

QuickInsite Group Workshop

Worksheet Instructions

You can provide this worksheet for each participant in a leadership team workshop. The QuickInsite Report is built upon informational themes, and the workshop questions follow these themes.

First, participants answer each question with their current perception of the study area, without viewing the QuickInsite Report.

Next, participants share common held perceptions, comparing them to the information in the QuickInsite Report.

Then, participants list mission opportunities they discovered with the QuickInsite Report.

Step 1: Describe your study area's story

Populations and Households Theme

Given your knowledge of your study area- and without consulting the QuickInsite Report- answer the following questions. If you're in a group, answer without consulting other participants.

What is your study area's population? _____

Is the population projected to grow or decline? _____

By what percentage? _____

Age Theme

What is the average age in the area? _____

What % of population is 0 to 4 years old? _____

What % of the population is under age 35? _____

What "Phase of Life" group is largest? _____

Education and Career Status Theme

What % of the adults 18 years and older have a college education? _____

What % of the adults 18 years and older are high school graduates? _____

What % of adults 18 years and older have not completed high school? _____

Community Diversity Theme

What is the % of current year racial ethnic population by group?

- % Asian _____
- % Black/African American (Non-Hispanic) _____
- % White (Non-Hispanic) _____
- % Hispanic or Latino _____
- % Pac Is/Am Ind/Other (Non-Hispanic) _____

Which group has the highest projected growth? _____

Which group has the highest projected decline? _____

Mosaic Lifestyle Segmentation Types

Mosaic Lifestyle/Household Types provide insight into the behaviors, attitudes and preferences of the households inside your Study Area. These types help you understand your community, neighborhood, zip code, or other geography on a multidimensional level.

See the separate handout for brief descriptions of the 19 Mosaic Groups.

What do you believe are the top Mosaic Groups in your area? Circle at least three.

Group A – Power Elite

Group B – Flourishing Families

Group C – Booming With Confidence

Group D – Suburban Style

Group E – Thriving Boomers

Group F – Promising Families

Group G – Young City Solos

Group H – Middle Class Melting Pot Group

Group I – Family Union

Group J – Autumn Years

Group K – Significant Singles

Group L – Blue Sky Boomers

Group M – Families in Motion

Group N – Pastoral Pride

Group O – Singles and Starters

Group P – Cultural Connections

Group Q – Golden Year Guardians

Group R – Aspirational Fusion Group

Group S – Economic Challenges

Financial Resources Theme

What is your study area's average household income? _____

Is the average household income increasing or declining? _____

What percentage of the households are below the poverty level? _____

Step 2: Discover your study area's story

In small groups of no more than five people, create a group perception of the study area themes based upon your individual responses to the questions in Step 1.

Write down your small group's theme perception to share with the full group. Your report should include

- Population and households theme
- Age theme
- Education and career status theme
- Community diversity theme
- Financial resources theme

When finished, all participants should gather, and each small group should share their Perception Report. This lets everyone in the room experience each other's perceptions.

After each small group presents to all participants, return to your small groups and distribute the study area QuickInsite Report to each participant.

Using the QuickInsite Report and the small group Perception Reports, each small group should spend 10 minutes reflecting on the discussion questions below.

After the small group discussion, you can move on to Step 3.

Discussion Questions

Are there any surprises after comparing the group Perception Reports to the QuickInsite Report?

Are there any confirmations of what was perceived to be true about the study area?

Step 3: Determine mission opportunities

Regardless of theological tradition, God's people are called to "Go into all the world and preach the good news to all creation." Mark 16:15 NIV. Discovering mission opportunity begins by asking "Who is my Neighbor?"

In Step One, we discovered our mission area's story. In Step Two, we brainstormed ways to connect to the ministry area around us.

Continuing in your small group, answer the following questions.

Reflecting on those who live within your study area, create a list of at least three significant life concerns that might be present in your community. What are community members' needs and how might you engage them?

Examples:

- Our community has a large number of families with children, but with seemingly low income. They may need low cost daycare services or help finding employment.
- Our community has a growing number of affluent retirement age families. We may have opportunities for senior ministries around leisure and travel.
- Our community shows a five year trend of increasing Hispanic population. We may want to develop Hispanic ministries such as Spanish-speaking worship or classes that teach English as a second language.

List three significant life concerns in your community:

1. _____
2. _____
3. _____

What are some ways that your congregation is like the people of your study area?

1. _____
2. _____
3. _____

If you easily identified a significant number of ways your congregation is like your community, which of your ministries might best engage people in your study area?

1. _____
2. _____
3. _____

How might you strengthen these ministries?

What are the ways that your congregation is different from the people of your study area?

1. _____
2. _____
3. _____

If you identified a significant number of ways your congregation is different than your community, name at least two potential new ministries that might engage the people in your study area.

1. _____
2. _____

List the next steps necessary to integrate these discoveries into your congregation's ministry.

MISSIONINSITE

If you have any questions or would like to speak with one of our experts, please give us a call at 1-800-669-2509.