

Introduction to Mission Insite (Demographics for Detroit Presbytery)

Mission Insite is a web page that provides detailed and up to date demographic data for the communities and people within the bounds of Detroit Presbytery.

This tool is provided to the churches and members of the Presbytery of Detroit by the Congregational Development and Transformation Team.\

Any pastor or any member of a church in the presbytery can register, and gather the information wanted for a particular zip code, community boundary, or custom maps of areas within the presbytery.

To use the website, you simply need to register, using our Presbytery Account Number, 2KoNa.

How to Register for Mission Insite

- 1 Open Your Browser
- 2 Navigate to: MissionInsite.com.
- 3 Mouse over the Client Center button on the home page. Select Registration.
- 4 On the new Registration Information page click REGISTER.
- 5 Enter Your Unique AGENCY ACCOUNT ID #: 2KoNa
- 6 Begin the Registration Process
 - a. Select your city and your church.
 - b. Complete boxes creating your unique User Name and Password
 - c. Review terms, check the Accept Terms box and click Register. You will receive an email entitled "Confirm Your Email" asking to confirm your email address which contains a link to activate your account. This link will be valid for 24 hours. Check your Spam/Junk box if the email does not appear in your Inbox. You will need to receive and respond to this email to activate your account before you can continue.
 - d. Following your account activation, a new window will open to enter your User Name and Password to login to the PeopleView™ System.
 - e. d. For future logins, hover over Client Center button on the MissionInsite Home Page and select "login" from the drop down menu.
 - f. Do not make multiple attempts at registration. If a problem occurs, please contact Mission Insite for support at 877-230-3212 Ext. 1011 or misupport@missioninsite.com or Richard Brownlee at 419-450-0422 or rdbrownlee@toast.net

- g. Only one User Name and Password per user. For users with multiple agency relationships (i.e. a local church AND agency user), please contact your agency administrator to add additional study area options to your login.

How to use Mission Insite

By Richard Brownlee

Once you have registered and logged in, then you can begin to use Mission Insite.

We have emphasized using Mission Insite because it provides up to date demographic information. Its creators intended it to be more. The intent is to develop a map/ of where your people live (which they call Organizational Identity Who are we?, or Core View), a map of the people around your church (which they call Mission Field Diversity, Who is our Neighbor, or Community View), and putting these maps together, they try to provide connections, (which they call Ministry Solutions, Engaging Mission, or Fusion View.)

The “maps” created are descriptive, based upon where people live, i.e. based on geography. Mission Insite uses a marketing system design by Experian to describe the people who live in an area by income, age, family structure, etc. It is a very detailed system, which you can find fully described in a document titled *Mosaic® USA Group – Segment descriptions by Experian*, and even more fully in the document *Mosaic® USA E Handbook by Experian*. Those documents are found under the tab, Essential Documents, (or help) where there is a list of documents designed to assist the new user.

If the whole system were used, one would enter the congregants under core view, and then pick a geography around the church (which can be a community, a zip code or a specifically defined area) and then run the reports to compare the members of the congregation with the members of the defined area. This would tell the leadership 1) what is common between us and our community, 2) where we are different from our surrounding community, and 3) what are the needs, interests, and hopes of the folks around us so that we might minister to them. Thomas Bandy has provided, in the documents list, a *Mission Impact Mosaic Application Guide*, which suggests expectations and responses congregations may make to connect with people in each Mosaic segment in the areas of: Leadership, Hospitality, Worship, Education, Small Group, Outreach, Property and Technology, Stewardship/Financial Management and Communication.

We normally use Mission Insite for the community view, (Who is our Neighbor?) The “How To” menu, under either the Help menu (upper left side of screen) or the Essential Documents menu of the Welcome Screen, gives you some suggestions. I do not find them very helpful. I would suggest you take the following steps.

- 1) Look for the + and – symbols on the upper left hand of the screen. Plus (+) gives you more detail. Minus (-) gives you less. Get the screen to show you the level of detail you want to work with.
- 2) Go to shapes menu on the right hand of the screen. Click on it and get the menu below it.
- 3) I want to create a travel polygon. So I will pick that menu.
- 4) On the travel menu you can pick drive time, or miles, etc. Pick the one you want.
- 5) You will need to either choose an address, your current location (if it is in Detroit Presbytery) or chose a center point on the map, which allows you to click on pick a point, which will be the center of the polygon.
- 6) The website will draw a polygon.

Choosing a zip code is similar. You can also describe your own polygon. That process would be:

- 1) Take steps 1 and 2 above
- 2) Click on polygon carve out
- 3) Move your cursor over the map, and you will see it change from an arrow to a +. Move the + to a beginning point, and left click. Move the cursor again and a line will run from the first point to the next place you click. Repeat this as often as desired, and when the cursor comes back to the first point, it will complete the polygon.
- 4) If the shape is not what you want, you can right click, and chose clear, then chose clear shapes. But, to continue you will need to go back to step 3.

Once you have chosen a shape, then you can choose a report. Each report has a different purpose, as is explained on the first page of the report. The comparative report is only helpful if you have entered your member’s addresses in the system. If you wish to do that, contact me, and I will give you permission. (This is so that only persons authorized by the congregation can do this.)

Play with it, and you will find more. You cannot break it!

If you get stuck, go to help, and use the chat tool. Michelle is very nice. Or call Richard Brownlee at 419-381-2088.