

Step One: DESCRIBE the “Story” of your study area.

Given your knowledge of the study area, without consulting the QuickInsite Report, answer the following questions. If you are in a group, please answer without consultation with other participants.

Population and Households

Population

What is the population of your study area? _____

Population Change

Percent Change

Is the population projected to grow or decline? _____

Households

By what percentage? _____

Households Change

Percent Change

Age

What is the average age in the area? _____

What “Phase of Life” group is largest? _____

Phase of Life

- Before Formal Schooling: 0 to 4
- Required Formal Schooling: 5 to 17
- College/Career Starts: 18 to 24
- Singles & Young Families: 25 to 34
- Families & Empty Nesters: 35 to 54
- Enrichment Yrs Singles/Cpls: 55 to 64
- Retirement Opportunities: 65 & over

Education and Career Status

Education Level of Adults

Less than 9th Grade

Some High School, No diploma

High School Graduate (or GED)

Some College, No degree

Associate Degree

Bachelor's Degree

Graduate or Professional school degree

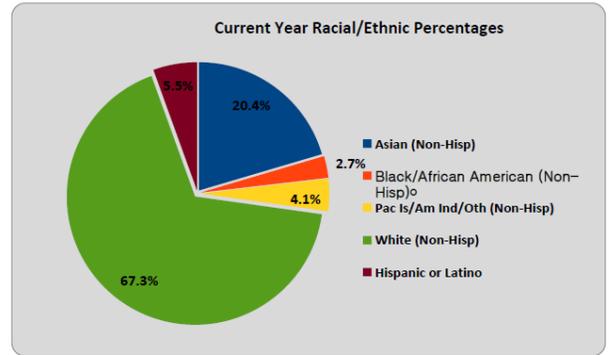
What percentatge of adults 18 years and older have Graduate or Professional degrees? _____

What is the percentage of Blue Collar to White Collar employment? _____

Community Diversity

What are the top 3 Ethnicities & %s?

- 1) _____
- 2) _____
- 3) _____



sample

Mosaic Lifestyle Segmentation Types

Mosaic Lifestyle/Household Types provides insight into the behaviors, attitudes and preferences of the households within the Study Area. The result is a fuller multidimensional understanding of a community, neighborhood, zip code or other geography.

What Lifestyle Segments make up your study area?

Financial Resources

Income Trends:

Average Household Income
Median Household Income
Per Capita Income

Median Family Income

What is the Average Household Income? _____

Is the Ave. Household Income Growing or Declining? _____

What percentage of the households are Below Poverty Level? _____

Step Three: DETERMINE Your Mission Opportunity

Regardless of theological tradition, God's people are called to "Go into all the world and preach the good news to all creation." Mark 15:15 NIV.

Discovering mission opportunity begins by asking "Who is my Neighbor?" In Step One, we discovered the "story" of our mission area.

Continuing in your small group, answer the following questions.

1. Reflecting on the "Story" of the people living within your study area, create a list of at least 3 significant "life concerns" that might likely be present in the population represented. Another way to ask the question might be; "What are their needs?" or "How might we engage them?"

Examples:

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

List 3 Significant Life Concerns in your community:

(1)

(2)

(3)

2. What are the ways that our congregation is like the people of our study area?

(1)

(2)

(3)

If this question resulted in easily identifying a significant number of ways in which our congregation is like our community, which of our present ministries might best engage people in our study area?

(1)

(2)

(3)

God's people are called to "Go into all the world and preach the good news to all creation."

Mark 15:15 NIV

How might we strengthen these ministries?

3. What are the ways that our congregation is different from the people of our study area?

(1)

(2)

(3)

If this question resulted in identifying a significant number of ways in which our congregation is different than our community, name at least 2 potential new ministries that might best engage the people in our study area?

(1)

(2)

4. Given the Discoveries above, list the next steps necessary to integrate these discoveries into the ministry of our congregation.

(1)

(2)

(3)

Michelle Holmes Chaney, Coordinator,
Revitalization and Leadership Development
michellechaney@vaumc.org

Cynthia Lopynski, Program Coordinator
cynthialopynski@vaumc.org

Kim Johnson, Communications Coordinator
kimjohnson@vaumc.org



NoVaUMC.org

Facebook: @novaumc

NoVaDistricts@vaumc.org