comparing your parishioners with the neighborhood
- Travel Polygon – what is the area around your parish or school based on driving, walking or bicycling (you choose – five-minute drive, 10-minute walk, etc.)
- Custom Reports – shows specifics of what you want to track

MissionInsite is just one more way to be data-informed, mission-driven.

**Remember:** If your parish or school is not registered with MissionInsite, contact Susan Skibba, MissionInsite Coordinator, and I will send you the registration handout. If you need help using MissionInsite, parishes should contact Susan Skibba at [skibbas@archmil.org](mailto:skibbas@archmil.org) or 414-769-3355 and schools should contact Carol Rybak at [rybakc@archmil.org](mailto:rybakc@archmil.org) or 414-769-3453.

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).

## 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.](#)

► Continued from page 3.

Mass and Eucharist, and Lenten Missions throughout the archdiocese on March 3, 2021. “See You at Mass” videos about the importance of Sunday Mass are currently on the archdiocesan website.

- **Violence in Kenosha** – The Archbishop celebrated Mass in honor of St. Monica with pastors of Kenosha and addressed the press. He visited three sites that were especially targeted with violence.
- **Dispensation** – The worship of Sunday is central to what we do. The blanket dispensation has expired. Pastors have worked hard to make their parish environments safe and to date no outbreak of Covid-19 is linked to a Sunday Mass, but the archdiocese will continue to monitor the situation.

The next meeting of the Archdiocesan Pastoral Council will be held on December 5, 2020.

## 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](mailto:harterr@archmil.org), 414-758-2215

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

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

*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*.

